

# Fascinating Digital Marketing, Excellent Service, Brand Awareness, Tactics that Can Help Business Grow During Pandemic on SMSEs Culinary Tourism

Ellin Herlina<sup>1</sup>, Eman Sulaiman<sup>2,3</sup>, Vina Andita Pratiwi<sup>4</sup>

<sup>1</sup> Master of Management: Postgraduate, STIE Cirebon, Cirebon

<sup>2,3</sup> Doctoral Student: Faculty of Economics and Business, Universitas Jendral Soedirman, Purwokerto. <sup>3</sup> STIE Cirebon, Cirebon

<sup>4</sup> Management Study Program, STIE Cirebon, Cirebon

## Abstract

This study objectives to decide the impact of Digital Marketing on Sales Volume, to determine Excellent Service on Sales Volume, and to determine the effect of Brand Awareness on Sales Volume in culinary MSME businesses during the pandemic in Cirebon. The data analysis technique used Statistical Package for the Social Sciences method, the data collection method uses an online form questionnaire to culinary entrepreneurs in Cirebon. The sampling technique used the probability sampling method with a sample size of 74 respondents. Based on the study results, it can be concluded that Digital Marketing, Excellent Service, Brand Awareness has a positive effect on sales volume during the Covid 19 pandemic in culinary MSME businesses in Cirebon.

## Keywords

Digital Marketing, Excellent Service, Brand Awareness, Sales Volume, MSMEs

## INTRODUCTION

The COVID-19 pandemic has killed many businesses, one of which is culinary efforts (Stephen Nelson CPA, 2020), ranging from Micro, Small, and Medium Enterprises (MSMEs) to many well-known restaurants that have gone out of business because they have difficulty getting income (Duke, 2020). During the pandemic, culinary businesses in Cirebon have experienced a decrease in turnover from 80 to 100 percent. Some of them have even been forced to close their businesses. There are currently 365 culinary MSME business actors affected by Covid-19, 59 of whom have not received income in the last few months (Fery Afrudin; 2020).

The culinary business, which is an opportunity for some people, must remain productive and competitive to earn income in the midst of the plague that has hit and is also an opportunity. From this downturn, various parties must combine strategies so that Businesses rise up to provide truly outstanding customer service and produce fresh and delicious culinary products (or their business equivalent) while under the limits of the pandemic will emerge stronger with a strong business advantage actually (Duke, 2020) to increase sales volume.

With strict health protocols in various sectors, changing the perspective of marketing products is by digitizing business (Bouwman et al., 2019). These new digital technologies can be seen as reducing the costs of certain marketing activities. Digital marketing explores how traditional marketing areas such as pricing, promotion, product, and placement change as certain costs fall substantially, perhaps approaching zero. Using the framework in a recent summary of the digital economics literature (Goldfarb & Tucker, 2019).

Digital marketing offers new ways to reach, inform and engage customers and offer and sell products and services to them. This has been done with great success and as such, digital marketing is expected to remain at the forefront of the technological revolution (Ko, 2019; Lamberton & Stephen, 2016; Martín Consuegra et al., 2018). Digital marketing via social media and mobile is rapidly becoming a part of the daily lives of millions of people, developing into common social media activities, and often leading to the creation of customer relationships (Fujita et al., 2017; Han et al., 2016; Nguyen et al., 2015; Woodside & Bernal Mir, 2019) which will have an impact on increasing sales volume.

Increasing of sales volume manager must improve. Brand awareness is an indicator effect of sales volume. Brand awareness is the ability of a private person to recognize or remember that a brand can be part of a selected product category (Aaker, 1999). Strong awareness of a brand plays a crucial (Balaji, 2011; K. L. Keller, 2009). Role in increasing buying intention, especially during this case, culinary tourism. A brand's ability to regulate the market will make it easier for consumers to form decisions (Rinova & Putri, 2020).

Furthermore Excellent Service literature shows that the use of a customer satisfaction approach generally improves financial performance (Anderson et al. 1997, 2004; Gupta and Zeithaml 2006; Kamakura et al. 2002; Rust et al. 1995). Three potential customer satisfaction and productivity focused strategies could be pursued by service organizations. We concentrate specifically on the high end of customer satisfaction, i.e. excellence in service. Empirical evidence suggests that they reap the strongest long-term added value once companies achieve strategic a dual policy. In this study, we explore how service excellent could be able to achieve this dual strategy. We conclude that customer satisfaction is a continuum and that there is an increased profit return for organizations with strong levels of service excellence than those focusing on productivity or trying to implement a dual strategy. We hope that your use of this article has helped you understand the sales sector's customer satisfaction (Wirtz & Zeithaml, 2018).

