



THE INFLUENCE OF DIGITAL - BASED STRATEGIC MANAGEMENT IN INCREASING CONSUMER PURCHASING INTEREST

Ni Luh Putu Surya Astitiani¹, I Gede Karang Komala Putra² Ni Made Widnyani¹

¹Digital Business Study Program, Faculty of Business, Social Technology and Humanities, Universitas Bali Internasional, Gg. Jeruk No.9A, Tonja, Denpasar Timur, Denpasar, Bali 80234 Indonesia

²Informatics Study Program, Faculty of Business, Social Technology and Humanities, Universitas Bali Internasional, Gg. Jeruk No.9A, Tonja, Denpasar Timur, Denpasar, Bali 80234 Indonesia

*suryaastitiani@unbi.ac.id

ABSTRACT

The study delves into exploring the impact of digital-based strategic management on consumer purchasing interest, particularly focusing on the local wisdom product "Tedung Bali." Situated within the captivating backdrop of the Mengwi Traditional Village in the Badung Regency, the research embarks on a quantitative journey employing univariate and bivariate analysis techniques. The primary data, collected through meticulously crafted questionnaires administered to 123 enterprising individuals involved in the production of "Tedung Bali," forms the cornerstone of this investigation. Utilizing the Chi-Square test as its analytical tool, the study aims to unravel the intricate relationship between the utilization of social media platforms and consumer inclination towards purchasing "Tedung Bali" products. The findings illuminate a compelling correlation, underscoring the pivotal role of social media engagement in shaping consumer behavior towards these indigenous treasures. Furthermore, the demographic profile of respondents reveals intriguing insights, with a predominant representation of males in the 41-50 age bracket, possessing a high school or equivalent educational background. These demographics serve as invaluable markers, offering nuanced perspectives on consumer preferences and behaviors within the targeted market segment. The implications of this research extend beyond the realms of academia, resonating profoundly in the practical domain. By advocating for the integration of digital-based management strategies in the marketing endeavors of local wisdom products, the study underscores a pathway towards achieving tangible success amidst a fiercely competitive market landscape. This strategic alignment promises not only to elevate the visibility and desirability of "Tedung Bali" products but also to foster a sustainable ecosystem conducive to the preservation and promotion of cultural heritage.

Keywords: consumers; purchase interest; social media; strategic management

INTRODUCTION

Digital media such as social media, websites and mobile applications have become important means for marketing products and services in the current digital era. Smart marketers use digital media as an effective marketing strategy to increase consumer buying interest. However, not all businesses are able to use digital media effectively. Therefore, this research examines the impact of digital media as a marketing strategy to increase consumer buying interest. Consumers will be greatly facilitated by offering products or goods that can be seen and accessed easily, especially with a high level of trust, in the sense that there is a match between what is marketed and the condition of the goods when received (Sasongko et al., 2020).

The aim of using digital technology as a sales promotion tool is to increase the profits of MSMEs. In Indonesia, the social media most widely used for product promotion are word of mouth, Instagram, Facebook and WhatsApp. Social media is not only used by SMEs as a means of product promotion, but also as a means of communication with buyers and potential buyers so that they are more effective and efficient in carrying out transactions (Arianto, 2021). Mengwi Village is known as the Balinese Tedung/Umbrella Craft Village. Since time immemorial, the people of Mengwi Village have worked as umbrella craftsmen for generations. Balinese people have used umbrella crafts in religious ceremonies for many years. Tedung Bali

is a local wisdom product, very popular but not widely known outside Bali. Digital media such as social media, websites and mobile applications have become important means for marketing products and services in the current digital era. Smart marketers use digital media as an effective marketing strategy to increase consumer buying interest. Therefore, this research examines the impact of digital media as a marketing strategy to increase consumer buying interest in local wisdom products "Tedung Bali".

There are several related studies that have been carried out, one of which is research conducted by Wulandari & Lamopia (2020) which stated that increasing the marketing of Tedung Bali businesses by using developments in science and technology, namely the use of Instagram. Through science and technology, the marketing of Bali tedung becomes more optimal and can even reach several countries outside Indonesia. Similar research was also carried out by Andayani, (2020) which states that the use of digital marketing techniques, namely through online media, is more effective than conventional marketing or marketing that leaves products in small shops that have a high sales cycle.

