

THE IMPACT OF DIGITAL MARKETING SYSTEM ON MSMES IN MEDAN CITY: A CASE STUDY OF PT. KELORIA MORINGA JAYA

Ahmad Afandi¹

¹Universitas Muhammadiyah Sumatera Utara
(e-mail: ahmad.affandi@umsu.ac.id)

Abstract: *This simple research aims to explore the impact of digital marketing systems on MSMEs in Medan City in increasing product sales and evaluating user satisfaction with affiliate-based websites developed for PT. Keloria Moringa Jaya. The research method was a questionnaire survey, with nine questions to 100 respondents. Based on respondents' responses, it was concluded that the use of websites and affiliate marketing in digital marketing could positively contribute to increasing MSME sales. This can be seen from the data analysis results showing a positive correlation between the use of affiliate marketing websites and the increase in respondents' interest in becoming affiliate marketing and marketing MSME products. The research results are expected to help MSMEs in Medan City understand the benefits of digital marketing and how to apply it effectively in their business.*

Keywords: *Digital Marketing, MSMEs, Medan City, Affiliate Website, User Satisfaction.*

Introduction

Digital marketing effectively expands the market, especially for micro, small, and medium enterprises (MSMEs). MSMEs can use social media and websites to promote their products. The use of digital marketing in MSMEs has multiplied over the past few years and has proven effective in increasing sales and business visibility. In the context of MSMEs, digital marketing also provides a more significant opportunity to compete with large companies with larger marketing budgets.

The city of Medan, one of the largest cities in Indonesia, has many MSMEs who need help improving the marketing of their products. However, some MSMEs still need help utilizing digital marketing to increase sales of their products. Sometimes, this is due to a need for more knowledge and skills in developing a website or managing social media accounts for marketing. Therefore, it is necessary to research to explore the impact of the digital marketing system on MSMEs in Medan City. This research will help MSMEs in Medan City to understand the benefits of digital marketing and how to apply it effectively in their business.

To overcome the problems MSMEs face in the city of Medan face in marketing and selling products online, PT. Keloria Moringa Jaya developed an affiliate marketing-based website. This

website allows anyone to market MSME products with affiliate links and earn sales commissions online. In order to evaluate the user's response to the website, the researcher conducted a survey using Google Forms.

The survey conducted by the researcher used a Likert scale and Yes or No questions. There were nine questions in the questionnaire that were asked of respondents. The first question is about the quality of website access. Respondents were asked to provide an assessment on a scale of 1 to 5 for ease of accessing the website. Then, respondents were asked to provide an assessment of the website's front page appearance, the product page's appearance, and the ease of filling out the affiliate partner registration form.

In addition, researchers also asked about the ease of making product purchases, receiving payment notifications via WhatsApp or Email, and the ease of updating profiles. Respondents were asked to answer Yes or No to the last question.

Researchers use this survey to get an idea of how well users respond to websites that PT has developed. Keloria Moringa Jaya. In addition, this survey can also help developers identify weaknesses in the website so that it can be improved.

Previous research has shown that user satisfaction is paramount in influencing the success of a product's digital marketing (Kotler, Kartajaya, & Setiawan, 2016). Users who are satisfied with the product or service are likely to recommend the product or service to others (Lin, 2011). In MSMEs, customer satisfaction is essential to increase loyalty and obtain long-term profits (Kotler et al., 2016). In a recent study, Kotler and Keller (2020) stated that customer satisfaction could improve brand image and influence customers' future purchasing decisions.

Therefore, it is essential for PT. Keloria Moringa Jaya to get input from their website users to improve the website's quality and obtain higher customer satisfaction.

Research Objectives

This study aims to explore the impact of digital marketing systems on MSMEs in Medan City, especially in increasing product sales. This study also aims to evaluate user satisfaction with the website digital marketing system that has been developed and explore the factors that influence users' decision to join as an affiliate marketer.

Literature Review Digital Marketing

The digital marketing system is one of the alternatives for increasing sales for micro, small, and medium enterprises (MSMEs) in Indonesia. Currently, Indonesia has more than 60 million MSMEs that need the right marketing strategy so that their products and services can be widely known. One marketing strategy that is quite effective and efficient is to use of a digital marketing system.

A digital marketing system can be interpreted as a marketing process carried out online through digital media, such as websites, social media, email marketing, and search engines. Unlike conventional marketing that uses print, electronic, or outdoor media, digital marketing systems allow MSME players to reach the target market more efficiently at a lower cost.

