

PROPOSED DIGITAL MARKETING AND CUSTOMER RELATIONSHIP STRATEGY TO INCREASE BRAND AWARENESS AND CUSTOMER SATISFACTION FOR CATHODIC PROTECTION COMPANY

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Abstract

PT. Dins Pratama Abadi, was established in 2012 as a company focusing on specialty areas of anti-corrosion, marine accessories & geomaterials. The company cooperates with various national companies and government agencies in multiple forms of work according to the company's area of expertise. PT Dins Pratama Abadi is a supplier of cathodic protection products and installations in Indonesia. The company today must contend with shifting markets within the industry. A continual emphasis on rebuilding businesses and services strategy is the approach taken to adapt to this transformation. This research aims to determine the best digital marketing strategy and customer relationship strategy for the PT. Dins to increase and retain customers which is necessary for brand awareness and customer satisfaction improvement which comprise this research. To complete the analysis methodically, various data and aspects will be used to specify the best digital marketing strategy for PT Dins Pratama Abadi. Porter's Five Forces and Customer Analysis were utilized for the external analysis. Additionally, Marketing Mix 7Ps, VRIO Analysis, and STP Analysis were utilized to conduct the company's internal analysis. In this study, qualitative approach were employed by interviewing five customers of the company who works in different companies to understand the customer's perspective and decision-making process. The result will be analyzed through SWOT Analysis and Five A's Customer Journey Framework to develop and proposed the most efficient digital marketing and customer relationship strategy for PT. Dins Pratama Abadi.

Keywords: *Digital Marketing, Customer Relationship, Brand Awareness, Customer Retention, Customer Satisfaction*

INTRODUCTION

. Currently, the internet acts as a conduit between people connected worldwide, between one person and a technology or gadget. Software developers build each platform used by a digital marketing service provider so that suppliers and customers may communicate with one another. Digital marketing has the benefit of making it easier for companies or marketers to track how product sales are progressing, as well as to manage and assess consumer's demands and wants for a certain kind of product. Looking for and gaining information is another benefit of digital marketing for customers or buyers. Having detailed product information made available via a website or application makes it simpler for customers to find their needs and wants. Regardless of geographic factors or socioeconomic standing, digital marketing can reach all societal levels at any time. Through freely formed online platforms, applications, and social media, consumers can easily trade products with sellers in buying and selling transactions and make purchase decisions very quickly.

By January 2023, there will be 5.16 billion internet users worldwide, which equates to 64.4% of the world's population. The total number of internet users worldwide climbed by 1.9 percent over the previous 12 months, but the actual growth will probably be more significant due to data reporting delays. Furthermore, there are 4.76 billion people who use social media globally, which equals just under 60% of the world's population. However, this year's net addition of 137 million new users equates to an annual growth of about 3%, which the growth is slowing down over recent months. In comparison, On November 15, 2022, the world's population surpassed 8 billion, and at the beginning of 2023, it had reached 8.01 billion (Data Reportal, We Are Social, 2021).

