

Product Marketing Strategy Analysis Based on Digital Marketing on Customer Satisfaction

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Abstract. Starbucks is one of the pioneers of coffee that has been famous for a long time because it has existed in various countries in the world. Starbucks uses a digital marketing strategy to reach customers who are its target market. Digital marketing is used to promote digitally through social media. This study aims to analyze the improvement of Starbucks product marketing with digital-based techniques. The method used in this study uses digital marketing strategies, namely branding, promotion and influencers marketing. The results of this study used quantitative which distributed questionnaires to respondents. The results of this study indicate that digital marketing has a positive effect on increasing sales. The researcher also distributed several questionnaires to the respondents who were Starbucks customers.

1. Introduction

Starbucks marketing has survived to this day prioritizing service quality which is very closely related to customer satisfaction for the advancement of the Starbucks company. one of which is influenced by the company's ability to serve these consumers. In addition, Starbucks services provided to consumers must show the quality provided to consumers and even exceed the expectations expected by customers so that they can meet customer satisfaction. because with Thing this customer could can make consumers _ survive. Besides that, strategy marketing company starbuck is quality from product starbucks which is the main pillar from strength company starbucks in coffee making with ingredients that are blended alone in a long process so that produce a unique taste and can _ enjoyed by coffee lovers. Then, the target of starbuck is customers who are at the class level medium to on where coffee lover isn't it only Becomes event for Fulfill needs but event Chat with friend or family. Besides that, starbucks strategy provide the place for promotion in sell and offer product through mobile app with destination for make it easy coffee lovers can buy online without _ enough queue _ long with so customer can leave impression good to company starbucks. Marketing strategy starbuck use digital marketing to reach customers who are the target market because with existence technology is very helpful improve starbucks brand so that could increase sale product through promotional media including: facebook, instagram, google, youtube, whatsapp and so on. Digital marketing strategy is a social process by which individuals and groups individual get what are they need and want with create offers and _ free curse value products and services _ with the other party (Kotler, 2005). a number of draft other related marketing with marketing Among them were stated by Stanton (1978), namely: a philosophy business that states that gratification needs consumer is condition economic and social for continuity life company. Branding strategy according to Schulz and Barnes (1999), brand strategy is a management a brand or which brand is there? various activity or organizing activities _ all elements that have destination shaped a brand or brand.

Planning process from the idea to make it interesting consumer by fast and on target. study this aim for analyze enhancement marketing product starbucks with technical digitally based. In research conducted by E oktavia (2020) Digital marketing strategies are influential to superiority compete start from

convenience search product, availability offer special, ability identify and attract customer new. availability information product or supporting articles _ for give guide product for consumer, ability reinforcement. [1] Besides that, in research conducted by Nurilita Fatma Pradani (2020) that brand image, lifestyle and promotion could interesting customer new and can influence the customer for try product new Thing this is very influential positive to decision purchase product starbuck so that sales are coming to increase. [2] Then, in research by Novita Nurul (2020) that quality service, product and image brand have influence significant positive_ to satisfaction Starbucks consumer, meaning the better-quality service, quality product and image brand the taller level satisfaction obtained _ consumers. This thing reasonable because it plays a big role important in create satisfaction consumers. [3] Other research is Novilia and Jonathan (2019) showing that facilities and images brand take effect significant to intention purchase repeat product starbucks. This thing means facilities and images brand by simultaneous Becomes influencing factors _ intention a consumer in buy repeat Starbucks products. [4] No only that, research from Princess Yaumil Arifah (2018) states that Quality Products, Promotions and Loyalty Customer by simultaneous take effect significant to Interest Repurchase Starbucks Coffee because customer already believe and be satisfied to the coffee served by starbucks so that consumer no more doubt for permanent choose starbucks when going drinking coffee [5]

Based on background behind that, then researcher interested for researching with title " Marketing strategy analysis of satisfaction customer studies case starbucks beep ". As for the purpose from study this is for measure marketing strategy effectiveness product starbucks digital marketing based on satisfaction customer.

2. Method

The method used in collecting this data is in the form of a questionnaire and distributing questionnaires through Google from with a list of questions that support the research given to respondents with the intention that respondents can provide answers according to the needs of the research. On average, the questions used in the questionnaire were answered by people aged 18-25 years.

3. Results and Discussion

Table 1. Questionnaire Question.

