

Digital Marketing Implementation to Improve Customer Value Creation: A Case Study in The Indonesian E-Commerce Industry

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Abstrak

Penelitian ini bertujuan untuk menjembatani kesenjangan antara pemasaran digital dan loyalitas pelanggan di industri e-commerce, dengan fokus pada perusahaan di platform digital untuk meningkatkan loyalitas pelanggan melalui layanan, pengalaman, dan penawaran produk. Penerapan penelitian kualitatif deskriptif; didapat dari data sekunder; teknik pengumpulan berupa pemantauan dan pendataan online; data dianalisis dimulai dari collecting, direduksi, disajikan, dan disimpulkan. Temuan hasil memperlihatkan perkembangan dinamisasi perilaku konsumen dan teknologi menciptakan strategi untuk berinteraksi dengan pelanggan melalui platform digital dengan penguatan media sosial, program loyalitas pelanggan, keterlibatan komunitas online, menawarkan pengalaman omni-channel, evaluasi dan respon terhadap ulasan; Strategi pemasaran digital yang digunakan pada platform belanja konsumen online, e-marketplace, dan lelang online yang memaksimalkan platform digital, menggunakan media sosial, iklan berbayar, membangun saluran e-commerce yang kuat, bekerja sama dengan afiliasi dan influencer marketing. Kebaruan adanya temuan perubahan perilaku konsumen dan perkembangan teknologi menciptakan strategi penciptaan nilai pelanggan yang solid. Implikasi penelitian membagikan kontribusi dan strategi bagi perusahaan berkelanjutan.

Kata kunci: pemasaran digital, dinamika perilaku konsumen, nilai pelanggan, industri e-commerce

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Abstract

This study aims to connect digital marketing with customer loyalty in the e-commerce sector. It focuses on digital platform companies and how they can improve client loyalty through services, experiences, and product offerings. The study used descriptive qualitative research and relied on secondary data. Data collection methods included online monitoring and recording. The analysis process involved collecting, reducing, presenting, and formulating conclusions. The results show that consumer behaviour and technology are constantly changing. This requires strategies to engage customers through digital platforms. Some strategies include improving social media presence, implementing customer loyalty programs, fostering online community interaction, providing omnichannel experiences, and addressing reviews. Digital marketing strategies on online shopping platforms, e-marketplaces, and online auctions optimize digital platforms. This includes leveraging social media, using paid advertising, establishing e-commerce channels, and collaborating with affiliates and influencers. The research findings are unique and provide insights into sustainable enterprise strategies.

Keywords: digital marketing, consumer behaviour dynamics, customer value, e-commerce industry

Introduction

Digital transformation brings a big change with the use of digital technology today (Hadiono and Santi 2020). Digital marketing accompanies digital transformation (Moris Media 2023), positively can be done face-to-face and everyone can do online marketing (Dwivedi et al. 2021). Digital transformation is about how to fundamentally transform business operations, embracing innovation, agility, and big data decision-making to competitive advantage and business success (Kraus et al. 2021; Verhoef et al. 2021), while e-marketing, focuses on leveraging digital channels to promote products/services and improve customer experiences. Digital marketing skills become the type of service job opportunity (Vidiati et al. 2023) that now dominates the market. One of them is digital marketing skills and services. Digital marketing is any marketing activity that uses digital media to marketing goals (Kotler 2021). Businesses have the potential to reap major benefits from digital marketing that takes a social approach, including reduced expenses, enhanced brand awareness, and higher revenue (Dwivedi et al. 2021). Data indicates that in 2023, Indonesia has a total population of 215.63 million (Indonesia 2023), with 204.7 million individuals utilizing the Internet and 191.4 million actively engaging on social media (Graha Nurdian 2023).

Both social media and online shopping are examples of platforms that can be used for digital marketing, which is a method of advertising products or services (Trulline 2021). Digital marketing through social media can gather massive amounts of information about new phenomena (Hu and Krishen 2019), leveraging electronic media like websites, social media, email, web-based applications, and mobile applications (Wibowo 2021). Digital marketing helps develop effective marketing strategies, connect potential consumers with specific

brands (Hu and Krishen 2019), and improve productivity, convenience, and ease of building relationships with customers, the impact of which is dependence on Internet technology and resources (Munti and Syaifuddin 2020).

