

ISSN : 2580-3220, E-ISSN : 2580-4588
J. Mandiri., Vol. 5, No. 1, Juni 2018 (12 - 20)
©2017 Lembaga Kajian Demokrasi
dan Pemberdayaan Masyarakat (LKD-PM)
DOI: <https://doi.org/10.33753/mandiri.v5i1.167>



**Implementation Strategy of Digital Marketing Tourism Bus Rental Satisfaction
in the New Normal
[Evidence PO Juragan 99 Malang]**

Shela Indah Savitri

Economic Faculty, Pamulang University
dosen02583@unpam.ac.id

Indri Kharisma

Economic Faculty, Pamulang University
dosen02474@unpam.ac.id

Ananda Hadistia

Economic Faculty, Pamulang University
dosen02397@unpam.ac.id

Abstract

The purpose of this study is to determine and describe the attitudes and responses of entrepreneurs to the PO Juragan 99 tourism bus rental business in the new era of normality, to know and describe the digital marketing strategies related to bus rental PO Juragan 99 and to find out and describe the extent of the implications of the digital marketing strategy. PO Juragan 99 bus rental in the new era of normality to achieve customer satisfaction. This study uses a qualitative method. Primary data is the main data or base used in this study. The main data obtained from this study is primary data because it is directly from the respondent's data. Data taken from interviews, observation and documentation. Data analysis was performed using 4 (four) stages, namely data collection, data reduction, data presentation, and drawing conclusions. The outputs produced in this study are managerial implications in managing effective business strategies in real time and theoretical implications of the influence of digital marketing strategies on customer satisfaction of PO Juragan 99. Theoretically, the results of this study will add insight, especially in the field of developing digital marketing strategies to obtain customers satisfaction in the new era of normality.

Keywords : Business, Businessman, Customer Satisfaction, Digital Marketing, Tourism Bus

INTRODUCTION

The Covid-19 pandemic that never ends makes all business elements suffer losses. Even some business people have closed their businesses for a while. Business people, especially public transportation, also experience the same thing, one of

which is PO Juragan 99 Trans, as one of the companies that provides tourism buses in Malang is said to be almost collapsed. Bus companies are increasingly being eroded in the pandemic era following restrictions on social activities and the closure of several tourist attractions. This caused

bus orders to decrease drastically and arguably less orders. Seeing this condition, PO Juragan 99 Trans is preparing a number of strategies so that their business can return to normal. Based on the above background, the problems can be formulated as follows: 1. What are the attitudes and responses of business people regarding the PO Juragan 99 tourism bus rental business in the new normal era? 2. What is the digital marketing strategy for bus rental PO Juragan 99? 3. What is the influence of the digital marketing strategy implications on the PO Juragan 99 tourism bus rental in the new era of normality to achieve customer satisfaction?

Efforts to gain attention and retain customers in the new era of normality are very important efforts to continue, especially for PO Juragan 99 businessman in the midst of the Covid 19 pandemic because the business world conditions have declined sharply. Customer satisfaction is known as a form of customer response to the complement and utility of a product or service. When customers feel that their hopes and needs are met when using a product or service, the customer will feel satisfied.

Efforts to meet customer satisfaction PO Juragan 99 are an action that must be carried out continuously and require high creativity to produce variety and uniqueness add to the variety of customer experiences in order to maintain fulfillment of customer satisfaction. The results of the efforts made by businessman, especially PO Juragan 99, are to bring up various types of tourism transportation that provide a variety of choices for customers according to health protocols, so that customers can choose and compare between one transportation means of transportation according to their needs. The increasing diversity and number of means of transportation on the market causes businessman to experience fierce competition, which demands increasingly tough business through various business strategies to be able to survive and win the competition, especially in the new era of normality.

