



Potentiality of Digital Marketing in Improved Customer Loyalty on MSMEs Products in India

Naveena K

Research Scholer, Dept of PG Studies and Research in Commerce, Rani Channamma University,
Belagavi-591156, Karnataka, India

&

Assistant Professor, Department of Commerce, Government First Grade College, Beedi,
Khanapura Taluk, Belagavi District-591106

Dr. Manjunatha K

Assistant Professor, Dept of PG Studies and Research in Commerce,
Rani Channamma University PG Centre, Toravi, Vijayapur-586108, Karnataka, India

DOI : <https://doi.org/10.5281/zenodo.17307605>

ARTICLE DETAILS

Research Paper

Accepted: 22-08-2025

Published: 20-09-2025

Keywords:

*Digital Marketing, MSMEs,
Customer Loyalty*

ABSTRACT

Analysing the potential of digital marketing to boost customer loyalty among consumers of MSME products is crucial as a key aspect of the study. Grasping customer preferences and requirements is essential for companies to create improved digital marketing material. This allows them to enhance customer interaction and decrease competition. In accordance with the previously mentioned, the research utilized five distinct elements in conjunction with digital marketing and customer loyalty. The study utilized the convenience sampling method to obtain the necessary data. Moreover, the PLS-Sem method was employed to examine the collected data to evaluate the validity of the proposed hypothesis. In these cases, a total of 199 responses were collected from digital marketing users in Karnataka who took part in this study. The findings revealed that digital marketing has a substantial impact on brand awareness, customer experience, customer support, product value, and customer satisfaction; nonetheless, none of these factors can enhance customer loyalty among MSME product purchasers.



Furthermore, this research offers significant insights for content creators, policymakers, innovators, manufacturers, and others.

1. Introduction

The MSME sector in India has become a vital part of the economy in the past fifty years. It fosters entrepreneurship, generates employment opportunities, and backs key industries, contributing to overall industrial development. MSMEs are expanding across various industries, providing a diverse range of products and services to meet the demands of both local and global markets. In India, MSME stands as the second largest employer after agriculture and contributes to the development of the non-farm sector by promoting industrialization in rural areas. They empower marginalized and vulnerable communities and play a vital role in promoting inclusive growth. The Indian Micro, Small, and Medium Enterprise (MSME) sector holds a crucial position in global development, providing a wide range of competitive goods. However, MSMEs in remote areas face challenges like limited market access, poor digital infrastructure, and a lack of technological expertise. Digital marketing includes social media, e-commerce, SEO, and analytical marketing etc, helping to overcome these challenges. Digital marketing allows MSMEs to thrive in the current digital era by broadening their market reach, improving marketing effectiveness, and strengthening customer relationships (Purnama & Panggabean, n.d.). The digital economy significantly enhances competitiveness, particularly through digital marketing, which is crucial for development and strategies aimed at customer loyalty. Digital strategies and online marketing have become essential in the efforts to engage and retain internet users (García et al., 2019). The expansion of digital marketing in recent years has created a distinct challenge for professionals in marketing and information systems management. Digital offerings and services, such as visuals and internet banking, emphasize data and necessitate comprehension of customer information satisfaction. Online individual purchasers of digital goods prioritize different elements of information satisfaction, highlighting the importance of customer information satisfaction in digital marketing (Wang et al., 2001).

According to the evidence provided earlier, it is clear that digital marketing has significantly influenced the market reach of MSMEs products, yet it still falls short of expectations. Additionally, customers persist in exhibiting minimal interest in digital marketing due to insufficient awareness and attraction. There is limited research evidence available to tackle this issue. Consequently, the present study sought to conduct an empirical investigation into the effectiveness of digital marketing in improving customer loyalty for MSME products.



The structure of the study begins with the introduction and problem statement, then moves on to section 2, which encompasses the literature review, development of the research model, and formulation of the hypothesis. Later, section 3 emphasizes the progression of the research methodology. Following that, section 4 will focus on validating the structural model. Thereafter, section 5 will address the discussion and the conclusion. Subsequently, section 6 covers theoretical and practical implications, while section 7 concludes with limitations and suggestions for future research.

2. Literature Review

Digital marketing in marketing of MSMEs products.

