

Marketing Strategies in Increasing Buying Interest and Customer Satisfaction in The Era of Digital Marketing Trends on Company Srawung Konveksi Malang City

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INDEXING	ABSTRACT
<p>Keywords: Keyword 1; Marketing strategies Keyword 2; Increasing Keyword 3; Buying interest Keyword 4; Customer satisfaction Keyword 5; Digital Marketing</p>	<p>The objective of this study is to analyze the marketing strategy of the Srawung Convection company in Malang City using the marketing mix approach. This research employs a qualitative descriptive method, with data collection techniques including observation, interviews, documentation, and triangulation. The informants in this study consist of one key informant and five supporting informants. The findings indicate that the marketing mix is an effective strategy in adapting to digital marketing trends. The role of the product in increasing consumer interest and satisfaction at Srawung Convection lies in maintaining product quality, including high-quality fabrics, attractive designs, and neat stitching that meets consumer expectations. The pricing strategy focuses on setting competitive prices in the market while ensuring alignment with product quality. The role of place in enhancing consumer interest and satisfaction at Srawung Convection is reflected in its strategic location in the city center, which facilitates production activities and consumer interactions. Promotion plays a crucial role in boosting consumer interest and satisfaction through both offline methods, such as word-of-mouth marketing, and online strategies using social media platforms like Instagram and Facebook. Therefore, the four key components of the marketing mix Product, Price, Place, and Promotion effectively contribute to increasing consumer interest and satisfaction, aligning with digital marketing trends at Srawung Convection in Malang.</p>

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INTRODUCTION

The adoption of digital technology is characterized by the emergence of the Society 5.0 era, which signifies a paradigm shift from Society 4.0—where technology served merely as a tool—to an era in which technology becomes an integral part of everyday life. Society 5.0 represents a stage where technology is seamlessly integrated with human activities, transforming the internet from a mere information-sharing tool into an essential aspect of daily living (Engelbrecht et al., 2024). According to Masito et al., Society 5.0 is a concept designed to address social challenges by integrating physical and virtual spaces through advanced technologies such as big data, the Internet of Things (IoT), and artificial intelligence (AI) (Masito et al., 2024).. This concept seeks to enhance the quality of life across various sectors, including health, transportation, agriculture, industry, and education.

The emergence of this era has made human activities more efficient, particularly for business owners, by enabling them to leverage digital technology. One industry that benefits from this development is the convection industry, which integrates digital technology into various business operations, from production and marketing to product distribution to consumers. Digital technology significantly impacts the market, and marketing strategies that utilize it are referred to as digital marketing. According to Kotler & Keller, digital marketing is "a marketing process that uses digital media, the internet, and electronic devices to achieve marketing goals." (Kotler & Keller, 2005). Similarly, Paendong, et. al., state that digital marketing activities involve branding through various web-based or social media platforms (Paendong, et. al., 2023).

The rise of the digital era has significantly contributed to business growth, leading many entrepreneurs to incorporate digital technology into their business processes. However, this widespread adoption has also intensified competition in the business world. In this study, Srawung Convection Company, a clothing industry business, faces challenges despite implementing online marketing and promotions. The emergence of digital marketing trends has heightened market competition, making it difficult for businesses to maintain a competitive edge. As digital marketing continues to evolve, both new and established businesses strive to capture market share, increasing overall competitiveness. According to data from the Malang City Cooperatives, Industry, and Trade Office, the number of textile and apparel industries grew to 4,353 companies between 2021 and 2023. A study by Roy Chowdhury defines competition as the effort to leverage individual or corporate advantages in trade, production, and business defense (Roy Chowdhury, 2024). This competition ultimately aims to win consumers' trust and preference.

A study by Baswedan & Satrio, titled "*The Influence of Marketing Mix on Consumer Buying Interest*" concluded that the marketing mix strategy significantly impacts consumer purchase intentions. Baswedan's research employed a quantitative approach, whereas this study uses a qualitative method (Baswedan & Satrio, 2022). Similarly, research by Lestari, titled "*The Influence of the Marketing Mix on Consumer Satisfaction in iPhone 7 Plus Users*," found that a well-executed marketing mix benefits both consumers and companies. By offering high-quality products, competitive pricing, accessible locations, and promotions aligned with market trends, businesses can attract consumers, drive purchases, and enhance customer satisfaction (Lestari, 2021). While Lestari's study focused on the marketing mix's impact on a single variable—customer satisfaction—this research examines the application of the marketing mix on two variables: buying interest and customer satisfaction.