In implementing a digital marketing system, one aspect that needs to be considered is the website. Websites are one of the essential media in digital marketing because websites can become online stores for MSMEs that allow customers to see and buy products sold online. In addition, the

website also allows MSMEs to expand their marketing reach and introduce their products to a broader market.

According to a study conducted by Luan et al. (2020), using websites in digital marketing can positively impact MSME sales. The research shows that the use of websites has a positive effect on customer purchase interest, customer satisfaction, and customer trust in the products sold.

These results show that the website plays an essential role in increasing the sales and reputation of MSMEs.

In addition to websites, social media is also an essential medium in digital marketing. Social media such as Instagram, Facebook, and Twitter is increasingly popular in Indonesia, so social media can effectively promote MSME products and services. One of the advantages of using social media is the ability to reach a more specific target market and increase interaction with customers.

In addition, email marketing is also one of the most effective digital marketing strategies. Email marketing allows MSMEs to send information and promotions of their products directly to customers via email. The advantage of email marketing is the lower cost compared to conventional marketing and the ability to reach customers personally and directly.

Website-Based Affiliate Marketing

Affiliate marketing is one of the increasingly popular digital marketing techniques companies, including MSMEs, use to market their products online. This technique allows companies to sell their products through partners or affiliates who will promote those products to their audience. In the context of MSMEs, affiliate marketing can be an effective and efficient alternative to marketing their products without spending much money on online advertising.

According to Abdul et al. (2021), using affiliate marketing in digital marketing can benefit MSMEs. In their research, Abdul et al. found that affiliate marketing can increase MSME sales because partners or affiliates can promote products more personalized way and build trust among their audience. In addition, this technique can also help MSMEs in building brand awareness and increasing traffic to their websites.

Another study by Harahap et al. (2020) also showed similar results. In their research, Harahap et al. found that affiliate marketing can increase the sales and profitability of MSMEs in Indonesia. This happens because affiliate marketing allows MSMEs to expand their market reach and leverage the power of social media in promoting their products.

However, affiliate marketing also has its challenges for MSMEs. According to research conducted by Setiawan and Fadhillah (2020), one of the challenges MSMEs face is choosing the right partner or affiliate. MSMEs need to choose partners or affiliates with an audience that matches their target market and can promote products effectively.

In addition, MSMEs also need to consider the costs that must be incurred to provide commissions to partners or affiliates. According to research by Setiawan and Fadhillah (2020), the commission given to partners or affiliates can affect the profits MSMEs earn from selling products.

To overcome these challenges, MSMEs can utilize technology to manage their affiliate marketing. According to research by Putri et al. (2021), affiliate marketing platforms can help MSMEs manage their partners or affiliates more efficiently. The platform can help MSMEs choose the right

partner or affiliate, set the amount of commission that must be given, and track sales made by partners or affiliates.

In conclusion, affiliate marketing is a digital marketing technique that can provide benefits for MSMEs in increasing sales and expanding their market reach. However, using this technique also has challenges for MSMEs in choosing the right partner or affiliate and managing the amount of commission that must be given. Therefore, MSMEs can take advantage of

Along with the rapid development of digital technology, many micro, small, and medium enterprises (MSMEs) have begun to switch from conventional marketing systems to digital marketing. One of the popular digital marketing methods is affiliate marketing. Affiliate marketing is a marketing method in which an undertaking gives commissions to people who promote their products or services through affiliate links.

In its use, affiliate marketing allows anyone, both individuals and companies, to market products or services from a business by installing affiliate links on their website or social media. When someone clicks on the affiliate link and buys a product or service from the business in question, the person who promotes it will receive a commission from the sale.

The use of affiliate marketing in digital marketing has many advantages compared to conventional marketing methods. Some of these advantages include the following:

1. **High cost-effectiveness:** The use of affiliate marketing is much more cost-effective compared to conventional marketing methods. For example, a business can use online advertising services such as Google Adwords or Facebook Ads to promote its products. The advertising costs incurred can be substantial, depending on the number of clicks or impressions of the ad. In affiliate marketing, businesses only need to pay a commission to the affiliate every time a sale occurs.
2. **Time and effort savings:** In conventional marketing methods, businesses need to spend time and effort to find and reach the target market. In affiliate marketing, businesses only need to build relationships with affiliates and then affiliates who will promote the business products.
3. **It is easier to reach a broader market:** In affiliate marketing, affiliates can promote a business product or service to a broader audience through their social media, blog, or website. This can help businesses reach a broader market and reach consumers they may not have considered before.
4. **Increase business credibility:** In affiliate marketing, affiliates who promote the business product or service can also help increase business credibility. Because affiliates are already known or trusted by the audience, consumers will tend to trust and be more interested in trying when they recommend a business product or service.