Abundant traditional knowledge and principle of sustainable development leverage Indian MSMEs to boost their production activities. Emphasis on urbanisation, inclusive growth and digitalisation provide huge chances for MSMEs to concur their desired objectives (Chakravarthy et al., 2023). Digital marketing tools plays a significant role on the sale of MSMEs product in online market network, fuelled by internet access. It allows vendors to promote their product via online by simply uploading images to social media or various marketplaces, while also allowing customers to access catalogues and images without physical display of them (Ariska et al., 2022). Digital marketing significantly boosts the marketing possibilities of Micro, Small, and Medium Enterprises (MSMEs) by increasing their flexibility and efficiency. The digital marketing landscape enables marketing efforts to occur regardless of geographic boundaries and without the need for physically moving products. This feature provides considerable support to MSMEs in their marketing initiatives, allowing them to showcase their products to clients more effectively. Moreover, digital marketing offers a way to lower marketing costs. Nonetheless, the effective execution of digital marketing relies on having an internet connection, with users stating that the main costs are linked to internet plans and online subscriptions (Ariska et al., 2022). Digital marketing is shown to be economical, easy to use, and available at any time. The main approach utilized for marketing products via digital channels involves leveraging social media platforms such as Facebook, Instagram, updates on WhatsApp status, and live streaming on Facebook. Nevertheless, the execution faces obstacles like unstable internet connections, postponed deliveries, a lack of marketing and design staff, along with cases of transaction fraud and alterations of administrative contact details. Therefore, the research illustrates the diverse aspects of executing digital marketing (Rahardjo, 2023).

Brand Awareness (BA) in marketing of MSMEs products.



Digital marketing strategies are greatly improved and reach higher optimization when complemented by favourable word-of-mouth promotion. This combined strategy is especially advantageous for Micro, Small, and Medium-sized Enterprises (MSMEs) because it enhances their brand recognition in the community. The combination of digital platforms and reliable peer endorsements fosters a stronger and more trustworthy brand identity, resulting in enhanced community awareness and involvement for MSMEs (Malik et al., 2022). Furthermore, the study aims to study capacity of digital marketing in creation of brand awareness and also the significance of brand awareness in creation of customer loyalty. Hence, the study hypothesised as:

H1: There're is a significant influence of DM on BA among MSMEs product customers in India.

H2: There're is a significant influence of BA on CL among MSMEs product customers in India.

Customer Experience (CE) in marketing of MSMEs products.

MSMEs should utilize technology and data to understand customer behaviors and preferences. They should be willing to engage and converse with clients across different platforms and guarantee that their products align with customer requirements. MSMEs must recognize that tailored marketing enhances enduring relationships with customers, making them feel appreciated and acknowledged as individuals (Suryawijaya & Wardhani, 2023). Community service initiatives are being introduced to enhance business management and digital marketing tactics, thereby boosting competitiveness. These initiatives encompass training on online store design, content marketing, scholarly publications, mass media, community awareness, and YouTube content intended to enhance customer interaction within e-commerce platforms (Fresha Kharisma et al., 2024). In addition to the above, study result present study intended to identify the feasibility of digital marketing betterment of customer experience and the relationship between the customer experience with customer loyalty. Thus, the below mentioned hypothesis was framed.

H3: There're is a significant influence of DM on CE among MSMEs product customers in India.

H4: There're is a significant influence of CE on CL among MSMEs product customers in India.

Customer Support (CSU) in marketing of MSMEs products.

Customers are time-conscious, with perceived website length influencing their experience and the need to seek support. The customers who are required to spend longer than perceived necessary searching on a business support website require online customer support through synchronised social interaction



with a service representative. The need to seek online customer support highlights that customers are dissatisfied with their online experience, while experiencing emotions of frustration, uncertainty, doubt and disappointment. In spite of such a negative connotation, customer support through live chat, online help desks or social networking websites may provide customers with the service recovery required, simply providing customers with information and self-service functions may be a disservice to customers.(McLean & Wilson, 2016). The above-mentioned prior study result highlighted the scope of customer support. Therefore, present the study hypothesis as:

H5: There's a significant influence of DM on CSU among MSMEs product customers in India.

H6: There's a significant influence of CSU on CL among MSMEs product customers in India.

Product Value (PV) in marketing of MSMEs products.

