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Digital Marketing in an Effort to Increase Customer Satisfaction Through Company Image: A Conceptual Study as a Guide for Researchers

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Abstract: The issue of customer satisfaction is the focus of attention of stakeholders (government, business people, suppliers, consumers and so on). This is due to their better understanding of the concept of satisfaction as a strategy to win increasingly fierce business competition. In this case, customer satisfaction is important for business owners and managers because customers will pass on information about their expectations to other potential customers, which will then increase the company's integrity. This research consists of several parts. First, the literature review focuses on orientation to the digital marketing concept. Second, the research model and propositions developed in this study are based on a literature review of previous studies, such as the relationship between digital marketing and customer satisfaction, both directly and indirectly through the company's image. Based on studies conducted through theory and previous research, it can be concluded that digital marketing has an influence on customer satisfaction, both directly and indirectly through the company's image.

Keyword: Customer Satisfaction, Digital Marketing, Company Image

INTRODUCTION

The current era of increasingly competitive competition has made companies, especially the banking industry, pay attention to customer satisfaction and dissatisfaction, which has become a major concern, because companies assume that customers are a source of livelihood for the company. Without customers, the company will not be able to grow and develop. In a company, especially banking, the parties most directly related to customer satisfaction or dissatisfaction include: marketers (marketing), customer service, tellers, and credit analysts. However, even though other departments do not have frequent and direct contact with customers, it is hoped that they can still support efforts to create customer satisfaction.

Increasingly tight competition has resulted in producers trying to meet the needs and desires of consumers by placing an orientation on customer satisfaction as the main goal. The orientation towards customer satisfaction is reflected in the increasing number of banking industries that include their commitment to customer satisfaction in their mission statements, advertising and public relations releases. Companies are increasingly aware that the main key to winning competition is providing value and satisfaction to customers through quality products and services at competitive prices. The value of customer satisfaction can be achieved by banks if in carrying out their business they always prepare an appropriate plan regarding the bank products that will be offered to the market. Bank executives must first carry out product planning. Apart from that, product planning also needs to determine price strategy, location, and promotional strategy (Dendawijaya, 2015).

Today's banking industry seems to be increasing its efforts to pamper customers. This is reflected in various conveniences and promotions as well as various priorities conveyed by the bank. Banks are starting to compete to improve their services to make it easier for customers to obtain banking self-service without needing to visit a banking office. Independent banking services include transactions (cash, transfers and payments), registration, opening an account and various other services. For conventional banking, digitalization of services is one way to continue to move forward and compete to meet the needs of society today (Muqorobin et al., 2021).

In line with current developments in information technology, the services provided by banks are increasingly developing and leading to digital-based services (digital banking). This is based on the many needs of customers who take advantage of the convenience of technology through devices and applications (software) that function as delivery channels. Apart from this, digital services can be accessed anytime and anywhere and minimize direct interaction with bank employees. This also aims to increase the efficiency of operational activities and the quality of bank services to customers.

Banking digitalization provides banks with the freedom to provide consumer data access to users of banking digitalization facilities with consumer consent. Standard banking digitalization policies pose several risks in terms of infrastructure and business implementation, such as cyber, reputational, operational risks, and so on. This is what makes the pros and cons related to the company's image which in the end will affect the number of customers in banking itself.

One of the services offered in the current era of information technology is providing digital services, in order to make it easier for customers to obtain services. Apart from that, the digital services provided are also an effort to improve the Bank's image amidst the intense competition in the current banking world which continues to innovate to provide satisfaction so that customers remain loyal.

This is supported by the opinion of Wicaksana (2021) in his research which revealed that digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out and is an effort to increase customer satisfaction. This is because digital marketing makes interactions between companies and customers faster and can increase product value to customers, build criteria that customers want, and ultimately create customer satisfaction.

Apart from influencing customer satisfaction, good digital marketing management indirectly has a big role in shaping the company's image in the current digital era, this was stated by Kartajaya et al (2019) who said that marketing activities and brand image creation Nowadays we can no longer place consumers and potential consumers as targets. The public has been bombarded by various advertisements and information in online media. So, most customers now trust f-factor more; friends, families, fans and followers on social media rather than advertising and expert opinions. Several digital marketing activities, namely Social Media

Marketing (SMM) and content marketing, are the tools that have the most influence on the formation of brand/company image perceptions.

Several previous studies have also revealed that digital marketing has an influence on the company's image, including research conducted by Abdu (2018), Fika et al (2020), and Saputro (2020), which concluded that digital marketing has a positive and significant influence on the company's image.

Digital in banking according to Bareisis & Latimor (2014) is about providing a customized yet consistent financial institution brand experience to customers through all channels and points of interaction supported by analytics and automation, and requires changes in products and services, information technology, organization and HR to realize demonstrable and sustainable economic value.

