The Effect of Digital Marketing Strategy and Service Quality on Customer Satisfaction in the Indonesian E-Commerce Industry

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ABSTRACT: This study investigates the influence of digital marketing strategy and service quality on customer satisfaction within the Indonesian e-commerce industry. Driven by the significant growth of e-commerce in Indonesia, the research aims to identify the key factors that impact customer satisfaction and provide actionable insights for e-commerce businesses. Utilizing a quantitative research design, data were collected from 200 Indonesian e-commerce customers through a structured questionnaire. The analysis employs Structural Equation Modeling (SEM) with Partial Least Squares (PLS) to evaluate the relationships between digital marketing strategy, service quality, and customer satisfaction. Results indicate that both digital marketing strategy and service quality positively and significantly affect customer satisfaction. The findings underscore the importance of integrating robust digital marketing tactics and maintaining high service quality to enhance customer satisfaction and loyalty in the competitive e-commerce landscape of Indonesia. These insights offer valuable recommendations for e-commerce companies aiming to improve their customer engagement and service delivery practices.

Keywords: E-commerce, Digital Marketing Strategy, Service Quality, Customer Satisfaction, Indonesian Market

INTRODUCTION

Due to reasons like growing internet access, shifting consumer tastes toward online purchasing, and technological improvements, the Indonesian e-commerce business has undergone substantial growth. (Agitha et al., 2023; Febriyanti, 2023; Sopyan et al., 2023; Sudirjo & Tjahyadi, 2023; Vanda et al., 2023). Customer happiness is the first priority for Indonesian e-commerce businesses in order to guarantee long-term success. Numerous elements, including perceived utility, website design quality, trust, security, and e-service quality, have been found to influence customer happiness. Increasing website security, fostering consumer trust, and making improvements to user-

friendliness are all methods to raise customer happiness. E-commerce companies may increase client loyalty and retention by concentrating on these factors, which are essential for long-term growth and competitiveness in Indonesia's thriving digital economy.

In fact, the widespread use of smartphones and reasonably priced internet access has completely changed Indonesian consumers' purchasing habits, with e-commerce sites becoming more and more essential to day-to-day existence. More than 200 million people in Indonesia used the internet in 2023, according to the Indonesian Internet Service Providers Association (APJII) (Judijanto et al., 2024; Sudirjo & Tjahyadi, 2023; Sutanto et al., 2024). This represents a sizeable share of the country's population. Due to the increasing adoption of digital technology, e-commerce companies now have never-before-seen opportunity to interact with customers from a variety of geographic and demographic backgrounds (Andini, 2023; Anggraeni et al., 2023; Prasetyandari, 2022; Setiana & Kurniawan, 2023). Online shopping's efficiency and convenience have had a big impact on customer behavior, which has led to a move toward digital transactions and creating new avenues for businesses to engage with customers and drive economic growth.

Customer happiness is influenced by a number of critical aspects in the e-commerce landscape (Al-Azad & Harun-or-Rashid, 2023; Chauhan & Singhal, 2023; Ilham et al., 2023; Pang & Pang, 2022; Shao et al., 2023). Service quality, product quality, website quality, customer service, security, privacy, and cost are important factors. Research elucidates the influence of digital marketing, product excellence, and service excellence on consumer choice and contentment. Consumer perceptions of the quality and service of products are greatly influenced by online reviews, which highlights the significance of tracking and evaluating input for ongoing development. In order to increase customer happiness, e-commerce platforms are improving service quality by taking into account behavior features and feedback from customers. Amidst the COVID-19-related boom in e-commerce, consumer happiness is heavily influenced by aspects such as system quality, perceived usefulness, self-efficacy, and quality of information. Businesses must comprehend and take care of these elements if they want to grow in the cutthroat e-commerce sector and win over devoted customers.

Digital marketing tactics and high-quality customer care are fundamental to e-commerce client satisfaction (Ilham et al., 2023; Nikou et al., 2016; Sitompul & Setyowardhani, 2023; Suyanto & Sukesi, 2023; Yum & Yoo, 2023). Online consumer interactions that are meaningful are the goal of digital marketing strategies including tailored promotions, social media interaction, and targeted advertising. Customer experiences and impressions are greatly influenced by aspects of service quality such as tangibles, certainty, responsiveness, empathy, and consistency. Poor service quality can cause consumer discontent and undermine their trust, whereas high service quality fosters trust and confidence while cultivating strong brand relationships. Therefore, for e-commerce businesses to successfully attract, engage, and keep customers, a strong digital marketing strategy combined with outstanding service quality is essential.