In addition, using affiliate marketing in digital marketing also allows MSMEs to gain access to larger marketing platforms and networks. According to Asadi, Soltani, and Mirbagheri (2020), affiliate marketing allows MSMEs to market their products through a more comprehensive affiliate network, such as large e-commerce sites, product review sites, or social media. This gives access

to larger potential buyers and can increase the exposure of MSME brands or products to a broader market.

In addition, Asadi, Soltani, and Mirbagheri also emphasized the importance of the role of affiliates in affiliate marketing. According to them, affiliates are essential in affiliate marketing because they can help MSMEs promote their products effectively and efficiently to potential buyers. As an advertiser, MSMEs must be able to choose the right affiliation and have high credibility to increase potential buyers' trust in MSME brands or products.

The results of another study conducted by Gao and Zhang (2019) show that affiliate marketing can also increase customer satisfaction and loyalty to MSME brands or products. In their research, Gao and Zhang found that customers who bought products through affiliate links had higher satisfaction and were more likely to buy back products from the same brand or product in the future.

Overall, using affiliate marketing in digital marketing can be an effective and efficient strategy for MSMEs to increase sales and expand their market reach. Affiliate marketing also allows MSMEs to access larger marketing platforms and networks and increase customer satisfaction and loyalty. Therefore, MSMEs should consider affiliate marketing in their digital marketing strategies.

Website User Satisfaction

In today's digital era, websites are one of the essential platforms for marketing products and services. One of the indicators of the success of a website is user satisfaction. User satisfaction studies are conducted to determine the extent to which users feel satisfied with their website experience. These studies can be conducted through various methods such as questionnaires, interviews, or direct observation when users access the website. The results of user satisfaction studies can provide helpful information in improving the quality of the website and ensuring a better user experience.

Some factors that can affect user satisfaction in using the website include attractive appearance design, ease of use, page loading speed, responsiveness, security, and features provided. In a study conducted by Alam et al. (2021), these factors were considered the most critical factors in increasing user satisfaction with using the website.

In addition, a study conducted by Ariff et al. (2018) showed that website performance also influences user satisfaction. Website performance includes page loading speed, website availability, and accuracy of information provided by the website. These things are essential to be considered by website owners in increasing user satisfaction and improving overall website performance.

In a study conducted by Chen and Wu (2020), data was collected through questionnaires to determine user satisfaction with the website. The study results show that users feel very satisfied with the appearance design of the website, ease of use, and the quality of the information provided by the website. However, some aspects still need to be improved, such as page loading speed and website responsiveness.

A study conducted by Alam et al. (2021) showed that the features provided by the website could also influence user satisfaction. Users consider features important include an easy-to-use search feature, the ability to provide feedback or reviews, and the ability to interact with other users.

In addition, a study conducted by Jusoh et al. (2019) showed that the quality of content on the website also affects user satisfaction. The quality of the content can be measured by factors such as the accuracy of the information, clarity, and usefulness of the information provided by the website.

According to Kim and Kim (2020), factors that affect website user satisfaction include security, quality of service, and ease of use. A study by Wu et al. (2020) showed that a positive user experience on a website also affects user satisfaction and the intention to reuse the website in the future. In addition, user satisfaction is also influenced by user expectations of website performance (Ghani, 2020).

The study of user satisfaction with the use of the website was carried out through a survey method by collecting data through questionnaires and interviews. According to Suh and Han (2018), quantitative analysis of survey data is used to measure user satisfaction, while qualitative analysis of interviews explores the factors that influence user satisfaction.

One factor affecting user satisfaction is the ease of use of the website. According to a study by Agarwal et al. (2019), a website's ease of use can be measured through speed, navigation, and intuitive design. In addition, the features available on the website also affect user satisfaction, such as the search feature and the easy-to-use payment feature (Li et al., 2020).

The quality of service also affects the satisfaction of website users. According to a study by Liu et al. (2019), service quality can be measured through responsiveness, reliability, and customer service availability. In addition, factors such as product quality, price, and trust in the brand also affect website user satisfaction (Wang et al., 2021).

The security factor is also essential in the use of the website. According to a study by Zeng et al. (2020), security factors that affect user satisfaction include transaction security, personal data protection, and information security. Users also need to feel safe using the website to increase user satisfaction (Zhao et al., 2020).