The evaluated value of a product is essential in building relationships between companies and clients. Consistently providing excellent value builds trust, as customers depend on the brand for dependable satisfaction of their needs. This confidence increases customers' readiness to interact with the brand over time. Research indicates that elevating perceived value can strengthen trust in transactional relationships (Yum & Kim, 2024). In connection, with above study the present study proposed hypothesis are:

H7: There's a significant influence of DM on PV among MSMEs product customers in India.

H8: There's a significant influence of PV on CL among MSMEs product customers in India.

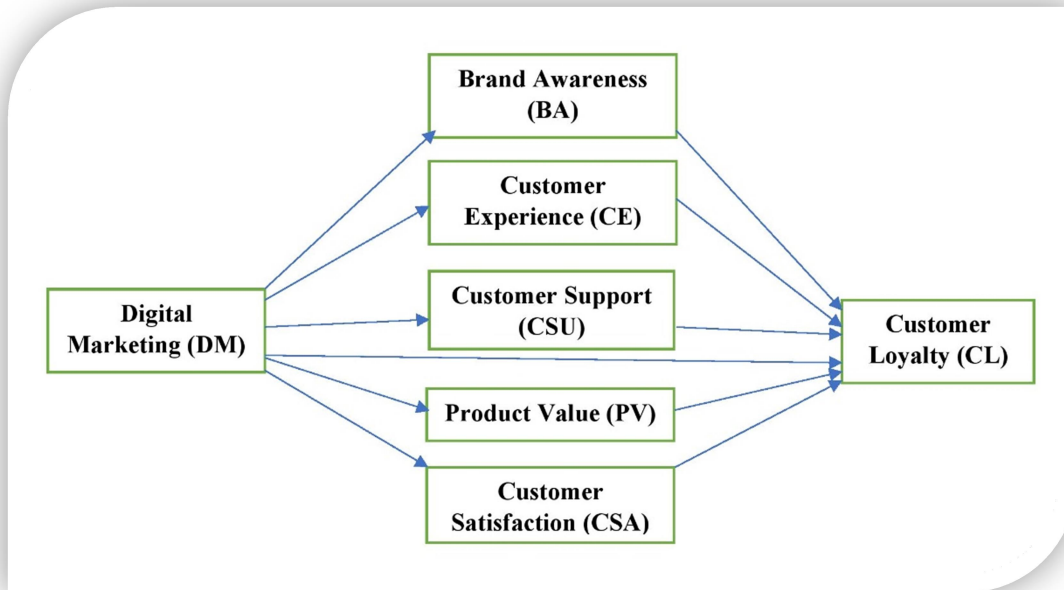


Fig 1: Theoretical Model Framework

Customer Satisfaction (CSA) in marketing of MSMEs products.

There is a crucial link between improved service quality and higher revenue for Micro, Small, and Medium Enterprises (MSMEs), suggesting that better service quality elevates customer satisfaction and loyalty, leading to repeat purchases and recommendations, ultimately increasing MSMEs' earnings (Sulistyaningsih et al., 2024). The study explores customer satisfaction as a foundation for marketing strategies for shredded fish products in Babonsenyum MSMEs. It suggests that improving customer satisfaction and company performance involves maintaining product excellence, good relationships with suppliers, and maximizing online sales (Juret et al., 2023).

H9: There's a significant influence of DM on CSA among MSMEs product customers in India.

H10: There's a significant influence of CSA on CL among MSMEs product customers in India.

Customer Loyalty in marketing of MSMEs products.

Digital content marketing and digital marketing capabilities significantly impact the success of digital marketing in online restaurants. It also revealed that digital marketing significantly impacts customer loyalty. To ensure a positive impact on customer loyalty, organizations should focus on critical factors like digital content and capabilities (Anber Mohammad, 2022). Customer loyalty plays a vital role in



marketing, as it reflects contentment with a business's offerings. Management Customer relationship is crucial for fostering trust and loyalty, which subsequently enhances profit maximization. Management Customer relationship draws in customers, enhances partnerships with suppliers, and ensures customer contentment. The knowledge-based view theory proposes that a firm's capacity to create and utilize knowledge is its primary competitive edge, whereas the resource-based view theory indicates that Management Customer relationship and brand perception may additionally enhance this advantage (Gazi et al., 2024). With these past results, the ongoing study prefers the following hypothesis:

H11: There's a significant influence of DM on CL among MSMEs product customers in India.