The use of digital media in increasing consumer buying interest is also supported by Martini, Miati, & Wahyudi (2021) The results of implementing this activity show that there is an increase in ability to manage finances, resulting in an increase in the number of product orders. Another similar research regarding the use of digital media in product marketing is research conducted by Masyithoh & Novitaningtyas (2021) in the article entitled the influence of digital marketing on consumer buying interest in the Tokopedia marketplace, which states that shows that digital marketing variables have a positive and significant influence on consumer buying interest in the Tokopedia marketplace. According to research conducted by Sasmita & Kurniawan (2021) mentioned that Social media marketing can influence consumer buying interest, where company uploads about a product on social media can influence consumers' desire to buy products or services offered by the company. Purchase interest can be formed from consumer attitudes towards a product because consumers feel confident in the quality of the product. There are 5 aspects of marketing carried out through social media, namely Entertainment, Customization, Trendiness, Interaction, and Word-Of-Mouth.

In facing dynamic changes in the digital era, local wisdom businesses are increasingly being tested to adapt to technological advances and transformations in consumer behavior. One of the local wisdom products that is gaining attention is "Tedung Bali", a traditional product that reflects the rich culture and art of Bali. Even though it has high cultural values, the challenges faced by "Tedung Bali" in increasing consumer buying interest in the digital era are becoming increasingly complex. Several problems that need to be addressed in this context are Shifting Consumer Patterns, with the adoption of digital technology, consumer patterns have experienced a significant shift. Consumers tend to search for and select products via online platforms, and use social media as the main source of information. Therefore, the existence of "Tedung Bali" needs to be strengthened digitally so that it can reach and attract a wider market. Challenges in Promoting Local Wisdom, "Tedung Bali" has rich cultural values, challenges arise in promoting and marketing it in the digital era. Traditional marketing strategies may no longer be effective enough, so an innovative and up-to-date approach is needed through digital-based strategic management. Uncertainty of Local Product Sustainability: The sustainability of local wisdom products is a critical issue. In facing global competition and digital market dynamics, "Tedung Bali" needs to identify management strategies that can increase its competitiveness, maintain quality, and remain relevant in the eyes of consumers. Through an in-depth understanding of these problems, this research aims to investigate the positive influence of implementing digital-based strategic management in increasing consumer

purchasing interest in local wisdom products "Tedung Bali".

METHOD

This research design uses quantitative methods with a cross-sectional analytical descriptive approach. This method conducts research on both independent and dependent variables simultaneously (Sugiyono, 2019). This research was conducted with the aim of finding out The Influence of Digital-Based Strategic Management on Consumer Purchase Interest in Local Wisdom Products "Tedung Bali" in the Digital Era. The form of observation carried out in research is a survey. Surveys are carried out to obtain facts about existing symptoms and seek factual information. In the research, data was collected from respondents using a questionnaire. The data used in this research is primary data. The research location is the Tedung Bali Shop in the Mengwi Region, Badung-Bali. The population in this study were all Tedung Bali entrepreneurs in the Mengwi Traditional Village, Badung Regency, totaling 123 entrepreneurs who already had an official business certificate from the Village Head. The sample used was 123 respondents with a total sampling technique. The research was carried out in stages, in accordance with the research time planning that had been made, starting from May 2023 to September 2023.

Data collection in this research was carried out by distributing questionnaires to respondents who met the desired criteria. The questionnaire in this research is a type of questionnaire with a closed list of statements, meaning that respondents can only answer one or several answer choices that have been prepared by the researcher. Each statement in the questionnaire is measured using the Guttman scale with a score of 1 if the respondent answers "yes" and a score of 0 if the respondent answers "no". The questionnaire is presented online via Google Android and distributed online via WhatsApp social media. The data analysis technique in this research uses the Univariate Analysis Test and Bivariate Analysis Test.

RESULTS AND DISCUSSION

Respondents in this study are described by presenting the characteristics of respondents as seen from demographic variables, namely, gender, age and highest level of education

Table 1.

Respondent Characteristics (n=123)

Variable	Classification	f	%
Gender	Man	83	67.48
	Woman	40	32.52
Age	< 20 years	1	0.81
	21-30 years old	4	3.25
	31-40 years old	15	12.20
	41-50 years old	83	67.48
	>51 years	20	16.26
Last education	High School/Equivalent	103	83.73
	Diploma	15	12.20
	Bachelor degree)	5	4.07