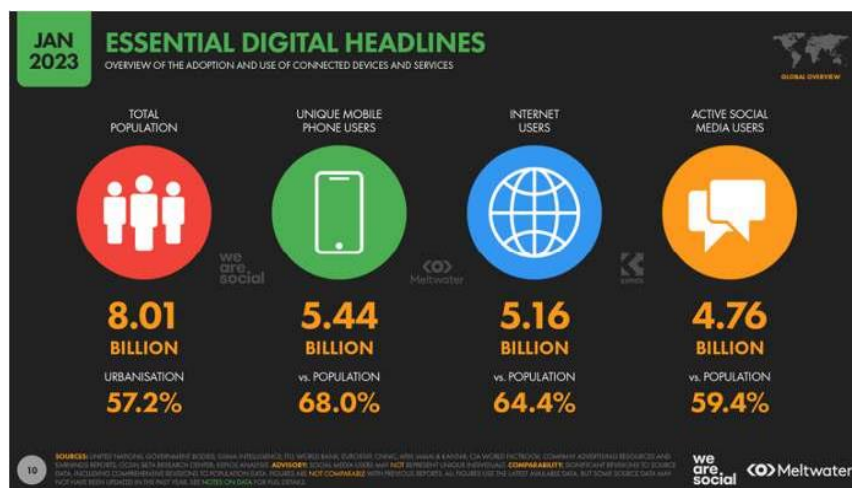


Figure I Digital Headlines Worldwide
Source : Data Reportal, We Are Social, 2023

In January 2023, there were 276.4 million people living in Indonesia. According to data, Indonesia's population grew by 1.8 million (+0.6%) from 2022 until 2023. At that time, there were 212.9 million internet users in Indonesia. At the beginning of 2023, 77.0 percent of Indonesia's population was using the internet. For context, these user statistics show that 63.51 million Indonesians did not access the internet at the beginning of 2023, indicating that 23.0% of the country's

population was offline at that time. However, because of the difficulties involved in gathering and analyzing data on internet users, it frequently takes several months before research is ready for publishing. Because of this, the most recent statistics on internet usage are frequently exaggerated, and actual adoption and growth may be higher than the numbers presented here (Data Reportal, We Are Social, 2021). According to the data above, the number of users worldwide, particularly in Indonesia, is increasing every year and even every month. This provides possibilities and potential for the commercial market to implement a number of strategies.

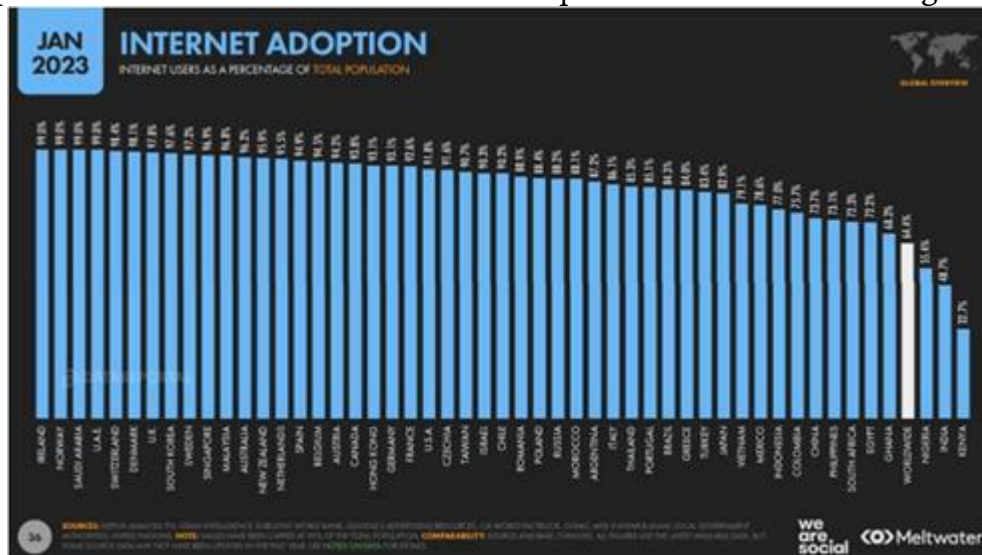


Figure 2 Internet Uses as a Percentage of Total Population
Source : Data Reportal, We Are Social, 2023

As digital marketing has advanced, so have brands and company strategies. Digital marketing has become a vital component for every company. It serves as a method of reaching out to the target consumers, improving brand awareness, and boosting revenue. For instance, the internet is a popular platform for businesses and corporations to market their goods and services. People are increasingly choosing to conduct their shopping online rather than visiting physical establishments as the use of digital platforms in daily life grows.

Companies in various industries have recognized the value of digital marketing and have comprised it into their marketing strategy. Some companies, however, are still trying to adapt to the changes caused by the digital marketing era. This research is going to focus on PT. Dins Pratama Abadi operates in the cathodic protection industry and adopts a B2B business model. In this study, the best digital marketing strategy is focused on because it will significantly increase PT Dins Pratama Abadi's brand recognition.

