Analysis of the Influence of Digital Marketing Content on Customer Satisfaction at PT Godongijo Asri

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ABSTRACT

This research aims to analyze the influence of digital marketing content on customer satisfaction at PT Godongijo Asri, *a tourist destination consisting of ecotainment education, restaurants and fishing lake. By involving 100 respondents, this research used the SWOT analysis method, (Internal Factor Evaluation) IFE, (External Factor Evaluation) EFE, (Internal-External) IE Matrix, (Quantitative Strategic Planning Matrix) QSPM, and Importance Performance Analysis (IPA) to evaluate the quality of digital marketing content and its impact on customer perception and satisfaction. The research results show that interesting and informative content can increase customer satisfaction. In addition, the company's internal analysis shows that* PT Godongijo Asri *is in Region I (Grow and Build) in the* IE *Matrix, which recommends growth and development strategies. Priority strategies include using brand awareness to create engaging content and diversifying content across various digital platforms. Even though many attributes are considered good, there are several aspects that need to be improved, such as clarity of information and website loading speed. In conclusion, digital marketing content has a significant influence on customer satisfaction, and companies are advised to continue to improve the quality of content and carry out regular updates to attract more customers.*
Keywords: *Digital Marketing*, Customer Satisfaction, PT Godongijo Asri

INTRODUCTION

Customer satisfaction is one of the key factors that determine the success of a company, especially in the tourism and service sectors. According to Tjiptono (2014, as quoted in Handayani & Hidayat, 2023) explains that the term "satisfaction" comes from Latin, namely "*satis*" which means enough or adequate, and "*facio*" which means to do or make. This satisfaction is related to efforts to meet consumer needs by achieving the expected quality and controlling variation. Satisfied customers tend to return and recommend the destination to others, which can ultimately improve the company's image and loyalty. Satisfaction is a person's feeling of pleasure or disappointment after comparing perceived performance with consumer expectations (Yusda, 2020). Consumers are the main aspect that is needed to support the sustainability of a company's business. Consumers who are satisfied will be happy with the product or service and tend to make repeat purchases or visits, so that they can build good

relationships between consumers and companies (Fadhli & Pratiwi, 2021).

Digital marketing is a marketing strategy that utilizes digital media or online platforms to promote products, services, or brands (Setiawan, 2024). According to Sanjaya and Tarigan (2009, in Lucyantoro et al., 2018), digital marketing includes various marketing activities, including branding, which utilize web-based media such as blogs, websites, email, *AdWords*, and social media. Digital marketing is not only limited to the use of the internet, but also involves a broader strategy to reach consumers effectively through various digital platforms. The goal of digital marketing is to promote, build preferences, or increase sales through various digital marketing techniques (Andrian, 2019). The implementation of an optimal marketing management strategy through digital marketing is very important to achieve the company's business goals (Masruroh *et al*, 2023). Digital marketing is now one of the increasingly popular marketing media among the public to support their various activities. Gradually, they began to shift from conventional/traditional marketing methods to modern marketing through digital marketing. In digital marketing, communication and transactions can be done at any time. A survey conducted by Pradani (2017) showed that 132.7 million Indonesians are connected to the internet, which now plays an important role in influencing consumer purchasing decisions. In today's digital era, digital marketing content plays an important role in influencing consumer satisfaction. Digital marketing content includes all information and materials delivered through digital platforms such as websites, social media, and applications to attract consumer interest. Interesting and informative content can influence consumer perceptions of a product or service, increase engagement, and facilitate increased satisfaction. Optimal use of digital marketing content can be an effective means of increasing customers satisfaction by providing a satisfying pre-visit experience. In line with this, Wibisurya (2018, in Ernantyo & Febry, 2023) revealed that digital marketing has a positive impact on increasing consumer purchasing interest. This impact mainly comes from the ability of attractive digital content, as well as personalization and customization that can meet consumer needs and preferences more precisely.