Marketing strategy plays a crucial role in the overall success of a company's business. According to Grönroos & Ravald, a marketing strategy is the logic through which a business unit aims to create value and generate profit by building relationships with consumers (Grönroos & Ravald, 2011). Assauri defines marketing strategy as a set of goals, policies, and rules that guide marketing efforts over time, at various levels and locations, particularly as a company's response to changing environments, conditions, and competition (Assauri, 2017). Therefore, the role of marketing strategy is essential for businesses to adapt to environmental changes, such as the rise of digital marketing trends, as it serves as an effective approach to attracting consumer interest and enhancing customer satisfaction.

LITERATURE REVIEW

Marketing Strategy

Marketing strategy plays a vital role in the overall success of a company's business. According to Grönroos & Ravald, a marketing strategy is the logic through which a business unit seeks to create value and generate profit from its relationships with consumers (Grönroos & Ravald, 2011). The value created extends beyond financial gains to include customer satisfaction, loyalty, and other long-term benefits. Assauri describes marketing strategy as a comprehensive, integrated, and coordinated plan in the field of marketing, designed to help a company achieve its marketing objectives (Assauri, 2017). In essence, a marketing strategy consists of goals, objectives, policies, and guidelines that direct marketing efforts over time, across different levels and locations. More importantly, it serves as a company's response to an ever-changing business environment, market conditions, and competition.

Marketing Mix

The marketing mix is a collection of marketing tools utilized by companies to achieve their objectives within a specific target market (Išoraitė, 2016). It comprises four key variables, commonly referred to as the "Four P's": a. Product—any item that can be presented to the market to attract attention, be acquired, used, or consumed, ultimately fulfilling a specific need or desire. b. Price—as stated by Nani et al., Price is the value of an item expressed in money (Nani et al., 2022),"" Determining an appropriate price is a complex process that requires considering various factors, including production costs, customer value, and prevailing market conditions. There are two primary pricing strategies: 1) Skimming Pricing, which involves setting a high price for a new product while implementing aggressive promotional efforts, and 2) Penetration Pricing, where a product is introduced at a lower price to rapidly capture market share and deter competitors. c. Promotion—promotion as activities aimed at communicating a product's benefits and persuading customers to make a purchase. Promotional strategies encompass advertising, public relations, direct sales, digital marketing, and other marketing efforts. The primary objective of promotion is to inform potential consumers about available products and attract new customers. Kotler & Keller outline the main promotional tools as follows: 1) Advertising, 2) Sales promotion, 3) Publicity, 4) Personal selling, and 5) Direct marketing. d. Place—refers to the process of delivering products from producers to consumers at the right time (Kotler & Keller, 2005). Companies should strategically select locations that are easily accessible to consumers. The key factors in determining an optimal location include 1) Availability of resources, 2) Personal preferences of the entrepreneur, and 3) Ease of consumer access. The effective integration of these four components allows businesses to enhance market reach, increase consumer interest, and maintain competitive advantage.

Buying Interest

According to Kotler & Keller buying interest refers to consumer behavior in which individuals develop a desire to select and consume a particular product (Kotler & Keller, 2009). Suyono & Sri Sukmawati define buying interest as the stage where consumers evaluate multiple brands and form a preference before ultimately making a

purchase based on their most favorable choice or a carefully considered process (Suyono & Sri Sukmawati, 2012). Several key factors influence consumer buying intentions, as outlined by Kotler & Keller, including a. Product quality, b. Brand perception, c. Packaging appeal, d. Pricing strategy, e. Product availability, and f. Promotional efforts (Kotler & Keller, 2009). These elements collectively shape consumer preferences and purchasing decisions in the marketplace.

Kotler and Keller emphasize that no single purchasing process applies universally to all consumers or situations (Kotler & Keller, 2009). While many models suggest that consumers make decisions consciously and rationally, the fundamental concept behind consumer evaluation remains consistent: 1) Consumers seek to fulfill their needs, 2) They look for specific benefits in product solutions, and 3) They perceive products as a collection of attributes with varying capabilities to deliver the desired benefits. Consumer buying interest can also be analyzed using the AIDA model introduced by Kotler and Keller, which consists of four stages: a. Attention, b. Interest, c. Desire, and d. Action (Kotler & Keller, 2009). This model illustrates the sequential process consumers go through, from becoming aware of a product to ultimately making a purchase decision.

Consumer Purchasing Decisions

Consumer purchasing decisions are an interactive process that involves integrating knowledge to assess multiple behavioral alternatives before selecting one. Meanwhile, according to Kotler and Armstrong, a purchasing decision refers to the final buying behavior of consumers, whether individuals or households, in acquiring goods and services for personal use (Kotler & Armstrong, 2018).

Purchase decisions are influenced by three key factors: internal factors, external factors, and marketing strategies that guide consumer behavior. Internal factors refer to elements within the consumer that impact their purchasing decisions, including motivation, perception, learning, and beliefs. Meanwhile, external factors originate from outside influences, such as culture, social class, and group membership, all of which shape consumer preferences and buying behavior.