Digital marketing is becoming wider with business digitization requires skills as well as an understanding of the digital environment, learning from successful digital companies, and understanding consumer behaviour to create customer value (Pascucci, Savelli, and Gistri 2023). Creating customer value is one of the crucial aspects of business success in the competitive e-commerce industry, however, still some difficulties in creating customer value among them is business hard to compete and create unique value for customers (Maryani and Chaniago 2019), shipping and logistics are crucial to e-commerce as they ensure fast and efficient transactions (Wijaya 2023), product quality and customer service are crucial because poor product quality can affect customer satisfaction (Novrianda 2018). All of these must be searched for solutions by entrepreneurs so that the improvement in customer value can be achieved well especially for enterprises that are in the e-commerce industry environment (Kawa and Światowiec-Szczepańska 2021; Mahajan 2020).

The e-commerce industry is now a marketing strategy that many business operators use in addition to reaching global markets, reducing promotion, distribution and other costs (Gupta et al. 2023). However, not as well as it seems, in the world of e-commerce there are still many problems faced by business operators such as data management processing and customer data protection (Hidayah and Marsitiningasih 2020). Some businessmen have no ethics in running a business (Butarbutar 2019), distribution and shipping costs are still high for global marketing (Pratama, Manafe, and Lestari 2023). Those things are still a barrier to creating customer value.

Unlike previous research, the objectives in this study comprehensively address the strategies used by companies to interact with customers through digital platforms; the digital marketing strategies employed on online retail shopping platforms, electronic markets, and online auctions; and the company's efforts to provide benefits and satisfaction to customers through products, services and experiences for customers in the e-commerce industry.

Methode

The case study methodology is utilized in this work, which employs qualitative descriptive research methods (Sugiyono 2019) to examine the correlation between digital marketing and consumer value generation within the e-commerce sector. Online shopping platforms, online stores, and electronic markets will be studied for their digital marketing methods. Employing data gathering methods through online observations and documentation to acquire diverse information pertinent to this inquiry.

This study uses secondary data (Sugiyono 2019) derived from a variety of sources such as scientific writings, desertions, books and journals, it is reinforced by research by Dung H. Nguyen (Nguyen, de Leeuw, and Dullaert 2018) that this study shows that the latest literature on online consumer behavior focuses primarily on the use of marketing tools to improve the level of consumer service to improve customer value creation. This study aims to connect digital marketing

with customer loyalty in the e-commerce sector. It focuses on digital platform companies and how they can improve client loyalty through services, experiences, and product offerings.

The study used descriptive qualitative research and relied on methodologies that included data gathering, data reduction, data display, and conclusion formulation, which were utilized in the process of data analysis. The study's main contribution is that it fills a gap in the literature by proposing digital marketing strategies for e-commerce businesses and alternative platforms for companies to use in response to shifting consumer preferences. These strategies will help businesses better serve their online customers by increasing the value they derive from the services, experiences, and products offered by these brands. The purpose of this study is to shed light on the influence that digital marketing has on customer loyalty within the e-commerce industry and to identify strategies that are feasible for businesses to apply to improve their customer service standards.

Result and Analysis

Consumer Behavior Dynamics

The evolution of consumer behaviour varies from time to time, Marketing 1.0 and Marketing 2.0 focus on the needs and wishes of customers, and Marketing 3.0 and 4.0 take into account the wishes, concerns, creativity, and values of consumers. Furthermore, 4.0 offers a wide range of participation in existing online networks and direct communication with products (Jara, Parra, and Skarmeta 2012). Here's the evolution of every generation of consumer behaviour.

Figure 1. Consumer Behaviour



Source: (Jara et al. 2012)

The impact is a shift in the marketing model from traditional to digital, in terms of segmentation and targeting to more transparent confirmation of consumer communities/positioning; positioning and brands are more flexible with varied designs, which further strengthen the brand; the concept of selling the 4P marketing mix transforms into 4C (co-creation, currency, communal activation, and conversation) (Kamble and Mane 2022). Co-creation represents the participation of existing customers to increase the product development process, where companies increasingly directly involve customers to generate new ideas.

