

The Role Of Technology Marketing Micro Business, Small And Medium Enterprises (Smes) Agents For Repurchase Intention And Its Impact On The Community Satisfaction (Case In Indonesia)

Beby Karina Fawzee, Fivi Rahmatus Sofiyah, Ilyda Sudardjat, Iskandar Muda

Abstract : Today bussiness competition is more stringent with the development of technology communication and information so consumers have known the completed information about products on to choose available in the market. It is caused by internet users in Indonesia has increased with the information technology growth quickly. The utilization of digital marketing is the promotion and market search by the digital media in an online manner to benefit from various social network facilities for example. The virtual world is no longer is only able to connect people with a device, but also between people with others around the globe. Digital marketing, consisting usually of interactive marketing and integrated way facilitates interaction between the manufacturer, an intermediary market, and expecting consumers. The use of the marketing concept based on the digital marketing gives the best wish for SME's to develop into a center of economic power. Candidates, consumers can find and get information about products only by means roam the virtual world so ease the process of his quest. Up to the present time, it was rarely the use of social media publication for SME's and benefits of the use of social media SME's in Indonesia, specifically the precinct north Sumatera. Because of the importance of information on how to the use of social media SME's and benefits, so one would have to do with observational research The purpose of this research is to know the influence of the business development of sustainability to the offender SME's in North Sumatera against repeated the community interest in buying after doing the utilization of technology marketing. This research takes 100 samples in 5 districts of a city in north Sumatera purposive technique the sampling method. The method of Structural Equation Modeling (SEM) is a statistical technique that is able to analyze the latent variables and processing the data using path analysis.

Keywords: Technology Marketing, Consumer Satisfaction, Repurchase Intention Community

1. INTRODUCTION

Today competition the business world is more strictly by the presence of the progression of the technological communication and information possessed information that show consumers about the way to choose products which available in the market. It is caused by the growth of internet users in Indonesia has been increasingly with the technology information which growth quickly. The increase is can be caused by a number of factors, among others (1) The existence of ease in controlling information on the hand of the public. The internet can interact freely and forming a community only by pressing buttons enter (Hamdani, 2015 and Auliyah, 2015). The increase in internet users also reflected off of the directorate general (Dirjen) of data and the application of the telematics directorate of the communication and informatics department (Depkominfo). Country ambassador it was reported that Yahoo! Indonesia explained that due to the escalating number it was reported that Yahoo and consequently the rating of! Indonesia over the past four years, they could be used as to a prime as evidence to prove that internet users in Indonesia number of hours each day have been a price increase and according to the data from, for

the year 2013 this internet users in Indonesia every day can reach more or less 87 its users numbered millions. (2) The increase will be occurred as transforms and technology development 4g, including WiMAX and LTE, fiber to the home (FTTH), and the spectrum of the 3g operator for additional and much more that will indulge the user. Even to business opportunities are more wide with also increased he wanted here internet access, localization content, application, e-commerce, and data center. The increasing user's gadgets in Indonesia and (3) Nowadays The user of gadget in Indonesia is increased more than the number of residents and reach a level of 240 million units. Micro business, small and medium enterprises (SME's) play an important role in the economy, especially in job creation and household empowerment that supports household income (Guha et al., 2018). The SME's is expected to trigger the economy in the current economic slowdown. Now the number of SME's has registered in North Sumatera reached 2,5 million. Where 40 % is for small businesses, 30 % medium enterprises, and 30 % are small businesses. There is six SME's clusters in the field, the cluster border, shoes, leather bag, culinary, handicrafts, wicker, and Batik. The utilization of the concept of digital marketing based on SME's marketing gives up hope to develop into a center of economic strength. Prospective consumers can be find and get information products only by means roam the virtual world so that has been used to simplify the process of his quest. It is becoming even independent in buyers to make a decision based on the results of the purchase of his quest which makes it easy for business people monitor and is the provider of all their needs and wish to prospective consumers when their needs and ways to consumers can be met by the company, will be creating a satisfaction to their customers. Customer satisfaction is assets companies are important because it can be used as an indicator of quality and the company earnings in