In the study of user satisfaction in website use, user satisfaction can be measured through quantitative measurement methods such as the Likert scale or Net Promoter Score (NPS) (Suh & Han, 2018). In addition, a qualitative analysis of the interview can also provide insight into the factors that affect user satisfaction.

Metode Research

Research Design

This research will use online survey methods to collect data from respondents. Online surveys effectively collect data from a larger population at a lower cost and shorter time. This method also allows researchers to obtain accurate and valid data. Online surveys will be provided to respondents via email and social media.

Population and Sample

The population of this study is users of company websites who have used services on the website. The sample used is website users randomly drawn from the company's email list and social media. The inclusion criteria in the sample are that respondents must be over 18 and have used the service on the company's website at least once in the last three months.

The sampling method is a simple random sampling technique by randomly retrieving emails and social media accounts from the company's database. Sampling is carried out until the number of respondents reaches 100 people. This amount is considered sufficient to provide a valid and reliable result.

The analysis technique to be used is descriptive analysis to analyze the data obtained from the survey. This descriptive analysis includes frequency, percentage, mean, and standard deviation statistics. The data will be analyzed by using data analysis software such as Microsoft Excel.

This research will be carried out within one month, from the preparation of questionnaires to data analysis and preparation of reports. Once the data is collected, it will be analyzed, and the results will be used to provide recommendations to companies to improve user satisfaction on their website.

In conducting this research, researchers will pay attention to aspects of research ethics, such as maintaining the confidentiality of the respondent's identity and providing clear and accurate information about the research objectives. Respondents will be provided with information about the purpose of the study and their right not to participate in or exit the research at any time. Researchers will also guarantee the security and confidentiality of the data obtained.

Data Collection Instruments

This study's data collection instrument was a questionnaire or questionnaire made with a Google Form. This questionnaire consists of several open-ended and closed questions designed to collect data on user satisfaction with the website. Questions

This r consists of two parts, namely, the first part contains the respondent's characteristics, such as age, gender, education, and occupation. In contrast, the second part contains questions about user satisfaction with the features available on the website.

This questionnaire has been tested on several respondents to find out the clarity and suitability of the questions. After that, the questionnaire was revised and retested to obtain a good data collection instrument.

Data Analysis

After the data is collected using quantitative descriptive analysis techniques. This analysis technique describes respondents' characteristics and the level of user satisfaction with the website. The data obtained from the questionnaire will be processed using Microsoft Excel and Google Sheets software.

First, the univariate analysis will be carried out to describe the characteristics of respondents, such as age, gender, education, and occupation. This analysis aims to determine the data distribution on each variable.

Second, a bivariate analysis will be carried out to link the characteristics of respondents with the level of user satisfaction with the website. This analysis will show whether there is a relationship between respondents' characteristics and the level of user satisfaction with the website.

Third, multivariate analysis will be carried out to identify factors that affect user satisfaction with the website. This analysis will use regression techniques to determine which variables influence user satisfaction levels most.

With the proper analysis techniques, the research results are hoped to provide helpful information for website managers in improving the quality and services provided.

Description of Data Analysis Results

Based on data collected from 100 respondents, the results showed that using websites in digital marketing positively influences customer satisfaction. Most respondents stated that the website could be accessed smoothly, the front page display was attractive, and the affiliate partner registration form could be filled out quickly.

In this case, website performance is essential in increasing user satisfaction. Moreover, a clear and easy-to-understand Affiliate Partner page is also essential in making it easier for users to join the affiliate program. Along with that, the clarity of registration procedures provides convenience for users in filling in data and registering.

In addition, users also rate the ease of making product purchases with an average score of 4.2 on a scale of 1-5. Payment notifications via Whatsapp and Email also provide users a sense of security and comfort, with most respondents stating that they get the payment notification. This shows that user trust in the website and the products offered is increasing.

Finally, profile updates on the website are also an essential factor in increasing user satisfaction. Most respondents stated that profile updates could be done quickly and provide convenience for users in changing personal information related to purchases and registrations.

Overall, the results show that using websites in digital marketing is essential in increasing customer satisfaction. Website performance, a clear and easy-to-understand Affiliate Partner page, ease of product purchases, payment notifications, and profile updates are essential to increase user trust and maximize sales potential.

Based on the results of data analysis, it can be seen that the majority of respondents feel that the website can be accessed smoothly (94%) and that the front page display of the website is attractive (87%). Meanwhile, as many as 80% of respondents stated that the page is clear and understandable for the Affiliate Partner page.

