

The Effect of Digital Marketing Mix Strategy on Marketing Performance Through The Implementation of Customer Relationship Management MSMEs 4.0 DKI Jakarta

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Abstract

This study analyzed the marketing performance of MSME 4.0 DKI Jakarta. The research objectives are to examine the influence of marketing mix strategy and customer relationship management on marketing performance, as well as to examine the effect of digital marketing mix strategy on customer relationship management. This research is quantitative by distributing questionnaires to 215 owners or managers of MSME 4.0 in DKI Jakarta. Using the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) alternative with the Smart-PLS 3.3.3 program. The results of data analysis show that: (1) Digital Marketing Mix Strategy has a significant effect on Customer Relationship Management MSME 4.0 DKI Jakarta (2) Customer Relationship Management has a significant effect on Marketing Performance of MSME 4.0 DKI Jakarta (3) Digital Marketing Mix Strategy has a significant effect on Marketing Performance MSME 4.0 DKI Jakarta.

Keywords: *MSME 4.0, marketing performance, digital marketing mix strategy, and customer relationship management.*

Pengaruh Strategi Bauran Pemasaran *Digital* Terhadap Kinerja Pemasaran Melalui Penerapan *Customer Relationship Management* UMKM DKI Jakarta

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Abstrak

Penelitian ini menganalisis kinerja pemasaran UMKM 4.0 DKI Jakarta. Tujuan penelitian untuk menguji pengaruh strategi bauran pemasaran dan manajemen hubungan pelanggan terhadap kinerja pemasaran, serta untuk menguji pengaruh strategi bauran pemasaran *digital* terhadap manajemen hubungan pelanggan. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner kepada 215 pemilik atau pengelola UMKM 4.0 di DKI Jakarta. Menggunakan metode *Structural Equation Modeling (SEM)* dengan alternatif *Partial Least Square (PLS)* dengan program *Smart-PLS 3.3.3*. Hasil analisis data menunjukkan bahwa: (1) Strategi Bauran Pemasaran *Digital* berpengaruh signifikan terhadap *Customer Relationship Management* UMKM 4.0 DKI Jakarta (2) *Customer Relationship Management* berpengaruh signifikan terhadap Kinerja Pemasaran UMKM 4.0 DKI Jakarta (3) Strategi Bauran Pemasaran *Digital* berpengaruh signifikan terhadap Kinerja Pemasaran UMKM 4.0 DKI Jakarta.

Kata kunci: UMKM 4.0, kinerja pemasaran, strategi bauran pemasaran *digital*, dan *customer relationship management*.