PT Dins is having difficulty catching up with the fast-paced digital marketing environment. Despite being one of the players in cathodic protection, the company has struggled to build up a significant online presence, resulting in poor brand awareness and low online engagement. With the ever-present value of digital marketing, the company's marketing strategy needs to be modified to reach its target consumers and remain competitive.

The director of PT. Dins Pratama Abadi mentioned that the company must utilize the best digital marketing strategy. This means that in order to boost brand exposure through digital marketing, an effective and efficient strategy is required. It

is known that more effort is required to increase brand awareness to compete with rivals that are the first to enter the online market. Thus, PT. Dins Pratama Abadi tried to develop its own website to make it easier for customers to order the company's goods and services online which is launched at the end of 2013. Additionally, the company created business account on Instagram.

Regardless of its attempts to develop its website as well as establish a presence on Instagram, the company has yet to achieve the envisioned level of brand awareness and engagement. This failure emphasizes the challenges that companies face in the digital marketing era and the importance of developing a successful and effective digital marketing strategy designed for their specific industry and target consumers.

Furthermore, companies have started to realize the importance of successful customer relationship management (CRM) strategies in establishing a competitive advantage and maintaining long-term customer relationships within this industry. The after-sales service strategy, which focuses on offering customers excellent support and value after they purchase, is an essential aspect of CRM. This strategy is essential for guaranteeing client retention, satisfaction, and advocacy, which ultimately helps the company accomplish its goals.

PT. Dins, an industry specialist in its field, understands how critical it is to improve its after-sales service strategy to stand out from competitors as well as maintain its customer base satisfied. In order to be competitive, PT. Dins must investigate and put into practice advanced relationship-building strategies that are compatible with changing customer demands and preferences after the purchasing process.

For a closing statement, this research aims to identify the key challenges that PT Dins encounters in its digital marketing efforts and formulate the best digital marketing strategy on how the company can improve its presence and achieve its marketing objectives. Furthermore, an effective and efficient customer relationship strategy will be identified, which is centered on after-sales support to improve customer relationships, promote customer loyalty, and increase consumer advocacy.

PT Dins Pratama Abadi has the opportunity to strengthen its position in the cathodic protection market, but the company needs to be better known by the public. Diana, the President Director of the company, stated that PT. Dins Pratama Abadi needs more brand awareness within the market. Until now, most of the clients are obtained through word-of-mouth marketing, compared to the use of digital marketing.

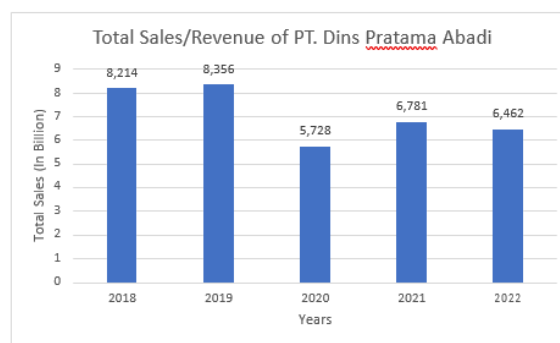


Figure 3 Total Sales of PT. Dins Pratama Abadi for the last 5 years.

Until now, it was found that the sales of PT. Dins Pratama Abadi has decreased by 14% since 2019—the Director of PT. Dins Pratama Abadi emphasized that the sales declined due to a decline in unit sales every year due to the lack of a marketing strategy. The company emphasizes the importance of having a proper digital marketing strategy, which they admit but doesn't have.

PT. Dins Pratama Abadi has put into practice a few digital marketing methods, including setting up a website and an Instagram business account for the company. Innovations are necessary for PT Dins Pratama Abadi to maintain its viability. Companies must constantly stay up to date on this due to the evolution of the digital world. Nowadays, almost everyone uses social media, so the company requires the best digital marketing strategy. In other words, the company may benefit from a more significant market potential.