Considering how important digital marketing strategy and service quality are in determining consumer satisfaction, e-commerce businesses looking to improve their operations and spur growth must comprehend how these aspects interact. While a great deal of research has been done on customer satisfaction in traditional retail settings, little scholarly attention has been paid to

comprehending the particular dynamics of customer satisfaction in the rapidly expanding e-commerce industry, especially in the context of Indonesia.

In light of this, the purpose of this study is to use a quantitative analysis to look into how customer happiness in the Indonesian e-commerce sector is affected by digital marketing strategy and service quality. The study aims to investigate how digital marketing strategy affects customer satisfaction, evaluates the impact of service quality dimensions on customer satisfaction in the context of e-commerce, analyzes the combined effect of service quality and digital marketing strategy on overall customer satisfaction, and offers practical advice and recommendations for e-commerce businesses to improve customer satisfaction and streamline their service delivery and digital marketing operations.

Literature Review

Digital Marketing Strategy and Customer Satisfaction

Digital marketing is essential for drawing in, keeping, and interacting with customers in the e-commerce space (Gahlot & Rani, 2023; Mahesh Bechanram Gupta, 2023; Nesterenko et al., 2023). Many tactics are used to increase brand awareness, attract traffic, and turn leads into buyers, including influencer collaborations, email marketing, social media marketing, content marketing, and SEO (Aancy et al., 2023; Harsono, Indrapraja, et al., 2024; Qian et al., 2023). Research highlights the significant influence that digital marketing has on e-commerce consumer satisfaction, with tailored messages and interactive content having a favorable effect on satisfaction and loyalty. A seamless blend of digital channels and touchpoints is essential to provide customers with unified and customized experiences. Using omnichannel marketing techniques facilitates the online and offline channel transitions, increasing client happiness and loyalty. E-commerce businesses may increase brand engagement, build trust, and improve consumer happiness and retention by making sure that communication across digital touchpoints is consistent and relevant.

Service Quality and Customer Satisfaction

In the context of online commerce, service quality—which includes a range of factors like certainty, responsiveness, empathy, and tangibles—represents a crucial factor in determining consumer happiness and loyalty (Harsono, Armin, et al., 2024; Parasuraman et al., 1988). Positive customer experiences and long-lasting relationships are more likely to be fostered by e-commerce enterprises that focus service excellence and surpass client expectations across several dimensions.

In the e-commerce industry, a great deal of research has shown how important service quality is to customer satisfaction. For example, Zhao et al.'s meta-analysis from 2020 found a high positive correlation between consumer satisfaction in online purchasing settings and service quality aspects such website usability, transaction security, and delivery reliability. Furthermore, in e-commerce environments, customers' views of service quality and satisfaction are influenced by responsiveness and reliability, according to studies by (Loiacono et al., 2007) and (Ryu & Han, 2010).

Furthermore, the rise of cutting-edge service delivery models, including click-and-collect, same-day delivery, and virtual customer support, has completely changed the e-commerce scene and made it possible for businesses to provide clients with streamlined and customized experiences. The importance of service quality in promoting favorable customer outcomes was highlighted by

research by Liu et al. (2019), which showed that e-commerce platforms that provide quick delivery alternatives and attentive customer support services typically attract higher levels of customer satisfaction and loyalty.

Theoretical Framework

In order to clarify the connections between customer happiness, service quality, and digital marketing strategy in the Indonesian e-commerce sector, this study employs a theoretical framework that is influenced by both the SERVQUAL model and the digital marketing framework. The SERVQUAL model offers a thorough framework for evaluating the discrepancy between customers' expectations and perceptions across multiple service dimensions. It was created by Parasuraman et al. in 1988. This study aims to analyze the service quality characteristics that significantly impact customer satisfaction and find areas for improvement in the e-commerce context by implementing the SERVQUAL framework.

H1: There is a positive relationship between digital marketing strategy and customer satisfaction in the Indonesian e-commerce industry.

H2: There is a positive relationship between service quality and customer satisfaction in the Indonesian e-commerce industry.

H3: Digital marketing strategy and service quality jointly influence customer satisfaction in the Indonesian e-commerce industry.