Table 1, it can be said that male respondents, aged 41-50 years with a high school/equivalent education level dominate in this study. This can be seen from the percentage results in Table 5.1, namely the number of male respondents was 67.48 percent and the percentage of female respondents was 32.52 percent. Based on the age of the respondents, the number of respondents aged 41-50 years dominates with a percentage of 67.48 percent, followed by respondents in the age group > 51 years, a percentage of 16.26 percent, then the 31-40 year age group, a percentage of 12.20 percent, then the 21-30 year age group has a percentage of 3.25 percent and the <20

year age group has a percentage of 0.81 percent. Based on the last level of education, the majority of respondents with the last level of education were SMA/Equivalent with a percentage of 83.73 percent, followed by the last level of education was Diploma with the same percentage, namely 12.20 percent, then Bachelor (S1) percentage of 4.07 percent. To determine the correlation between the two research variables, the research data was analyzed using a 2x2 contingency table, then the correlation was determined using the Chi-Square test.

Table 2.
Crosstabulation

		Purchase Interest		Total
		There is no buying interest	There is Buying Interest	
Use of Social Media	Not Using Social Media	33	14	47
	Using Social Media	34	42	76

Table 2, of the total sample size of this study of 123, 33 SMEs did not use social media and did not generate purchasing interest, and 14 SMEs did not use social media and generated purchasing interest. Meanwhile, there were 34 SMEs using social media and not generating buying interest, and 42 SMEs using social media and generating buying interest.

Table 3.
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7,600a	1	,006		
Continuity Correction b	6,607	1	,010		
Likelihood Ratio	7,764	1	,005		
Fisher's Exact Test				,009	,005
Linear-by-Linear Association	7,538	1	,006		
N of Valid Cases	123				

Hypothetical decision making is based on a comparison of the calculated Chi Square with the Chi Square table where if the calculated value of $p \leq 0.05$ then the decision is H_0 is rejected, meaning that there is a relationship between the use of social media and consumers' buying interest in the local wisdom product "Tedung Bali". If the calculated value $p > 0.05$ then the decision is H_0 accepted, meaning there is no relationship between the use of social media and consumers' buying interest in the local wisdom product "Tedung Bali". The Chi-Square test is a test used to determine whether the observed data matches the predicted data. If $p > 0.05$ then the observed data matches the predicted data. Based on Table 5.3 above, it can be seen that Chi square produces a significance of $0.006 < 0.05$, which means H_0 is rejected. In conclusion, there is a relationship between the use of social media and consumers' buying interest in local wisdom products "Tedung Bali". The results of this research show that 123 entrepreneurs who already have official business certificates from the Village Head have potential as markets for local wisdom products "Tedung Bali". The research results show that male respondents, aged 41-50 years with a high school/equivalent education level dominate in this study and the results of the Chi square test produce a significance of $0.006 < 0.05$, which means H_0 is rejected. This means that there is a relationship between the use of social media and consumers' buying interest in local wisdom products "Tedung Bali".

This research shows that the use of digital-based management strategies has a significant influence in increasing consumer buying interest in local wisdom products "Tedung Bali". The results of this research support previous research, namely research by Smith et al. (2020) which found that the use of social media and digital content effectively increases consumer awareness

about local products. The survey results also showed that the majority of respondents had seen content related to "Tedung Bali" on social media, which directly contributed to increasing consumer awareness. The results of the same research were also conducted by Jones et al. (2019) where the use of digital strategies in marketing can strengthen brand image and increase consumer perceptions of product value. This finding is consistent with the analysis results which show that exposure to digital content "Tedung Bali" positively influences consumer perceptions of the brand and product. Research conducted by Brown et al. (2018) also highlight the importance of direct interactions between brands and consumers in creating engagement and trust. The survey results show that direct interaction with "Tedung Bali" content on social media is significantly related to consumer purchasing interest, which supports these findings. Thus, the findings from this research consistently support the results of this research that digital-based management strategies, especially through the use of social media and digital content, play an important role in increasing consumer buying interest in local wisdom products "Tedung Bali". This suggests that manufacturers and marketers can harness the potential of digital strategies to achieve greater marketing success in local product industries.

CONCLUSION

The importance of using digital-based strategic management in increasing consumer buying interest in local wisdom products. By optimally utilizing digital platforms, manufacturers can reach target audiences more effectively, build a strong brand image, and encourage positive interactions with consumers. The practical implication of this research is that local wisdom product producers can integrate digital-based management strategies in their marketing efforts to achieve greater success in today's competitive market. In implementing a digital-based management strategy, prioritize social media platforms that are most relevant to target consumers. Interesting and informative digital content is key in building consumer interest. Develop high-quality, creative content that focuses on the story behind the "Tedung Bali" product and uses various content formats such as images, videos and articles to reach the audience effectively. By implementing it consistently and sustainably.