Furthermore, PT. Dins realizes that most of its customers have particular requirements for after-sales service, such as maintenance, product guarantees, and technical support. However, PT. Dins current after-sales service strategy might not be sufficient to meet these customers expectations and ensure their satisfaction and loyalty.

Additionally, due to the necessity to improve their current after-sales support strategy, PT. Dins has noticed a decline in customer satisfaction and customer retention rates. To regain the trust of its customers, increase their satisfaction, and foster long-term loyalty, PT. Dins must act quickly to address this problem and develop an improved customer-relationship strategy focusing explicitly on after-sales support.

To conclude, the following research aims to identify a way for PT Dins Pratama Abadi to implement the best digital marketing strategy to raise company recognition. Furthermore, a comprehensive strategy for customer after sales strategy will be identified to increase customer satisfaction and maintain customer loyalty.

RESEARCH METHODS

The methods that will be applied to accomplish the research objective are described in this chapter. To achieve this, qualitative methods is used in this research. Furthermore, this chapter will present a concise and thorough plan for carrying out the research and determining the most suitable digital marketing strategy and post purchase strategy for PT. Dins Pratama Abadi. This chapter will provide a complete grasp of the subject and offer insights that can be applied to conduct fundamental digital marketing approaches by utilizing qualitative methodologies. In this research the method entails gathering data via interviews, observations, or other qualitative techniques, structuring it, and then applying thematic or narrative analysis to analyze it.

The qualitative study and analysis apply a variety of empirical materials, including case studies, personal experiences, introspective, interviews, observational, historical, interactive, or visual texts that illustrate common and problematic occurrences (Denzin and Lincoln, 2005). The ability of qualitative data analysis to represent the diversity and complexity of human experience is one of its main benefits. The data's non-numerical nature allows it to capture the subtleties of language, context, and culture that quantitative data could miss. This enables the creation of complex and nuanced descriptions of social phenomena as well as the

investigation of the subjective experiences and viewpoints of individuals (Braun and Clarke 2019).

Analyzing qualitative data does have certain restrictions, though. For instance, it might not offer the same level of accuracy and dependability as quantitative data, and it might not be easy to deduce results for more significant populations. While researchers must make subjective determinations regarding the value and meaning of the data, it may also be biased and open to interpretation.

A focus group discussion is a group of participants who gather to discuss a specific topic or concern. Focus group discussions are practical for exploring an audience's viewpoints, beliefs, and mindsets (Krueger & Casey, 2015). The moderator, which is the researcher, directs the discussions, and participants are requested to share their opinions and firsthand knowledge. The focus group discussion participants will be chosen based on their relevance to the research topic. In this research, the participant will be the director of PT Dins, including its employees. The discussions will take place face to face, and each session is planned to last about 1-2 hours.

The research will be carried out with the utmost respect for ethical standards. All participants will be asked for informed consent, and their privacy and confidentiality will be protected during the research. To protect the identities of the participants, all data will be anonymized. Moreover, the acquired data will be thematically examined. Thematic analysis is the process of discovering patterns in data and classifying these patterns into subjects or categories. After that, the result will be interpreted following the research questions and objectives (Braun & Clarke, 2006).

RESULT AND DISCUSSION

SWOT Analysis

The main objective of this SWOT analysis is to identify and assess PT. Dins internal strengths and weaknesses, as well as the external opportunities and threats that PT. Dins encounter within this industry. The analysis aims to deliver valuable insight into the company's current situation and the possibilities for long-term growth and sustainability by investigating each factor. PT. Dins could develop effective marketing strategies and position itself for long-term viability in a rapidly changing and competitive market by utilizing the findings of this analysis.