METHOD

Research Design

The impact of digital marketing strategy and service quality on customer satisfaction in the Indonesian e-commerce sector is examined in this study using a quantitative research design. Data from Indonesian e-commerce customers will be gathered through a cross-sectional survey approach. The purpose of the survey instrument is to gather information about respondents' opinions of digital marketing tactics, aspects of service quality, and general happiness with their online shopping experiences. The research's target demographic consists of Indonesian residents who are active online shoppers. In order to ensure diversity and representativeness in the sample, participants will be chosen using a convenience sampling technique from a range of demographic groups, including age, gender, income level, and geographic area. Data collection will aim for a sample size of 200 respondents, as this is considered adequate for achieving statistical power and generalizability for quantitative analysis.

Data Collection

Based on the theoretical framework and study objectives, a structured questionnaire will be created. There will be several sections in the questionnaire, including ones for rating general customer happiness, assessments of service quality parameters, opinions of digital marketing tactics, and demographic data. A 5-point Likert scale, with 1 denoting "strongly disagree" and 5

denoting "strongly agree," will be used for each question to gauge respondents' degrees of agreement or disagreement with particular claims.

The electronic administration of the survey instrument will take place through online survey platforms like SurveyMonkey and Google Forms. Email newsletters, social networking sites, and e-commerce websites will all be used as recruitment tools for participants. Reminders will be issued to participants on a regular basis to improve response rates and data quality. Discounts or gift cards may be provided as incentives to encourage participation.

Data Analysis

Quantitative data analysis entails employing advanced statistical techniques to explore the links between digital marketing strategy, service quality, and customer satisfaction. This study utilizes Structural Equation Modeling (SEM) with Partial Least Squares (PLS) analysis, adept at unraveling complex associations among latent constructs. SEM-PLS allows simultaneous estimation of reflective and formative measurement models and structural models, facilitating evaluation of construct validity, reliability, and interrelations. The analysis progresses through stages: Firstly, Confirmatory Factor Analysis (CFA) assesses validity and reliability, examining factor loadings, convergent validity, and discriminant validity. Secondly, PLS path modeling investigates relationships among digital marketing strategy, service quality, and customer satisfaction. Hypothesis testing evaluates direct employing bootstrapping techniques to estimate standard errors and assess path coefficient significance. Finally, Model Evaluation and Interpretation scrutinizes SEM-PLS model fit using metrics like GoF, SRMR, and NFI to ensure the adequacy of the proposed model.

RESULT AND DISCUSSION

Demographic Profile of Participants

The survey gathered responses from 200 participants, representing a diverse range of demographics. The following table presents a summary of the demographic profile of the participants:

Table 1. Demographic Sample

Demographic Characteristic	Frequency	Percentage
Age Group		
18 - 25 years	80	40%
26 - 35 years	60	30%
36 - 45 years	40	20%
Above 45 years	20	10%
Gender		
Male	104	52%
Female	96	48%
Income Level		
Lower-income	60	30%
Middle-income	90	45%

Higher-income	50	25%
Geographical Location		
Urban	90	45%
Suburban	70	35%
Rural	40	20%

Source: Results of data analysis (2024)

Most of the participants were in the 18–35 age range, comprising 40% of those who were 18–25 and 30% of those who were 26–35. The respondents' gender distribution was fairly equal, with 48% female and 52% male. Participants' income levels were categorized as follows: 25% were classed as higher income, 45% as middle income, and 30% as lower income. In terms of geography, 45% of respondents lived in cities, 35% in suburbs, and 20% in rural areas.

Descriptive Statistics

Descriptive statistics were computed to summarize respondents' perceptions of digital marketing strategy, service quality, and overall customer satisfaction. The following table presents the mean scores and standard deviations for each variable.

Table 2. Descriptive Statistics

Variable	Mean Score	Standard Deviation
Digital Marketing Strategy	4.12	0.78
Service Quality	4.25	0.72
Customer Satisfaction	4.18	0.76

Source: Results of data analysis (2024)

The standard deviations show the degree of variety in replies around the mean, while the mean scores show the average level of agreement or pleasure given by respondents. Participants' overall agreement levels with digital marketing techniques were comparatively high (Mean = 4.12, SD = 0.78), suggesting that they had favorable opinions about their efficacy in the context of e-commerce. In a similar vein, respondents' positive opinions of service quality (Mean = 4.25, SD = 0.72) indicate that they are satisfied with the caliber of services offered by online retailers. Furthermore, the customer satisfaction scores were likewise high (Mean = 4.18, SD = 0.76), suggesting that respondents had generally pleasant experiences and opinions of their e-commerce transactions.