Previous research that has a positive relation-

ship is research conducted by Diana Rapisari (2016) which suggests that there is a positive relationship between the implementation of digital marketing strategies and increased customer satisfaction. Research by Mohamad Trio Febriyanto and Debby Arisandi (2018) on the use of digital marketing which has a positive effect on Micro, Small and Medium Enterprises in the Era of the Asean Economic Community. Research on the positive influence related to digital marketing systems, Theresia Pradiani (2017) on increasing the sales volume of home industrial products. Based on several previous studies, it will be further explored with the application of digital marketing strategies at PO Juragan 99 Trans Malang, especially related to innovation and capital for the application of digital marketing which has never been discussed in previous studies. The new era of normality is indeed an unusual thing for businessman because they have to start getting used to business routines in the midst of the ongoing Covid 19 pandemic. Businessman are required to be sensitive for technological sophistication and are required to comply with a series of health protocol rules established by the government. Therefore, businessman is required to be more creative and innovative than before the pandemic.

Previous research that has a negative relationship is research conducted by Aliami, Hakimah, dan Fauji (2018) which suggests that the impact of digital management marketing at start - up does increase start - up revenue but because lack of focus from start-ups on data-based business management and capabilities provide content and respond quickly to the content that has been provided making new entrepreneurs (start-ups) not yet getting the maximum results from management of digital marketing. Research Nirwana dan Biduri (2021) stated that implementation of digital marketing in development of industry 4.0 at MSMEs at Sidoarjo Regency is still not implemented this is due to lack training, venture capital, human resources, unfulfilled development strategies, traditional business characteristics as well high consulting fees. Research Scout, Putri, dan

Mulyawan (2020) can be seen interest of UMKM players for using digital marketing deep market their product only cannot be done optimally who experienced obstacles several actors impatient in waiting for profit results obtained, MSME actors feel that the sales increase is overperceived from conventional sales them, this happens because of the perpetrator MSMEs are not well informed about the influence of promotion management interesting on digital media.

Customer satisfaction is known as a form of customer response to the complement and utility of a product or service. According to (Meson, 2018), "the influence of the development of digital marketing technology in Indonesia has led to the emergence of e-commerce or online marketplaces that provide the convenience of shopping for goods or services with effective and optimal services." The most relevant business strategy and able to answer challenges in the new era of normality when market competition is increasingly active to rebuild its business is a business strategy that is able to accommodate market criteria through the use of various types of facilities and infrastructure, especially the PO skipper 99 tourism bus which is also progressing and developing accordingly with health protocols.

The new era of normality is indeed an unusual thing for business people because they have to start getting used to business routines in the midst of the ongoing Covid 19 pandemic. Business people are required to be sensitive to technological sophistication and are required to comply with a series of health protocol rules established by the government. Therefore, business people are required to be more creative and innovative than before the pandemic. It is only natural for businessman, especially the tourism bus transportation business, to innovate and make all improvements in order to achieve customer satisfaction so that business activities can continue to survive in the new era of normality. Of course, by implementing a bus fleet in accordance with health protocol

standards. Effective that is no less important is implementing a strategy to use capital for digital marketing applications to increase competitiveness and rental power of the community continue to entrust their vacations or tourist activities by ordering a tourist bus online at PO Juragan 99 .

Based on the background, researcher conducted a research entitled: "The Strategy of Digital Marketing Implementation Against Satisfaction of Tourism Bus Rentals in the New Normal Era (Case Study of PO Juragan 99 Malang)".

METHOD

This research was conducted using a qualitative descriptive approach, where the data obtained will be analyzed and described qualitatively. A qualitative approach is data obtained through research in the form of interviews, observations, containing reliable / honesty, objective and accountable information. This qualitative approach is used as a reference for research that produces descriptions in the form of words both written and spoken of people and observable behavior. Respondents in this study are parties who are directly or indirectly related to marketing activities at the PO Juragan 99 Trans office. Based on the results of observations and research that have been carried out. In table 1 showing . data on respondents of po juragan 99 trans is presented in the following section:

Table 1. Data on Respondents of PO Juragan 99

Trans			
Respondent	Active	Total	Percentage
Businessman	1	1	5%
Administrator	1	1	5%
Marketing Division	3	3	15%
Driver	10	10	50%
Random visitors	5	5	25%

In the figure 1 showing respondent data is presented in the following section:

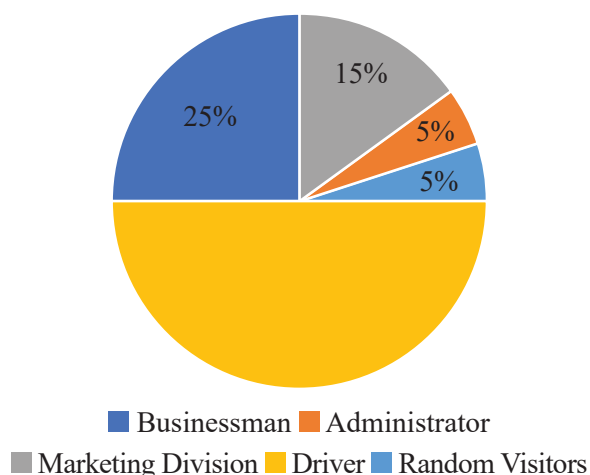


Figure 2. Respondent

Based on Table 1 and Figure 1, it is known that the number of respondents is divided into 5 parts, namely the owner as many as 1 person, 1 person in the Management, Marketing Division 3 people, 10 drivers and visitors randomly as many as 5 people. The number of owners as well as business actors and employees of PO Juragan 99 Trans consists of people who are still active as owners and active as employees of PO Juragan 99 Trans. The number of active visitors consists of visitors who attend and have ordered PO Juragan 99 Trans bus rental services.

Qualitative research is more a form of words than a series of numbers. Qualitative data are the source of a broad and well-founded description and contain descriptions of processes occurring within the local scope. With qualitative data, we can find out digital marketing strategy for satisfaction tourism bus rental in the face new normality of PO Juragan 99 Malang. In this case, the data collection process used 3 (three) main methods which are interrelated and complementary, namely;

Firstly, the interview method is a method of collecting data by means of communication, namely through contact or personal relationships between data collectors (interviewers) and data sources (respondents) (Rianto Adi, 2004: 72). The interview used in this research is Indep Interview (in-depth interview) which was conducted with the leadership of PO Juragan 99 Malang, the deputy head of PO Juragan 99 Malang, market-

ing employees and tourism bus customers.

Secondly, documentation, namely data collection through written legacy in the form of archives (letters, diaries, and reports), books, agendas and others that already exist (Rianto, 2004). In this research, documents such as letters, reports, are taken from existing data in the form of tourism bus departure activity agendas, PO Juragan 99 tourism bus rental reports, new bus fleet specification reports adapted to social distancing, tourism bus rental booking reports. , the results of supervision and digital marketing tools.

Thirdly, that researchers make observations or direct observations of the object under study within a period of several days. Observation technique is an activity that focuses attention on an object by using all the sense organs. The observation method is used to obtain an overview of the digital marketing strategy on the satisfaction of the PO Juragan 99 tourism bus rental in the face a new era of normality.

For make sure validity of the data obtained, in this study researchers used triangulation techniques. Triangulation is a technique of checking the truth of a data by comparing it with data obtained from other sources, in the field research phase, at different times. In this study, researchers used two triangulation techniques: source triangulation and method triangulation.

Triangulation of sources means comparing and rechecking the degree of confidence of information obtained through time and tools in qualitative research (Meleong, 2017). According to Patto (Meleong, 2017) there are two strategies, namely (1) checking the degree of data collection, and (2) checking the degree of confidence of several data sources using the same method.

The data presented is in accordance with what is being researched, the meaning of this research is limited to the model used in handling complaints, obstacles and the efforts made to overcome obstacles in handling complaints. Drawing conclusions or verification is a review of records in the field or conclusions can be viewed as which appear from the data that must be verified, its robustness

is its validity (Miles, 1992: 19). The conclusion in this study is a review of the notes obtained by researchers in the field, and then the data is re-interpreted through the researchers' thoughts and conclusions are drawn. In the figure 2 showing data analyst stages is presented in the following section:

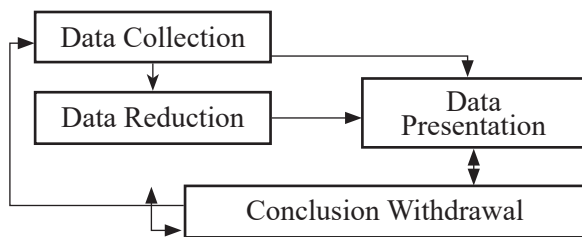


Figure 2. Data analysis stages

RESULTS

Digital Marketing became the main strategy that was widely applied in world business in 2014 and until now it has started to develop rapidly. Digital marketing is not a concept that focuses on technology, but humans (marketers), namely how to understand humans (marketers), how to use technology in building relationships with other

humans (customers) to build and significantly increase sales (Ryan ,2014).