3. Research Methodology

3.1. Measurement Criterion

A thorough review of literature laid the groundwork for designing an online survey aimed at exploring the potential of digital marketing in enhancing customer loyalty for MSMEs' products in India. The research formulated eleven hypotheses. Additionally, to evaluate these hypotheses, the surveys include 35 scaled items to assess the validity of all suggested comparisons. Data for the study was collected directly via internet-based survey questionnaires. The survey was divided into a demographic part and a measurement segment. Contrasts were evaluated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) for item measurement. Questionnaires were created in English, and a pilot study involving 25 samples was carried out to verify the accuracy and reliability of the measurement items before distributing them to a larger, targeted audience. Following the pilot test, we adjusted several items and enhanced them based on the preliminary validity assessment in the pilot sample. In total, 199 valid responses were gathered.

3.2. Data Sourcing

A survey template was developed using Google Forms and sent to selected MSMEs customers via WhatsApp. Due to the absence of a defined sampling framework, a convenience sampling method was employed to collect necessary information, as advised in earlier research. The people concerned were informed that the data gathered from their responses would be kept confidential, anonymous, and utilized solely for educational purposes. Out of 240 questionnaires distributed, 199 valid responses were obtained.

Table 1: Demographic Overview of Respondents



Characteristics	Group	Frequency	Percentage
Gender	Male	120	60%
	Female	79	40%
Age	18-25	61	31%
	26-35	78	39%
	36-45	50	25%
	46-59	10	5%
Educational Qualification	Undergraduate	37	19%
	Graduate	63	32%
	Postgraduate	76	38%
	Doctorate / Research Other	23	12%
Occupation	Student	42	21%
	Self Employed	37	19%
	Government Sector	35	18%
	Private Sector	79	40%
	Retired/Others	6	3%

3.3. Demographic Overview

To analyse the demographic traits of the participants, data analysis was conducted focusing on four key elements: gender, age, educational attainment, and profession. The SPSS 26 program was utilized to analyse the demographic profile of the participants; findings are presented in Tab 1. Regarding gender, 60% of respondents are male while 40% are female, reflecting a predominance of male participants. According to the age distribution, 31% of respondents fall within the 18-25 age range, while 36% belong to the 26-35 group, 25% are in the 36-45 bracket, and 5% are within the 46-59 range. Consequently, the findings showed that most young participants took part in the study. The educational background of the respondents shows that postgraduates account for 38%, followed by graduates at 32%, undergraduates at 19%, and doctorates/research and others at 12%. Ultimately, in terms of occupation, 40% of participants are from the private sector, followed by 21% who are students, 19% self-employed, 18% from the government sector, and 3% retired or other

Table 2: Results of Evaluation Framework

Construct	Items	Loadings	Cronbach's alpha	Composite reliability	Composite reliability	Average variance
-----------	-------	----------	------------------	-----------------------	-----------------------	------------------



				(rho_a)	(rho_c)	extracted (AVE)
Brand Awareness (BA)	BA1	0.916	0.921	0.928	0.922	0.705
	BA2	0.690				
	BA3	0.898				
	BA4	0.825				
	BA5	0.849				
Customer Experience (CE)	CE1	0.780	0.885	0.900	0.888	0.618
	CE2	0.891				
	CE3	0.884				
	CE4	0.715				
	CE5	0.627				
Customer Loyalty (CL)	CL1	0.958	0.950	0.952	0.950	0.791
	CL2	0.853				
	CL3	0.820				
	CL4	0.948				
	CL5	0.858				
Customer Satisfaction (CSA)	CSA1	0.883	0.941	0.945	0.941	0.763
	CSA2	0.958				
	CSA3	0.876				
	CSA4	0.864				
	CSA5	0.777				
Customer Support (CSU)	CSU1	0.841	0.904	0.907	0.904	0.654
	CSU2	0.728				
	CSU3	0.809				
	CSU4	0.873				
	CSU5	0.786				
Digital Marketing (DM)	DM1	0.889	0.945	0.946	0.945	0.775
	DM2	0.830				
	DM3	0.865				
	DM4	0.888				



	DM5	0.928				
Product Value (PV)	PV1	0.817	0.922	0.926	0.922	0.703
	PV2	0.839				
	PV3	0.762				
	PV4	0.816				
	PV5	0.947				