PT Godongijo Asri is a tourism destination that offers recreational and educational experiences in nature. The company has three main divisions that are the main attractions for customers, namely The Waterfall Resto, fishing area, and Ecotainment. The Waterfall Resto presents a natural concept with a unique artificial waterfall that provides a fresh and natural atmosphere for customers who enjoy dishes at the restaurant. The fishing area offers relaxing recreation in the open air with comfortable fishing facilities. Meanwhile, Ecotainment is an educational tourism facility that is often visited to learn about flora, fauna, and creative activities guided by instructors from PT Godongijo Asri. For PT Godongijo Asri, maintaining customers satisfaction is very important because it will support long-term business sustainability and strengthen the company's competitiveness amidst the increasingly competitive tourism industry.

This study aims to analyze the influence of digital marketing content on visitor satisfaction at PT Godongijo Asri. This study will examine how the quality of content delivered through digital media affects customer perception and satisfaction with the services provided. This study uses the SWOT analysis method, (Internal Factor Evaluation) IFE, (External Factor Evaluation) EFE, (Internal-External) IE Matrix, (Quantitative Strategic Planning Matrix) QSPM, and Importance Performance Analysis (IPA). This method was chosen because it can help in identifying and mapping attributes that are important to customers and evaluating the performance of existing digital marketing content. Through this analysis, PT Godongijo Asri can find out which attributes need to be improved to better satisfy customers, so that the digital marketing strategy implemented can be more effective in meeting the needs and expectations of customers.

RESEARCH METHODS

This study was conducted to measure the influence of *digital marketing content* on customersatisfaction at PT Godongijo Asri. The data used in this study came from primary and secondary data. Primary data was obtained directly from customers to PT Godongijo Asri throughquestionnaires and interviews. While secondary data was collected through literature, articles,journals, and previous research relevant to the topic of consumer satisfaction analysis using the SWOT analysis method, (Internal Factor Evaluation) IFE, (External Factor Evaluation) EFE, (Internal-External) IE Matrix, (Quantitative Strategic Planning Matrix) QSPM, and Importance Performance Analysis (IPA).

1. Sampling Techniques

The sample selection method used is by using the accidental sampling technique, a sampling technique based on coincidence, namely customers who accidentally meet researchers can be usedas samples. The sample respondents in this study were 100 people, namely respondents who had visited PT Godongijo Asri.

2. Data Collection Techniques

The first stage in this study, after knowing the results of the questionnaire, the value of the customer satisfaction variable is known. The next stage is to see the factors that must be maintained andimproved through the SWOT analysis method, (Internal Factor Evaluation) IFE, (External Factor Evaluation) EFE, (Internal-External) IE Matrix, (Quantitative Strategic Planning Matrix) QSPM, and using the Importance Performance Analysis (IPA) method with two variables represented by the letters X and Y, where: X is the level of company performance while Y is the level of customer importance. The level of importance of service quality is how important a service provided by the company is to customers for service performance. While the level of company performance is the result of the quality of service provided felt directly by its customers.
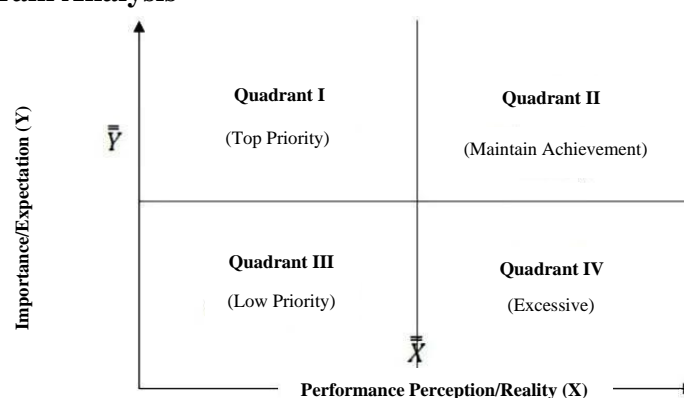
3. Cartesian Diagram Analysis

Figure 1. Cartesian diagram

The following is an explanation of the four quadrants in the Cartesian diagram:
1. Quadrant 1 (Top Priority)
   This quadrant contains various attributes that are considered important by customers but in reality these attributes still do not match customer expectations.
2. Quadrant 2 (Maintain Achievement)

This attribute has a high level of expectation and performance. Therefore, this attribute must be maintained because it is considered very important and provides satisfactory results.