Currency is related to price fluctuations related to dynamic market demand in the digital era and customer capacity utilization. Dynamic pricing can be seen from purchasing habits/history, preferences, or proximity to store locations. Communal activation develops in line with the increasing trend of the sharing

economy, where the P2P model is growing fast, making it easier to case customers according to their needs in an instant. Conversation, making promotions more dynamic, not monologic. Social media and other networking platforms allow customers to be more vocal about the company's brand message.

The Strategy Used by the Company to Interact with the Customer through the Digital Platform

According to Orinaldi (Orinaldi 2020) digital platforms have grown into part of the e-commerce industry, which includes companies that do business online by selling their products through a variety of online platforms. Generally in improving customer engagement and building sustainable relationships with users through social media, creating relevant content, using smart platforms, and interacting actively. There are several ways to implement a strategy for a company to interact with customers through a digital platform, namely:

1. Using social media

As of January 2023, around 1.03 billion Chinese residents are engaged social media users, indicating a significant online presence (Statista Research Department 2023). As of January 2023, the classification of countries or regions regarding the number of active social media users in the Asia-Pacific area (Statista.com 2023b).

Table 1.

No	Country	Number of Social Media Users
1.	China	999 million
2.	India	467 million
3.	Indonesia	167 million
4.	Jepang	92 million
5.	Philipina	84,45 million
6.	Pakistan	71,7 million
7.	Vietnam	70 million
8.	Thailand	52,25 million
9.	Korea Selatan	47,64 million
10.	Bangladesh	44,7 million

The most popular social network data worldwide as of mid-July 2023, based on the number of monthly active users (Statista.com 2023a), is as follows:

Table 2.

No	Social Media	Number of Users
1.	Facebook	2,989 billion
2.	Youtube	2,527 billion
3.	WhatsApp	2 billion
4.	Instagram	2 billion
5.	WeChat	1,319 billion
6.	TikTok	1,038 billion

7. Telegram	700 billion
8. Snapchat	750 billion

Information According to Global Statistics, Indonesia's Internet penetration rate is 73.7 per cent, with individuals spending an average of 3 hours and 17 minutes daily on social media. The number of active social media users utilizing smartphones and tablets will increase by 12.6 per cent by 2023 (The Global Statistik 2023). The majority of Indonesians use social media about 40 per cent of Indonesia people shop online and use digital marketing platforms like Google Ads and Facebook and 35 per cent of the Indonesian people use social networks because they are bored and 25 per cent to search for information (The Global Statistik 2023). Here are various types of social media and other types that are commonly used in Indonesia based on data from The Globalistik in 2023.

Table 3.

Top Social Network Platforms in Indonesia 2023

Top Social Network Platforms In Indonesia	Percentage	Active Users (In Million)
Instagram	84.80%	173.59
Facebook	81.30%	166.42
Tiktok	63.10%	129.17
Twitter	58.30%	119.34

Source: https://www.theglobalstatistics.com/indonesia-sosial-media-statistics/?expand_article=1

Table 4.

Popular Messenger Apps in Indonesia 2023

Popular Messenger Apps in Indonesia	Percentage	Active Users (In Million)
WhatsApp	88.70%	181.57
Telegram	62.80%	128.55
Facebook Messenger	48.60%	99.48

Source: https://www.theglobalstatistics.com/indonesia-sosial-media-statistics/?expand_article=1

The company uses the support of social media power as an attempt to improve strategies for interacting with customers through digital platforms, as follows:

- The corporation established a notable network, frequently utilized by the Indonesian populace, including Google.com, YouTube.com, Okezone.com, Pikiran-rakyat.com, and Tribunnews.com (The Global Statistik 2023);
- Live Chat and Chatbot; live chat is a form of customer communication with companies through text messages on the web. Chatbot as a computer program created to provide information and solutions through text or voice access 24 hours a day for 7 days can optimize customer service

initiatives and improve customer experience (Tamara, Tumbuan, and Gunawan 2023);

