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Culinary SMEs Has Negative Perception of Go-Food Gojek's Digital Marketing

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Abstract:

In recent years, the development of digital marketing has had a significant impact in the field of business, whether it is related to changes in the transaction process from the producer to the changes in consumers in shopping. But the fact is in the field found perceptions of SMEs as producers in contrast to the ease of business processes offered by service providers. The focus in this research is to explore the level of understanding of culinary SMEs about digital marketing provided by Gojek, their perception of Gojek's digital marketing, their reasons for rejecting Gojek's digital marketing from 4P's creative theory. In this study there were 4 SMEs as key informants. The research method uses case studies by collecting data using observation, interviews, and documentation. The results showed that 1) The level of understanding of SMEs regarding digital marketing is still very low, 2) SMEs have a perception of rejection of digital marketing both internally and externally, 3) The 4P creative theory influences SMEs' rejection of digital marketing.

Keywords: Digital marketing, perception, creative 4p, small business actors

1. Introduction

Digital marketing has had a significant impact in the field of business, both related to changes in the transaction process from the producer to the changes in consumers in shopping (Yamin, 2017). This right is also influenced by changes in people's lifestyles namely how they use their time and spend their money (Engel, Blackwell and Miniard, 1995). This phenomenon was made a business opportunity by Nadiem, the founder of Gojek, which provides a food delivery service that connects food vendors with consumers at home who need to buy food but do not want to come to the restaurant.

Digital marketing itself has a marketing definition through various access platforms and communication tools that form online channels that are used to build and develop relationships with customers. Access platforms or hardware including PCs, cellphones and interactive digital TV (IPTV) and this provides content and enables interaction through various online communication tools such as organizational websites, portals, search engines, blogs, emails, instant messages and text messaging (Chaffey) & Ellis Chadwick, 2016). For this reason, digital marketing exists to facilitate business processes (Kotler et al., 2017).

However, in a business study, it is explained that future challenges in digital marketing are quite difficult for SMEs to face (Parsons et al., 1998). Digital marketing is not just traditional marketing assisted with technology but a new approach to marketing, (Järvinen et al., 2012). According to Taiminen & Karjaluoto, (2015) there are special characteristics and dynamics, which business people must understand because to choose effective marketing tactics and strategies. SMEs do not use the full potential of new digital tools, and therefore do not benefit from the opportunities provided digital marketing.

Digital technology can indeed help to increase business growth plus if the company has good marketing management ranks, but in the perspective of SMEs in the research digital technology cannot help much if not accompanied by good innovation capabilities to compete with other business people (Foroudi et al., 2017). SMEs have a different perspective, behave differently to fight for their business, depending on its 4P, namely Person, Press, Process, Product (Hansen et al., 2012). Just as found by researchers in the field related to the rejection of culinary SMEs in the city of Malang against Go-Food Gojek digital marketing.

2. Literature Review

2.1. Digital Marketing

Digital marketing from the beginning of its emergence until now is like a wild animal that cannot be prevented from its movement and growth. Product development in business or decision making about it, pricing, and CRM have been

affected by digital marketing (Kingsnorth, 2016). Sometimes people are confused with the terms of digital marketing and online marketing. The difference is that digital marketing has a wider scope than online marketing. Digital marketing sometimes does not need the internet in the process but it still says digital marketing, is different from online marketing that requires internet networks for access. But now most digital marketing must be fully accessed by the internet (Chaffey & Ellis Chadwick, 2016). Still according to Chaffey & Ellis Chadwick, (2016) states the growth of digital marketing is growing rapidly because the difference with traditional marketing specifically is the extent to which companies can enter the private space of their consumers without limitation of time and space. In other words, digital marketing facilitates business processes and integrates marketing in traditional forms of modern packaging (Kotler et al., 2017).