Furthermore, around 85% of respondents stated that the Affiliate Partner registration form could be filled out quickly. As many as 75% of respondents said they get a registration notification via WhatsApp after registering.

Meanwhile, for product purchases, the majority of respondents (90%) stated that product purchases are easy to make. However, when asked about payment notifications, only about 60% of respondents said they get payment notifications via WhatsApp, and about 55% get payment notifications via email.

In general, the data analysis results show that most respondents positively responded to the user experience on the website and Affiliate Partner services. However, some respondents would like to be more satisfied with payment notifications. Therefore, evaluating and improving the payment notification service is necessary to make it more satisfactory for users.

In addition, the results of this study can be a reference for website owners and Affiliate Partner service managers in improving the quality of their services to meet users' needs and satisfaction.

Discussion of Research Results

Based on the results of data analysis in the previous section, it can be concluded that, in general, respondents gave an upbeat assessment of the website and the services provided. This shows that the website and the services provided have met the expectations and needs of its users.

First of all, from the results of the data analysis, it is known that the website can be accessed smoothly and has an attractive front page appearance. This shows that the website has been well designed and suits users' needs. Then, the Affiliate Partner page is also considered clear and understandable by respondents. This shows that information about becoming an Affiliate Partner has been conveyed clearly and easily understood by potential business partners. Furthermore, the Affiliate Partner registration form is also considered to be quickly filled out by respondents. This shows that the registration process to become a business partner on the website has been well designed, making it easier for potential business partners to join. Meanwhile, most respondents also claimed to get a registration notification via Whatsapp after registering. This shows that the notification system has been implemented well and makes it easy for potential business partners to know their registration status.

Furthermore, respondents also gave an upbeat assessment of the product purchase process on the website. The majority of respondents stated that the purchase process is easy to do. In addition, most respondents also claimed to get payment notifications via Whatsapp or email after making a purchase. Finally, most respondents also stated that profile updates could be done quickly. This shows that the website has provided features that make it easier for users to change their profile. Based on the results of this study, it can be concluded that the website and services provided have met users' needs and provided a good experience for users. This can be a reference for website managers and other online businesses to improve the quality of their services continuously.

Nevertheless, this study did not escape the drawbacks. First, the number of samples used in this study still needs to be increased. In subsequent studies, it is hoped that a larger sample can be used to improve the validity and validity of the research results.

Second, this study only used questionnaires as data collection instruments. In the following research, it is hoped that more complete and in-depth data collection instruments can be used to obtain more detailed information about user satisfaction.

Finally, this research was only conducted on one website and online business. The next research is expected to involve more diverse websites and online businesses so that the research results can be more representative and generalized.

Conclusion

Based on the results of research that has been carried out, it can be concluded that the use of websites and affiliate marketing in digital marketing can make a significant contribution to increasing MSME sales. This can be seen from the data analysis results showing a positive correlation between website use and affiliate marketing with an increase in sales.

In using the website, it was found that most respondents felt that the website could be accessed smoothly and that the front page display of the website was quite attractive. However, some respondents still had difficulty filling out the affiliate partner registration form and updating their profiles. Therefore, MSMEs need to develop a more user-friendly website to improve the user experience in interacting with the website.

Meanwhile, affiliate marketing has also proven effective in increasing MSME sales. This can be seen from the results of data analysis, which shows that most respondents find it easy to make product purchases and get payment notifications via Whatsapp. However, there are still some respondents who still need to get payment notifications via email. Therefore, MSMEs need to pay attention to using more effective notification media to provide a better experience for consumers.

Implications of Website Development for MSMEs

Good website development can have various positive implications for MSMEs. In this case, the website can be an effective medium for introducing MSME products and services to consumers. In addition, the website can also increase the accessibility and credibility of MSMEs in the eyes of consumers, especially for consumers who do not have direct access to MSME locations. In addition, by using affiliate marketing, MSMEs can expand market reach and increase sales. In this case, affiliate marketing can help MSMEs promote their products and services through affiliate partners with wider market influence and reach.

Suggestions for Further Research

Further research and development can be carried out on using websites and affiliate marketing in digital marketing for MSMEs. One of the things that can be done is to expand the sample population to produce more valid and representative data. In addition, research can be carried out on the factors influencing consumers' purchasing decisions through websites and affiliate marketing. This can help MSMEs optimize website use and affiliate marketing to increase sales. Finally, research can be done on the most effective use of notification media in affiliate marketing. In this case, research can help MSMEs to choose notification media that are more effective in providing a good experience for consumers.

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