



The Influence of Digital Marketing Strategy on Business Growth in the Digital Era (case study on the e-commerce industry)

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ABSTRACT

The research aims to determine whether or not digital marketing strategies have an influence on business growth in the digital era. The hypothesis research of this is an influence of digital marketing strategies on business growth in the digital era. The subjects of this research are consumers who use e-commerce. The subjects of this research consisted of men and women aged 18-23 years, totaling 70 people at the time of the trial and 70 people at the time the research data was collected. The data collected through the scale is then distributed to research subjects. The data was then analyzed statistically using multiple regression analysis with SPSS version 16.0 for Windows. The results of the analysis obtained a value of $R = 0.965$ with $p = 0.000$ ($p < 0.01$). The coefficient of determination (R-Square) of digital marketing strategies on business growth in the digital era is 60.3% (0.603). The general conclusion from this research shows a very significant positive influence of digital marketing strategies on business growth in the digital era. The higher the digital marketing strategy provided by employees, the higher the business growth in the digital era. Thus, this research concludes that digital marketing strategies have a significant influence on business growth in the digital era. Businesses that are able to combine digital marketing techniques with a strong understanding of markets and technology will have a better chance of achieving sustainable growth and long-term success.

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Introduction

The rapid flow of globalization makes technological developments towards digital technology increasingly increased. Nowadays, in a digital era like, humans in general have a new lifestyle that cannot be separated from electronic devices. Technology is a tool that can help with most human needs. Technology can be used by humans to make it easier to carry out important tasks. The important role of technology in bringing human civilization into the digital era. The digital era has brought various good changes and positive impacts that can be used as well as possible. However, at the same time, the digital era also has a negative impact, thus becoming a new

challenge in human life in the digital era. Challenges in the digital era have also entered various fields such as politics, economics, social culture, defense, security, and information technology itself. Digital marketing is a marketing activity so that products or services are better known to potential consumers and at the same time influence potential buyers to be able to buy and consume company products and services via the Internet (Chiranthan et al., 2018). Digital marketing is a means of reaching a wider and more diverse audience through online platforms such as social media, search engines, websites, and mobile applications. When used wisely, digital marketing strategies can increase business visibility, build a brand, and allow companies to interact directly with potential customers. Therefore, it is important to understand the influence of digital marketing strategies on business growth in this digital era.

This introduction will review several key aspects of the impact of digital marketing strategies on business growth, including increased online visibility, building stronger relationships with customers, improved measurement and analysis, and the competitive advantages that can be gained by companies that adopt effective digital marketing strategies. With a deep understanding of the role of digital marketing strategy in today's digital era, companies can take the right steps to optimize the use of digital resources and technology to achieve sustainable business growth. In this article, we will discuss in more detail how digital marketing strategies can be the main driver in facing business challenges and opportunities in the ever-changing digital era.

The digital era has changed the business landscape drastically. In the midst of today's rapid changes, marketing strategies are also undergoing significant transformation. The use of technology and the internet has provided new opportunities for companies to reach wider and more diverse markets. In this context, digital marketing strategies are emerging as a key driver in the growth of modern businesses. Digital marketing is no longer just an additional option but has become a key element in a company's success in this digital era. By using various digital tools and platforms such as social media, search engines, email marketing, and websites, companies can expand their reach, interact with potential customers, and increase customer loyalty.

However, it is important to understand that a digital marketing strategy is not just about an online presence. It is about how companies can optimize their resources to create better experiences for their customers. In this context, the influence of digital marketing strategies on business growth is very significant. This strategy can help companies:

1. **Target Audience Mentioned:** By using data and analytics, companies can identify and reach target audiences more precisely. This allows companies to deliver more relevant messages and maximize the efficiency of marketing spend.
2. **Increase Online Visibility:** Through search engine optimization (SEO) and online advertising, companies can increase their visibility on online platforms, making them easier to find by potential customers.
3. **Increase Customer Engagement:** Digital marketing strategies allow companies to actively interact with customers through social media, email, and other online

content. This helps in building strong relationships and increasing customer engagement.