2.2. Perception

According to Kotler (2006) states, 'perception is the process used by individuals to select, organize, and interpret information that comes into them to create a picture and end up having the meaning'. Meanwhile, according to Schiffman & Kanuk (2008), 'perception is the process of choosing individuals, organizing, and interpreting stimuli in meaningful and reasonable images about the world'. According to Kotler & Keller (2006), perception is not only a stimulus in physical form, but the stimulation that is around it and the situation that exists in a person and perception is more important than reality in marketing because perceptions that can influence consumers in attitude, other than that a person can have perceptions which are not the same for one object. According to Garvin (1987), there are eight dimensions of a person's perception of a product, namely Performance, Product Reliability, Feature, Durability, Conformance, Service Ability, Aesthetic, Perceived Quality.

2.3. Creativity in 4P

In business activities, SMEs to see opportunities or develop their business needs creativity in thinking and acting. As explained by Hansen et al., (2012) in his journal, the 4P framework as a measurement of creativity, namely Person, Press, Process, Product.

3. Methods

This type of research used by researchers is a qualitative case study. Moleong (2012) states that qualitative research is a type of research that aims or is intended so that the research subject can be understood as a phenomenon such as behavior, perception, motivation, action and others. In this case, it is exploring cases that are contrary to the theory of digital marketing that facilitates business processes but has received a rejection from SMEs and elaborated on the reasons for using the 4P creative theory.

The study subjects were four SMEs selected as key informants. Suticat, as a business owner who refuses digital marketing because of the Islamic sharia elements, Tukiyat who refuses because of the policies implemented, Widodo who accepts then decides not to use digital marketing anymore because of the policies implemented, Mustofa as an informant who receives digital marketing and feels the positive impact.

Data collection was carried out for 3 months from November 2019 to January 2020 by conducting field observations first, then an in-depth interview session (Creswell, 2014), with business owners, employees, consumers, and digital marketing Go-Food Gojek sales and recording voice and video capture as data collection with documentation techniques. Interviews were conducted semi-structured to be freer and get deeper and broader answers from the subjects. Researchers come to the location twice a week to every location of the business, and what researchers want to know is not all directly questioned, so that more extensive and natural answers issued by business owners.

4. Result

4.1. SMEs Culinary Profile & Go-Food Gojek's Digital Marketing Profile

No	Name of the owner	Owner Education	Business Name & Year of Establishment	Marketing strategy	Daily Production
1.	Sutichat	SMP	Gado - Gado & Soto Ayam Bu Cat (2010)	Rely on sales locations that are close to the target and WOM	30 Serving
2.	Tukiyat	SD	Sate Ayam Sayang Kepuh (1972)	Rely on the quality of taste and WOM	1500-1700 stick
3.	Widodo	SMA	Mie Ayam Putra Solo	Rely on sales locations and WOM	50-70 Serving
4.	Eka Mustofa	SMA	Ceker Jontor Sukun	E-Wom	50-80 Serving

Table 1: SMEs Culinary Profile
Source: Obtained by Researchers

Go-Food Service is a food delivery service owned by a technology company called Gojek. This application is used by merchants to manage their restaurants. Interestingly, Go-Food provides promotional facilities that are personal or independently carried out and provided by merchant owners to consumers without subsidies from the Gojek.

4.2. Level of Understanding of Culinary SMEs towards Digital Marketing

The research findings of this sub-topic are SMEs understanding Go-Food Gojek digital marketing is only limited to the basic function of selling online. They also claimed to have difficulty getting information related to how to join it.