## LITERATURE REVIEW AND HYPOTHESES

### Digital Marketing

Digital marketing highlights technologies with market goods, services, information and ideas via the world wide web, cell devices, statistics shows and other digital content in marketing activities and business practices. Data-driven marketing uncovers diverse techniques for approaching, retaining, knowing, delighting and guiding online marketing customers. Many famous authors have cited digital marketing and are unlikely to state their thoughts about it. "Referring to this, Strauss and Frost describe it as: "The use of electronic data and applications to plan and implement the conception, delivery and pricing of concepts, products and services to create

exchanges that meet individual and organizational objectives" (Judy & Strauss, 2001). Smith and Chaffey describe it as: "Achieving marketing objectives through the application of digital technologies". (Chaffey, 2010). Digital marketing encourages business development and brand value, thus ensuring growth and increased exposure.

MSMEs with a high level of digital maturity that react to the challenges by speeding up the transition to digitalized companies; second, SMEs with liquidity problems but a low level of digital maturity only decide to digitalize the sales feature (Priyono et al., 2020). Digital marketing for small and medium-sized enterprises and previous studies to close the gap between digital marketing and its application in small and medium-sized enterprises. As systematic winning strategies implemented would give a strong start to marketing campaigns, SMEs need to be prepared for the role of digital marketing (Pradhan et al., 2018).

### Excellent Service

The main problems and challenges for the service industry today are excellent service quality and high customer satisfaction (Hung et al., 2003) including the culinary tourism MSME industry (Lahindah et al., 2018). Services are activities or benefits offered to individuals by organizations or individuals that are intangible and can not be owned (Davidow & Uttal, 1989). According to (Maddy, 2009) Excellent service is, in other words, a service that meets quality standards. A service that meets quality standards is a service that meets clients' or society's expectations and satisfaction. It is a tough task to provide an outstanding service experience and deserve all employees' full attention, from top management to guest contact employees. There is one overarching lesson for the benchmark service organizations to teach us: a total organizational commitment to customer service and satisfaction can lead to success in any business field (Ford, 2001) and promote customer delight (Johnston, 2004).

### Brand Awareness

The basis of brand awareness in building brand equity depends on the strength of brand quality from the buyer's intention.. It becomes operational as the degree of awareness (review and recognition)of a brand becomes apparent. The most significant brand attention levels considerably affect advertising efficiency (K. K. Keller & Swaminathan, 1998) and improve the chances of being considered

in future purchasing circumstances. Brand awareness is a predominant decision strategy in the configuration of recurring customer purchase items (Hoyer & Brown, 1990). (Bogart & Lehman, 1973) found that the commonality of a brand among the essentially identical items creates an impression of separation. Also, despite differences in cost and quality, buyers tend to choose a brand with a high level of awareness (Samiee et al., 2005). (Cacioppo et al., 1983) argued that the inclusion of articles directs the effect of brand awareness on the buyers' purchase options. Staying alert is visualized to incentivize the brand by forming a base to which different credits can be related. In this way, standing out to consumers, building a solid brand awareness becomes a necessity.

### **Micro, Small And Medium Enterprises – MSMEs**

There is no universally accepted MSME definition (Agyapong, 2010). Based on local operations and conditions, different regions or countries have defined MSMEs. A link between entrepreneurial ventures and economic development was established. (Schumpeter, 1934) The link between micro, small and medium-sized businesses, entrepreneurship and financial well-being can be traced back to time. MSMEs are dominated by one individual, according to (Mensah, 2004) with all important decisions being taken by the owner or manager. They have weak management skills, thereby inhibiting the development of a sustainable growth strategic plan. The lack of technical know-how and the inability to acquire skills and advanced technology impede the possibility of growth. Small firms with fewer than 200 employees have increased their overall share of total employment in France, Germany, Italy, Japan, the UK and the USA, according to (Loveman & Sengenberger, 1990).

In Indonesia, Law Number 20, 2008 lays down the meaning of MSMEs. This law establishes net resource estimate barring areas and the operation of business premises, as set out in Art. 6, as the norms used for characterizing an MSME. Under the provisions of these measures, MIE is a specialist unit with an estimated benefit of up to 50 million Indonesian Rupiah ( Rp) or the annual deal of Rp300 million; SE is an advantage unit with an estimated advantage of over Rp50 million up to Rp500 million or more than Rp300 million annually up to Rp2,5 billion; In contrast, BPS receives workers

under rules: MIE 0-4 persons; SE: 5-19 persons; ME: 20-99 persons; and LE: > 99 persons (Tambunan, 2019).