3. Quadrant 3 (Low Priority)
Attributes in this quadrant are considered less important by customers and in reality their performance is not particularly special or just ordinary.

4. Quadrant 4 (Excessive)
In this quadrant, this attribute has a low level of expectation according to customers but has good performance, so it is considered excessive by customers.

RESULTS AND DISCUSSION

In an effort to understand more deeply about the influence of digital marketing content on customer decisions at PT Godongijo Asri, SWOT analysis is a very useful tool to identify various factors that influence the company's marketing strategy. By using this matrix, companies can determine general strategies that can be applied to take advantage of strengths and opportunities, and reduce weaknesses and threats faced (Evelyn, 2019). The following is Table 1 of the SWOT analysis at PT Godongijo Asri related to *digital marketing*:

Table 1. SWOT analysis of digital marketing of PT Godongijo Asri

Internal / **External**	**(Strength - S)**	**(Weakness – W)**
	1. Effective delivery of information through interesting and educational content. 2. The visual quality of the content is attractive 3. Reach a wide target market. 4. Fast social media response management	1. Digital marketing content requires regular updates. 2. The risk of inappropriate or incorrect content in conveying messages can affect the company's image. 3. Dependence on social media platforms
(Opportunities – O) 1. Increase thenumber of customers with promotions. 2. Increased use of social media among consumers. 3. Utilizing digital technology to expand marketing reach.	**(SO Strategy)** 1. Create interesting content to promote various activities and facilities at PT Godongijo Asri. 2. Take advantage of interactions on social media to spread positive reviews and customer testimonials. 3. Offer promotions	**(WO Strategy)** 1. Perform content updates by creating a scheduled content calendar. 2. Enhance analytical capabilities to understand different customer preferences. 3. Optimizing a website to attract customers who are looking for more specific information about it.

(Threats - T)	(ST Strategy)	(WT Strategy)
1. Competition with companies offering similar concepts.	1. Anticipating competition by highlighting uniqueness through high-quality content, such as	1. Reduce the risk of irrelevant content by performing quality control
2. Fluctuating trends that influence consumer interest. 3. The potential for negative feedback on social media to arise can affect the company's image if not handled properly.	photos and videos that depict unique experiences that can only be obtained at PT Godongijo Asri. 2. Using strong brand awareness to navigate trend fluctuations by creating relevant and engaging content. 3. Diversifying content across digital platforms to ensure content continues to reach a wide audience.	with content that matches the experience offered. 2. Overcome resource constraints by automating some aspects of digital marketing, such as content scheduling. 3. Develop mitigation strategies to address challenges such as seasonal declines in visits by creating engaging campaign content and highlighting special events or promotions.

Based on the SWOT analysis that has been made regarding the influence of digital marketing content on customer decisions at PT Godongijo Asri. The following are the results of the evaluation of external factors used to identify and assess the influence that is an opportunity and threat to the company.

The IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices consist of several elements, namely the weight column, rating, and total value. The total value is calculated by multiplying the weight by the rating. Filling in the weight and rating columns is done based on the results of grouping internal and external factors according to their level of importance. According to David (2009, in Astuti & Ratnawati, 2023) states that the IFE matrix functions to identify the strengths and weaknesses of the company, while the EFE matrix is used to analyze external factors that affect the company.

