
The Impact of Digital Marketing on Business Performance is Mediated by Quality Service Factors among Micro, Small, and Medium Enterprises (Msmes) in the New Normal Era

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Annotation: The purpose of this study is to analyze the impact of digital marketing on the performance of MSMEs by considering the service quality factor as a moderating variable. This research is a quantitative research with a survey method, where the primary data used is obtained through the distribution of online questionnaires. All items are variable on a 5-point scale to determine the relationship between those proposed in the framework. The sample for the study was the MSME sector and was selected randomly. The results of this study indicate that digital marketing has a positive and significant effect on business performance, digital marketing has a significant positive effect on service quality, quality has a significant positive effect on business performance, and digital marketing mediated by service quality has a significant positive effect on business performance. This study concludes that MSME actors must continue to improve services to consumers, while still utilizing digital platforms to market products. This can be done as a marketing effort to approach customers effectively and efficiently in maintaining business existence in a highly competitive environment.

Keywords: Digital marketing, business performance, digital platform, service quality, MSMEs.

Introduction

Micro, small and medium enterprises (MSMEs) play a role in economic progress. In Indonesia, MSMEs have opened up 97% of job opportunities and job opportunities. In addition, the existence of MSMEs is also a contributor to GDP (Gross Domestic Product) by 60%. Since 1997, when many companies went bankrupt due to the monetary crisis, MSMEs have been able to survive until the economic pedestal at that time. Despite having many advantages, MSMEs also have some limitations. These limitations make it difficult for MSMEs to develop. LPPI and BI data in 2015, describe that these limitations include the lack of access to banking, low human resource capabilities and knowledge, limited use of technology and have not been able to change consumer tastes (Sanjaya, Lisvia, Nursandy and Nurlita, 2021). These limitations have also been exacerbated by the Covid-19 pandemic.

The COVID-19 pandemic has had an impact on various aspects of life, including the business world (Joseph, Tulung, et al, 2020). The existence of the COVID-19 pandemic has an impact on the decline in income by MSME actors (Laksana and Dharmayanti, 2018). One group that is feeling the impact of the Covid- 19 pandemic is MSMEs. The number of MSMEs in Indonesia based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) in March 2021, the number of

MSMEs reached 64.2 million, with a contribution to Gross Domestic Product of 61.07% or Rp. 8,573.89 trillion. MSMEs are able to absorb 97% of the total workforce, and can collect up to 60.42% of the total investment in Indonesia. MSMEs are very dominant in the entire business sector (Hendawan et al, 2019). With the issuance of PP No. 21 of 2020 regarding Large-Scale Social Restrictions and other further regulations aimed at suppressing the increase in positive cases of Covid-19, this has resulted in changes in consumer behavior. For this reason, it is necessary to have innovation and creativity for MSME actors to improve and increase income due to the impact of the pandemic and entering the New Normal Era. Until now, there are only 12 million MSMEs that are included in the digital ecosystem, or only 19% of the national MSMEs of Kompas.com. North Sulawesi, especially in the city of Manado, MSMEs are growing rapidly. The number of MSMEs in December 2019 was 16,803 units with 110,294 workers. MSMEs are considered capable of increasing people's income, reducing unemployment, and also reducing poverty levels because MSMEs open up job opportunities for many people who have not found work.

The main problem faced by MSMEs is that their performance is still low and requires an increase in service quality. The low performance of MSMEs is caused by the low quality of service, even less in utilizing information technology in its management. The quality of service in question is the service provided by MSMEs in serving customers who use their products. These services range from pre-sales to post-sales services. If this is done well, customers will be more satisfied and have good loyalty to the products offered. Another problem is the low use of digital marketing to encourage increased marketing, which is very important for MSMEs to use. Digital marketing is one of the determining factors in improving the performance of MSMEs. MSMEs should be able to take advantage of digital marketing both through social media and e-commerce. This will encourage MSMEs to gain customers widely on the internet and have the opportunity to take advantage of marketing through social media and e-commerce. MSME actors must have a good strategy in utilizing digital marketing in improving their performance so that they can compete with other competitors.