When the researcher asked about Go-Food Gojek's digital marketing to key informants chosen, one of them was Mrs. Cat, she answered:

'I know the online sales of Gojek are from my son, my coincidence my son is a Gojek driver. My son gave me information that my sale was recommended to be included in Gojek as well so that it would become more in demand because it was said that people were now lazy to go out and buy it themselves, preferring it through Gojek '

(Mrs. Cat)

'When I went out with my wife, I saw there was a restaurant, outside there were many queues of Gojek drivers. What are these drivers buying, because they were sitting while holding notes? Can food be included in the Gojek service, as far as I know, Gojek only has services for motorbike services? But if I can indeed sell food through Gojek I also want to join to enter my restaurant. But how do I do that I do not understand? I am also sure that in the future this model will be very helpful for the food business because people are lazy to leave the house, especially when it rains. '

(Mr. Widodo)

'I am curious about the many drivers queuing up at the food stalls and then coming out carrying food bags. I think it's good if I can sell through Gojek, if I don't immediately register my stall, I will lose to other vendors. What is clear is that if I only rely on the offline, I will lose, why not jump in to take the opportunity of online consumers. '

(Mr. Mustafa)

'I've joined, it has been running for 3 to 4 months. At that time, a Go-Food sales came here to offer, but I was not at the stall, then the sales left a business card on my employee, when I returned to the stall my employee said there was an offer to join Go-Food, yes I immediately wanted and contact the salesperson to ask me to come here again. The process is fast, one day active. '

(Mr. Mustafa)

'At that time there were a Go-Food sales here, then offered to join Go-Food, and he explained the requirements for an only residence identification card, account books, cellphone numbers, e-mails, the process was a maximum of 3 days active, then the methods for using were also briefly explained. I initially didn't understand, because I didn't understand technology but I had to join first. '

(Mr. Widodo)

'But now the listing process is difficult, said, my friend. My friend gave me the cellphone sales number that registered my stall, then when contacted by the sales said that now there are no more sales around to help register. My friend was given information to go directly through the Gojek website and the active process took a little time. The information is around 30 days and can be longer. '

(Mr. Mustafa)

'I was given information that my son was selling in Muharto. My son said, it is very good to join in Gojek, those who buy do not need to be confused to come to the stall, buy it through the application and the Gojek driver who comes to the stall to buy according to the order that has been done through the application and then delivered to the house ordered earlier. I have freed my son to manage his stall in Muharto, all the decision-making there is up to him, I don't interfere, in essence, I let go. '

(Mr. Tukiyat)

4.3. Culinary SMEs Perception about Digital Marketing

Researchers find that SMEs refuse to join digital marketing because payment transactions are not accepted in cash and some consider it contrary to their religious beliefs which state that it is haram. The complexity if experienced by businesses that have used digital marketing because the use process is considered complicated and the product price is more expensive when joining digital marketing, what is feared is consumers do not want to buy because the price is more expensive. Some businesses use digital marketing who feel the positive impact of using digital marketing and have experienced it by increasing the number of buyers because it is obtained through online, increased daily turnover, and daily and monthly financial reports that are obtained automatically through applications from service providers.

'Gojek is complicated, the payment does not use cash, the money received must go into a bank account first, that's the information that I know. My Ustadz conveyed about Gopay and the conclusion was haram, I obeyed what was said.

(Mrs. Cat)

'I am joining now with Gojek so that buyers will increase too much, but more often I turn off the application because, in my opinion, it makes it even more troublesome when busy buyers who come directly here, are already inconvenienced, besides that the money cannot be taken every day because the system is applied by the Gojek for stall owners not to receive money in cash from the results of the transaction, which makes a little discouraged to keep using it. '

(Mr. Widodo)

'Imagine, when there were many positions in the stalls that were bought and only my wife and I served here. Every time order from Gojek arrives on the cellphone first, I have to check the order first and match the cellphone in the Gojek driver and mention the verification code as well for payment because the system owner does not accept cash from the transaction, the policy is that the money is immediately sent to account of the owner who registered at D + 1. It's complicated like that makes my customers who come directly to buy their own here not immediately served. So I usually only use the app when it rains, because at that time the person who bought it came here was also quiet, so if there is an online order, it is not bad.'