### **METHODS**

The population in this study were all SMEs culinary tourism players in Cirebon. The sample of this study was 74 food and beverage saffron SMEs based on statistical data from the Department of Trade, Cooperatives, Small and Medium Enterprises (Disperindag, 2020). The sampling method in this study is probability sampling, which means that each item in the population has the same opportunity to be included in the sample (Taherdoost, 2018). In this study, the sample size is 74 respondents who work as culinary entrepreneurs in the city of Cirebon. This study uses primary data and secondary data. Primary data were obtained from questionnaires distributed by culinary entrepreneurs in Cirebon City, and secondary data from other sources such as journals and books. The data analysis method used is the method of Statistical Package for the Social Sciences.

The hypothesis in this study are:

- H1: Digital Marketing has a positive impact on Sales Volume.
- H2: Brand awareness has a significant positive impact on Sales Volume.
- H3: Excellent Service has a positive impact on the Sales Volume method.

Hypothesis testing criteria (Suliyanto, 2018):  
The hypothesis is accepted if C.R (Critical Ratio) = t-table.  
The hypothesis is rejected if the C.R (Critical Ratio) < t-table.

### **RESULTS AND DISCUSSION**

This study uses data from 74 respondents in culinary tourism businesses in Cirebon. After processing and analyzing data obtained from answers to questionnaires distributed to respondents regarding the influence of Digital Marketing, Excellent Service, and Brand Awareness on Sales Volume, the following description is obtained:

#### **H<sub>1</sub>. Effect of Digital Marketing on Sales Volume**

Partially testing the influence of the Digital Marketing (X<sub>1</sub>) variable on the Sales Volume (Y) shows that the Digital Marketing variable can predict Sales Volume. The significance

value of  $0.001 < 0.05$  means that the  $H_1$  hypothesis is accepted. When viewed from the t-test, it is found that the t value is 6.905 while the t table value is 1.994. Thus, the  $t\text{-count} > t\text{-table}$  way that the formerly formulated speculation states are an effective and good sized impact of Digital Marketing on Sales Volume is accepted. Alternatively, in other words, Digital Marketing can predict an increase in Sales Volume. The magnitude of the positive influence of Digital Marketing on Sales Volume is 62.1%.

According to Pradiani (Pradiani, 2017) regarding Digital Marketing: "A wider target can be reached by digital marketing to penetrate the international world. Wherever it is now marketing can be done because almost everywhere there is an internet network and everyone has a device, namely a smartphone". Marketer (2017: 47) states the advantages of digital marketing:

1. Can connect producers with consumers via the internet.
2. Get higher sales income because of the less distance and time.
3. Costs incurred are much more efficient.
4. Digital marketing allows sellers to provide real-time services
5. Connecting sellers with customers via mobile devices anywhere and anytime.

From the research results and supported by expert opinions regarding digital marketing and its effect on sales volume, it can be concluded that through digital marketing sales volume can be increased because of the ease of promoting and a wider reach through the internet network used.

## **H<sub>2</sub>. The Effect of Excellent Service on Sales Volume**

Partial testing of the influence of the Prime Service variable (X<sub>2</sub>) on Sales Volume (Y) shows that the Excellent Service variable can predict Sales Volume positively. The significance value of 0.000 means that the hypothesis is accepted. When viewed from the t-test, it is found that the t value is 5.242 while the t table value is 1.994. Thus,  $t\text{count} > t\text{-table}$  means that the previously formulated hypothesis states that a positive on Sales volume is accepted. The magnitude of the influence of the Prime Service on Sales Volume is 57.6%.

The research hypothesis states that a effective and important influence, this means that expanded sales volume may be carried out with Excellent. (Parasuraman et al., 1985;

Sutopo & Suryanto, 2016) argue that "the purpose of excellent service is to provide services that can meet and satisfy customers or society and provide a focus on customer service". Excellent service in the business or private sector, of course, always aims or is oriented to the company's profit or profit. From the research results and supported by expert opinion, it is clear that excellent service can increase sales volume.

## **H<sub>3</sub>. The Influence of Brand Awareness on Sales Volume**

The partial testing of the influence of the variable brand awareness (X<sub>3</sub>) on the sales volume (Y) shows that the variable brand awareness can positively predict the sales volume. The significance value of 0.000 means that the hypothesis is accepted. The value was found to be 5.890, while the t-table value is 1.994. Therefore,  $t\text{count} > t\text{-table}$  means that the previously formulated hypothesis that "there is a absolute influence of brand awareness on salesvolume" is accepted, or brand awareness can, in other words, predict an increase in sales volume. The influence of brand awareness on sales volume is 80%. The research hypothesis is that there's still a positive and significant impact of brand awareness on sales volume. Brand awareness can increase sales volume.