Customer Satisfaction

Consumer satisfaction plays a crucial role in determining where consumers choose to shop, as satisfied customers are more likely to make repeat purchases and recommend products or services to others. Kotler & Armstrong emphasized that customer satisfaction serves as a key factor in fostering long-term relationships between companies and their customers (Kotler & Armstrong, 2018). Meanwhile, several factors influencing customer satisfaction, including product quality, price, service quality, emotional response, as well as cost and convenience.

Ismanto outlined several benefits of customer satisfaction, including increased revenue, positive responses that support cost efficiency, economic advantages, reduced price sensitivity, and serving as a key factor in long-term business success (Ismanto, 2020). Additionally, satisfied customers contribute to word-of-mouth marketing, which further strengthens a company's reputation and customer base.

Digital Marketing Trends

The marketing trends of 2024 are deeply intertwined with technological advancements and shifts in consumer behavior, where ethical considerations, environmental issues, and social concerns are gaining more attention. According to Marketeers, citing Forbes, five key marketing trends will dominate in 2024.

1. **Conversational Marketing and AI-Driven Interactions** – This trend will significantly shape customer interactions, as modern consumers demand instant and efficient solutions rather than waiting for responses. AI-powered chatbots and virtual assistants will enable brands to engage with customers in real-time, anytime and anywhere. AI-driven conversational marketing will create a more seamless and personalized experience, enhancing customer satisfaction and driving higher conversions for businesses.

2. **The Era of VR and AR Integration** – The line between the digital and real world is becoming increasingly blurred with the rise of Virtual Reality (VR) and Augmented Reality (AR). These technologies present unique and highly potential marketing opportunities by offering immersive consumer experiences. As a result, more marketers will be eager to integrate VR and AR into their strategies to enhance engagement and brand interaction.

3. **Sustainability and Ethical Marketing** – Modern consumers are not just looking for products or services they like; they are also concerned about the values a brand upholds. Customers today are more aware of environmental and social issues, making sustainability and ethical business practices crucial aspects of marketing strategies. Brands that align with these concerns will build stronger relationships with their audiences and enhance brand loyalty.

4. **Hyper-Personalization Through Big Data Analytics** – Consumers now expect a tailored experience with every purchase they make. To achieve a seamless customer experience, big data analytics becomes a key factor. Data gathered across various customer touchpoints—whether on social media, websites, or physical stores—serves as a valuable resource for companies. By utilizing these insights effectively, businesses can craft highly personalized interactions, enhance customer satisfaction, and drive long-term loyalty.

5. **Short-Form Video Marketing** – Consumer interest is increasingly dominated by short-form video content, as seen on platforms like TikTok, YouTube Shorts, and Instagram Reels. The appeal of these videos lies in their ability to combine engaging visuals, compelling storytelling, strong algorithmic support, and concise viewing times. This format not only captures attention quickly but also maximizes engagement, making it an essential component of modern digital marketing strategies.

RESEARCH METHOD

This research was conducted at Srawung Convection Company, located at Jl. Selorejo Blk. A No. 24X, Lowokwaru, Malang City, East Java, Indonesia. It employs a qualitative research approach with a descriptive nature and in-depth analysis. The sampling method used is purposive sampling, where informants or sources are selected based on predefined criteria set by the researcher. Primary data collection methods

include interviews, documentation, and observations involving the manager, employees, and consumers of Srawung Convection Company. Meanwhile, secondary data is gathered through literature studies and journal articles relevant to the research. The data collection process is based on observations, documentation, literature reviews, and in-depth interviews. To enhance data validity, the triangulation method is applied, combining data from multiple sources such as user interviews, direct observations, and document analysis.

RESULT AND DISCUSSION

Product

A product is a good or service created to fulfill consumer needs and desires while delivering added value and profitability for a company. It plays a crucial role in business, as products must not only satisfy consumers but also capture their buying interest through quality, innovation, and appealing design. Beyond meeting customer expectations, high-quality products can establish a competitive advantage, reinforcing a company's market position and long-term success.

Based on interviews conducted on December 17, 2024, with Srawung Convection Company managers, career leaders, and customers, the study found that the company's strategy to increase buying interest and customer satisfaction in the era of digital marketing trends is by maintaining consistent product quality and continuously innovating in line with market developments. From the customer's perspective, they expressed satisfaction with Srawung's products, as they meet their expectations in terms of quality, design, and customization. A product is anything offered, owned, used, or consumed to satisfy needs and desires, which includes physical goods, locations, people, services, ideas, and organizations.