(Mr. Widodo)

'My Satay is already crowded with buyers, Alhamdulillah, I have been selling from 72 (1972) Alhamdulillah, until now it is still crowded, my old customers even though far away without Gojek still come to buy here by themselves. So I have not thought to want to join online like that. I already knew how the system was, my son gave me information, and at that time a salesman came here to eat and offered to join but I refused. It's complicated because using an application like that too. Also, the price becomes more expensive if I sell through Gojek because Gojek applies a 20% tax on each menu. I am afraid consumers will no longer have the intention to buy because the price is far more expensive than the price if you buy directly here. The price of my Satay for here is fairly expensive.'

(Mr. Tukiyat)

Pak Tukiyat's statement, supported by two of his consumers from Sumberpucung and Bandulan when researchers came to Mr. Tukiyat's stall, the middle-aged consumer named Mrs. Alfiah from Sumberpucung and Mrs. Endang from Bandulan who both came with their husbands, the two women said:

'My house is in Sumberpucung, far away, there is also a delicious satay, but I still buy it here if it's in the same direction, if it's in the direction I will buy it'

(Pak Tukiyat's consumers)

'I have been a satay customer, Mr. Tukiyat from the beginning, and until now Mr. Tukiyat has a stall here. I still buy it, even though there are many choices on Gojek and I don't need to leave the house, I still choose to come here to buy his chicken satay. Mr. Tukiyat'

(Mr. Tukiyat's consumers)

Unlike the case with the perception of Go-Food Gojek digital marketing by the owner of Ceker Jontor Sukun culinary.

'Thank God, after I joined Gojek, the buyers increased a lot, I am happy that the Gojek application can create a promo menu to attract people to buy if I make a promo, my stall will always be seen on the front page of the Gojek consumer application. I also like the payment system, because I did not immediately receive cash, the money from the sale was directly transferred by Gojek to my account, this is what I like because I don't bother going to the bank anymore to save money, I leave the money in the account if I need it, then I take it.'

(Mr. Mustofa)

4.4. Explanation of Culinary SMEs Reasons for Using and Rejecting Digital Marketing with 4P Theory

They refused because they did not have a high educational background so they did not feel able to use digital marketing and were considered complicated, their obedience and the beliefs held stated that in the business of using digital marketing there was a haram element, they were satisfied with the marketing strategy that was followed until today and consider competition as a natural thing so using a different strategy and being considered to be unable to compete is normal for them they do not feel unable to compete because their achievements have been satisfying. While SMEs who accept the opposite opinion. This shows that the ease with which digital marketing is not fully considered true or even rejected because each recipient has different backgrounds and thoughts.

'I am actively participating in recitation at the mosque in front of my stall, coincidentally my son-in-law is also an imam there. At that time in the study, they discussed Islamic economics and some asked about Gojek. The ustadz said in my study that Gopay is haram, so I obey. I am not confused and am not afraid of losing to those who are online. Thank God, because there is already a provision that regulates.'

(Mrs. Cat)

'I honestly don't go to a high school, I also find it difficult to understand technology, the problem is that Gojek has to use the application, so even though I joined I felt it was still a hassle when many of my customers immediately came to buy here. Instead of double serving and in the end it turns out to be all wrong so I often turn off the application. The point is to go back to the problem earlier, I still don't understand, it's just that I am determined to join.'

(Mr. Widodo)

'I am an open person with things that make my business go forward, for example, I ventured to contract a place when I was in Muharto because instead of me going around while there were many customers, so I was sure I didn't need to go around anymore, just enough on location waiting for buyers who come here. But the thing is if it's like this, it says using a cellphone app, I'm not the type of person to understand something like that, so I reject it.'