1. IFE (Internal Factor Evaluation*)*

Table 2. IFE (Internal Factor Evaluation*)*

Internal Factors	Weight	Rating	Weight Score
Effective delivery of facility information	0.20	4	0.80
The visual quality of the content is attractive	0.15	4	0.60
Reach a wide target market	0.15	4	0.60
Fast social media response management	0.15	3	0.45
Lack of consistent content updates	0.10	2	0.20
Risk of inappropriate or incorrect content in message delivery	0.10	1	0.10
Dependence on social media platforms	0.15	4	0.60
Total	1.00		3.35

2. EFE (External Factor Evaluation*)*

Table 3. EFE (External Factor Evaluation*)*

External Factors	Weight	Rating	Weight Score
Utilizing digital to increase brand awareness	0.20	4	0.80
Increased use of social media among consumers	0.20	4	0.80
Promotions can increase visits	0.20	4	0.80
Competition with similar places	0.10	2	0.20
Fluctuations in local tourism trends	0.15	2	0.30
The risks of changing algorithms on social media	0.15	2	0.30
Total	1.00		3.20

After analyzing the external conditions of the company, then identify the internal influences of the company. The analysis is used to assess the strengths and weaknesses that are owned, so that the company can optimize the existing potential and improve areas that are still lacking.

Based on the analysis results, the EFE weight score was 3.20 and the IFE weight score was 3.35. This shows that the company's position in the IE (Internal-External) matrix can be determined through several criteria by dividing three main areas based on the following scores:

a. Region I (Grow and Build*)*: EFE and IFE scores are above 2.50 (the recommended strategy is growth and development).

b. Region II (Hold and Maintain*)*: EFE and IFE scores are between 1.50–2.50 (the recommended strategy is to maintain).

c. Region III (Harvest and Divest*)*: EFE and IFE scores are below 1.50 (recommended strategy is harvest or divest).

3. IE Matrix (Internal-External*)*

The IE matrix is compiled based on the results of the IFE and EFE matrices. The purpose of the IE matrix is to determine the company's position in it, so that the company can know the general strategy that needs to be implemented. The following are the results of the IE matrix analysis.
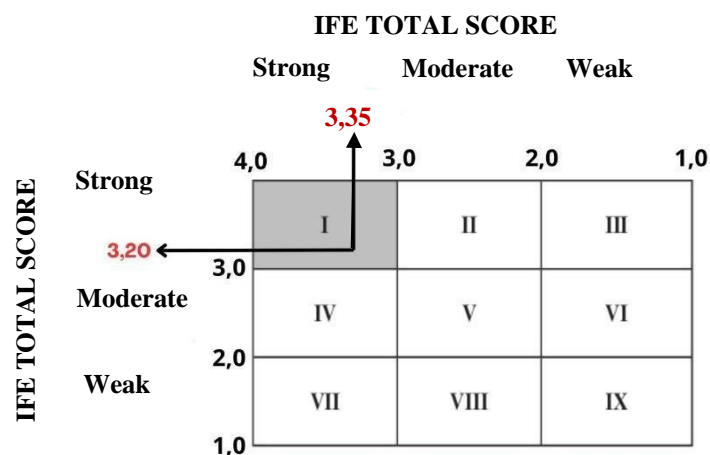

Figure 2. IE Matrix of PT Godong Ijo Asri

With an IFE score of 3.35 and EFE of 3.20, PT Godongijo Asri's position is in Region I (Grow and Build*)*. This means that the recommended strategy is to encourage growth and development, such as market expansion, product development, or investment in digital marketing.

3. QSPM (Quantitative Strategic Planning Matrix*)*

Quantitative Strategic Planning Matrix (QSPM) is created to select the most appropriate and profitable alternative strategies for the company. This matrix produces an attractiveness value for each strategy, so that the ranking of strategies that can be implemented by the company can be known. The following are the results of the analysis that has been carried out.