3.4. Evaluation Framework.

The research employed structural equation modelling to evaluate the credibility and reliability of research tools, concentrating on the impact of latent variables. Cronbach's alpha and composite reliability metrics were utilized to evaluate the internal consistency and reliability of the data. The findings demonstrated high internal consistency and reliability, exhibiting Cronbach's alpha values ranging from 0.885 to 0.950 and composite reliability values from 0.888 to 0.952. The AVE scores varied from 0.618 to 0.791, showing convergent reliability. The research additionally employed the HTMT (Fornell-Larcker criterion) to assess discriminant validity, with values under the suggested threshold of 0.90, thereby validating discriminant validity. The findings were shown in Fig. 2, tables 2 and 4

3.5. Model fit Summary

Various measures, such as SRMR, d_ULS, d_G, NFI, and x2, are employed to evaluate the model's fit in the PLS Sem application, as previously conducted by (Bajunaied et al., 2023; Sudarsono et al., 2020). For the model to be appropriate, the SRMR value must be less than 0.10. Thus, our findings indicate that an SRMR value of 0.054 is under 0.10, suggesting that the model is suitable. According to (Ding et al., 1995), the NFI value should be between 0 and 1. The current NFI value in the research is 0.661, suggesting that the model has a good fit.

Table 3: Model Fit Summary

	Saturated model	Estimated model
SRMR	0.054	0.073
d_ULS	1.851	3.352
d_G	4.841	5.181
Chi-square	3527.005	3617.288
NFI	0.661	0.652

4. Structural Model Validation

After confirming the suitability of the measurement model, the proposed hypothesis was examined using a bootstrapping method with a sample size of 5000. The outcomes were presented in a table. 5 and fig. 2, along with the evaluation of the structural model, provide robust support for the hypothesis under examination. Study findings showed that DM greatly impacts BA, whereas BA does not have a significant effect on CL. Consequently, H1 is accepted (β - 0.870, P-0.000) while H2 is rejected (β -0.255, P-0.981). Furthermore, it was discovered that DM positively affects CE, while CE does not positively influence CL. Therefore, H3 is accepted (β - 0.899, P-0.000), while H4 is rejected (β -0.249, P-0.931). Furthermore, the results showed that DM significantly influences CSU, while CSU does not significantly impact CL. As a result, H5 is validated (β -0.931, p-0.000), whereas H6 is not validated (β -0.519, p-0.955). In a similar manner, DM showed a notably positive effect of CSA, even though CSA does not have a significant impact on CL. As a result, H7 is accepted (β -0.879, p-0.000), while H8 is rejected (β 0.238, p-0.970). Moreover, DM has demonstrated a considerable effect on PV, whereas PV has displayed an insignificant influence on CL. Consequently, H9 was accepted (β -0.813, p-0.000) while H10 was rejected (β 0.094, p-0.980). Ultimately, DM has demonstrated a minimal effect on CL. Consequently, H11 was dismissed (β -0.403, p-0.959).

Table 4: HTMT Fornell-Larcker criterion

	BA	CE	CL	CSA	CSU	DM	PV
BA	0.839						
CE	0.925	0.786					
CL	0.843	0.849	0.889				
CSA	0.911	0.895	0.867	0.873			
CSU	0.801	0.859	0.843	0.859	0.809		
DM	0.870	0.899	0.813	0.880	0.931	0.881	
PV	0.797	0.708	0.772	0.863	0.809	0.813	0.838

Table 5: Mean, STDEV, T values, p values

Hypothesis	Path	β	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision



H1	DM -> BA	0.870	0.869	0.031	27.983	0.000	Supported
H2	BA -> CL	0.255	0.145	10.830	0.024	0.981	Not Supported
H3	DM -> CE	0.899	0.899	0.025	35.792	0.000	Supported
H4	CE -> CL	0.249	0.337	12.254	0.020	0.984	Not Supported
H5	DM -> CSU	0.931	0.931	0.019	50.245	0.000	Supported
H6	CSU -> CL	0.519	0.425	9.257	0.056	0.955	Not Supported
H7	DM -> CSA	0.879	0.879	0.028	31.961	0.000	Supported
H8	CSA -> CL	0.238	0.244	6.259	0.038	0.970	Not Supported
H9	DM -> PV	0.813	0.814	0.033	24.435	0.000	Supported
H10	PV -> CL	0.094	0.137	3.837	0.025	0.980	Not Supported
H11	DM -> CL	-0.403	-0.329	7.764	0.052	0.959	Not Supported