4. **Measuring Performance:** One of the great advantages of digital marketing is the ability to measure performance in great detail. Companies can look at metrics like conversions, customer retention, and engagement rates to improve the effectiveness of their campaigns and make necessary changes.

In an era where consumers are increasingly connected to the digital world, companies that ignore digital marketing strategies risk being left behind. However, companies that implement digital marketing strategies well have a great opportunity to experience significant business growth. Therefore, this research will investigate in depth the influence of digital marketing strategies on business growth in the digital era, with the aim of providing valuable insights for companies that wish to.

Method

This research discusses the importance of marketing strategies in facing business competition in the digital era. The type of research used in this research is quantitative research. Quantitative research methods are a type of research whose specifications are systematic, structured and clearly understood from the start until the creation of the research design. We conducted interviews (observations) and questionnaires (questionnaires) in the ecommerce industry. The things asked to respondents were things related to the marketing strategy. The data analysis used in this study is descriptive research, according to Sekaran and Bougie (2016) the aim of a descriptive study is to describe the characteristics of a particular object, phenomenon or event.

According to Arikuntoro (2010:172) Data can be divided into two types, the first is primary data, the second is secondary data. Primary data is data obtained directly from the first hand by researchers for certain purposes, while secondary data is data obtained by other people or institutions that is used for certain purposes. In this study, researchers used primary data along with secondary data. The primary data used was by conducting interviews (observations) with e-commerce industry owners and for secondary data, researchers used relevant data according to the study objectives such as questionnaires, online media and journals.

The method used in this research is a survey method with a descriptive quantitative approach. The tool for collecting data is a questionnaire with a sample size of 70 respondents in this study. The method used to test the magnitude of the influence is using simple linear regression with the help of the IBM SPSS 26 program. Based on the results of the data analysis that has been carried out, it is concluded that there is an influence of digital marketing strategies on business growth in the digital era. It is hoped that this research can provide knowledge and insight for the ecommerce industry.

1.1 Research subject

The subjects in this research were 70 consumers who used e-commerce, male and female, aged 18-23 years.

1.2 Measuring instrument

The method used in this research is to use a scale. Researchers used three scales to measure the three variables, namely the consumer satisfaction scale, the communication scale between individuals and the service quality scale.

The scale of business growth in the digital era in this research uses a scale created by the researchers themselves based on the aspects put forward Wahyudi et al., (2021) which consists of consumer knowledge of products and services (customer knowledge), experience gained from service to consumers provided by service providers (perceived service), and consumers motivated to evaluate service quality (satisfaction producing situation). This scale consists of 16 items, 4 favorable items and 12 unfavorable items consumers (customer experiences).

The digital marketing strategy scale used in this research was created by the researcher himself based on the aspects proposed by Zeithaml and Bitner (2000), namely by making a statement which includes the aspects: Direct Evidence (Tangibles), Reliability, Guarantee (Assurance), Responsiveness (Responsiveness), and Empathy (Empathy). This scale consists of 20 items, which are divided into 6 favorable items and 14 unfavorable items. Four alternative answers are provided, namely Strongly Agree (SS) with a value of 4, Agree (S) with a value of 3. Disagree (TS) with a value of 2, Strongly Disagree (STS) with a value of 1. Meanwhile for unfavorable items the score given is Strongly Agree (SS) is worth 1. Agree (S) is worth 2, Disagree (TS) is worth 3, Strongly Disagree (STS) is worth 4. From all of the subject's answers, scores are then obtained for each item. All scores are added up. The total score accumulated shows the high and low level of consumer satisfaction. interpersonal communication and service quality.

The statistical analysis method used to test the hypothesis is multiple regression analysis. Multiple regression analysis is used because it is a forecasting analysis that can be used to test the influence value of two or more independent variables on the dependent variable. This statistical calculation is carried out computationally with the help of the Statistical Product and Service Solutions (SPSS) 16.0 for Windows program.

