

## The Role of Digital Marketing Strategy in Start Up Companies

Ivan Macmillian<sup>1</sup>

Professional Practitioner<sup>1</sup>

Correspondence Email: [ivan.macmillian@professional.org](mailto:ivan.macmillian@professional.org)<sup>1</sup>

### Abstract

Consumers pay in return for the convenience, service and satisfaction they receive from the service, not for ownership of the service. Service businesses place great importance on the human element. High consumer value creates customer loyalty. This is the basis for consumers to be able to buy products or services from the same place repeatedly and not switch to other competing companies. Quality not only emphasizes aspects of the final result, namely products and services, but also concerns human quality, process quality and environmental quality. From the data above, it can be said that many outlets do not necessarily have high consumption value either.

**Keywords: business, competition, satisfaction.**

### INTRODUCTION

During peak periods, it is possible that the services provided by producers are very minimal, for example speeding up service times in order to serve as many customers as possible. There are several factors that can influence consumer satisfaction, namely service quality and product quality. Services in general are intangible and cannot be fully owned by consumers.

### METHOD

However, in the business world, it is not enough to be in this position, we have to be competitive and number one, and one way to win the competition is to improve service quality, because increasing service quality will make consumers satisfied and loyal. Service is an activity or benefit that one person can offer to another which is essentially intangible and does not result in ownership of anything. Service is an intangible task that satisfies the needs of consumers or business users.

### RESULT AND DISCUSSION

It is impossible to produce quality products and services without quality people and processes. The existence of very busy peak periods is a problem in itself for service marketing. Service quality is the best matrix for evaluating consumer satisfaction in comparison between expectations and perceptions of service. Consumers pay in return for the convenience, service and satisfaction they receive from the service, not for ownership of the service. Service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations.

### CONCLUSION

Services in general are intangible and cannot be fully owned by consumers. If not controlled, this can have a negative impact on the company, because many customers feel

dissatisfied. From the above definition, it can be concluded that quality is a quality standard where each element is interconnected and can influence performance in meeting customer expectations. Service is an activity or benefit offered to consumers or service users so that it can satisfy or meet consumer needs and desires.

## REFERENCES

- Broto, D. E. (2019). Menuju Sebuah Sistem Perdagangan (Baru) Bagi Negara-Negara di Dunia. *Hubungan Internasional*, 8(1), 20-27.
- Nasir, M., & Warisi, D. (2008). Penerapan Good Corporate Governanc dalam mewujudkan Corporate Sosial Responsibility. *Jurnal Akuntansi Keuangan dan Perpajakan: Vo, 1*.
- Dewi, A. P., Warisi, D., & Desmon, D. (2023). PENGARUH CADANGAN KERUGIAN PIUTANG TERHADAP PROFITABILITAS PERUSAHAAN. *Journal of Accounting Taxing and Auditing (JATA)*, 4(2).
- Warisi, D. (2024). Pendampingan Pencatatan Akuntansi Sederhana pada Pemilik UKM Kerupuk Singkong di Desa Sawojajar. *Jurnal Kabar Masyarakat*, 2(1), 216-221.
- Saputra, Y., Sari, M. S., & Warisi, D. (2024). Pengaruh Transparansi dan Kompetensi Aparatur Desa terhadap Akuntabilitas Pengelolaan Dana Desa:(Studi Pada Pemerintah Desa Kecamatan Natar Kabupaten Lampung Selatan). *Akuntansi* \ '45, 5(1), 56-70.
- Warisi, D., & Kurniawan, R. (2024). Pengaruh Rasio Likuiditas, Solvabilitas, dan Efisiensi terhadap Kinerja Keuangan Perbankan Konvensional Periode 2019-2022. *Jurnal Penelitian Ekonomi Manajemen dan Bisnis*, 3(2), 28-39.
- Sari, M. S. S. M. S., Surya, A., Warisi, D., & Sari, E. M. (2023). KOMITE AUDIT, DEWAN DIREKSI DAN MANAJEMEN LABA: KASUS PERUSAHAAN BUILDING CONSTRUCTION. *Prosiding Konferensi Riset Akuntansi Riau*, 1(1), 108-125.
- Ekatama, M. R., Warisi, D., Arnanda, Y., & Putri, M. A. (2023). Kewirausahaan Berbasis Online Untuk Meningkatkan Kreativitas Siswa di SMK Negeri 1 Natar. *Ahsana: Jurnal Penelitian dan Pengabdian kepada Masyarakat*, 1(3), 106-110.
- Ekatama, M. R., Warisi, D., Lintang, T., & Ria, S. (2023). Strategi Pengembangan Desa Wisata Dalam Rangka Peningkatan Ekonomi Di Desa Pahawang. *INSAN MANDIRI: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 15-20.
- Ekatama, M. R., Warisi, D., Lintang, T., & Ria, S. (2023). Literasi Peningkatan Pemasaran dan Penjualan Melalui Media Online Untuk Pelaku UMKM di Desa Pahawang. *Ahsana: Jurnal Penelitian dan Pengabdian kepada Masyarakat*, 1(2), 68-72.
- Warisi, D. (2022). PENGARUH KONFLIK PERAN, KETIDAKJELASAN PERAN DAN KOMITMEN ORGANISASI TERHADAP KINERJA AUDITOR PADA KANTOR AKUNTAN PUBLIK BANDAR LAMPUNG. *Journal of Accounting Taxing and Auditing (JATA)*, 3(2).
- Warisi, D., & Anggraini, S. PENGARUH WAJIB PAJAK BADAN NON PENGUSAHA KENA PAJAK DAN PENGUSAHA KENA PAJAK TERHADAP PENERIMAAN PAJAK PPN DI KPP PRATAMA TELUK BETUNG.
- Evitha, Y., Sari, S. N., Suprayitno, D., & Irrianda, J. (2023). Digital Communication Management Government of the Republic of Indonesia for Inclusive and Sustainable Economic Recovery in Indonesia. *KnE Social Sciences*, 621-631.
- Suprayitno, D., & Wibowo, H. U. (2020). Loyalty of Seafarers in the Shipping Industry in Jakarta Province, Indonesia. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7), 10065-10084.