Brand awareness is linked to the strength of the impression stored in memory reflected in The capacity of the client to retrieve or interact with the brand in different conditions. Brand awareness can be characterized according to its depth and breadth. The depth of brand awareness It concerns the prospect that even a brand may be recognised or noticed again. The breadth of brand awareness relates to the variety of buying and consuming situations in which a brand is remembered. (Keller, 2016) The brand (brand) is significant because the differentiation of one product from another depends on the brand displayed. In this perspective, the brand features as a manner for corporations to foster and expand consumer loyalty. A sturdy emblem will offer a bonus in pricing rules and emerge as a barrier for the competition to go into the market.

## **CONCLUSION**

Based on the results of the report, the following conclusions can be drawn:

Digital Marketing has a positive and important influence on sales volume. The sum

of digital marketing impact on sales volume is 62.1 per cent.

Excellent service has a positive and substantial impact on sales volume. The magnitude of the influence of Excellent Service on Sales Volume is 57.6%.

There is a significant effect of Brand Awareness on Sales Volume. The amount of influence of Brand Awareness on Sales Volume is 80%.

There is a joint influence of Digital Marketing, Excellent Service and Brand Awareness on Sales Volume. The amount of positive influence of Digital Marketing, Excellent Service and Brand Awareness on Sales Volume is 49.8%.

This research's limitation is that the writer only measures three variables that affect the Increase Sales Volume in a Culinary Tourism MSMEs. Future research can be done by adding other variables that might affect the Increase Sales Volume. It could be by adding mediation between independent variables and dependent variables in the study. Also, future research can be done by applying the model to other products, both goods and services.

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## List of Tables

**Table 1. Micro, Small and Medium Enterprises (UMKM) in the Culinary Sector in Cirebon City in 2019**

NO	Territory	Total
1	Kejaksan	12
2	Lemah Wungkuk	8
3	Harjamukti	38

4	Pekalipan	5
5	Kesambi	11
	jumlah	74

Source: Department of Trade, Cooperatives, Small and Medium Enterprises (2020)

**Table 2. The results of the calculation of the validity test of all items of the variable instrument X1 (Digital Marketing)**

<b>Correlations</b>			
	total		
	Pearson Correlation	Sig. (2-tailed)	N
total	1		74
DMVAR01	.554(**)	0	74
DMVAR02	.724(**)	0	74
DMVAR03	.712(**)	0	74
DMVAR04	.692(**)	0	74
DMVAR05	.484(**)	0	74
DMVAR06	.599(**)	0	74
DMVAR07	.606(**)	0	74
DMVAR08	.629(**)	0	74
DMVAR09	.564(**)	0	74
DMVAR10	.634(**)	0	74
DMVAR11	.499(**)	0	74
DMVAR12	.434(**)	0	74
DMVAR13	.484(**)	0	74
DMVAR14	.554(**)	0	74
DMVAR15	.671(**)	0	74
DMVAR16	.640(**)	0	74
DMVAR17	.592(**)	0	74
DMVAR18	.669(**)	0	74
DMVAR19	.440(**)	0	74
DMVAR20	.680(**)	0	74

\*\* Correlation is sig at the 0.01 level (2-tailed).

\* Correlation is sig at the 0.05 level (2-tailed).

**Table 3. The results of the calculation of the validity test of all items of variable instrument X2 (Excellent Service)**

Correlations			
	total		
	Pearson Correlation	Sig. (2-tailed)	N
total	1		74
ExSVAR01	.763(**)	0	74
ExSVAR02	.796(**)	0	74
ExSVAR03	.720(**)	0	74
ExSVAR04	.710(**)	0	74
ExSVAR05	.737(**)	0	74
ExSVAR06	.609(**)	0	74
ExSVAR07	.640(**)	0	74
ExSVAR08	.556(**)	0	74
ExSVAR09	.697(**)	0	74
ExSVAR10	.651(**)	0	74
ExSVAR11	.702(**)	0	74
ExSVAR12	.739(**)	0	74
ExSVAR13	.423(**)	0	74
ExSVAR14	.817(**)	0	74
ExSVAR15	.694(**)	0	74
ExSVAR16	.645(**)	0	74
ExSVAR17	.726(**)	0	74
ExSVAR18	.647(**)	0	74
ExSVAR19	.571(**)	0	74
ExSVAR20	.473(**)	0	74

\*\* Correlation is sig at the 0.01 level (2-tailed). □

\* Correlation is sig at the 0.05 level (2-tailed).