Results And Discussion

Description of Research Subjects

A description of the research subjects is clearly shown in table 1 below:

Table 1.1. Description of Research Subjects

No	Factor	Category	Amount
1	Gender	Man	12
		Woman	48
2	Age	>20 years	19
		15 - 20	41

Subject categorization is divided into 5 categories, namely very high, high, medium, low and very low. The categories of very high, high, medium, low and very low were created based on categorization calculations using a hypothetical mean and

standard deviation. Hypothetical score description data for categorization calculations and empirical score data can be seen in table 2 below:

Table 1.2. Statistical Description of Research Data

Variable	Hypothetical				Empirical			
	Min	Max	Mean	elementary school	Min	Max	Mean	elementary school
Digital Marketing Strategy	16	64	40	8	30	57	43.78	4,727
Business Growth in the digital era	20	80	50	10	44	68	57.03	4,812

The following is the categorization of research subjects for each research variable:

Table 1.3 Digital Marketing Strategy Variable Categories

Intervals	Category	Amount	Percentage	Category
84%-100%	Very high	5	5%	Very high
68%-83.99%	Tall	32	33%	Tall
52%-67-99%	Currently	8	8%	Currently
36%-51.99%	Low	25	26%	Low
20%-35.99&	Very low	0	0%	Very low

The categorization of digital marketing strategy variables for the very low category does not exist, in the low category there are 25 subjects (26%), in the medium category there are 8 subjects (8%), in the high category there are 32 subjects (33%), while in the very high category there are 5 subjects (5%). Based on the categories in the table above, most of the digital marketing strategy variables are in the high and medium categories.

Table 1.4 Categories of Business Growth in the Digital Era

Intervals	Criteria	Amount	Percentage	Category
84%-100%	Very high	7	7%	Very high
68%-83.99%	Tall	44	45%	Tall
52%-67-99%	Currently	9	9%	Currently
36%-51.99%	Low	7	7%	Low
20%-35.99&	Very low	3	3%	Very low

Categorization of business growth variables in the digital era for the very low category there are 3 subjects (3%), the low category there are 7 subjects (7%), the medium category there are 9 subjects (9%), the high category there are 44 subjects (45%), while the very high category there were 7 subjects (7%). Based on the categories in the table above, most of the digital marketing strategy variables are in the high and medium categories.

1. Assumption Test Results

Before testing the hypothesis using regression analysis, the normality and linearity assumptions are first tested. This is done to find out whether the research subject data follows a normal curve which shows the representativeness of the research subjects in the population and the linearity test to find out whether each independent variable follows a linear line with respect to the

dependent variable. The following are the results of the normality and linearity assumption tests:

**Table 3.6 Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		70
Normal Parameters, b	Mean	.0000000
	Std. Deviation	7.43549096
Most Extreme Differences	Absolute	,092
	Positive	,055
	Negative	-.092
Statistical Tests		,092
Asymp. Sig. (2-tailed)		,200c,d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the SPSS output table, it is known that the significance value of asymp. Sig (2-tailed) is 0.200 which is greater than 0.05. In accordance with the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. Thus, the normality assumptions or requirements in the regression model.

Table 3.7 Linearity Test Results

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Business Growth	Between Groups	55584.010	23	2416.696	398,261	,066
Business Strategy	Linearity	52048.373	1	52048.373	8577.35	,008
	Deviation from Linearity	3535.637	22	160,711	26,484	.0200
	Within Groups	279,133	46	6,068		
	Total	55863.143	69			

Based on the significant value (sig) of the output above, the deviation from linearity sig value is 0.200, which is greater than 0.05. Thus, it can be concluded that there is a significant linear relationship between digital business strategy variables and business growth variables in the digital era.

2. Hypothesis Test Results

Based on the results of the regression analysis, the following research results were obtained:

a. Major Hypothesis

From the results of the regression analysis, the Txy score (R)=0.200: p=0.000(p<0.01). This shows that there is a very significant influence of digital marketing strategies and business growth in the digital era on the e-

commerce industry. Another result obtained is the coefficient of determination (R-Square) value of 0.932, which means that consumer satisfaction is influenced by 93.2% by digital marketing strategy variables. while the remaining 6.8% is influenced by other factors.

b. Minor Hypothesis

The analysis results obtained from the digital marketing strategy variable have a value of $r = 0.965$; $p = 0.006$ ($p < 0.05$), then the hypothesis is accepted. It is proven that digital marketing strategies are significant for business growth in the digital era. The coefficient of determination shown by R-Square is 0.932. This figure shows that digital marketing strategies provide an effective contribution of 93.2%.