No	Question	Strongly agree	Agree	Disagree	Very Not Agree
1.	Does the Starbucks application really make it easier for consumers to buy Starbucks products	40%	60%		
2.	Does the service using the Starbucks application become more effective?	26.7%	73.3%		
3.	Does the promotion make it easier for consumers to be interested in buying Starbucks products?	46.7%	53.3%		
4.	Is it with influencers? marketing to promote Starbucks products to be more attractive to customers	40%	53.3%	6.7%	
5.	Is Starbucks more popular than other coffee shops	26.7%	40%	26.7%	
6.	Does the number of promotions make consumers more interested in buying Starbucks?	53.3%	46.7%		
7.	Can good branding improve Starbucks products	53.3%	46.7%		

1. The Starbucks application makes it very easy for consumers to buy Starbucks products . It is known that respondents' responses to the statement have the highest percentage and are included in the "very good" category with a percentage of 40% strongly agree and 60% agree. This shows that respondents agree that the Starbucks application is very easy for consumers to buy Starbucks products .

2. Does the service using the Starbucks application become more effective? It is known that respondents' responses to the statement have the highest percentage and are included in the "very good" category with a percentage of 26.7% strongly agree and 73.3% agree. This shows that respondents like the service using the Starbucks application more effectively.

3. Does the promotion make it easier for consumers to be interested in buying Starbucks products ? It is known that respondents' responses to the statement have the highest percentage and are included in the "very good" category with a percentage of 46.7% strongly agree and 53.3% agree. This shows that respondents agree that the promotion makes it easier for consumers to be interested in buying Starbucks products .

4. Is it with influencers? marketing to promote Starbucks products to be more attractive to customers. It is known that respondents' responses to the statement have the highest percentage and are included in the "very good" category with a percentage of 40% strongly agree and 53.3% agree. This shows that respondents like the presence of influencers marketing to promote Starbucks products to be more attractive to customers.

5. Is Starbucks more in demand than other coffee shops. It is known in the statement that it has the lowest percentage and belongs to the category of other coffee shops. It is known that the statement has the lowest percentage and is included in the "less good" category with a percentage of 26.7% strongly agree and 40% agree. This shows that respondents are slightly less agree that Starbucks is more desirable than other coffee shops.

6. Does the number of promotions make consumers more interested in buying Starbucks ? It is known that respondents' responses to the statement have the highest percentage and are included in the "very good" category with a percentage of 53.3% strongly agree and 46.7% agree. This shows that respondents agree with the number of promotions that make consumers more interested in buying Starbucks .

7. Can good branding improve Starbucks products ? It is known that the respondents' responses to the statement have the highest percentage and are included in the "very good" category with a percentage of 53.3% strongly agree and 46.7% agree. This shows that respondents agree that good branding can improve Starbucks products .

4. Conclusion

Based on the results of this discussion after conducting research, it can be concluded that the Starbucks application makes it very easy for consumers to buy Starbucks products . It is known that respondents' responses to these statements have the highest percentage and are included in the "very good" category with a percentage of 60% . This shows that respondents agree that the Starbucks application is very easy for consumers to buy Starbucks products . With the service using the Starbucks application to be more effective, it is known that the respondents' responses to these questions have the highest percentage and include very good 73% . shows that respondents like the service using the Starbucks application more effectively. The existence of promotions makes it easier for consumers to be interested in buying Starbucks products, it is known that respondents' responses to these questions have the highest percentage with a very good value of 53% . This shows that respondents agree that the promotion makes it easier for consumers to be interested in buying Starbucks products . make it easier for influencers marketing to promote Starbucks products to be more attractive to customers. It is known that the respondents' responses to the statement have the highest percentage and are included in the "very good" category with a percentage of 53% agree. This shows that respondents like the presence of influencers marketing to promote Starbucks products to be more attractive to customers Starbucks products are more in demand than other coffee shops. It is known in the statement that it has the lowest percentage and belongs to the category of other coffee shops. It is known that the statement has the lowest percentage and is included in the "unfavorable" category with a

percentage of 40% of respondents. This means that respondents slightly disagree that Starbucks is more desirable than other coffee shops. many promotions make consumers more interested in buying Starbucks . It is known that respondents' responses to the statement have the highest percentage and are included in the "very good" category with a percentage of 53% strongly agree. shows that respondents agree that many promotions make consumers more interested in buying Starbucks . Can good branding improve Starbucks products ? It is known that respondents' responses to these statements have the highest percentage and are included in the "very good" category with a percentage of 53.3% strongly agree. This means that respondents agree that good branding can improve Starbucks products . This has a significant effect on customer satisfaction.

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