Table 4. QSPM (Quantitative Strategic Planning Matrix*)*

TAS	Strategy	Order of Priority
9.37	Using strong brand awareness to navigate trend fluctuations by creating relevant and engaging content.	Top Priority
9.28	Diversifying content across digital platforms to ensure content continues to reach a wide audience.	
9	Reduce the risk of irrelevant content by performing quality control with content that matches the experience offered.	
8.95	Develop mitigation strategies to address challenges such as seasonal declines in visits by creating engaging campaign content and highlighting special events or promotions.	
8.9	Optimizing a website to attract customers who are looking for more specific information about it.	Advanced Priority
8.8	Anticipating competition by highlighting uniqueness through high-quality content, such as photos and videos that depict unique experiences that can only be obtained at PT Godongijo Asri.	
8.75	Enhance analytical capabilities to understand different customer preferences.	
8.57	Overcome resource constraints by automating some aspects of digital marketing, such as content scheduling.	
8.2	Perform content updates by creating a scheduled content calendar.	Last Priority
7.65	Leverage social media interactions to spread positive reviews and customer testimonials.	
7.37	Create engaging content to promote various activities and facilities at PT Godongijo Asri.	
6.73	Offering promotions	

Based on the results of observations of the QSPM (Quantitative Strategic Planning Matrix*)*, the strategy with the highest TAS (Total Attractiveness Score*)* value of 9.37 was obtained, namely, using strong brand awareness to deal with trend fluctuations by creating relevant and interesting content is a strategy that can be prioritized by the company.

4. IPA (Important Performance Analysis*)*

The number of questionnaires distributed to respondents is 100 respondents. In the questionnaire there are question attributes to determine the influence of digital marketing content on customer satisfaction at PT Godongijo Asri. The following are details of the respondents who have filled out the questionnaire:

1. Number of questionnaires distributed: 100
2. Number of questionnaires that can be processed: 100 (Valid).

Based on the results, each variable consists of several attributes that are measured to analyze customer satisfaction with digital marketing content. Indicators in research instruments are variables that are measured or observed to describethe concept or phenomenon to be studied by providing concrete instructions on how to measureor observe more abstract concepts. These indicators help in operationalizing the variables in the study.

Table 5. Research Instrument Attributes

Satisfaction	Indicator	Information
Content Quality	1. Visually engaging social media content 2. Social media content is easy to understand 3. Promotional information is conveyed clearly and in detail. 4. Clarity of information regarding products and services on the website 5. High quality video and image content	1,2,3,4,5
User Interaction	1. Social media admin response is fast and responsive 2. Service friendly and professional online customer service *3.* Ease of finding information through social media and websites	1,2,3,4,5
Content Accessibility	1. Website and social media are easily accessible 2. Website loading speed	1,2,3,4,5
Decision to Visit	1. Digital promotional content influences customer decisions 2. The information available influenced customer to come 3. Social media and websites help in choosing services or products.	1,2,3,4,5

All of these indicators will help researchers in designing questionnaires or other data collection tools to collect the information needed to answer the research questions. If valid attributes have been determined, the final questionnaire is prepared where the questionnaire is distributed to 100 respondents. Assessment Criteria for Each Attribute:

1. 0.81 - 1.00 (Very Good)
2. 0.66 - 0.80 (Good)
3. 0.51 - 0.65 (Quite Good)

4. 0.35 - 0.50 (Not Good)
5. 0.00 - 0.34 (Very Poor)

Table 6. Results of respondents assessment of consumer satisfaction performance attributes

No Attribute	Attribute	Score	Customer Satisfaction Performance
A1	Visually engaging social media content	83.66	Very good
A2	The social media content displayed is easy to understand	81.62	Very good
A3	Promotional information is conveyed clearly and in detail	78.83	Good
A4	Clarity of information regarding products and services on the website	70.87	Good
A5	High quality video and image content	74.89	Good
A6	Social media admin response is fast and responsive	76.51	Good
A7	Friendly and professional online customer service	79.10	Good
A8	Ease of finding information through social media and websites	78.34	Good
A9	Website and social media are easily accessible	82.37	Very good
A10	The loading speed when opening the website has no problems	79.39	Good
A11	The influence of digital marketing content on the decision to visit	86.89	Very good
A12	The ability of content to increase interest in recommending PT Godongijo Asri to others	91.11	Very good