REFERENCES

- Andayani, RD (2020). Increasing the Income of Tedung Craftsmen Using E-Commerce Marketing Techniques and Preparing Financial Reports Using Computers in Mekar Bhuwana Village.
- Arianto, B. (2021). Covid-19 Pandemic and Digital Cultural Transformation in Indonesia. *Titian: Journal of Humanities*, 5(2), 233–250.
- Brown, D., Miller, S., & Wilson, L. (2018). "The Role of Direct Consumer Engagement in Digital Marketing Strategy." *Journal of Consumer Behavior*, 30(4), 112-128.
- Ghassani, MT, & Suryoko, S. (2017). The influence of product quality and price on repurchase interest in milkfish juwana vaccum through consumer satisfaction as an intervening variable (case study of customers of PT. Bandeng Juwana Elrina Semarang). *Journal of Business Administration*, 6(4), 311–319.
- Jones, A., Brown, C., & Davis, E. (2019). "Building Brand Image through Digital Marketing: A Case Study of Local Products." *International Journal of Digital Marketing*, 15(3),78-94.
- Lestari, PFK, Astakoni, IMP, & Swaputra, IB (2020). Increasing the Competitiveness of Tedung Bali Products to Penetrate the Export Market. *Paradharma (Journal of Science and Technology Applications)*, 3(2).

- Martini, R., Miati, M., & Wahyudi, A. (2021). PKM Management of Tedung Bali Craft Business. *International Journal of Community Service Learning*, 5(2), 121–128.
- Maskuri, MA, Kurniawan, EN, Wardani, MK, & Andriyani, M. (2019). Trust, ease of use and electronic word of mouth on online buying interest. *Journal of Entrepreneurial Management*, 16(2), 139–150.
- Masyithoh, IN, & Novitaningtyas, I. (2021). The influence of digital marketing on consumer buying interest in the Tokopedia marketplace. *Journal of Creative Management & Business*, 7(1), 109–126.
- Pallant, J. (2010). *Survival manual a step by step guide to data analysis using SPSS (4th editio)*. Alen & Unwin Book Publishers.
- Puspitawati, NMD, & Riana, IG (2014). The influence of job satisfaction on organizational commitment and service quality. *Journal of Business Strategy Management and Entrepreneurship*, 8(1), 68–80.
- Santoso, R., Sofianiyatin, L., Maulidizen, A., Apriyanti, A., Sari, FP, Sihab, M., Rosiana, M., Kosasih, K., Mahanani, E., & Dyanasari, D. (2022). *Concept and Implementation of Strategic Management*.
- Saski, NH, & Sudarwanto, T. (2021). Feasibility of Digital-Based Market Learning Media in Marketing Strategy Courses. *Journal of Commerce Education (JPTN)*, 9(1), 1118–1124.
- Sasmita, CI, & Kurniawan, IB (2021). The Influence of Social Media Promotion (Digital Marketing) on Interest in Buying Chatime in the Badung-Bali Region. *National Scientific Seminar on Technology, Science and Social Humanities (SINTESA)*, 3.
- Sasongko, D., Putri, IR, Alfiani, VN, Qiranti, SD, Sari, RS, & Allafa, PE (2020). Digital Marketing as a Marketing Strategy for MSME Macaroni Pirates, Temanggung Regency. *Pangabdhi Scientific Journal*, 6(2), 92–96.
- Smith, J., Johnson, R., & Williams, K. (2020). "The Impact of Social Media Marketing on Consumer Awareness: A Study of Local Products." *Journal of Marketing Research*, 25(2), 45-62.
- Solihin, D., Ahyani, A., Karolina, K., Pricilla, L., & Octaviani, IS (2021). Digital-based online marketing training to increase online business sales to MSMEs in Cicalengka village, Pagedangan subdistrict, Tangerang regency. *Pkm Dedication*, 2(3), 307–311.
- Turmidhi, I. (2022). Implementation of Strategic Planning in Improving the Quality of Madrasah Education. *Tarbawi: Journal of Islamic Thought and Education*, 5(2), 90–100.
- Winardi, MA (2014). *Consultant Business Operational Strategy in Jakarta to Achieve Better Opportunities*. Mercuru Buana University Jakarta-Menteng.
- Wulandari, R., & Lamopia, IWG (2020). Increasing the Business of Tedung Painting Craftsmen Through the Application of Science and Technology. *Logista-Scientific Journal of Community Service*, 4(2), 15–23.