Digital marketing using sophisticated technology is very useful in providing added value, this also affects product marketing so that it can be enjoyed in real time by customers and makes it easier for customers to make purchase transactions so that they can create a customer experience in terms of purchasing through the market place.

The results of this study are supported by previous qualitative research by Diana Rapisari (2016) which states that her research has a positive relationship between the implementation of digital marketing strategies and increased customer satisfaction. Based on the results of interviews with respondents PO Juragan 99 and from the results of this study, it is known that digital marketing strategies have a positive impact on customer satisfaction of PO Juragan 99 in the new normal era according to previous research conducted by Diana Rapisari (2016). In the table 2 showing respondents' opinions regarding the implementation of digital marketing strategies is presented in the following section:

Table 2. Respondents' Opinions Regarding the Implementation of Digital Marketing Strategies

Positive Opinions	Negative Opinions
1. "The growth and development of a business depends on how a business actor has leadership traits to lead his subordinates or employees in relation to uncertain situations, especially in the new era of normality." 2. "We must be able to keep trying to make innovation from every failure, successful business people are business people who are persistent or never give up even though they need a process to adapt to digital technology." 3. "If we start a small business then we are diligent about it, it is not impossible that it will be big and have employees who are even able to expand by developing digital marketing strategies through e-commerce, the leaders here have a very important role in business continuity"	1. "There is no direct success in the online business, all must have experienced a failure stage in adapting" 2. "If you want to be a successful business person, we have to rise from failure, fail to try again, fail to try again, don't just stand by." 3. "How do you want to start a business if you don't have the money to expand your online business, especially in the new era of normality"

4. "One of the characteristics in developing a business is good leadership in spreading the wings in starting an online business so that it can survive during the pandemic conditions are still ongoing. A good leader is able to work together to achieve the desired goals "
5. "In my opinion, one of the characteristics that business people need to have is the courage to take risks, one of which is developing an e-commerce business so that customers can immediately get information on bus rental services in real time plus fast response access from the admin in order to create customer satisfaction. If you only play in the comfort zone it will be difficult to develop. "
6. One of the differences between ordinary people and business people is the courage to take risks because in the business world there is uncertainty, especially in the new era of normality. For this reason, the adaptation is carried out by implementing a digital marketing strategy, namely online business through websites or social media, balanced with fast service providers without time limits. "
7. "Capital in doing business is very important. But not all businesses have to start with large capital, especially if online as a reseller you can take advantage of the market place. "
8. "Capital is important in doing business, but capital here can also be in the form of digital marketing innovation, creative ideas in providing maximum service, including preparing a fleet with social distancing facilities to customers so that customer satisfaction is achieved in the new era of normality."
9. "Capital is important in doing business, but capital here can also be in the form of digital marketing innovation, creative ideas in providing maximum service, including preparing a fleet with social distancing facilities to customers so that customer satisfaction is achieved in the new era of normality."
4. "Capital is related to finance. Business people must be smart in managing finances for the continuity of their business, especially if they have a special IT team to manage online businesses, they need additional funds to pay them. "
5. "You have to have capital first, then you can start a business so you can survive in the midst of the pandemic and continue to adapt in the new era of normality."
6. "The key from the start of a business is in the capital you have, especially if you want to adapt to technological sophistication, you need large funds to buy equipment, even pay IT employees, including buying a special website domain for your own business, even additional funds for capital city endorsements to help promote services. PO Juragan 99 Trans bus rental "

Source : Primary Data, 2021

A positive opinion from one of the informants that a good leader will bring business success to his employees because he is sensitive to the

sophistication of technology in implementing digital marketing. If a leader cannot do that, then good leadership will not be fulfilled in business.