1. Strength

a. Well-established reputation

Over time, PT. Dins has established an excellent reputation and recognition among its stakeholders, which includes customers, suppliers, and employees. Although it is a small-sized company founded in 2012, PT. Dins have built positive reviews from satisfied customers and a proven track record for delivering high-quality products that meet the customer's requirements and specifications. PT. Dins is also known for its fast customer service and excellent communication skills. Moreover, this established reputation strengthens the relationships with PT. Dins customers and business partners. This can lead to increased stakeholder trust and loyalty, attracting new business opportunities and contributing to its long-term success and competitiveness.

b. Skilled and experienced workforce

A skilled and experienced workforce brings a high level of proficiency and competence to PT.Dins operations. Employees who have expended a significant amount of time working in their specific fields will likely encounter various challenges, acquire problem-solving abilities, and develop an in-depth understanding of the industry's complexity. This experience allows them to finish tasks quickly and deliver excellent outcomes, thus increasing PT. Dins overall effectiveness and efficiency. Furthermore, an experienced employee improves customer satisfaction, loyalty, and retention. Customers frequently look for guidance and expertise from experienced professionals who can deliver accurate information, technical assistance, and viable solutions to fulfill their particular needs. PT. Dins may maintain its position as an acknowledged supplier of exceptional cathodic protection solutions in Indonesia by recognizing and optimizing the value of its competent workforce.

c. Extensive product portfolio

PT. Dins offers a variety of products that can attract customers with different needs and requirements. This allows PT. Dins to capture a more extensive market share and expand its customer reach. Furthermore, offering an array of products reduces PT. Dins dependency on a particular product or market segment. Within this industry, where demand fluctuates or is affected by external factors, having an extensive product offering may help minimize risks and maintain revenue streams. Lastly, customers prefer having various options since this provides them flexibility and the capability to decide on the product that most effectively fulfills their needs. PT. Dins may become a one-stop solution provider by delivering an extensive variety of products, reducing customer's time and effort in obtaining products and services from various vendors while developing long-term partnerships.

d. Excellent distribution network

PT. Dins can reach a broad customer base effectively across various locations. By cooperating with manufacturers and logistic agents, PT. Dins can guarantee its products are readily available for various markets or regions. Furthermore, with timely and reliable product delivery, a strong distribution network enhances customer satisfaction. The network was established for transporting products from manufacturing facilities or warehouses to their intended consumers in the most efficient way possible. PT. Dins can maintain a competitive advantage and efficiently serve its customers across Indonesia by constantly investing as well as optimizing its distribution network.

e. Competitive pricing

Before making a purchase in a price-sensitive market, customers frequently evaluate prices offered by several vendors. PT. Dins can position itself as an attractive option and encourage customers to choose its products over competitors by offering low prices. This enhances the possibility of gaining prospective customers and increasing PT. Dins market share. Competitive pricing also helps PT. Dins retain customers and earn their loyalty. Customers are continually looking for the best possible deal in markets with high levels of rivalry. PT. Dins could offer customers cost-effective solutions by continually maintaining low prices, which leads to customer satisfaction and loyalty. However, it's essential for maintaining profitability and competitive pricing in balance. To make sure that competitive

pricing does not compromise PT. Dins financial stability, the management should carefully analyze its cost structure, manufacturing efficiencies, and operations costs.

Weakness

a. Dependence on Key Customers

A small number of key customers account for a significant portion of PT. Dins sales and revenue. First of all, relying on key customers exposes PT. Dins to changes in their business or their expenditure patterns. PT. Dins might experience a significant drop in revenue if one or more of these key customers make fewer purchases, switch suppliers, or fall into financial difficulties. Due to PT. Dins vulnerability to such a significant amount of risk, it is more susceptible to market downturns and changes in customer

preferences. Furthermore, PT. Dins ability to negotiate may be undermined by its key customers. These important customers could have greater power over price negotiations, contract terms, or other business conditions if they have a substantial share of the business. As a result, PT. Dins might face lower profit margins along with decreased decision-making power.