- Suprayitno, D., & Hermawan, E. (2022). The Effect of Organizational Climate and Competence on The Performance of PT. Saharjo Enam Sembilan. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 19(3), 929-944.
- Ernawati, E., Suprayitno, D., Evitha, Y., & Latunreng, W. (2023). The Effect of Warehouse Layout on Work Productivity at PT Perkasa Primarindo. *International Journal of Environmental, Sustainability, and Social Science*, 4(1), 94-114.
- Sugiarto, M., & Suprayitno, D. (2023). Analysis of Factors Causing Logistics Warehouse Inventory Mismatch at PT Dai Nippon Printing Indonesia. *Sinergi International Journal of Logistics*, 1(1), 17-31.
- Dewi, R. D. L. P., Aslindah, A., Masruhim, M. A., Taufik, M. Z., Rahmatiyah, R., Brantasari, M., ... & Suprayitno, D. (2024). *Buku Ajar Metodologi Penelitian Pendidikan*. PT. Sonpedia Publishing Indonesia.
- Suprayitno, D. (2011). *Pengaruh Budaya Organisasi dan Gaya Kepemimpinan Terhadap Kepuasan Kerja Karyawan PT. Rig Tenders Indonesia, Tbk* (Doctoral dissertation, Tesis. Magister Manajemen. Universitas Pancasila).
- Azis, A., Muthmainnah, A., Puspita, C. P., SB, I. M., Irianto, E. D. A., Ghozali, Z., ... & Suprayitno, D. (2024). *Buku Ajar Manajemen Investasi*. PT. Sonpedia Publishing Indonesia.
- Karini, R. S. R. A., Martini, R., Suprayitno, D., Sihwinarti, D., Sunny, M. P., Saraswathi, I. A. A., ... & Gede, I. K. (2024). *Buku Ajar Audit Manajemen*. PT. Sonpedia Publishing Indonesia.
- Rahmatiyah, R., Nuryanneti, I., Nur, M. D. M., Setyaningrum, S., Mirnawati, M., Arda, A., ... & Suprayitno, D. (2024). *Buku Ajar Ilmu Alamiah Dasar*. PT. Sonpedia Publishing Indonesia.
- Setiawan, Z., Zebua, R. S. Y., Suprayitno, D., Hamid, R. S., Islami, V., & Marsyaf, A. (2024). *Buku Ajar Perilaku Konsumen*. PT. Sonpedia Publishing Indonesia.
- Suprayitno, D. (2024). Analysis of Customer Purchase Interest In Digital Marketing Content. *Journal of Management*, 3(1), 171-175.
- Sanulita, H., Putra, P. P., Laka, L., Amalia, M., Anggraeni, A. F., Ardiansyah, W., ... & Judijanto, L. (2024). *Panduan Praktis Penulisan Karya Tulis Ilmiah*. PT. Green Pustaka Indonesia.
- Suprayitno, D., Iskandar, S., Dahurandi, K., Hendarto, T., & Rumambi, F. J. (2024). Public Policy In The Era Of Climate Change: Adapting Strategies For Sustainable Futures. *Migration Letters*, 21(S6), 945-958.
- Suprayitno, D., Sari, A. L., Judijanto, L., Amalia, D., & Sukomardojo, T. (2024). Blockchain And Cryptocurrency: Revolutionizing Digital Payment Systems And Their Implications On The Digital Economy. *Migration Letters*, 21(S6), 932-944.
- Setiawan, Z., Judijanto, L., Azizah, I. S., Heirunissa, H., Islami, V., Suprayitno, D., ... & Noorzaman, S. (2024). *Pengantar Administrasi Bisnis: Teori Komprehensif*. PT. Sonpedia Publishing Indonesia.
- Kesumo, S. W., Suprayitno, D., & Latunreng, W. (2024). The Effect of Inventory Control on the Work Productivity of Inventory Division Employees at PT Duta Sentosa Yasa (MR DIY) KBN Marunda. *Sinergi International Journal of Logistics*, 2(1), 1-16.