- *Beby Karina Fawzee, Faculty of Economic and Business, Universitas Sumatera Utara, Medan, Indonesia. Corresponding Email : beby@usu.ac.id*
- *Fivi Rahmatus Sofiyah, Faculty of Economic and Business, Universitas Sumatera Utara, Medan, Indonesia. Email : fivi@usu.ac.id*
- *Ilyda Sudardjat, Faculty of Economic and Business, Universitas Sumatera Utara, Medan, Indonesia. Email : ilyda@usu.ac.id*
- *Iskandar Muda, Department of Accounting, Faculty of Economic and Business, Universitas Sumatera Utara, Medan, Indonesia. Email : iskandar1@usu.ac.id*

future. A customer is satisfied with a value in giving by products or services it would be likely to be customers in a long time. Customer satisfaction is also an objective business because satisfaction the behavior oil would have to come from business owners. If an effort unable to construct customer satisfaction, but the effort could not survive and develop (Urata et al., 2014). Thus was believed that the whole piece in an attempt to have mission give satisfaction in full to customers with business development, some of the business strategy to maintain customers. Until now, has rarely published about the use of social media of SME's and benefits for social media uses SME's in Indonesia, especially the North Sumatera. Given the importance of information about how for social media uses SME's and benefits, but there needs to be a research observational. The technology can't possibly to be avoided. Marketing experts revealed that if want to survive, so investors SME's should be able to maximize the benefits of technology/development digital. Technological development to sell their products online and transacts through the online banking system also. Social media is a means of digital marketing the most striking to use. Before a business has a site, often we find especially in the market like Indonesia that it has begun entering the virtual world through social media. This should serve as a stimulant for the development of entrepreneurship and the persistence of the SME's. In addition to doing the job at a cheap and does not to the need for the specialist skills the extent to show off on doing initiation beginning, social media considered to be incapable of to be directly grabbed one of the tiny (engage the world largest oil consumers) candidates would have no trouble. Therefore, it does not find it so strange that several sample business operators, in fact, lead the country to be more focused on the utilization of social media when compared to the period with the development of a site. The perpetrators of SME's should have knowledge of digital marketing and electronic commerce (e-commerce). The potential utilization of this digital marketing requires the community to technology literacy, therefore it is necessary socialization and training use of information and communication technology. This research activity on the utilization of digital marketing is expected to provide knowledge and understanding and can inspire the actors of UMKM, especially in North Sumatera in utilizing internet technology and social networking as a tool to run its business.

2. LITERATURE REVIEW

2.1. E-Marketing

e-Marketing is the product of a meeting between modern communication technology and developing traditional marketing principles (Cazacu, 2018). e-marketing is the process of brand marketing using the Internet. This includes marketing elements both direct and indirect marketing responses and the practice of using various technologies to help connect businesses to customers. E-marketing encompasses all business activities carried out through the web throughout the world with the aim of attracting new businesses, maintaining current business and developing brand uniqueness (Al-Weshah, 2018; Chong et al., 2018; Descubes et al., 2018; Waheed et al., 2018; Lisdayati et al., 2018; Sheikh et al., 2018 and Yousaf et al., 2018). When applied correctly, the return on investment from e-marketing can far exceed the strategy conventional marketing. The internet is a force that cannot be ignored. This can be a means

to "meet" millions of people every day, this is very supportive of the redefinition of the way business is interacting with customers. With e-marketing the prospect's reach is broader - the internet has become a part of everyone's life. With e-marketing, it allows you to search for new markets and potentially compete around the world with only a small investment. In addition, there is a reduction in costs through automation and electronic media use e-marketing presents a strong business case in cost savings, especially in the fields of transactional costs, customer service, digital media channels, print and distribution at a much lower cost compared to marketing methods traditional (Asogwa and Muda, 2018; Handayani et al., 2018; Pradhan et al., 2018; Leonidou et al., 2018 and Wilson et al., 2018). E-marketing makes it possible to reach people who want to know about your products and services directly so that they are more targeted. E-marketing provides businesses with access to mass markets at affordable prices and allows them to approach personal marketing. The flexible and cost-effective nature of e-marketing makes it very suitable for small businesses. In the end with e-marketing an effective approach takes place, that is, well-planned and effective e-marketing is targeted to help achieve the customer's business targets.