Price

According to Gunarsih et al., price is the sum of money used as a medium of exchange to obtain products or services. In the process of purchase decision-making, consumers tend to seek more price-related information as it plays a crucial role (Gunarsih et al., 2021). Consumer perception of price can serve as a standardization of product quality, where the price value influences their judgment. One of the key factors that can attract consumer buying interest is the variety of prices offered, allowing consumers to choose according to their budget and perceived value.

Based on interviews conducted on December 17, 2024, with Srawung Convection Company managers, career leaders, and customers, the company implements several strategies to increase buying interest and customer satisfaction in the digital marketing era. One of the main strategies is offering competitive prices, ensuring their products remain attractive and competitive in the market. In addition to price competitiveness, the company also enhances customer attraction by providing promotions and free shipping, making their products more accessible and appealing to consumers. This approach not only increases purchasing interest but also strengthens customer loyalty and satisfaction, positioning Srawung Convection as a strong competitor in the industry.

Place

In the marketing mix, place refers to the distribution channels and locations where products are available, ensuring ease of access for customers (Amilia & Novianti, 2016). A well-planned distribution strategy ensures that products reach consumers efficiently, influencing purchase decisions and overall customer satisfaction. Business location is a key strategy for maximizing profits, particularly in trading and service industries. Selecting a strategic business location plays a crucial role in increasing revenue, as it determines the visibility, accessibility, and convenience for customers. Businesses that optimize their distribution channels and location strategy can enhance their market reach and maintain competitiveness in their industry.

Based on interviews conducted with Srawung Convection Company managers, career leaders, and customers on December 17, 2024, it was found that one of the company's strategies to increase buying interest and customer satisfaction in the era of digital marketing trends is by selecting a strategic business location. The company's central city location makes it easier for consumers to find and access their services while also facilitating production activities. Additionally, to enhance customer convenience, the company provides standard facilities for customers who visit the location, ensuring a comfortable and professional experience.

Promotion

Promotion is a form of marketing communication aimed at disseminating information, influencing or persuading, and reminding the target market about a company and its products. The primary objectives of promotion include:

1. Informing consumers about the company and its offerings.
2. Persuading and influencing consumers to make a purchase.
3. Reminding consumers to remain loyal to the brand.

Promotions play a crucial role in increasing buying interest, as they allow companies to offer attractive benefits, discounts, and incentives that enhance perceived value for consumers. When consumers feel they are receiving more value, they are more likely to make a purchase and stay loyal to the brand.

Based on the interviews conducted with Srawung Convection Company managers, career leaders, and customers on December 17, 2024, it was found that the company's strategy to increase customer buying interest and satisfaction in the era of digital marketing trends is by leveraging social media as a key promotional tool. The company actively uses Facebook, Instagram, and TikTok to promote its products. Through engaging content and videos showcasing product quality and promotional offers, Srawung Convection has successfully expanded its reach in the digital marketplace and attracted more consumers. Additionally, social media marketing has helped the company expand its market share beyond Malang City, reaching customers from other cities, outside Java Island, and even Papua. This strategy has significantly increased brand awareness and consumer interest in their products.

Services

Service quality is the outcome of the interaction process between service providers and customers. It is evaluated based on speed, accuracy, empathy, and how well the service meets customer expectations. They argue that service quality is not just

about meeting certain standards, but also about creating a positive and memorable experience for customers. This perspective emphasizes the importance of emotional connections and personalized service in enhancing customer satisfaction and loyalty.

Based on interviews conducted by the researcher with Srawung Convection company managers, employees, and customers on December 17, 2024, it was found that the company's strategy to increase purchasing interest and consumer satisfaction in the era of digital marketing trends is by providing top-quality customer service. Service refers to any activity designed to ensure customer satisfaction through high-quality assistance.

With growing competition, the company strives to enhance its service, aiming to boost customer satisfaction, foster loyalty, and strengthen its reputation. The approach includes making customers feel valued, providing friendly, accurate, and prompt service, prioritizing customer satisfaction, treating customers as partners, and delivering optimal service that leads to customer contentment.

The company leverages modern service strategies, such as utilizing artificial intelligence (AI) to automate customer interactions through chatbots and virtual assistants that provide quick and efficient responses. It also implements data-driven services, where customer behavior patterns are analyzed to tailor services according to their needs. Additionally, the company enhances transparency across all service aspects, from pricing to the delivery process, and ensures integrity by offering seamless, integrated services across multiple online and offline channels. By providing exceptional service, the company can compete more effectively in the market and establish long-term relationships with consumers.

CONCLUSION

Based on the research and analysis conducted on marketing strategies to enhance buying interest and customer satisfaction in the era of digital marketing trends at Srawung Convection, it can be concluded that the marketing mix is an effective strategy for competing in the digital marketing era while increasing both buying interest and customer satisfaction.

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