- Suprayitno, D. (2023). The Influence of Leadership on Employee Performance. *Journal of Law, Social Science and Humanities*, 1(2), 87-91.
- Sutejo, M. B., Suprayitno, D., & Latunreng, W. (2023). Controlling Raw Material Inventory using the Economic Order Quantity (EOQ) Method at PT. ICI Paints Indonesia. *Sinergi International Journal of Logistics*, 1(3), 108-122.
- Al Firdausi, A. R., & Suprayitno, D. (2023). Application of the Economic Order Quantity (EOQ) Method in Soybean Raw Material Inventory Control at the Haji Maman Tofu Factory in Matraman District, East Jakarta. *Sinergi International Journal of Logistics*, 1(2), 73-84.
- Rahayu, A. S., & Suprayitno, D. (2023). The Effectiveness Of The Dedicated Storage Method On Building Layout At PT Puninar Anji Kyk Logistik Indonesia. *Sinergi International Journal of Logistics*, 1(1), 1-16.
- Triatmo, A. W. (2023). SK Penerimaan Peserta Program Visiting Professor Semester Genap.
- Setiawan, Z., Judijanto, L., Azizah, I. S., Heirunissa, H., Islami, V., & Suprayitno, D. & Noorzaman, S.(2024). *Pengantar Administrasi Bisnis: Teori Komprehensif*.
- Solehati, A., Mustafa, F., Hendrayani, E., Setyawati, K., Kusnadi, I. H., Suyoto, Y. T., & Tannady, H. (2022). Analisis Pengaruh Store Atmosphere dan Service Quality Terhadap Brand Preference (Studi Kasus Pelanggan Gerai Ritel Kopi di DKI Jakarta). *Jurnal Kewarganegaraan*, 6(2), 5146-5147.
- Setyawati, K., Ausat, A. M. A., Kristanti, D., Setiadi, B., & Astuti, E. D. (2023). The Role of Commitment, Work Ethos and Competence on Employee Performance in Sharia Commercial Bank. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(2), 523-529.
- Amelia, H., & Setyawati, K. (2023). Analisis Peningkatan Kinerja Pegawai Negeri Sipil pada Kelurahan Bidara Cina Kota Administrasi Jakarta Timur. *PANDITA: Interdisciplinary Journal of Public Affairs*, 6(2), 181-195.
- Setyawati, K., & Cori, C. (2022). Pengaruh Etos Kerja Terhadap Kinerja pada Dinas Pemuda dan Olahraga (Dispora) Kota Bekasi. *PANDITA: Interdisciplinary Journal of Public Affairs*, 5(2), 116-123.
- Setyawati, K. (2023). The Influence of Organizational Culture, Leadership, and Motivation on Performance of Early Childhood School Teachers. *Journal of Childhood Development*, 3(1), 39-46.
- Astuti, N. K., & Setyawati, K. (2022). Analisis Perbandingan Kinerja Pegawai Pns Dan Non Pns Di Kantor Suku Dinas Pendidikan Walikota Jakarta Timur. *PANDITA: Interdisciplinary Journal of Public Affairs*, 5(1), 81-86.
- Hadi, S., Hakim, S., Setyawati, K., Wahdiniawati, S. A., & Syafri, M. (2024). Analysis Of The Influence Of Job Satisfaction, Work Discipline And Organizational Culture On Performance Of State Civil Apparatus In Ministry Offices. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 10(1), 599-605.
- Laveda, A. T., Ningsih, S., & Setyawati, K. (2024). Pendekatan Community Based Disaster Management (CBDM) Melalui Kampung Siaga Bencana (KSB) di Kelurahan Jatibening. *PANDITA: Interdisciplinary Journal of Public Affairs*, 7(1), 25-34.
- Ahmar, A. S., Kurniasih, N., Irawan, D. E., Sutiksno, D. U., Napitupulu, D., Setiawan, M. I., ... & Abraham, J. (2018). Lecturers' understanding on indexing databases of SINTA, DOAJ,