The use of digital marketing is one solution to survive in the midst of the COVID-19 pandemic and build relationships in the new normal era, both in marketing and online transactions (Sidi, 2018). The existence of digital marketing on the one hand makes it easy for business actors to monitor, provide for the needs and wants of potential consumers, and vice versa from the side of potential consumers, digital marketing makes it easy to find and get information about a desired product without the need to visit the store directly. (Bahtiar, 2021). This can make MSMEs able to continue to survive, even though they cannot market their products directly to consumers. In addition to the marketing carried out, another thing that is also consistently allegedly related to business performance is the quality of service (Pereira et al, 2016). Service quality is the accumulation of the results of activities carried out by the company to measure the level of performance including sales turnover, number of buyers, profits and sales growth (Lubi and Andayani, 2018). Good service quality will have an impact on the business performance of a company.

Several previous studies, Muhammed Nuseir (2022) The effect of digital marketing capabilities on business performance enhancement : Mediating the role of customer relationship management (SRM), this study aims to examine digital marketing capabilities to improve business performance in the United Arab Emirates insurance sector (UAE) This study used a cross-sectional survey questionnaire method for data collection. This study empirically validates that digital marketing capabilities have a significant effect on improving business performance by using partial least square-structural equation modeling analysis. Novita Nurul Islami (2020) The effect of Early Marketing on Organizational Performance Through Intellectual Capital and Perceived Quality in Micro, Small and Medium Enterprises. The results of the study show that there are weaknesses in MSMEs in Perceived Quality. Furthermore, Mansour Alyahya (2021) Impact of Digital Marketing on Business Performance during Covid 19. Research results This study focuses on the impact of digital marketing on company and business performance during the coronavirus pandemic. The results of the study show that digital marketing is the best choice for marketing needs. Research by Ahmad Aljumah (2022) The Role of Digital

Marketing in Business Performance with the Moderating Effect of Environment Factors among SMEs of UAE. This study found that digital marketing has a positive effect on business performance, environmental factors affect business performance, and the environment moderates the relationship between digital marketing applications and business performance.

The difference between this study and previous research is that this research does not only focus on the effects of digital marketing and business performance, but also expands on business performance mediated by the service quality variable specifically for small and medium enterprises (MSMEs). This study aims to analyze the direct influence of digital marketing on MSME business performance, the effect of digital marketing on service quality, the effect of service quality on business performance, and the influence of digital marketing on business performance mediated by service quality variables. This research is important to do in order to find out more about the impact of digital marketing on business performance which is mediated by the service quality of MSMEs entering the new normal era/new order era.

Theoretical Framework

Digital Marketing

The term "digital marketing" has evolved over time from a specialized term that describes the marketing of products and services using digital channels -- to a general term that describes the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain customers, and increase customer satisfaction. sales (Financial Times, [lexicon.ft.com](https://www.ft.com/lexicon/ft/lexicon/ft.com)). Following the American Marketing Association's company-centric definition (<https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>), digital marketing can be viewed as the activities, institutions, and processes facilitated by digital technologies to create, communicate and deliver value to customers and other stakeholders, (Kannan, Hongshuang, 2016).

Vaibhava Desai, 2019 defines digital marketing as the marketing of products or services using digital technology, especially on the Internet, but also including mobile phones, advertising screens, and other digital media. Digital marketing includes all marketing efforts using electronic devices or the internet. The adaptive processes enabled by digital technologies create value in new ways in the digital environment. Digital technology-enabled institutions build the basic capabilities to create that value together for their customers and for themselves. Processes enabled by digital technologies create value through new customer experiences and through interactions among customers. Digital marketing itself is enabled by a series of adaptive digital touchpoints covering marketing activities, institutions, processes and customers (Bughin 2015).