Based on the results of the analysis, there are 7 service quality attributes that are still classified as good, thus it is expected that PT Godongijo Asri can improve these attributes, including:
1. A3, Add product and service descriptions to promotional content. Create clear and detailed guidelines, and update promotional information regularly on social media and websites so that the audience better understands the promotions offered.
2. A4, Information about products and services on the website can be improved and explained more fully.
3. A5, Video and image content uploaded on social media can be improved further. Make sure the videos and images used have high resolution and good quality to increase the visual appeal of the content in terms of video capture and resolution.
4. customer service training for social media admins. Increase the number of admins or shift schedules if needed, so they can respond faster and more responsively
5. A7, Provide soft skills training for customer service. This can include how to handle complaints in a friendly and professional manner, to make the customer experience more positive.
6. A8, Create well-organized content, and make sure the search feature on the website makes it easy for customers to find the information they need.

7. A10, Optimize website speed. By auditing website content such as large images or videos, and make sure the posting platform used is appropriate to reduce loading time.

Table 7. Test Results for Consumer Satisfaction Performance Attributes that are Classified as Good

No Attribute	Attribute	Score	Customer Satisfaction Performance
A3	Promotional information is conveyed clearly and in detail	78.83	Good
A4	Clarity of information regarding products and services on the website	70.87	Good
A5	High quality video and image content	74.89	Good
A6	Social media admin response is fast and responsive	76.51	Good
A7	Responsive and professional online customer service	79.10	Good
A8	Ease of finding information through social media and websites	78.34	Good
A10	loading speed when opening the website	79.39	Good

Table 8. Average value

No Attribute	Performance Score (X)	Performance Level (Xi)	Importance Score (Y)	Level of Interest (Yi)
A1	384	3.84	459	4.59
A2	373	3.73	457	4.57
A3	365	3.65	463	4.63
A4	326	3.26	460	4.60
A5	340	3.40	454	4.54
A6	355	3.55	464	4.64
A7	371	3.71	469	4.69
A8	369	3.69	471	4.71
A9	383	3.83	465	4.65
A10	362	3.62	456	4.56
A11	401	4.01	461	4.61
A12	410	4.10	450	4.50
Total	4439	44.39	5529	55.29

The values of X and Y are the average values obtained from 100 respondents who have filled out the questionnaire related to the assessment of performance level (X) and level of importance (Y). The value (Xi) is obtained from the results of the assessment of performance level (X) divided by 100 respondents. Meanwhile, the value (Yi) is obtained from the results of the assessment of level of importance (Y) divided by 100 respondents.

Based on the calculation results, it shows that the average value of X and Y is 44.39 and 55.29. This average value is obtained from the average sum of Xi and Yi which is then divided by 12 attributes. This value will be used as a dividing boundary in the Cartesian diagram, where