5. Discussion and Conclusions

The ongoing empirical research aimed at investigating the effectiveness of digital marketing in boosting customer loyalty among consumers of MSMEs' products. To achieve the stated objective, the study encompassed five separate elements alongside digital marketing and customer loyalty. Elements like BA, CE, CSU, CSA, and PV were significantly influenced by DM among MSME product clients, while these elements do not markedly affect CL. According to the earlier discussed empirical studies, it was revealed that Digital Marketing significantly influenced the brand awareness of MSMEs products; however, the brand awareness created via digital marketing does not affect customer loyalty. Therefore, digital marketing needs to take suitable actions to tackle this issue. Additionally, customers of MSMEs' products benefit from an improved experience through digital marketing; however, these experiences may not greatly impact the formation of customer loyalty. As a result, digital marketing creators must



concentrate on these obstacles. Additionally, MSME clients benefit from greater customer support while marketing online; nonetheless, this enhanced assistance does not boost customer loyalty. As a result, creators of digital marketing content must recognize this limitation in their development. In the future, MSMEs will draw in customers via digital marketing, leading to considerable satisfaction, yet it fails to boost customer loyalty. Consequently, digital marketing service providers should prioritize these issues. In the same way, the product values of MSMEs were improved via digital marketing, but it still does not sufficiently promote greater customer loyalty. Consequently, it poses a major issue for digital marketing. Ultimately, digital marketing has a slight impact on fostering customer loyalty among consumers of MSMEs products. Consequently, the results indicate that it is essential for digital marketing content creators, service providers, and users to refine their offerings to boost customer loyalty among MSMEs product buyers.