2.2. Customer Satisfaction

Consumer satisfaction is the extent to which product performance meets the expectations of buyers. If product performance is lower than customer expectations, then the buyer feels satisfied or very happy (Kotler, 2003). Satisfaction is the response or response of consumers regarding fulfillment of needs. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides consumers with a level of enjoyment related to meeting consumer consumption needs (Dahiya et al., 2018; Wu et al., 2018 and Tsimonis et al., 2018). Consumer satisfaction is the level of consumer feeling after comparing what he receives and his expectations. A customer, if he feels satisfied with the value provided by a product or service, is very likely to become a customer for a long time. satisfaction is a much broader concept than just an assessment of service quality, but is also influenced by other factors that can be explained as follows: (Zeithaml and Jo, 2003).

1. Quality of services or services, namely consumers will feel satisfied if they get good service or as expected.
2. Product quality, that is, consumers will feel satisfied if their results indicate that the products they use are of high quality.
3. Price, which is a product that has the same quality but setting a relatively cheap price will provide more value high to consumers.
4. Situation factors, namely the conditions or conditions experienced by consumers.
5. Personal factors of consumers, namely consumer characteristics that include personal needs.

Customer satisfaction provides many benefits to the company, and a greater level of customer satisfaction. In the long run, it will be more profitable to maintain a good customer rather than constantly attracting and fostering new customers to replace customers who leave. Highly satisfied customers will spread positive stories by word of mouth and will instead become walking and talking advertisements for a company, which will reduce the costs of attracting new customers as seen in the picture below regarding the benefits of customer satisfaction. Conformity that experiences a discrepancy between

expectations and actual performance of services or products, the consumer is at a disconfirmation. So it can be concluded from some of these understandings according to experts, that customer satisfaction is the level of a person's feelings when receiving a product or service offered and comparing the performance of the product or service received with the expectations they have.

2.3. Repurchase Intention

Buying interest arises after an alternative evaluation process and in the evaluation process, a person will make a series of choices about products to be purchased on the basis of brand and interest. Factors that influence buying interest are related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen buying interest, dissatisfaction usually eliminates interest (Bigne et al., 2018; Skordoulis et al., 2018; Stefanini et al., 2018 and Misirlis and Vlachopoulou, 2018). Purchasing activities carried out more than once or several times. Satisfaction obtained by a consumer, can encourage him to repurchase (repeat purchase), become loyal to the product or loyal to the store where he bought the item so that consumers can tell good things to others. According to Kotler (2003) repurchase behavior is closely related to the concept of brand loyalty, where most companies support it because it has a large contribution to good stability in the marketplace. Zeithalm et al., (1996) emphasized that the importance of measuring customers' repurchase intention (future intention) to determine the desire of customers who remain loyal /leave an item / service. Consumers who feel happy and satisfied with the goods/services they have purchased, will think to buy back the goods/services. Repeated purchases will make consumers become loyal to an item/service. Repurchase behavior can be measured through two indicators, namely (Paul and Jacob, 2018):

1. Repeat purchase intention: Repeat purchase intention is a purchase made in repeated intensity. In this study Repeat purchase intention is a condition where consumers have an intensity level of return.
2. Repurchase probability: Repurchase probability is a possibility of repurchase. In this study Repurchase probability is the possibility faced by consumers to come back.

3. RESEARCH METHODS

The type of this research is descriptive research with quantitative approach. This research was conducted in Northern Sumatera in the 5 counties of the city, for eight months of research time (2018) given to the 5 counties of the city have the same characteristics of the respondents. This study took 100 samples in 5 counties and towns in North Sumatera with purposive sampling technique. Structural Equation Modelling (SEM) is a statistical technique that is able to analyze the latent variables, relations of the independent indicators and measurement errors directly. Besides the direct causal relationships, the SEM method allows analyzing two-way relationships (Ghozali, 2006). Methods of analysis used by the Path Analysis Model and processing path analysis Model used to analyze patterns of relationships between variables with the aim to find out directly or indirectly influence the set of free variables (exogenous bound variable) against (endogenous). The path analysis model used is a causal relationship pattern.

3. RESULTS AND DISCUSSION

3.1. Result

The inner model analysis is done by estimating the coefficient of inter-construct relationship path. Estimates were performed with the SmartPLS algorithm. The value of the path coefficient of the relationship between variables becomes a reference in estimating. A positive value indicates a positive influence and the negative value indicates a negative effect. The greater the value of the path coefficient, the greater the influence of these variables. However, the path coefficient of SmartPLS can't be the exact reference value of the relationships between variables. Analysis of the model in the structural model with the mediating variable are done by looking at the influence of the variables directly, indirectly, and the total influence. The direct effect is the magnitude of the effect that occurs directly from the independent variable to the dependent variable. Indirect influence is the amount of influence that occurs indirectly, but through the mediation of mediator variables. The total effect is the sum of the direct and indirect effects of an independent variable on the dependent variable.