According to Johnson (2022), digital banking is a business organization that offers fully online banking activities which were previously only available at bank branch offices. Koesmanto explained how the banking business is moving towards becoming digital, driven by the emergence of financial technology companies or also known as fintech. This is in accordance with research by the Development Bank of Singapore (DBS) with the title "Digital Banking: New Avatar – Banks Watch Out for Banks". This research shows that fintech is able to serve its consumers more personally, able to reach people in remote areas that are certain, difficult to reach by banks, and operational costs are cheaper compared to traditional banking (Mittal et al., 2016).

Therefore, one of the goals of digitalizing this bank is to achieve customer satisfaction. In the banking industry as a service sector, customer satisfaction is the most important thing. Customers will easily move to another bank if they don't get what they expect. This fact forces the banking industry to be creative by creating competitive advantages amidst intense competition for customers and maintaining their satisfaction so that they become loyal customers and are able to increase profits (Marlina & Bimo, 2018).

In this study the author tries to look at the factors that influence student learning outcomes from the perspective of utilization of learning resources, school environment and school culture. Based on this background description, problems can be formulated that will be discussed in order to build hypotheses for further research, namely: 1) Does digital marketing affect the company's image?; 2) Does digital marketing have an effect on customer satisfaction?; 3) Does company image influence customer satisfaction?; and 4) Does digital marketing through company image have an effect on customer satisfaction?.

METHOD

The conceptual qualitative descriptive method through digital marketing in an effort to increase customer satisfaction through the company's image is used to see how far this concept has developed. By explaining the types, designs, or research designs that are usually used to examine research objects that are natural or in real conditions and are not regulated as in experiments. According to Sugiyono (2017), qualitative research methods, which originate from the philosophy of postpositivism, are used to investigate subjects in natural conditions (real conditions, not set, or experimental conditions), where the researcher acts as the main tool. To support the existing findings, a literature review is also used that is consistent with methodological assumptions. This means that this approach must be applied inductively to avoid researcher-directed questions. The exploratory aspect in this research is one of the main justifications for conducting qualitative research (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Digital Marketing on Company Image

Currently, many companies use digital marketing to keep up with the times. The current development of information technology, especially social media, has influenced companies to shift their marketing strategies through social media, because through social media companies can automatically see people's enthusiasm through insights that have been recorded automatically on the social media they use. Digital marketing is a form of business to market and promote a brand or product through the digital world or the internet. With the aim of being able to reach consumers and potential consumers quickly and on time (Sabila, 2019). Simply put, digital marketing is a way to market and promote certain products or brands through digital media.

Digital marketing has a big role in shaping a company's image in the current digital era, this was stated by Kartajaya et al (2019) who said that marketing activities and creating brand images today can no longer place consumers and potential consumers as targets. . The public has been bombarded by various advertisements and information in online media. So, most customers now trust f-factor more; friends, families, fans and followers on social media rather than advertising and expert opinions. Several digital marketing activities, namely Social Media Marketing (SMM) and content marketing, are the tools that have the most influence on the formation of brand/company image perceptions.

Several previous studies have also revealed that digital marketing has an influence on the company's image, including research conducted by Abdu (2018), Fika et al (2020), and Saputro (2020), which concluded that digital marketing has a positive and significant influence on the company's image. Digital marketing is a form of business to market and promote a brand or product through the digital world or the internet. With the aim of being able to reach consumers and potential consumers quickly and on time (Rusmanto, 2017). Simply put, digital marketing is a way to market and promote certain products or brands through digital media. Based on this description, the following hypothesis can be concluded:

H1: There is an influence of digital marketing on the company's image

Digital Marketing on Customer Satisfaction

Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out and is an effort to increase customer satisfaction. This is because digital marketing makes interactions between companies and customers faster and can increase product value to customers, build criteria that customers want, and ultimately create customer satisfaction (Wicaksana, 2021).

Digital marketing plays a very important role in the development of business technology to make it easier for sellers and buyers to carry out buying and selling transactions. Digital marketing is also very influential in the level of customer satisfaction because it can provide customers with the same basic benefits as other forms of marketing and offer customers several additional advantages. So that potential customers can also look for product information provided in the form of social networks, at times like this it is very suitable to market products through digital marketing because with the development of the era where the internet has become embedded in people's lives (Al Zulhijjah & Muhammad, 2022).

Apart from that (Laksana & Dharmayanti, 2018) in their research also stated that digital marketing plays an important role in every company activity today as an effort to increase customer satisfaction. Furthermore (Inkiriwang et al., 2022) in their research, their research also suggests that digital marketing has a positive and significant influence on consumer satisfaction.

H2: There is an influence of digital marketing on customer satisfaction

Company Image on Customer Satisfaction

Company image is one of the determining factors for the success of a company, this is because company image plays a role in influencing consumer shopping behavior patterns, company image plays a role in shaping the character or pattern of a consumer when shopping. A company that already has a good image in the eyes of the public will find it easier to promote its business and also attract public interest in shopping there (Maryati et al., 2020).