Service quality

Quality of service which is often abbreviated as Servqual (Quality of Service), according to Parasuraman et al. (1998), is a comparison between two main factors, namely the customer's perception of the reality of the service received/perceived and the actual expected/desired service. If the reality is better than the expected service, then the service can be said to have high quality. Whereas if the reality is the same as expected service, then the service is considered satisfactory. Conversely, if the reality fails to meet the expected service, then the service can be said to be of low quality.

According to Solimun and Aji (2018), basically the concept of quality is relative, depending on the perspective used to determine the quality characteristics and specifications. Actually, there are three quality orientations that must be consistent with one another, namely: (1) Consumer Perception, (2) Product/Service, and (3) Process. For goods, these three orientations are almost always clearly distinguished, but not for services. For services, products and processes may be indistinguishable even the product is the process itself. Consistency of service quality due to this orientation can contribute to the company's success in terms of customer satisfaction, employee satisfaction, and organizational profitability.

Business Performance

Fairoz et al. (2010) stated business performance as a result of organizational goals achieved through the effectiveness of strategies and techniques. The productivity and efficiency of an organization is obtained by satisfying employees and being sensitive to both psychological and socio-emotional needs in a holistic way.

Agarwal et al. (2003) measure business performance using two dimensions, namely the first dimension is financial performance or performance based on marketing such as level of use, profitability and market share, while the second dimension is subjective performance. Subjective performance is a performance measurement based on measurements of customer and employee satisfaction, such as service quality, customer satisfaction, and employee job satisfaction.

Research Model

The research model refers to the Research Model in Figure 1.

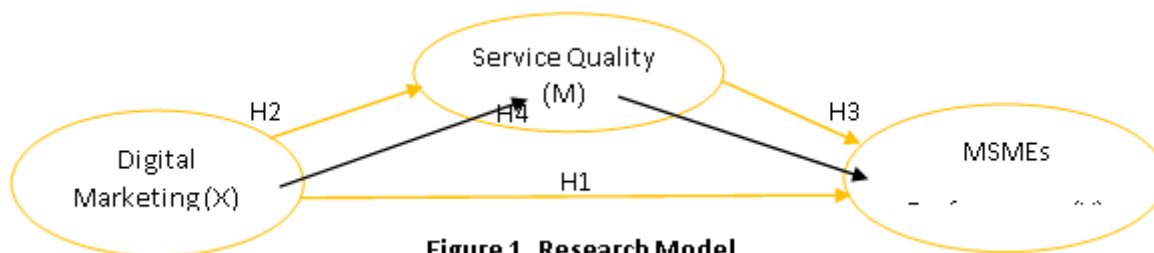


Figure 1. Research Model

Hypothesis Development

Based on the theory, previous research, and existing research models, the hypotheses in this study are:
 H1 = Digital Marketing has a significant positive effect on MSME business performance

H2 = Digital Marketing has a significant positive effect on service quality

H3 = Service quality has a significant positive effect on MSME business performance

H4 = Digital marketing has a significant positive effect on MSME business performance mediated by service quality variables

Research Methods

This research is a quantitative research with a survey method, where the primary data used is obtained through the distribution of online questionnaires with google form. The selection of the sample technique used is purposive sampling with the aim that the selected respondents can meet the criteria in accordance with the research objectives. All variable items were investigated on a 5-point scale to determine the relationship between the variables proposed in the framework. The sample for the study was the MSME sector and was selected randomly. For data collection as many as 200 respondents and then processed for later analysis using SMART PLS.

This study uses digital marketing variables as exogenous/independent variables, MSME business performance as endogenous/dependent variables, and service quality variables as intervening/mediation variables.

Result and Discussion

The descriptive data in this study are MSME actors who are in the age range of 25 years to 50 years and have used digital marketing through social media Facebook, Instagram, TikTok, WhatsApp, and e-commerce such as Tokopedia, shopee and Bukalapak. The respondents are divided into several characteristics based on gender, age, and occupation. In this study, respondents were dominated by male respondents, namely 50.8%. According to age, it is dominated by the age group of 25-50 years with a percentage of 53.6%. According to occupation, entrepreneurs are dominated by 68.9% and students

who are entrepreneurs through MSMEs by 13.8%. The rest have other jobs.