3.1.1. Direct Effect

The Path Coefficients of this research are found in the following Table 1:

Table 1. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics (O/STDEV)	p Values
E-Marketing -> Customer Satisfaction	0.470	0.494	0.082	5.764	0.00
E-Marketing -> Repurchase Intention	0.158	0.174	0.111	1.424	0.155
Customer Satisfaction-> Repurchase Intention	0.549	0.548	0.096	5.729	0.00

Sources : Smart PLS Result Test (2018).

1. Effect of E-Marketing on Customer Satisfaction

Based on the above table explains that the influence between E-marketing on Customer Satisfaction ($p = 0.00 < 0.05$) then H_0 accepted H_1 , It means there is a positive and significant influence between E-marketing on Customer Satisfaction.

2. Effect of E-marketing on repurchase intention

Based on the above table explains that the influence between E-marketing on the interests of repurchase intention ($p = 0.155 > 0.05$) then H_0 accepted H_1 rejected it is means there is no positive and insignificant influence between E-Marketing on repurchase intention.

3. Effect of Customer Satisfaction on repurchase intention

Based on the above table explains that the influence between customer satisfaction on repurchase interest ($p = 0.00 < 0.05$) then H_0 accepted H_1 , it is means there is a positive and significant influence between customer satisfaction and repurchase intention.

3.1.2. Indirect Effect

The indirect effect is the magnitude of influence through the mediating variables. The quantity of indirect influence is the multiplication between the direct influence of independent

variables to the mediation variable with the direct influence of the mediating variables on the bound variables, the magnitude of the indirect effect of the independent variables on the variables can be calculated and summarized in Table 2 :

Table 2. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics (O/STDEV)	p Values
E-Marketing -> Customer Satisfaction -> repurchase intention	0.258	0.272	0.072	3.592	0.000

Sources : Smart PLS Result Test (2018).

Table 2 shows that E-marketing on repurchase intention Variable Customer satisfaction. Thus, the indirect provision of E-marketing to repurchase intention through Customer Satisfaction is 0.258. The non-significant reinforcement results, significantly indirect to the totality is 62%, which is classified in partial mediation. E-marketing can, directly and indirectly, influence Customer's satisfaction on repurchase intention.

3.1.3. Total Effect

The total effect is the sum of the direct and indirect effects. The value of direct influence can be obtained from Table 1. The value of indirect effects can be obtained from Table 2. Thus, the total effect of the independent variable on the dependent variable with the effect of the mediator variable can be calculated and summarized in Table 3 :

Table 3. Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics (O/STDEV)	p Values
E-Marketing -> Customer Satisfaction	0.470	0.494	0.082	5.764	0.000
E-Marketing -> Repurchase Intention	0.416	0.446	0.081	5.136	0.000
Customer Satisfaction-> Repurchase Intention	0.549	0.548	0.096	5.729	0.000

Sources : Smart PLS Result Test (2018).

Table 3 shows there is a direct and indirect result of E-Marketing to repurchase intention, with mediation Customer satisfaction, the total influence that occurs from E-Marketing to the 0.416 repurchase intention.

4.2. Discussion

Service quality has a very close relationship with customer satisfaction, because the service itself determines whether the customer feels more than just fulfilling his needs for example feeling comfortable, happy, and safe. The more quality of