- Google Scholar, SCOPUS, and Web of Science: A study of Indonesians. In *Journal of Physics: Conference Series* (Vol. 954, No. 1, p. 012026). IOP Publishing.
- Tuanany, N., Lesilolo, H. J., & Sipahelut, J. (2020). Peningkatan kualitas pendidikan dan pelayanan melalui hakekat spiritualitas dan kecakapan Kristen. *J. Pengabd. Masy*, 1(1), 29-34.
- Karuru, P., Sipahelut, J., Purba, A., Saleh, M., & Makulua, K. (2024). Development of Technology-Based Learning Models to Enhance Critical Thinking Skills in Education Students. *Global International Journal of Innovative Research*, 2(1), 330-335.
- Sipahelut, J., & Tuhumury, J. L. (2023). Penerapan Metode Hand-on (drill) dan Bimbingan Konseling bagi Siswa Slow Learner Di SMU Negeri 2 Ambon. *INSTITUTIO: JURNAL PENDIDIKAN AGAMA KRISTEN*, 9(1), 1-13.
- Sipahelut, J. (2021). TUNAGRAHITA:(STUDI KASUS DI SLB YOGYAKARTA). *TANGKOLEH PUTAI*, 18(2), 179-207.
- Sipahelut, J. (2019). INTERVENSI MODIFIKASI PERILAKU (TOKEN EKONOMI) PADA ANAK CONDUCT DISORDER. *TANGKOLEH PUTAI*, 16(2), 119-127.
- Sapulette, A., Taihuttu, J., Tupalessy, W., Ririhena, L. L., Laimeheriwa, M. C., Patty, P. B. A., & Noya, J. JEMAAT GPM HULALIU.
- Sanadi, P. Y. F., Fatmawada, S., & Djunaedi, D. (2024). ANALISIS KUALITAS PELAYANAN PEMBAYARAN PAJAK KENDARAAN BERMOTOR PADA KANTOR SAMSAT KABUPATEN BIAK NUMFOR. *Gema Kampus IISIP YAPIS Biak*, 19(1), 55-71.
- Nimran, U., Al Musadieq, M., & Afrianty, T. W. (2024). Empowerment effect on competence and organizational commitments: Organizational learning culture as moderating. *Multidisciplinary Reviews*, 7(2), 2024038-2024038.
- Djunaedi, D., Effendi, D. E., Arianto, S., & Iriawan, H. (2023). Effectiveness of Lecturer Development Programs in the Context of Higher Education Management. *al-fikrah: Jurnal Manajemen Pendidikan*, 11(2), 310-322.
- DJUNAEDI, U. N., MUSADIEQ, A., & AFRIANTY, T. W. INFLUENCE OF EMPLOYEE COMPETENCE AND EMPLOYEE EMPOWERMENT ON EMPLOYEE PERFORMANCE: ORGANIZATIONAL COMMITMENT AS MEDIATION.