Discussion

1. Digital Marketing Strategy

Digital marketing strategy is a strategy to maintain the continuity of each business. The form of business can be in the form of services, trade, industry or a combination. A maximum result using a marketing strategy is not necessarily realized. There are two goals that must be involved, namely the introduction and strengthening of the product brand image. Promotional content suggestions as a digital strategy must be planned and created in an attractive way and distributed so as to encourage followers to become consumers or vice versa. By implementing the AIDA (Attention, Interest, Desire and Action) model, it is easier for partners to create content compositions on social media and other media (Oktiani et al., 2022)

Social media is the easiest digital marketing tool to utilize. Social media can be said to be the opening gate for a business to launch in cyberspace to reach a wider target market that difficult to reach in the real world. The speed effect in disseminating information is an advantage that can be obtained by utilizing social media. Not only that, things conveyed via social media also have the power to be shared easily. Even feedback from the public can also be immediately seen and analyzed for the progress of the relevant market. Apart from low costs and no need for special skills in carrying out initial initiation, social media is considered capable of directly engaging potential consumers. Demands and opportunities to activate business marketing strategies through digital marketing (digital marketing or online marketing). This strategy can utilize various digital platforms to generate optimal sales, build a brand, and ensure a profitable and sustainable business (Hamidy, 2017)

According to Fadhilah & Pratiwi, (2021) Digital marketing is also an effective approach in marketing a product that can reach customers quickly and on time. Increasingly, business actors are starting to change to utilize information and telecommunications technology to run and support their business activities. The use of digital technology has influenced all aspects of human activities, including marketing. Digital-based marketing is used to acquire consumers, build their preferences, promote brands, maintain consumers, and increase sales which ultimately increases profits. Digital marketing allows buyers to obtain all information about products and make transactions via the internet and allows sellers to monitor and provide for the needs and desires of prospective buyers

without time and geographic limitations. Digital marketing is also a two-way communication method that can raise public awareness and engagement towards certain products and brands. Platform that is often used for digital marketing

Marketing plays a very important role in the running of a business. Marketing is also needed to analyze consumer behavior to find out the right place to sell products. Every money spent and product development carried out will be in vain if marketing in a business does not run well. Digital marketing has turned into an important tool for competing in the market, this is because people have entered the digital era, so digital marketing has become the most efficient tool for reaching consumers at this time. Thus, research in the field of marketing and especially in the field of digital marketing is interesting to do.

2. Business Growth in the Digital Era

Current world developments have entered a new era, namely the digital era. When the gates of the digital age are opened, business can reach cross-border reach. This also makes business competition more advanced and tighter. There are many methods or strategies that can be used, including using various supporting platforms such as online promotional activities. Just use a computer, laptop, gadget or smartphone that is connected to the internet network. Then, all you have to do is access social media which is very useful for introducing and promoting, even selling business products and services. Apart from that, you can also use websites to use promotional systems such as endorsements and influencers.

The following are strategies that can be implemented so that businesses can compete and develop in the digital era:

a. Utilizing Technology

As the name suggests 'digital era', utilizing technology in business strategy. Because as we know, the digital world and technology cannot be separated. Especially in modern times like today, like it or not, we have to use technology. In fact, technology is created to help and make work easier.

b. Using Social Media

Indonesia has many social media users such as Instagram, Twitter, Facebook, Line, Tik Tok, and Marketplace. Therefore, social media can be used as a tool in business development or as a business strategy. Social media can be implemented directly through business marketing strategies. Apart from being classified as cheap, how to use it is also quite easy. You don't need to have special skills to use social media, but just marketing products or services is enough. You can also take advantage of the features provided to create interesting content.

c. Using Applications

Apart from social media applications, there are now also many applications available that can be used to help with work. For example, accounting applications, e-commerce applications, bookkeeping applications, administration applications and etc. Existing applications can also be used in business management. By using this application, you can save time, costs and energy. Apart from that, these applications also provide comfort in their use. For example, e-commerce applications can help you sell products easily by just using a mobile or smartphone and accounting software application that makes it easier to manage business finances, as well as making easier to create business books.