Table 4. The results of the calculation of the validity test of all items of variable instrument X3 (Brand Awareness)

**Correlations**

	total		
	Pearson Correlation	Sig. (2-tailed)	N
total	1		74
BAVAR01	.658(**)	0	74
BAVAR02	.746(**)	0	74
BAVAR03	.733(**)	0	74
BAVAR04	.704(**)	0	74
BAVAR05	.519(**)	0	74
BAVAR06	.462(**)	0	74
BAVAR07	.634(**)	0	74
BAVAR08	.577(**)	0	74
BAVAR09	.752(**)	0	74
BAVAR10	.527(**)	0	74
BAVAR11	.605(**)	0	74
BAVAR12	.611(**)	0	74
BAVAR13	.562(**)	0	74
BAVAR14	.630(**)	0	74
BAVAR15	.671(**)	0	74
BAVAR16	.602(**)	0	74
BAVAR17	.474(**)	0	74
BAVAR18	.642(**)	0	74
BAVAR19	.619(**)	0	74
BAVAR20	.510(**)	0	74

\*\* Correlation is sig at the 0.01 level (2-tailed).

\* Correlation is sig at the 0.05 level (2-tailed).

**Table 5. The Results Of The Calculation Of The Normality Test**

**Test Statistics**

	Digital Marketing	Excellent Service	Brand Awareness	Sales Volume
Chi-Square(a,b,c,d)	24.324	23.432	24.108	38.270
df	33	34	32	30
Asymp. Sig.	.863	.913	.840	.743

**Test Statistics**

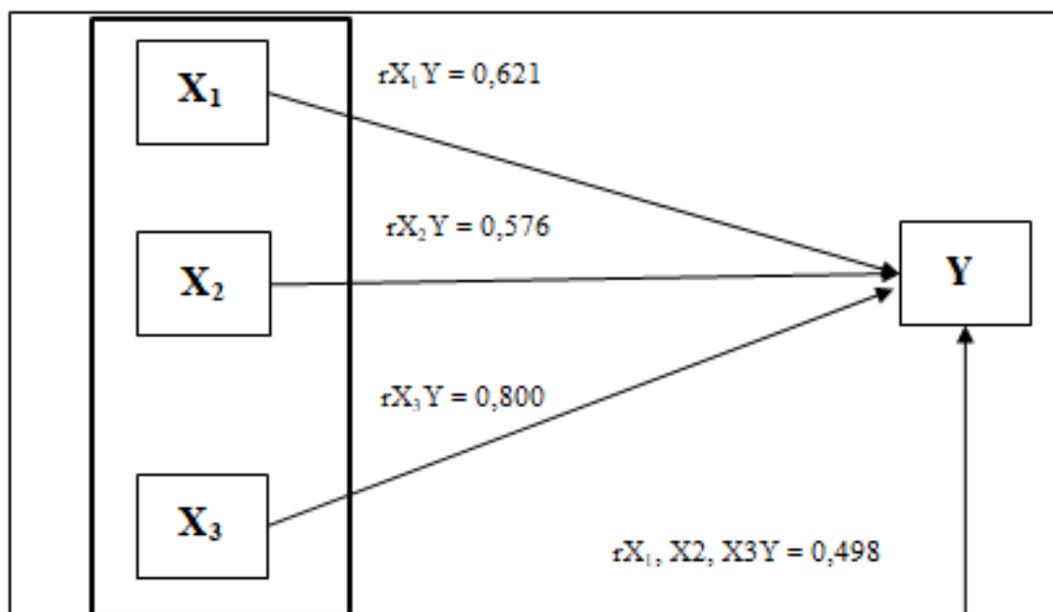
**Table 6. The Results of Hypothesis Testing for Multiple Regression Analysis Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.424	4.978		3.902	.000
	DIGITAL MARKETING	.621	.316	.377	6.905	.001
	Excellent Service	.576	.262	.417	5.242	.000
	BRAND AWARENESS	.800	.204	.412	5.890	.000

a. Dependent Variable: SALES VOLUME

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Figure 1. Model Test



Annotation:

X<sub>1</sub> = Variable of *Digital Marketing*

X<sub>2</sub> = Variable of *Pelayanan Prima*

X<sub>3</sub> = Variable of *Brand Awareness*

Y = Variable of *Sales Volume*