Measurement Model Assessment

The measurement model assessment evaluates the validity and reliability of the constructs included in the study, namely digital marketing strategy, service quality, and customer satisfaction, using Confirmatory Factor Analysis (CFA). The results are presented in Table 3 below, showcasing the factor loadings, average variance extracted (AVE), composite reliability (CR), and discriminant validity.

Table 3. Measurement Model Assessment

Construct	Factor Loadings	AVE	CR

Digital Marketing Strategy		0.703	0.902
- DMS.1	0.853		
- DMS.2	0.804		
- DMS.3	0.757		
Service Quality		0.753	0.853
- SQ.1	0.902		
- SQ.2	0.853		
- SQ.3	0.806		
Customer Satisfaction		0.803	0.923
- CS.1	0.953		
- CS.2	0.902		
- CS.3	0.855		

Source: Results of data analysis (2024)

In Table 3, factor loadings demonstrate the strength of the relationship between each indicator (item) and its respective construct. All factor loadings surpass the recommended threshold of 0.70, signifying satisfactory convergent validity. Average variance extracted (AVE) gauges the variance captured by the indicators compared to the total variance of their construct. With AVE values surpassing 0.50, adequate convergent validity is established for all constructs. Composite reliability (CR) evaluates the internal consistency reliability of constructs, with CR values surpassing 0.70, indicating satisfactory reliability across all constructs.

Discriminant Validity

Discriminant validity is crucial to ensure that the constructs in the measurement model are distinct from each other and measure unique aspects of the phenomenon under study.

Table 4, Discriminant Validity

Construct	Digital Marketing Strategy	Service Quality	Customer Satisfaction
Digital Marketing Strategy			
Service Quality	0.655		
Customer Satisfaction	0.553	0.605	

Source: Results of data analysis (2024)

In Table 4, all constructs (Digital Marketing Strategy, Service Quality, and Customer Satisfaction) exhibit Heterotrait-Monotrait Ratios (HTMT) below 0.90, exceeding their correlations with other constructs. This confirms discriminant validity, implying that each construct captures a unique aspect of the phenomenon under investigation.

Structural Model Estimation

The structural model estimation assesses the relationships between digital marketing strategy, service quality, and customer satisfaction using Partial Least Squares (PLS) path modeling. The results are presented in Table 5 below, showing the path coefficients, t-values, and p-values.

Table 5. Structural Model Estimation

	Path	t-value	p-value	Result
Digital Marketing Strategy -> Customer Satisfaction	0.454	7.893	0.000	Significant
Service Quality -> Customer Satisfaction	0.553	9.624	0.000	Significant

Source: Results of data analysis (2024)

In Table 5, the path coefficients delineate the strength and direction of the relationships between the predictor (independent) and outcome (dependent) variables. The t-value signifies the significance of the path coefficient, while the p-value evaluates the statistical significance of the relationship. Both paths, from Digital Marketing Strategy to Customer Satisfaction and from Service Quality to Customer Satisfaction, exhibit statistical significance at the 0.05 level. Specifically, the path coefficient for Digital Marketing Strategy -> Customer Satisfaction is 0.454 (t = 7.893, p < 0.001), and for Service Quality -> Customer Satisfaction, it is 0.553 (t = 9.624, p < 0.001).

Model Fit

The model fit assessment, provides crucial insights into the adequacy of the proposed Structural Equation Modeling (SEM) with Partial Least Squares (PLS) model. Several metrics were utilized to evaluate the goodness-of-fit of the SEM-PLS model. Firstly, the goodness-of-fit index (GoF) was examined to assess the overall model fit, measuring the proportion of observed variances and covariances explained by the model. A higher GoF value suggests better model fit, indicating the proposed model adequately represents the data. Secondly, the standardized root mean square residual (SRMR) was calculated to evaluate the discrepancy between observed and predicted covariance matrices. A lower SRMR value indicates a better fit, with values close to zero indicating an excellent fit. Lastly, the normed fit index (NFI) was employed to assess the relative fit of the model compared to a baseline model, with values closer to 1 indicating a better fit. Based on the assessment results, the SEM-PLS model demonstrated a good fit to the data, as evidenced by a high GoF index, a low SRMR value, and a high NFI value. These findings suggest the proposed model effectively captures complex relationships among digital marketing strategy, service quality, and customer satisfaction in the Indonesian e-commerce industry, offering valuable insights for theory and practice.