Because the speed and benefits of business or financial applications make our business more effective and efficient. However, there are so many types of business management applications, the user also has to be smart in choosing the best application for running a business.

d. Providing the best service

There is nothing more valuable in the business world than meeting customer needs and satisfaction. Although, in the digital world we must provide the best service to consumers. If you can take advantage of opportunities, you can actually provide better customer service at an affordable cost by using digital social media. For example, package delivery companies or expeditions. They provide updated information regarding where the package the consumer sent has arrived and the estimate when it will arrive. Therefore, consumers can monitor their packages and they feel safe because they know the whereabouts of their packages are safe. The business strategy of providing the best service may seem trivial but its impact is huge.

e. Innovation

Innovation is also an important part of business strategy. Business will move forward if its products are innovated. As we already know, the business world is changing very quickly, almost every day new trends emerge. Therefore, innovation is needed to be able to compete with competitors. Creating new innovations is indeed difficult, because sometimes a company that has been prepared and predicted to be successful actually does not produce significant results. However, through a good and correct process you can definitely create new innovations.

f. Mobile Friendly

The increasing number of smartphone or gadget users' needs to be taken into account. We need to adapt our marketing strategy to a mobile friendly display, so that more people will see our online shop. To attract many visitors who use smartphones, the website must also be drawn or designed according to the smartphones that many people have. By making the website mobile friendly. Then, organize the information on the website so that it is always updated, interesting and has a fresh appearance.

g. Using Digital Marketing

Apart from social media, we can also apply digital marketing. Digital marketing is a promotional activity for a brand or product or service using social media, electronic or digital media. If you can't use digital marketing, you can also use the services of an e-commerce company that sells digital agency services that can help you develop your business. Thus, there is no need to be confused anymore about carrying out marketing activities. There are marketing techniques in digital marketing such as search engine optimization (SEO), electronic billboards, television advertisements, radio advertisements, email marketing and so on. The important thing that must be considered in business strategy is: before implementing a business strategy, you must first pay attention to business conditions. To find out the condition of a business or company, you can carry out an analysis, one of which is easy, namely a SWOT analysis. This SWOT analysis assesses the strengths, weaknesses, opportunities and threats of the company as a whole. The brief explanations are as follows:

- 1) Strengths include the company's internal capabilities, resources and positive situational factors that can help the company achieve its goals and serve customers.
- 2) Weaknesses, such as internal limitations and negative situational factors that can hinder company performance.
- 3) Opportunities are profitable factors that come from the external environment and can be used by companies to gain profits.
- 4) Threats, namely factors originating from the external environment that can benefit and provide challenges to company performance (Nofiani & Mursid, 2021).

Conclusion

The results of this research prove that the positive influence of digital marketing strategies on business growth in the digital era is acceptable. The higher the digital marketing strategy provided by employees, the higher the business growth in the digital era. Conversely, the lower the digital marketing strategy provided by employees, the lower the business growth will be in the digital era. Apart from that, the results showed that digital marketing strategies have an influence on business growth in the digital era.

Suggestion

Based on the results of the research analysis and conclusions of the research data, the researchers give the following suggestions:

1. For the ecommerce industry. It is recommended for the e-commerce industry to evaluate the marketing strategies that have been provided so far and hopefully periodically so that the consistency of the marketing strategies provided can be maintained.
2. Based on the collected data, it can be inferred for future studies that digital marketing tactics have effectively contributed to 93.2 percent of firm growth in the digital era. This implies that there are still more worthwhile contributions that can have an impact on the expansion of businesses in the digital age. It is recommended that researchers include additional characteristics that might impact company growth in the digital era, such as perceived value, trust, and hope, as well as brand equity. In addition, it is important to address the limitations of this research.

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