The results of this study were analyzed using a structural equation model (SEM) with SMART-PLS tools for data analysis through measurement models and structural equation modeling techniques based on the data collected. The results of statistical calculations begin with testing the validity and reliability to ensure the level of validity and reliability of the instrument used. The results of the validity test were measured using the loading factor test, the Average extracted test, the fornel lacker criterion test and the cross-loading test. The loading factor test results are valid if the value is > 0.7 . Factor loading is a value that is owned by each indicator. The interpretation of the respondents' percentage values can be seen in table 1 which explains the very high interpretation between 0.7-1.0, high 0.4-0.7, low 0.2-0.4 and very low 0.00-0.20. The results of the calculation of the loading factor of respondents' answers to the statement items related to the research variables given through the questionnaire can be seen in table 1. The results that describe high interpretations are declared to have good valid values.

Table 1. Calculation of Loading Factor

Indicator	Digital Marketing	MSME's Performance	Service Quality
DM.1	0.764		
DM.2	0.692		
DM.3	0.681		
DM.4	0.741		
DM.5	0.822		
DM.6	0.723		
MSMEs.1		0.829	
MSMEs.2		0.724	
MSMEs.3		0.604	
MSMEs.4		0.725	
MSMEs.5		0.865	
MSMEs.6		0.835	
SQ.1		0.754	
SQ.2		0.853	
SQ.3		0.809	
SQ.4		0.650	
SQ.5		0.668	

Source: Data Process, 2022

The results of the loading factor test are the values possessed by each indicator. The results of this study used a high interpretation with an acceptance value > 0.6 . Thus, the load factor in this study can be considered valid.

The results of the validity test were continued with the average extracted (AVE) test. The AVE test results are the values owned by each variable. The value is valid if the AVE value is > 0.5 . the result is all variables are valid. See table 2.

Table 2. Average Extracted (AVE) test result

Faktor	AVE
Digital marketing	0.546
SME's performance	0.591
Service quality	0.564

Source: Data Process, 2022

The results of the validity test are continued by testing the Fornell-Larcker criterion value which is part of discriminant validity and is the value between the value of the variable itself and the value of other variables. Valid if the value of the variable itself is greater than the value of other variables. The test results show that it is valid and can be used. Likewise, with the results of the discriminant validity test which shows the test results that have been valid. Thus it is known from the calculations, all respondents' answers to the very high digital marketing, service quality and MSME's performance variables have a very high validity value and have a good level of validity. Table 3, shows discriminant validity, which relates the correlations between the variables. According to Fornell and Larcker (1981) the square root of the AVE must remain higher than its correlation value with other variables. The square root of the AVE is shown diagonally in the table above and it is shown that the first value of each column, the square root of the AVE is higher than the remaining values, which satisfies the discriminant validity condition.

Tabel 3. Discriminant Validity Test

	DM	MSMES	SQ
DM	0.739		
MSMES	0.479	0.789	
SQ	0.381	0.681	0.751

Source: Data Process, 2022

The results of statistical calculations are continued by testing the reliability, to determine the reliability of the research instrument. Based on the test results that can be seen in table 4, each variable can be seen that has met the criteria to be said to be reliable, because an item can be declared valid if the AVE value has a value of more than 0.5, and can be declared reliable if it has a composite reliability value. and Cronbach's alpha is more than 0.7. Measurement of reliability is analyzed by examining the reliability composite reliability and average variance extract. Relationships between constructs were checked through SEM based on the data collected. The results of the reliability test can be seen in table 4.