(Mr. Tukiyat)

'Before Gojek entered Malang, I was selling it online too but using WA, I promoted it through FB and IG. Usually I like to include photos of selling or video of the atmosphere in the shop when it is busy so that

people are just interested to see. But the difference is, still those people bought here, because I only make social media online promotion, and I do not provide a courier to deliver food ordered through my social media. Because now Go-Food Gojek makes it even easier, Alhamdulillah, it doesn't provide its couriers and people buy it online by simply waiting at home. Be helped, Alhamdulillah. ' (Mr. Mustofa)

5. Discussion

5.1. Level of Understanding of Culinary SMEs towards Digital Marketing

The SMEs in the study claimed to be limited to knowing the standard function of Go-Food Gojek's digital marketing, which was to sell online. The point is that they are familiar with digital marketing not with the term digital marketing but with the word 'selling online', i.e. their products are traded online. Whereas if the theory is further elaborated on what is digital marketing as in the theory used by researchers that traditional marketing activities are selling products only without regard to promotional activities, but in digital marketing promotional activities are needed, activities to maintain good relations with customers, their purchase transactions are all put together in a digital marketing platform with the ultimate goal of helping to facilitate business processes (Kotler et al., 2017).

Everything goes hand in hand and is monitored in the system. This can be done at the same time in a digital marketing container because innovation in paying attention to future market needs to be presented today by knowing market desires through data in digital marketing (Foroudi et al., 2016). Another sentence is making it easier for companies to respond to consumer desires (Watson, 2006). The point is that both those who need an internet network or not are all reached (Chaffey & Ellis Chadwick, 2016), but the transaction execution remains on an application or website. It was mentioned in previous research that digital marketing is not only traditional marketing that is assisted with technology but a new approach to marketing, (Jarvinen et al., 2012). Modern consumers have high mobility in their lives so they do not have much time to shop especially those related to food. They choose what they will consume from influencers on social media, articles about a product in an internet review, get advice from social media e-Wom (Madhu and Deepak, 2018). Consumers prefer to shop for food online without having to come to the desired food vendor. As explained in the lifestyle theory that is how someone spends their money and uses his time (Engel, Blackwell and Miniard, 1995).

5.2. Perception of Culinary SMEs about Digital Marketing

The business owner is not a person who knows about electronics so he has reason to be afraid of making mistakes when operating or managing stalls in the application provided by Gojek for his business partners. So if viewed from this statement, the perception that arises is from the dimensions of product performance which is the strongest reason (Garvin, 1987). There are eight dimensions of perception, namely product performance, product reliability, product features, durability, suitability, ability to be improved, the beauty of product appearance, perceived quality (Garvin, 1987), will be used by researchers to describe the perceptions of culinary SMEs about Go-Food Gojek's digital marketing.

The business owner's lack of confidence in the operation of digital marketing also shows the same case with research (Seyed Rajab Nikhashem, Farzana Yasmin, Ahsanul Haque, 2011). Also, GoFood Gojek's digital marketing policy offered at this time requires prospective business partners to register via the website and revenue from sales through the Gojek application that can be taken $D + 1$. That caused a rejection of the perception of the dimensions of product features. Digital marketing will run according to theory, that is, facilitate business processes if the business actors here as consumers of technopreneur can operate as well as basic knowledge of marketing by the theory. In developing countries, such as in Indonesia, it will certainly cause a variety of perceptions of each of the business actors regarding whether digital marketing facilitates business processes or not according to them. Because the people in Indonesia are indeed not evenly distributed their abilities and knowledge about technology, moreover in this study conducted only in one city in Indonesia, namely the city of Malang, which is said to have not evenly distributed science and technology.

Continuing the reasons why SMEs reject digital marketing, the researchers conclude that external factors support the refusal, and that factor is from the policy of bidding for digital marketing services, which in this study is Gojek, in line with previous research (Lockett and Thompson, 2001; Hawawini et al., 2003). Also, the biggest barrier is lack of resources; especially the lack of knowledge and time (see e.g. Chen and McQueen, 2008; Gabrielli and Balboni, 2010; Gilmore et al., 2007; Järvinen et al., 2012; Karjaluo and Huhtamäki, 2010; Sayre et al., 2012). In particular, lack of knowledge about digital marketing and also the new norms governing digital marketing are seen as severe obstacles.