Thus, PT. Dins should broaden its customer base and decrease its dependence on these customers to address this weakness. This can be accomplished through concentrated marketing efforts, expanding sales channels, actively looking for new customers, and maintaining relationships.

b. Inadequate Brand Awareness

Before purchasing PT. Dins products and services, most of its customers have low levels of awareness or recognition of PT. Dins products and offerings. Firstly, PT. Dins ability to draw in new customers is hindered by poor brand awareness. Potential customers are less likely to think about or choose PT. Dins as a preferred supplier when they are unaware of the company's brand or the products or services it provides. This may lead to missed business opportunities and difficulties in developing the customer base. Additionally, inadequate awareness of the brand may affect repeat business and customer retention. Customers who are not familiar with PT. Dins branding and image may not feel a strong connection or emotionally attached to it. They are more likely to switch to competitors or base their decisions solely on pricing when making purchases. In addition, a company that needs established brand recognition may find it difficult to compete with competitors that have become market leaders or to attract top talent.

PT. Dins should spend resources on marketing campaigns and brand-building initiatives to compensate for this weakness. This may involve developing a thorough brand strategy to increase exposure and influence by utilizing various marketing platforms, including social media, professional conferences, content marketing, and advertising.

c. Lacks of Marketing Division

The absence of a marketing division may lead to insufficient or ineffective marketing activities. Marketing is essential to promote PT. Dins products, establish brand awareness, and draw in customers. PT. Dins may find it challenging to formulate and execute successful marketing strategies, resulting in lost opportunities for market penetration and acquiring customers. Additionally, lacking a marketing division may lead to inefficient or inconsistent

communication with stakeholders and customers. Effective marketing communication is crucial for communicating the value proposition, promoting the company's products, and establishing long-term relationships with customers or stakeholders.

Without a dedicated marketing team, PT. Dins would find it challenging to develop compelling marketing messages, engaging content, and effective communication with its target customers, which might impact customer engagement and brand perception. PT. Dins might want to consider forming a specialized marketing division or team to address this weakness. Employing skilled marketers who can create and implement successful marketing strategies, conduct market research, maintain brand identity, and carry out marketing campaigns is necessary for this problem.

d. Rising Operational Costs

There is an increase in the cost of PT. Dins expend on its daily operations, negatively impacting the company's profitability. It gets harder for PT. Dins to maintain high-profit margins as expenses rise. Because of this, PT. Dins might be unable to invest in growth strategies such as marketing, R&D, or other growth-related activities, all of which are necessary for the company to stay competitive and seize new business opportunities. Furthermore, increased operational costs could increase the price of PT. Dins goods and services. This might harm the company's marketability, especially if competitors can provide comparable offerings for a lower price. It is further damaging the PT. Dins financial performance which can result in decreased customer demand and sales volume.

PT. Dins needs to concentrate on cost management and develop strategies to improve efficiency to solve this issue. This may involve conducting a comprehensive evaluation of operating procedures to identify areas of improvement. Operational expenses can be managed and reduced by streamlining operations, renegotiating contracts with suppliers, and exploring cost-effective options.

e. Vulnerability to Economic Conditions

PT. Dins business operations may be adversely impacted by an economic downturn or recession. During economic instability, this industry might experience a decline in the market for its products or services. This may cause PT. Dins suffer from decreased sales, lower revenue, and financial difficulties. Customers might also postpone or cancel projects, leading to fewer orders and longer sales cycles, especially most of PT. Dins customers depend on government infrastructure projects.

Furthermore, sensitivity to economic situations may impact PT. Dins pricing policies and profit margins. Customers become more price-sensitive and search for cost-cutting alternatives during economic downturns. Due to increased price competition, PT. Dins may feel pressure to lower product prices to remain competitive. PT. Dins could mitigate the effects of the recession and maintain a resilient market position by broadening its customer base, establishing cost control measures, maintaining solid customer relationships, and continually keeping up with current industry changes.

Opportunity

a. Growing Industry

The growing industry may result in increased demands for PT. Dins goods and services. There is a bigger pool of potential customers and business opportunities for PT. Dins to gain market share as the need for cathodic protection solutions rises in this industry. This may be beneficial for PT. Dins revenue growth and improved financial performance.