DISCUSSIONS

One thing that distinguishes between ordinary people and businessman is the courage to take risks because in the business world there is uncertainty, especially in the new era of normality. For this reason, the adaptation is carried out by implementing a digital marketing strategy, namely online business through websites or social media, balanced with fast service providers without time limits. This further explains that one of the characteristics a business person must have is the courage to take risks and be able to adapt to technology in the new era of normality.

"In my opinion, one of the characteristics that businessman need to have is the courage to take risks, one of which is developing an e-commerce business so that customers can immediately get information on bus rental services in real time plus fast response access from the admin to create customer satisfaction. If you only play in your comfort zone, it will be difficult to develop," said another informant. This is in line with the theory put forward by (Kotler, 2017) if performance exceeds expectations, the customer is very satisfied or happy. In the table 3 showing theoretical implications and managerial implications is presented in the following sections:

Table 3. Theoretical Implications and Managerial Implications

Positive Opinions	Negative Opinions
1. This research creates a business success model by combining the knowledge of digital marketing strategies with customer satisfaction orientation.	1. This research has provided information which is useful and valuable insight for PO Juragan 99 and can find out the role of digital marketing strategies in developing business, increasing innovation and being proactive in managing tourist bus rentals so they are able to face competition.
2. This study provides a model of the relationship between digital marketing and customer satisfaction so that it can be used in the theory of development of PO Juragan 99 for the context of developing countries, namely Indonesia, especially in the new normal era.	2. This study benefits from the importance of increasing business knowledge, which is one of the factors influencing success in business.
3. Research has provided knowledge of the importance of developing PO Juragan 99 with digital marketing as intangible capital in addition to other capital and this finding can be developed for the business world in the future, especially in the new normal era.	3. Knowing the benefits of the digital marketing strategy which turned out to have a big contribution in assessing the business performance of PO Juragan 99, so it is very important to develop these things in the new normal era.
4. This study seeks to minimize the shortage of studies in the domain of digital marketing strategies, especially PO Juragan 99 from the perspective of developing countries.	4. The results show that the importance of a digital marketing strategy for the success of maintaining a business during a pandemic, even in the new normal era, can be used as input for the owners of PO Juragan 99 in the future.

Source : Primary Data, 2021

In the table 4 showing digital marketing media is presented in the following sections:

Table 4. Digital Marketing Media

Website	Instagram

CONCLUSION

Based on the results of this study it can be concluded that the researcher be able to know and describe the attitudes and responses of entrepreneurs regarding the PO Juragan 99 tourism bus rental business in the new normal era. Researcher can find out and daescribe the digital marketing strategy in the PO Juragan 99 tourism bus rental. Researchers can find out and describe the extent of the implications of the digital marketing strategy on bus rental PO Juragan 99 in the new era of normality to achieve customer satisfaction. Based on the results of interviews with several informants and research that has been conducted, it is known that the implementation of digital marketing strategies is related to customer satisfaction of PO Juragan 99 Trans in the new era of normality. "If we start a small business then we can work on it, it is not impossible that it will become big and have employees who are even able to expand by developing digital marketing strategies through e-commerce, the leaders here have a very important role in business continuity." This is in line with the opinion (Ryan, 2014: 4) that a technology underlies the birth of the concept of digital marketing.

ACKNOWLEDGEMENT

Researchers praise and thank God Almighty who has given His grace and gifts so that researchers can complete the final report of the Beginner Lecturer Research with the title "Digital Marketing Implementation Strategies on Tourism Bus Rental Satisfaction in the New Normal Era (Case Study of PO Juragan 99 Malang) ”.

The researcher realizes that the preparation of this report can not be separated from guidance, encouragement and assistance from various parties. On this occasion, the researcher would like to express his gratitude and highest appreciation to:

1. Dr. (H.C). Drs. H. Darsono, as Chairman of the Sasmita Jaya Group Foundation.
2. Dr. E. Nurzaman AM, M.M, M.Si. as the Chancellor of Pamulang University.
3. Dr. Ali Maddinsyah, SE, M.M. as chairman of the Institute for Research and Community Service, Pamulang University.
4. Dr. H. Endang Ruhiyat, SE., M.M., CSRA., CMA as Dean of the Faculty of Economics, Pamulang University.
5. Dr. Kasmad, S.E., M.M. as the Head of the Pamulang University Management Study Program.