- c. Mobile applications: smartphones and tablets to provide information, entertainment, online shopping and so on using the Internet (Kristania 2019) such as WhatsApp, Facebook, Instagram, Shopee, and Telegram;
 - d. Email Marketing; means email customers in increasing sales by collecting email lists through email marketing tools to communicate, provide information, provide special offers, promotions, offer discounts, even free charges and other to customers through email (Laudon and Traver 2020);
 - e. Create relevant and interesting content; content as a way for companies to stay connected and interact with customers intensively, it can be articles, videos, podcasts or infographics, live streaming (Muhammadiyah 2023).
2. Customer loyalty program
Business initiatives that aim to encourage customers to keep shopping and remain loyal to a particular brand or company (Patrick 2015) and retain customers, find potential potential customers, encourage repeat purchases and find new customers (Darus and Silviani 2022) so that companies can improve customer retention, improve service quality, and increase customer satisfaction levels.
 3. Online community involvement; as a container of interaction between company and customer by sharing interests, and raising customer value so there is collaboration or collaboration online, these communities are usually listed in a particular group, forum or application.
 4. Offers omnichannel experience
Omnichannel marketing strategies focus on the interaction between corporate customers to provide a consistent and effective customer experience that meets customer needs and wishes in one platform (QAIDAR 2023), which has characteristics such as customer interaction and experience, reciprocal experience, provision of resources and resources to customers in every aspect of their lives, and personalization (Sarjana et al. 2022).
 5. Tools that can be used to review customers on the Yelp site; evaluation and feedback on reviews; and overall feedback on reviews Google Reviews EWAM, a tool designed to evaluate e-commerce apps, makes a broad comment about a commercial website's quality from a consumer's perspective (Susilo 2018).

Digital Marketing Strategies Used on Retail Online Shopping Platforms, Electronic Markets, and Online Auctions

1. Online retailing

It is part of the most common e-commerce business (Hargrave 2021; Heinemann and Schwarzl 2010), the retail business activity carried out online from online stores. Examples are the following brands:

Figure 2. Online retailing



Source: (Heinemann and Schwarzl 2010)

There are some advantages and disadvantages of online retail or e-tailers (Heinemann and Schwarzl 2010:210). Some digital marketing strategies for online retail (Mirwani et al. 2023):

- a. Content Marketing. You should generate relevant and high-quality material to attract attention and establish confidence through articles, videos, infographics, podcasts, and social media, which can boost web presence and interaction. Examples of this type of content include blog posts, videos, and infographics (Wijoyo et al. 2020);
 - b. Search Engine Optimization (SEO) involves detecting problems on websites and utilizing the best content management system for increased traffic.
 - c. Continuous Marketing entails advertising products across multiple digital platforms owned by the company.
 - d. Utilizing internet marketing tools to promote products.
 - e. Personalized marketing involves a personalized strategy to build long-term relationships and better understand customer wants and wishes.
 - f. Affiliate Marketing As a type of online marketing in which businesses collaborate with affiliates to promote their products and services, an affiliate will receive a commission on the proceeds of their sales;
 - g. Influencer Marketing: partnering with influential individuals to promote items, enhance brand awareness, boost sales, and perfect marketing methods.
2. Electronic markets
E-commerce is an information system used by several organizations to identify potential customers, identify specific customers, and execute transactions (Choudhury, Hartzel, and Konsynski 1998). The electronic market is part of the e-commerce industry, where companies make online bids on specified segments so that customers can compare prices from various sellers' offers, as a place to receive information from sellers and customers about prices and products offered. There are aspects to be taken into account in the electronic market, namely the market environment, the choices of governance by economic actors and the dynamics of entrepreneurship in running their platforms (Alt and Klein 2011).
 3. Online auctions
As a form of digital marketing that has a specific customer specific to auction services through an e-commerce platform or website already specified by the company that runs it (Becherer and Halstead 2004; Decarolis and Rovigatti 2017). Auction convenience, pricing comparisons, and product information will be provided to customers. Other online

auction platforms include LiveAuctioneers, Invaluable, AuctionZip, William Smith Auctions, Sotheby's, eBay, Etsy Ebid, Bidsquare, Heritage AUCTIONS, Barnebys, and Doyle.