PT. Dins needs to be proactive and adaptable in order to take advantage of the opportunities that growing market trends provide. This involves constantly updating on market trends, performing market research, and keeping up with new technological breakthroughs, legal requirements, and customer preferences. PT. Dins can subsequently make appropriate adjustments to its product offerings, marketing plans, and business strategies by having the capability to identify and anticipate industry trends early on.

b. Strategic Partnerships

Strategic partnerships may broaden PT. Dins consumer base and market penetration. PT. Dins can reach untapped markets and new customer segments by partnering with other companies in comparable sectors or market categories. By doing so, partnerships can improve PT. Dins assets and abilities. PT. Dins may leverage partners who have specialized resources, technologies, or skills to boost its products and services by collaborating with them.

Strategic partnerships can also improve a company's positioning in the market and brand recognition. By partnering with reliable partners, PT. Dins may benefit from its well-established brand presence, credibility, and customer trust. This may improve customer perception and strengthen PT. Dins brand image.

PT. Dins should look for prospective partners who share the same goals, values, and target markets to maximize this opportunity's benefits. Partners should be selected after carefully assessing each party's knowledge, skills, financial stability, and suitability for PT. Dins strategic goals.

c. Product Diversification

Diversifying products may assist PT. Dins in grabbing new market segments and customers. PT. Dins may broaden its consumer base and grab undiscovered opportunities by offering new products or services that address customer needs or specific markets. Additionally, PT. Dins may disseminate its risks and reduce the impact of demand changes or shifting market conditions by offering a wider choice of products. As a result, there might be an improved steady revenue stream and market adaptability.

PT. Dins should conduct market research and evaluation to identify unfulfilled customer demands, market gaps, and emerging trends to take full advantage of the opportunities through product diversification.

d. Market Expansion

PT. Dins may open up fresh opportunities for development and income growth by entering unexplored or underpenetrated markets. Entering new markets gives PT. Dins access to a more extensive customer base and increase brand awareness. Furthermore, the market expansion is an opportunity to extend the company's portfolio. PT. Dins can minimize its dependency on a single customer segment by focusing on multiple market segments or industries.

PT. Dins might encounter different customer needs, preferences, and competitive environments when it expands into new markets. This may encourage

PT. Dins to develop new products or services, modify its offering to meet local requirements, and alter its business strategy to gain a competitive advantage.

Threats

a. Intense Rivalry

Price wars and reduced profit margins may occur from intense competition. PT. Dins may experience pressure to decrease prices to compete when competitors adopt aggressive pricing strategies to seize market share. Furthermore, it becomes difficult for PT. Dins to differentiate its products and establish strong relationships with customers given the number of competitors pursuing the same customers.

PT. Dins should create strategies that differentiate its offerings and establish value propositions to mitigate the threats posed by intense rivalry. This may involve putting resources into research and development to develop innovative approaches, prioritizing the reliability and quality of products, and providing exceptional customer service.

b. Regulatory Changes

Regulatory changes may increase the cost of compliance. PT. Dins may need to allocate resources to comprehending and carrying out new standards when new regulations are established or old regulations are modified. The costs involved could cause a burden on the company's financial situation and negatively affect its profitability.

Furthermore, regulatory changes may result in operational issues and delays. There may be a time of adjustment and implementation as PT. Dins modifies its operations and procedures to adhere to new requirements. Customers may become dissatisfied if PT. Dins cannot deliver products or services on time due to delays in acquiring necessary authorizations or approvals. PT. Dins needs to develop a proactive strategy for regulatory compliance to mitigate the threats caused by regulatory changes. This includes monitoring regulatory adjustments as well as communicating with regulatory agencies and government bodies.

c. Supply Chain Disruptions

It refers to unanticipated situations or disturbances that affect the product flow from suppliers to customers, such as components, materials, or final products. Natural catastrophes, extreme weather, geopolitical issues, and trade disputes can cause supply chain disruptions. This might slow down operations and make it more expensive to obtain resources, which would make it harder for PT. Dins to fulfill customer demands on time.