Company image is a mixture of functional and emotional aspects, namely previous experiences between consumers and the company. If consumers have had a good experience with a company, their satisfaction will increase. On the other hand, when a bad experience occurs, satisfaction will also decrease, because it is seen as having a negative image. The importance of a company image is to provide a good identity, and ultimately can lead to high awareness, loyalty and a good reputation so that it has an impact on increasing customer satisfaction. The company's image must be a concern for the company if its products want to continue to be on the market. If the company can manage it well, it will be a satisfaction in itself compared to competitors whose situation is currently increasing and fierce.

Several previous studies have also revealed that company image has a positive influence on consumer satisfaction, including research conducted by (Triyadi et al., 2021), (Maryati et al., 2020), and (Alfian & Wendrita, 2023). , where the research results show that company image has a positive and significant influence on satisfaction. This means that if the company has a good image in society, it will be able to increase consumer satisfaction with the company.

Image can be related to the business name, architecture, product variations, traditions, ideology and impressions on the quality of communication which is the interaction between consumers and the company. Company image is a comprehensive assessment of the company by consumers which is believed to influence satisfaction. Companies are expected to communicate clearly about how the company meets the wants and needs of the customer-oriented market so that it can direct the public to image the company positively.

H3: There is an influence of company image on customer satisfaction

Digital Marketing Through Company Image on Customer Satisfaction

In this digital era, banks must be able to innovate in grabbing the attention of customers through websites and social media. Banking products must also begin to provide easy service to customers and must differentiate from other banking industries. If banks are able to utilize the role of digital marketing well, then this will also give a good impression to customers in assessing a bank, because of the many conveniences that customers obtain in searching for information and other things related to customer needs. If customers give a good impression, of course this will improve the bank's image in society.

The good image that is built will indirectly provide a sense of satisfaction for customers. This is because the company image is a mixture of functional and emotional aspects, namely previous experiences between consumers and the company. If consumers have had a good experience with a company, their satisfaction will increase. On the other hand, when a bad experience occurs, satisfaction will also decrease, because it is seen as having a negative image. The importance of a company image is to provide a good identity, and ultimately can lead to high awareness, loyalty and a good reputation so that it has an impact on increasing customer satisfaction.

Several previous studies have also revealed that digital marketing through company image has an influence on customer satisfaction, including research conducted by (Saputro, 2020) which concluded that digital marketing through company image has a positive and significant influence on customer satisfaction.

H4: There is an influence of digital marketing through company image on customer satisfaction

Based on the problem formulation, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for this article is as follows.

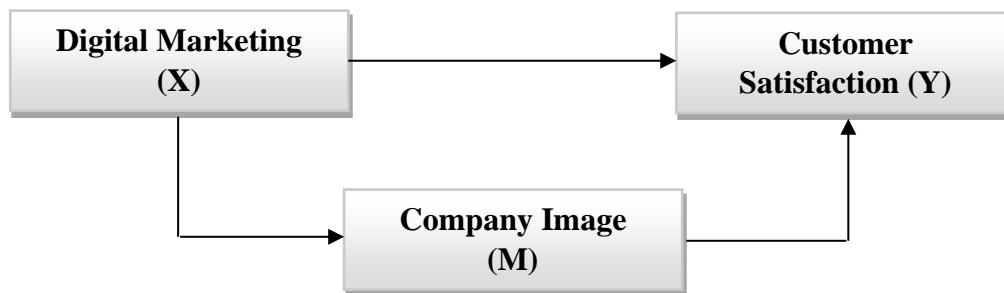


Figure 1. Conceptual Framework

Based on the conceptual framework image above, digital marketing can influence customer satisfaction, both directly and indirectly through the company's image. Apart from one exogenous variable and one intervening variable, there are many other variables that can influence customer satisfaction, including:

- 1) Service quality: Zulkarnain et al (2020); Oh & Kim (2017); Yandi (2019); Hussain et al (2015); Felix (2017); Riseetyawan & Sari (2022); and Gong & Yi (2018).
- 2) Trust: Akbar & Parvez (2009); Leninkumar (2017); Yandi (2019); Osman & Sentosa (2013); and Mahmoud et al (2018).
- 3) Product quality: Zulkarnain et al (2020); Cruz (2015); Hoe & Mansori (2018); Al Idrus et al (2021); and Gök et al (2019).
- 4) Customer value: Oh & Kim (2017); Flint et al (2011); Animashaun et al (2016); Chen et al (2017); Amri et al (2019); and Scott et al (2023).
- 5) Facility: Hui et al (2013); Gonzalez (2019); Kazungu & Kubenea (2023); Mustapha Habidin (2017); and Riseetyawan & Sari (2022)
- 6) CRM: Bin-Nashwan & Hassan (2017); Synathra (2018); Bhakane (2015); Santouridis & Veraki (2017); and Cavaliere et al (2021).

CONCLUSION

Based on theory, relevant articles and discussion, you can formulate a hypothesis for further research:

1. Digital marketing affects the company's image.
2. Digital marketing influences consumer satisfaction.
3. Company image influences consumer satisfaction.
4. Digital marketing through company image influences customer satisfaction

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