The Company's Efforts to Provide Benefits and Satisfaction to Customers through Products, Services and Experiences for Customers in the E-Commerce Industry

There are many ways to increase customer value, including by understanding what customer wishes and needs are (Mahajan 2020), finding opportunities that other companies do not work for (Weinstein 2020), always being innovative (Zhang, Liang, and Wang 2016), creating a unique business by looking at competitors so that the company itself has more value in the eyes of customers (Li 2009), and doing customer personalization so that customers feel more appreciated (Ates and Odzic 2023:30), providing quick access (Nainggolan et al. 2022). Meanwhile, there are ways to enhance customer value creation through products, services, and experiences in the e-commerce industry (Łaszkiewicz 2018; Minocha et al. 2005):

1. Utilize digital platforms
The digital platform is the entire digital media that a company owns such as the web, social media, marketplace to provide product-specific information so that customers will see this as a way the company increases confidence, interest in its product.
2. Optimizing customer experience
To enhance the customer experience, the company may be able to provide features that are easy to understand, attractive and easy to use with a simple appearance but capable of meeting the needs and wishes of the customer expect this will increase customer satisfaction, confidence and strengthen the relationship with the customer.
3. Improvements Made to the Customer Service
Providing a variety of responsive services, such as 24-hour complaint channels, using customer data to understand customer behaviour, delivering feedback, rewarding loyal customers, constantly innovating to produce products that fit customer needs, and using the most recent technology, are all examples of factors that are contributing to the growing significance of services in the digital world.

Discussion

Companies interact with customers through digital platforms to become part of the e-commerce industry, where they conduct business online by selling their products through various digital plates (Orinaldi 2020). The digital platform is an infrastructure system to conduct various marketing activities (Putra et al. 2022) by strengthening social media and then through a customer loyalty program whose main objective is to retain existing customers as well as to find potential customers and encourage repeated purchases instead of finding new customers (Darus and Silviani 2022). Other things that can be done are to interact online by offering an omnichannel experience (Hurriyati and Gaffar 2021; Massi, Piancatelli, and

Vocino 2023), evaluation and feedback on reviews (DeAndrea et al. 2018; Park and Allen 2013).

The digital marketing strategy used on online retail shopping platforms has its advantages and disadvantages (Utama 2016), i.e. (1) the advantages of e-tailers: free information, accessible anywhere and anytime (2) the limitations of the e-tailer: a lot of people have not yet searched through the internet, the amount of time and difficulty using virtual agents significantly. Electronic markets include services provided by e-business markets, electronic business directories, transaction services, electronic catalogues, electronic procurement and auction of items and services, and electronic catalogues (Wardhana 2022) also have advantages and disadvantages. These include technical shortcomings such as security issues (Mahmooud et al. 2019), internet connections (Alt and Österle 2013), and credit card fraud (Cherif et al. 2023). Non-technical obstacles (Taher 2021) include the inability to test the goods directly before buying, lack of personal contact, delayed delivery, comparison of cost and product features, damage during transport and delivery, and limited consumer service. Websites like www.lelang.go.id, www.koelak.com, www.ibid.astra.co.id, www.lpse.kemenpar.go.id, www.pegadaian.co.id, and others facilitate online auctions by utilizing digital platforms and an electronic auction process (e-auction). These auctions sell excess inventory to consumers or other businesses (Wardhana 2022). There are a lot of things that need to be taken into account when dealing with this platform in anticipation of its shortfall (Chothani et al. 2015).

The dynamics of consumer behaviour equate strategies in enhancing customer value creation with the use of digital platforms, optimizing customer experience (Kotler dan Keller 2009), (1) more for less (more for less) (2) more for equal costs (more for same) (3) equal benefits to competitors with lower costs (same for lesser) (4) greater benefits and more costs than competitors (more for more) (5) lower benefits and lower costs than rivals (less for less).

Conclusion

The corporation recognizes the nuances of consumer behavior as a partner that may enhance sales and elevate the brand. The transparency that companies create is now a reflection of the wishes of customers so that the company's age can last. Some strategies implemented by companies relate to strategies used to interact with customers through digital platforms by strengthening their social media, customer loyalty programs, online community engagement, offering omnichannel experiences, evaluation and responses to reviews. The digital marketing strategy used on online retail shopping platforms, electronic markets, and online auctions is to maximize digital platforms by defining target markets and then using social media, paid advertising, building strong e-commerce channels, collaborating with affiliates and influencer marketing. The strategy for enhancing customer value creation is to take advantage of digital platforms, optimize customer experience, and optimise customer service.

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