PT. Dins should perform a thorough risk assessment of its supply chain to identify potential vulnerabilities and develop mitigation strategies to manage the threats posed by supply chain disruptions. Additionally, these risks may be mitigated by expanding the supplier base and maintaining strong relationships with suppliers and customers.

d. Shifts in Customer Preferences

The demand for PT. Dins current products and services may decrease as a result of shifting consumer needs. Customers may look for different solutions when their needs and preferences change to meet those requirements better. Additionally, changes in customer preferences may cause an upsurge in price sensitivity. Customers may become more price-conscious if they prioritize aspects like affordability, value for money, or cost-effectiveness. This can put

pressure on PT. Dins to develop pricing strategies that are both competitive and responsive to shifting customer preferences.

PT. Dins may address these threats and take advantage of the opportunities brought by changing customer preferences by investing in innovation, extending options for customization, embracing digital transformation, and strengthening customer relationships. This strategic option will set up PT. Dins for long-term success within the cathodic protection industry.

Based on the implementation plan of PT. Dins Pratama Abadi to increase brand awareness and customer satisfaction of its customers through implementing the most effective digital marketing strategy and customer relationship strategy.

One of the primary motives for adopting a digital marketing strategy is the opportunity to broaden PT. Dins reach, improve brand awareness, and target a broader demographic. Furthermore, it can be seen that digital platforms provide an unprecedented opportunity to communicate with potential customers beyond geographical boundaries. PT. Dins Pratama Abadi can reach a significant number of customers interested in cathodic protection products and services by utilizing and implementing the proposed strategies. In the highly competitive Indonesian cathodic protection industry, PT. Dins could grow its business by leveraging digital channels, representing itself as an industry leader, and engaging with its target audience effectively.

Lastly, PT. Dins Pratama Abadi needs a comprehensive post-purchase/after-sales strategy to increase customer satisfaction, build long-term relationships, and foster the company's growth. PT. Dins may exceed customer expectations, establish an excellent company reputation, and stand out within the cathodic protection industry by executing the proposed customer relationship strategy and its implementation plan.

KESIMPULAN

. PT. Dins Pratama Abadi has been operating since 2012 as a small-sized company that provides cathodic protection products and services. As the company grew and many competitors appeared, the market started to change, thus lowering the company's brand awareness and its performance to increase customer satisfaction. Hence, PT. Dins Pratama Abadi must alter its business strategy, especially its digital marketing strategy and customer relationship strategy.

Based on the external and internal analysis, PT. Dins Pratama Abadi already has its competitive advantages by providing high-quality products from partnerships with international manufacturers and offering its customers a lower price than its competitors. However, there still needs to be higher engagement and customer satisfaction from its customers which is proven by the company's data and the interview results.

In conclusion, the suggested digital marketing and customer relationship strategy for PT. Dins Pratama Abadi display a comprehensive approach to increasing customer satisfaction, driving business growth, and building strong brand awareness within the industry. PT. Dins may effectively communicate with customers, provide outstanding after-sales service, and establish long-lasting relationships by employing the proposed strategies.

The digital marketing strategy aim to improve brand awareness and maintain relationships with customers throughout every stage of the customer journey. PT. Dins can successfully reach its target audience and position itself as an industry leader by utilizing data-driven recommendations and customized digital strategies.

Furthermore, with the customer relationship strategy, PT. Dins may improve customer satisfaction, enhance the sense of loyalty, and differentiate itself from its competitors by making sure customers receive on-time assistance, providing comprehensive guidelines and services, and rewarding and acknowledging these customers. This approach shows PT. Dins dedication to providing outstanding customer experiences and enhances its reputation as a customer-oriented company.

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First publication right:

Gema Ekonomi (Jurnal Fakultas Ekonomi)

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