Table 4. Measurement Model (Reliability Test)

Variabel	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
DM	0.834	0.878	0.546
MSMEs Performance	0.859	0.895	0.591
SQ	0.803	0.865	0.564

Source: Data Process, 2022

Table 4 shows the values for Cronbach alpha, composite reliability and average variance extracted. The ideal result for Cronbach alpha and Composite reliability should be more than 0.7. As for the Average variance extracted, it must be more than 0.5 to be accepted statistically and can be used as a data collection tool. The results above can be said to be valid and reliable. From the calculation results, the digital marketing variable has a composite reliability value of 0.878 and Cronbach's alpha 0.834 and has exceeded the acceptance value of 0.7. Likewise with the calculated value on the MSMEs performance variable which shows the results of the composite reliability value of 0.895 and Cronbach's alpha of 0.859 and has also exceeded the acceptance value of 0.7.

Furthermore, the researchers tested the R-Square test. This calculation is intended to analyze how much the endogenous variables can simultaneously influence the exogenous variables. Ghazali, 2016, The coefficient of determination (R^2) test was carried out to determine and predict how big or important the contribution of the influence given by the independent variables together to the dependent variable. According to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67,

moderate if it is more than

0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33. The test results show that all independent/independent variables and moderating variables simultaneously have an effect of 69.00% (strong) on MSMEs performance, while the remaining 31.00% is influenced by other variables not tested in this study. The moderating variable, namely service quality, has an effect of 14.60%.

Table 6. R-Square Test Results

<i>Variabel</i>	<i>R Square</i>	<i>R Adjusted</i>	<i>Square</i>
<i>MSMEs performance</i>	0.690	0.684	
<i>Service Quality</i>	0.146	0.137	

Source: Data Process, 2022

Furthermore, to test the hypothesis, a path analysis test was carried out to determine the values that affect each variable. Path analysis will show the direction of positive or negative values. If > 0 then positive and < 0 means negative. The results of the path analysis can be seen in table 7. The results of the analysis with path analysis calculations show that the value of path coefficients on digital marketing variables on MSMEs performance is 0.199. This means that Path analysis will show the direction of positive values. The same thing also happened to the digital marketing variable on service quality of 0.381. This means that Path analysis will show the direction of positive values. While the service quality variable on MSMEs performance shows a value of 0.734. This means that Path analysis will show the direction of positive values. The conclusion of this path analysis is that all variables show a positive direction.

Tabel 7. Hasil hitung path analisis (path coefficient)

<i>Variabel</i>	<i>Digital marketing</i>	<i>MSMEs performance</i>	<i>Service Quality</i>
<i>Digital marketing</i>		0.199	0.381
<i>MSME's performance</i>			
<i>Service Quality</i>		0.734	

Source: Data Process, 2022

The results of this calculation show that:

H1: Digital Marketing → MSMEs performance has a positive influence, H2 : Digital Marketing → Service Quality has a positive influence,

H3: Service Quality → MSMEs performance has a positive influence

The next calculation is continued by conducting a significance test using the T-statistical test. The T- statistical test to measure the significance level with the acceptance value is If the T- statistic > 1.96 or P-value

< 0.05 then it is significant, otherwise it is not significant. This can be seen in table 8. The calculation results show that the Digital Marketing variable on MSMEs performance has a T- statistic value of 2.997 with a P- value of 0.003. This means that the T- statistic value is greater than the acceptance value and the P- value is smaller than 0.05. Thus, it can be concluded that the Digital Marketing variable has a positive and significant effect on the MSMEs performance variable. The same thing also happens to the Digital Marketing variable on service quality which has a T- statistic value of 3.509 with a P- value of 0.000. This means that the T- statistic value is greater than the acceptance value and the P- value is smaller than 0.05. Thus it can be concluded that the Digital Marketing variable has a positive and significant effect on the service quality variable. Likewise with the service quality variable on MSME's performance which has a T- statistic value of 12.625 with a P- value of 0.000. This

means that the T-statistic value is greater than the acceptance value and the P-value is smaller than 0.05. Thus, it can be concluded that the service quality variable has a positive and significant effect on the MSMEs performance variable. Thus H1, H2, and H3 are accepted.