6. All parties who have provided enthusiastic encouragement and assisted researchers so that this research can be completed on time.

Researchers are fully aware that in conducting this research there are still many deficiencies and imperfections in this study. For this reason, researchers expect constructive criticism and suggestions for the perfection of the writing of this research report.

REFERENCES

- Abiyyuansyah, F., Kusumawati, A., & Irawan, A. (2019). Analisis Implementasi Strategi Content Marketing Dalam Meningkatkan Customer Engagement (Studi Pada Strategi Content Marketing Amstirdam Coffee Malang). *Jurnal Administrasi Bisnis*, 73(1), 78-87.
- Aliami, S., Hakimah, E. N., & Fauji, D. A. S. (2018). DAMPAK PENGEMBANGAN PEMASARAN DIGITAL PADA START-UP'S (STUDI KASUS PADA WIRAUSAHA BARU). *Jurnal Ekonika: Jurnal Ekonomi Universitas Kediri*, 3(1), 73-87.
- Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan digital marketing bagi usaha mikro, kecil dan menengah pada era masyarakat ekonomi ASEAN. *Jurnal Riset Manajemen dan Bisnis Dewantara (JMD)*, 1(2), 61-76.
- Kotler, P. (2017). *Marketing for competitiveness*. Bentang Pustaka.
- Laluyan, G. I., Wibowo, I., & Setiorini, A. (2019). IMPLEMENTASI DIGITAL MARKETING TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN JD. id Jakarta. *Jurnal Manajemen Bisnis Krisnadwipayana*, 7(3).
- Lestari, P., & Saifuddin, M. (2020). IMPLEMENTASI STRATEGI PROMOSI PRODUK DALAM PROSES KEPUTUSAN PEMBELIAN MELALUI DIGITAL MARKETING SAAT PANDEMI COVID'19. *Manova (Jurnal Manajemen dan Inovasi)*, 2(2).
- Meleong, J. L.(2017). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.
- Nirwana, N. Q. S., & Biduri, S. (2021). Implementasi Digital Marketing Pada UMKM Di Era Revolusi Industri 4.0 (Study Pada UMKM Di Kabupaten Sidoarjo). *BALANCE: Economic, Business, Management and Accounting Journal*, 18(1), 29-35.
- Nurrohman, T. (2019). Implementasi Digital Marketing Komunitas# Ayokedamraman Sebagai Strategi Pengembangan Objek Wisata Dam Raman Kota Metro (Doctoral dissertation, IAIN Metro).
- Pramawati, I. T., Putri, K. M. D., & Mulyawan, A. (2020). Implementasi Digital Marketing Pada UMKM di Kabupaten Klungkung dalam Meningkatkan Profit. *Jurnal Pendidikan Ekonomi Undiksha*, 12(2), 263-275.
- Pranawa, I. P. L. A., & Abiyasa, A. P. (2019). Digital Marketing dan Hedonisme Dalam Pengambilan Keputusan Pembelian. *Jurnal Manajemen Bisnis*, 16(4), 58-74.
- Pramesti, C. (2020). PENELITIAN KUANTITATIF. ANALISIS PERSEPSI PELANGGAN ATAS IMPLEMENTASI DIGITAL MARKETING PADA PT REASURANSI NASIONAL INDONESIA DI JAKARTA (Doctoral dissertation, Politeknik APP Jakarta).
- Putri, A. M., & Ruliana, P. (2019). STRATEGI KOMUNIKASI BISNIS DALAM MENINGKATKAN KEPUASAN TENANT. *Inter Script: Journal of Creative Communication*, 1(1).
- Rapitasari, D. (2016). Digital Marketing Berbasis Aplikasi Sebagai Strategi Meningkatkan Kepuasan Pelanggan. *Cakrawala: Jurnal Litbang Kebijakan*, 10(2), 107-112.
- Ryan, D. (2014). *The best digital marketing campaigns in the World II*. Kogan Page Publishers.