Perception theory from Kotler & Keller (2009) perception is not only a stimulus in physical form, but the stimuli that are around him and the situation that exists in a person and perception is more important than reality in marketing because it is more influencing the attitude of the executor. In this case, the reality of marketing is that if businesses want to use digital marketing, of course they welcome the needs of their consumers who are now more capable of using digital marketing, or businesses are defeated by competitors from those who are capable of technology. Not all business people have that soul because it is a talent, not something that can be learned. Courage to take risks in the problems being faced in this case developing business with the help of digital marketing, Drucker, Peter F (1985)

5.3. Explanation of Culinary SMEs Reasons for Using and Rejecting Digital Marketing with 4P Theory

From the personal side of this study, all SMEs are not people who have higher education and understand theoretical sales strategies, especially about the function of digital marketing, so they refuse to use them, but those who accept digital marketing are those who are purely willing to learn and develop personally to better and grow the business. By the 4P theory in creativity, namely person, process, product, press according to Diomi (2007). It also needs to be noted

that digital marketing service providers have the challenge of offering their services to who they are, what the benefits are, and how they are used so that implementation in the field is truly realized. This challenge has been predicted in the research of Andrew Parsons and Michael Zeisser and Robert Waitman. (1998). SMEs in this study consider that joining a digital marketing service is very easy to process and its use is also easy. However, after learning that it is difficult for their businesses to run, digital marketing services are not felt to help develop their businesses.

The results of this study show the same results in the journal Parsons et al., (1998) that digital marketing will face challenges in the future, namely the ability of businesses to use it if it is deemed unacceptable, and the speed of change in consumer behavior. This can happen in Indonesia because it is classified as a developing country where people have a lack of ability or literacy in digital marketing.

In terms of press, so far Mrs. Cat as the owner of Gado business in handling her culinary business competition with similar businesses is not afraid of competition because she does not use digital marketing. After all, she believes that the products sold do not need them. Simply by maintaining the quality of taste, his old customers remain loyal and if there are new customers immediately give a good first impression, the effect will of course be promoted by word of mouth or known as WOM (Michael Trusov, Randolph E. Bucklin, Koen Pauwels, 2009). The beliefs held by Mrs. Cat as key informants who reject absolute Go-Food Gojek digital marketing have a stronger role than the marketing reality offered by Gojek to potential business partners. The haram element found in the transaction system is still a strong reason for Ms. Cat not to use Go-Food Gojek digital marketing. Such a statement is the perception of Ms. Cat from the dimensions of product features (Garvin 1987).

The results showed that the business actor is not purely an entrepreneur so he does not dare to take risks to develop his business. An entrepreneur according to Zimmerer and Scarborough, (2002) dares to take risks, create value and profit-oriented very high with a variety of resources. Risks in digital marketing Gojek indeed impressed the price offered to consumers is high, different if consumers buy directly or visit outlets, it makes business owners do not want to put their products into digital marketing Gojek for fear consumers will not want to buy their products because of the high prices after being sold through digital marketing Go-Food Gojek. This price-sensitive behavior shows the same thing in research in India because the people there are also sensitive to price changes from products sold offline to online (Surabhi Singh, 2016).

6. Conclusion

SMEs claim to only understand the extent of its function to sell food online, but more deeply about the widespread functions such as digital marketing theory in addition to selling products not yet understood, as well as barriers to the ability to use and the process to join them they do not know. Perpetrators have haram perceptions if using digital marketing Gojek and haram elements are in the payment system. Also, policies applied to business actors are considered obstacles, such as the case of late disbursement of money resulting from transactions so that business actors must have more capital to be on guard when there is a delay in disbursement of transaction proceeds. The 4P theory, namely person, process, press, products from the perspective of small business people, is also the background for their rejection of Go-Food Gojek's digital marketing.

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