services provided by the company, the customer will feel more satisfied because satisfaction is created because of the customer's perception of what is obtained from the services provided by the company. Customer satisfaction leads to service quality, customer satisfaction with certain service experiences will lead to an evaluation or overall attitude towards service quality at all times (Moriuchi and Takahashi, 2018; Rezaei et al., 2018 and Chiang, 2018). Service quality provides an encouragement to customers to establish strong relationships with the company. To understand customers' expectations and their needs carefully, companies can increase customer satisfaction by maximizing good service. Quality services can please or satisfy customers. By minimizing or eliminating services that can disappoint customers, especially not being able to satisfy customers. If the service has a good influence, customer satisfaction will be achieved. Customers who are satisfied at the next "level" will create loyalty. Needs and desires related to things that customers feel when they are trying to make transactions with product/company manufacturers/suppliers. If at that time the needs and desires are large, the expectations or expectations of customers will be high, and vice versa. Past experience when consuming products from companies and competitors (Dobrescu et al., 2018; Kartiwi et al., 2018; Ehijele et al., 2018; Papista et al., 2018; Bushara et al., 2018; Wang et al., 2018; Qian et al., 2018 and Turban et al., 2018). Communication through advertising and marketing also affects customer perception. People in the sales and advertising department should not make excessive campaigns beyond the level of customer expectations. Experience from friends, where they will tell the quality of the product that the customer will buy. This clearly affects customer perception, especially in products that are perceived as high risk. Trial purchase is a stage of investigation of buying behavior where consumers try to evaluate the product by trying. If a product purchased with an experiment turns out to be satisfactory or more satisfying than a similar product that was previously used, the consumer wishes to repurchase behavior (Lee, 2018; Singh and Srivasava, 2018; Hussain et al., 2018). Make regular or recurring purchases are customers who have purchased a product twice or more. Consumer satisfaction will have an impact on consumers' interest to come back. The results of the regression effect showed that consumer satisfaction positively influenced repurchase behavior. relationship between customer satisfaction and customer loyalty, and customer loyalty to profitability, using several measures of satisfaction, loyalty and profitability (Bao and Huang, 2018; Hwang and Kim, 2018; Aggarwal and Rahul, 2018; Khairuddin et al., 2018 & Yuldinawati et al.,2018). Estimates of the impact of increased customer satisfaction on profitability (assuming causality hypotheses) indicate that increases achieved in satisfaction can dramatically increase profitability. Direct influence of service quality and product excellence on customer satisfaction and its influence on increasing interest in repurchasing (Rezaei et al., 2018; Belias et al., 2018; Bigne et al., 2018; Liu and Tang, 2018). Maintaining customer needs to create customer loyalty by improving quality with intervening and product quality and prices. The marketing process starts from market research to see how big the market potential is, measuring the level of market needs, market opportunities, and the various segments available. Also knowing the level of competition in the market. Interactive Digital Television is a new media with a television format but can be enjoyed through an internet connection service channel at home so audiences

can choose what event they want to watch. Many people say that ID TV has existed since the existence of children's games involving the audience itself. The audience is taken to be independent by choosing the program, the program you want to see until the advertisement with the item you want to buy. This, of course, makes marketers increasingly understand the desires of the target market. The stages where there are ways we can achieve the plan that we have compiled (methods) and the right strategy, known as "how do we get there". Strategies are influenced by both priorities for goals (Sell, Serve, Speak, Save, and Sizzle) and of course, the amount of resources available. Strategies must embrace previously discussed aspects: OVPs, contact strategies (databases and technologies needed) and all trends that affect the market. Strategies must also take advantage of different competitive advantages. Key components in determining marketing strategies are known as STOP and SIT acronyms. First of all, the strategy must focus on the clear Segment (S), and the selected Market Target (T). Positioning (P) STP is a fundamental part of every marketing strategy, and these aspects are to fulfill the overall objectives/Objectives (O). Then the remaining components are sequences or stages/Sequence or Stages (S), Integration (I) and tools/Tools (T). Tactics must be developed only after the strategy has been agreed and determined (not otherwise). In doing tactics we can use electronic devices (e-tools). Determine which of these tools we will use to implement the strategy and whether it is sufficiently aware of technology to adopt or leave some of the necessary e-tools. Action from the plan that has been prepared and project management skills that are key to the implementation or stage of this action (Qasim et al., 2018; Akar and Dalgic, 2018; Punyatoya et al., 2018; Ofori et al., 2018 and Paul and Jacob, 2018). This is the stage where you build your website or creative commission to produce your banner ad campaign, compile an e-mail campaign or get a technician to design a database that will occupy customer data generated by your feedback system. There are six typical types of e-marketing actions that are usually used, namely Traffic building action (to generate traffic/traffic to the website), Actions to achieve customer response (to get a consumer inquiry make observations), Actions to gain sales (to collect or increase sales), Fulfillment actions (to get efficient data by adding software or hardware), and E-CRM actions (to build better relationships with consumers).

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