the boundary line will be formed at the intersection between the average values of Xi and Yi, which is shown in Figure 3.
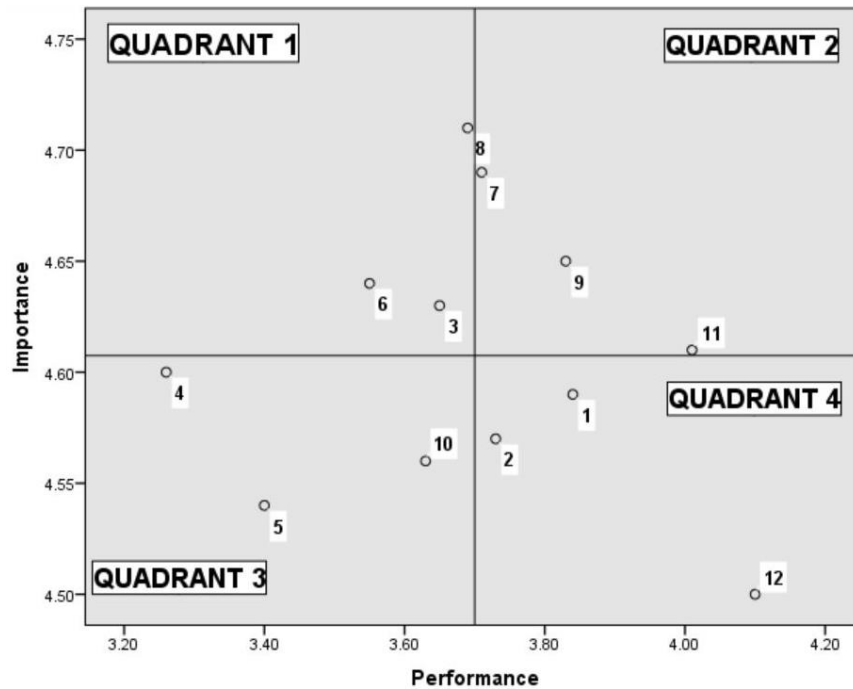

Figure 3. Cartesian diagram

Based on the attribute indicator mapping in Figure 3. In the Cartesian diagram above, the description of each quadrant is as follows:

Table 9. Quadrant 1 (Top Priority)

Quadrant 1	Attribute
A3	Promotional information is conveyed clearly and in detail.
A6	Social media admin response is fast and responsive
A8	Ease of finding information through social media and websites

In this quadrant, there are several attributes that are considered important by visitors, but in reality, these attributes still do not meet customer expectations.

Table 10. Quadrant 2 (Maintain performance)

Quadrant 2	Attribute
A7	Responsive and professional online customer service.
A9	Websites and social media are easily accessible.
A11	The influence of digital marketing content on the decision to visit.

In this quadrant, there are factors that are considered important and expected as supporting factors for consumer satisfaction that are in accordance with what is felt so that PT Godongijo Asri is obliged to maintain this performance achievement.

Table 11. Quadrant 3 (Low priority)

Quadrant 3	Attribute
A4	Clarity of information regarding products and services on the website.
A5	High quality video and image content.
A10	The loading speed when opening the website.

In this quadrant, there are attributes that are considered to have a low level of perception and

are not very important or do not need to be expected by customers so that PT Godongijo Asri does not need to prioritize or pay more attention to these attributes.

Table 12. Quadrant 4 (Excessive)

Quadrant 4	Attribute
A1	Social media content is visually appealing.
A2	The social media content displayed is easy to understand.
A12	The ability of content to increase interest in recommending PT Godongijo Asri to others.

In this quadrant, there are attributes that are considered not very important by customers so that PT GodongIjo Asri is better off allocating resources related to these attributes to other attributes that have a higher priority level.

CONCLUSION

This study shows that digital marketing content has a significant influence on customer satisfaction at PT Godongijo Asri. By involving 100 respondents and using the SWOT analysis method, (Internal Factor Evaluation) IFE, (External Factor Evaluation) EFE, (Internal-External) IE Matrix, (Quantitative Strategic Planning Matrix) QSPM, and Importance Performance Analysis (IPA), it was found that interesting and informative content can increase visitors' positive perceptions of this tourist destination.

Internal company analysis shows that PT Godong Ijo Asri is in Region I (Grow and Build) in the IE Matrix, indicating the need for growth and development strategies. Recommended priority strategies include increasing brand awareness to create more engaging content and diversifying content across digital platforms.

Although many attributes are considered good, there are some areas that need improvement, such as clarity of information and website loading speed. Therefore, the company is advised to continue to improve the quality of digital marketing content and make regular updates in order to meet customer expectations and attract more visitors to this tourist destination.

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