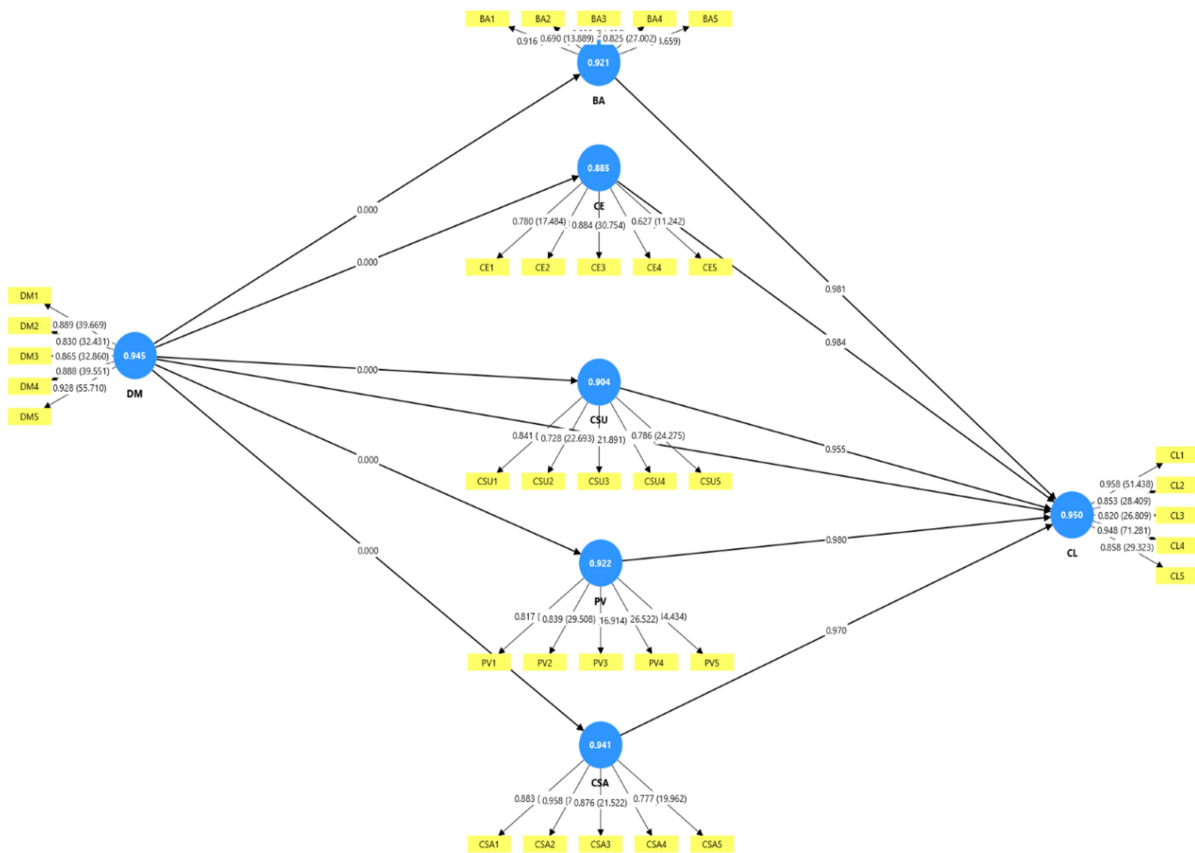


Fig 2: Evaluation Framework

6. Theoretical and Practical Implications



The empirical findings relevant to check the feasibility of digital marketing in improved customers loyalty among MSMEs product buyers. Moreover, the results of the study broaden and deepen the current knowledge of content creators, policymakers, innovators, manufacturers, and others. Additionally, it provides important insights for developing relevant models and theories designed to improve customer loyalty among consumers of MSME products. Moving ahead, it also provides essential insights for improving literature in marketing and incorporating technology into marketing.

In addition to the theoretical implications, the current research offers several important practical recommendations for digital marketing content creators, service providers, merchants, manufacturers, regulators, and others. The current study showed that BA, CE, CSU, CSA, and PV on MSMEs product consumers were notably affected by Digital Marketing. Thus, all the beneficiaries of digital marketing should keep receiving those advantages, yet these do not enhance customer loyalty. Consequently, the content creators, service providers, and others need to make extra efforts to generate digital marketing material that enhances customer loyalty. Customer loyalty is essential for the long-term survival of any business organization. Certainly, to achieve success in digital marketing as a content creator, both service providers and users need a well-defined long-term strategy to reap rewards. Additionally, they need to continually adjust to the evolving requirements and preferences of consumers.

7. Limitation and Scope for future studies

This research aimed to explore the viability of digital marketing in enhancing customer loyalty among buyers of MSMEs products. Even with this impressive work, the existing academic research has several significant shortcomings. Initially, the research utilized a non-probability sampling method to collect required information. Therefore, according to the researcher's convenience, the samples are selected within the state of Karnataka. Consequently, the findings of the study could be generalized, and similar research may be performed in states apart from Karnataka. Likewise, the elements selected for the study are based on the convenience of the researcher. Therefore, the identical study can be conducted with supplementary or altered research components. Furthermore, the research does not explore any moderating influences of sex, gender, educational attainment, and other variables. Therefore, the subsequent researcher can take advantage of it.

Financial Support

No external funding was secured for this research.

Conflict of Interest

Naveena K, Dr. Manjunatha K



No possible conflict of interest was revealed by the.