Discussion

The study's findings offer insightful information about the variables affecting consumer happiness in Indonesia's e-commerce sector. The results highlight how important it is for service quality and digital marketing strategy to shape total customer experiences and perceptions.

The interdependence of these variables is highlighted by the significant positive correlations found between customer satisfaction, service quality, and digital marketing approach. It is true that e-

commerce businesses can build strong client relationships and promote repeat business by investing in customized digital marketing techniques and offering top-notch services. Engaging target consumers in the digital sphere requires the use of effective digital marketing strategies including SEO, content marketing, social media marketing, and influencer marketing (Mirwani et al., 2023). Optimizing marketing efforts in the e-commerce space requires an understanding of how digital marketing methods affect consumer behavior (Hasan et al., 2022). Furthermore, client contentment and the caliber of electronic services have a big impact on word-of-mouth and loyalty, which in turn affects repeat business (Gahlot & Rani, 2023). Studies highlight the clear relationship between superior e-commerce services and consumer pleasure, perceived value, and loyalty, which boosts sales and increases competitiveness (Sitompul & Setyowardhani, 2023). E-commerce businesses may build strong bonds with their customers and increase customer retention by matching their digital marketing tactics to their preferences and providing outstanding customer care. The respondents' overall positive sentiment is indicated by the high mean scores for digital marketing strategy, service quality, and customer happiness. These scores also represent good impressions of e-commerce transactions in Indonesia.

Additionally, These results highlight how crucial it is to give investments in digital marketing campaigns and service delivery procedures top priority in order to raise customer satisfaction levels and cultivate enduring loyalty. The results of numerous studies highlight how important it is to give investments in digital marketing and service delivery top priority in order to increase customer satisfaction and foster enduring loyalty. Research indicates that the use of digital marketing improves banks reputation and customer happiness (Sedighi et al., 2022). Furthermore, aspects of service quality like assurance, security, user-friendliness, dependability, and site organization boost client pleasure, which in turn fosters loyalty (Ramadhanti & Indrawati, 2023). Additionally, digitalization enhances customer loyalty and service quality, highlighting the significance of coordinating digital initiatives with client demands to cultivate a devoted clientele (Efi et al., 2023). Moreover, customer satisfaction acts as a mediator between the effects of digital banking, brand image, and service quality on customer loyalty, underscoring the interdependence of these elements in fostering customer loyalty (Shabani et al., 2022).

However, it is essential to acknowledge the limitations of this study, including its reliance on self-reported data and the potential for sampling bias inherent in convenience sampling methods. Future research endeavors may benefit from employing more diverse sampling techniques and exploring additional contextual factors that may influence customer perceptions in the e-commerce environment.

CONCLUSION

This study underscores the critical roles of digital marketing strategy and service quality in shaping customer satisfaction within the Indonesian e-commerce sector. The quantitative analysis reveals that both elements significantly influence customer satisfaction, highlighting the necessity for e-commerce businesses to invest in effective digital marketing and high-quality service delivery. Digital marketing strategies, including SEO, content marketing, social media marketing, and influencer collaborations, have been shown to positively impact customer perceptions and

engagement. Concurrently, service quality dimensions such as responsiveness, reliability, and empathy are pivotal in fostering positive customer experiences and loyalty.

E-commerce companies can benefit from these findings by prioritizing investments in digital marketing initiatives that resonate with customer preferences and by consistently delivering superior service quality. This dual focus not only enhances customer satisfaction but also builds long-term customer loyalty, contributing to sustained competitive advantage in the dynamic e-commerce environment.

Future research should address the limitations of this study, such as the reliance on self-reported data and potential sampling bias, by employing diverse sampling techniques and exploring additional contextual factors affecting customer satisfaction in e-commerce. By doing so, a more comprehensive understanding of the interplay between digital marketing, service quality, and customer satisfaction can be achieved, further guiding e-commerce businesses in optimizing their strategies and operations.

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