Table 8. T-Statistic Test Results

<i>Variabel</i>	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics</i>	<i>P Values</i>
<i>Digital Marketing → MSME's performance</i>	0.199	0.200	0.067	2.997	0.003
<i>Digital Marketing → Service Quality</i>	0.381	0.404	0.109	3.509	0.000
<i>Service Quality → MSME's performance</i>	0.734	0.732	0.058	12.625	0.000

Source: Data Process, 2022

Based on hypothesis testing, it can be seen that the original value of the digital marketing sample in this study was 0.199. This result is reinforced by the results of the Predictive relevance observation test which analyzes how well the observed and generated values are. If > 0 , then the observation value is good. The calculation results show that the Predictive relevance observation value is 0.435 which is greater than 0 as the acceptance value. This means that the observations that have been made on the research variables have been good and can be used to draw valid and convincing research conclusions. Then, the researcher made observations to ascertain how well the model had. This method is obtained by measuring the fit model to find out how good and fit the resulting model is. See figure 2.

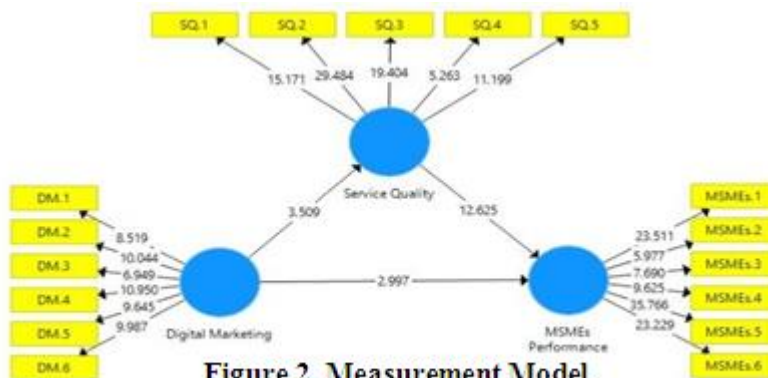


Figure 2. Measurement Model

Source: Literature Reviews, 2022

The calculation results show the NFI value as the model fit value of = 0.687. then the value of the model fit obtained is $0.687 \times 100\% = 68.7\%$. This means that the resulting model 68.7% is good and fit.

This part of the study also investigates the relationship between the proposed variables by examining the hypotheses developed in the previous part of this study. The collected data is examined to determine the impact and influence of digital marketing on business performance. In addition, the moderating effect of service quality factors is also investigated under this section. See table 9.

Table 9. Specific Indirect Effect

	Original Sample	T Statistic	P Values
DM-SQ-MSMEs	0.280	3.807	0.000

Source: Data Process, 2022

Table 9 above shows the results of the specific indirect effect of moderating of the service quality variable. The results showed that the T value was found to be higher than > 1.96 or $P\text{-value} < 0.05$ or $3.807 >$

1.96 and $0.000 < 0.05$. This shows that service quality is able to mediate digital marketing variables on business performance, for the original sample shows a positive value direction of 0.280 , thus H_4 is accepted.

Conclusions and Recommendations

Conclusions

This study aims to analyze the effect of digital marketing on business performance mediated by service quality variables. The results show that digital marketing adopted by MSMEs during the COVID-19 pandemic can be carried out in the new normal era because it has a significant positive effect on business performance, digital marketing has a significant positive effect on service quality, service quality has a significant positive effect on business performance, and digital marketing has a significant positive effect on business performance mediated by service quality variables.

Recommendations

This study suggests that MSME business actors must continue to improve the quality of service to consumers, while still utilizing digital platforms to market products. This can be done as a marketing effort to approach customers effectively and efficiently in order to maintain business existence in a highly competitive environment.

Limitations and Future Research

Limitations

The things that are indicated as limitations in this study are:

1. The scope of the research area is limited and tied to one place, namely Manado City, North Sulawesi Province, Indonesia.
2. Questionnaires distributed via google form are limited to closed questions and do not open the possibility of input/opinion from respondents.

Future Research Directions

1. Can expand the research area so that the results can be used more widely
2. Can add intervening variables to analyze whether there are variables that strengthen or weaken the influence of digital marketing on business performance.

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