Acknowledgement

None

References

1. Anber Mohammad, A. M. (2022). The Impact of Digital Marketing Success on Customer Loyalty. *Marketing and Management of Innovations*, 13(3), 103–113. <https://doi.org/10.21272/mmi.2022.3-09>
2. Ariska, R. A., Purwitasari, F., & Yustie, R. (2022). DIGITAL MARKETING CHANNELS IN MICRO, SMALL AND MEDIUM ENTERPRISES IN SURABAYA CITY. *International Journal of Economics, Business and Accounting Research (IJEBAAR)*, 6(2). <https://doi.org/10.29040/ijebar.v6i2.4643>
3. Bajunaied, K., Hussin, N., & Kamarudin, S. (2023). Behavioral intention to adopt FinTech services: An extension of unified theory of acceptance and use of technology. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(1). <https://doi.org/10.1016/j.joitmc.2023.100010>
4. Chakravarthy, S., Bharathi, S., Khire, D., & Narayanan Gopalakrishnan, B. (2023). Analyzing the potential market for MSMEs in India. *SocioEconomic Challenges*, 7(1). [https://doi.org/10.21272/sec.7\(1\).97-114.2023](https://doi.org/10.21272/sec.7(1).97-114.2023)
5. Ding, L., Velicer, W. F., & Harlow, L. L. (1995). Effects of Estimation Methods, Number of Indicators per Factor, and Improper Solutions on Structural Equation Modeling Fit Indices. *Structural Equation Modeling: A Multidisciplinary Journal*, 2(2). <https://doi.org/10.1080/10705519509540000>
6. Fresha Kharisma, I. D. C. A., Nanang Hoesen Hidroes Abrori³, H. K. H. M. F., & Cai Gi. (2024). Improving Customer Engagement of Food and Beverage Small and Medium Enterprises (MSMEs) Through E-Commerce and Content Marketing Training. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND ANALYSIS*, 07(08). <https://doi.org/10.47191/ijmra/v7-i08-46>
7. García, J. J. L., Lizcano, D., Ramos, C. M. Q., & Matos, N. (2019). Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study. *Future Internet*, 11(6). <https://doi.org/10.3390/fi11060130>
8. Gazi, M. A. I., Mamun, A. Al, Masud, A. Al, Senathirajah, A. R. bin S., & Rahman, T. (2024). The relationship between CRM, knowledge management, organization commitment, customer profitability and customer loyalty in telecommunication industry: The mediating role of customer satisfaction and the moderating role of brand image. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1). <https://doi.org/10.1016/j.joitmc.2024.100227>



9. Juret, A., Negoro, Y. P., & Hidayat, H. (2023). Analisis Kepuasan Pelanggan Produk Abon Ikan di UMKM Babonsenyum dengan Metode SERVQUAL dan SWOT. *Jurnal Serambi Engineering*, 8(4). <https://doi.org/10.32672/jse.v8i4.6917>
10. Malik, Z. A., Srisusilawati, P., Silviany, I. Y., Fajaria, R. M., & Tsania, S. C. (2022). Digital Marketing in Developing Brand Awareness of MSMEs. *Indonesian Journal of Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.8.2.282>
11. McLean, G., & Wilson, A. (2016). Evolving the online customer experience ... is there a role for online customer support? *Computers in Human Behavior*, 60. <https://doi.org/10.1016/j.chb.2016.02.084>
12. Purnama, M., & Panggabean, S. (n.d.). *THE BENEFITS OF DIGITAL MARKETING IN DEVELOPING MSME BUSINESSES IN REMOTE AREAS OF NORTH SUMATRA IN 2024* (Vol. 2).
13. Rahardjo, K. A. (2023). ANALYSIS OF DIGITAL MARKETING IMPLEMENTATION AS A STRATEGY IN INCREASING MSME PRODUCT SALES. *CASHFLOW : CURRENT ADVANCED RESEARCH ON SHARIA FINANCE AND ECONOMIC WORLDWIDE*, 2(4). <https://doi.org/10.55047/cashflow.v2i4.769>
14. Sudarsono, H., Nugrohowati, R. N. I., & Tumewang, Y. K. (2020). The Effect of Covid-19 Pandemic on the Adoption of Internet Banking in Indonesia: Islamic Bank and Conventional Bank. *Journal of Asian Finance, Economics and Business*, 7(11). <https://doi.org/10.13106/jafeb.2020.vol7.no11.789>
15. Sulistyarningsih, E., Murti, W., & Ratnasih, C. (2024). Analysis of E-Marketing Strategy and Business Innovation in Optimizing Improvement of Service Quality and Its Effect on MSME Income. *ADI Journal on Recent Innovation (AJRI)*, 5(2). <https://doi.org/10.34306/ajri.v5i2.1045>
16. Suryawijaya, T. W. E., & Wardhani, M. F. (2023). Tailoring the future of MSME marketing: A study on leveraging customer data for personalized experiences. *Implementasi Manajemen & Kewirausahaan*, 3(1). <https://doi.org/10.38156/imka.v3i1.163>
17. Wang, Y., Tang, T.-I., & Tang, J. E. (2001). an Instrument for Measuring Customer Satisfaction Toward Web Sites That Market Digital Products and Services. *Journal of Electronic Commerce Research*, 2(3).
18. Yum, K., & Kim, J. (2024). The Influence of Perceived Value, Customer Satisfaction, and Trust on Loyalty in Entertainment Platforms. *Applied Sciences (Switzerland)*, 14(13). <https://doi.org/10.3390/app14135763>