



COMMUNICATION STRATEGY IN IMPROVING SATISFACTION E-COMMERCE CUSTOMERS

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Abstract: At this time, product marketing competition is experiencing dynamic changes and is getting higher. Therefore, companies are required to choose the right marketing strategy to support increased product sales. Business communication is one of the strategies that companies can apply. This is because business communication is an attempt to provide information to customers. Accuracy in implementing business communication will cause positive customer reactions to the products being sold. This study aims to determine how the implementation of business communication strategies by e-commerce companies in Indonesia creates customer satisfaction with the services. This study uses a qualitative and quantitative method approach—research data, using primary and secondary data. Primary data were obtained directly from research respondents through interviews and questionnaires. On the other hand, secondary data is obtained based on existing library sources. Data collection, obtained from 30 customers who use e-commerce purchases. Data analysis was performed using descriptive techniques and a simple linear regression test. The results showed that the involvement of managers and field staff in providing services to customers increased sales. This finding shows that the right business communication strategy has a positive impact on customer trust reactions, which in turn increases product sales.

Keywords: Business Communication Strategy; Customer Satisfaction; Product Sale

INTRODUCTION

The development of information technology in Indonesia is very rapid and opens more excellent profit opportunities in business development through electronic media. Turban et al. (2011) explained that the term information technology (IT) refers to a collection of computing systems used by organizations to describe a set of information systems used by organizations, their use, and the management that governs them. One of the business applications of information technology through electronic media is e-commerce, electronic commerce via the internet (Fatimah, 2017).

In this sense, the Internet is a form of direct marketing and selling (Matviiets & Kipen, 2021). Through e-commerce, the advantage that online business services offer to consumers is time savings (Laudon & Traver, 2013). Consumers only need to press a button on a computer connected to the Internet and make transactions with a broader coverage area.

Based on data from the Central Statistics Agency (BPS) and the Association of Indonesian Internet Service Providers (APJII), the growth rate of Indonesian internet users until the end of 2013 reached 71.19 million people (APJII, 2013; BPS (Badan Pusat Statistik, 2019). Judging from internet usage pattern, most users, 95.75%, use the internet for electronic mail, 78.49% look for information, 77.81% look for goods or services, 65.07% look for information in government agencies, and 61, 23% use social media. These numbers show how big the potential market share is for companies that can run their business through online media, especially for companies that have built online stores to run e-commerce.

In Indonesia, many companies are starting to use e-commerce to run their trading business via the internet. They have seen that prospective buyers can see various products offered through websites promoted by sellers through online store websites.



Online stores allow buyers and sellers to interact even though they are not facing to face, allowing companies to sell products with a broader market share throughout Indonesia. Consumers can buy products provided online (Rahmidani, 2015).

Online transaction media are more practical and convenient because goods are purchased through expedition services after making payments at online stores for goods ordered through online company websites (Arwiedya & Sugiarto, 2011). This explanation shows that in today's digital era, businesses can go through the internet. That is why customer service is provided online, in this case, on an e-commerce basis. In that context, business communication between companies and customers is not done face-to-face but is mainly done online and remotely. For this reason, the measurement of customer satisfaction with the services provided as a result of implementing the company's business communication strategy needs to be adjusted.

Rafaeli et al. (2017) explained that research is needed to examine the five dimensions of service quality when customers interact with technology. This study analyzes the business communication strategies implemented by companies engaged in the e-commerce business in implementing customer service management and their effect on customer satisfaction.

Communication is a social process in which people use symbols to form and interpret meanings in their environment (Broadbent, 2013; Castells, 2013; Lee & Messerschmitt, 2012; Purwanto, 2011). Communication is the process of delivering messages by communicators to communicants (Erlangga & Sos, 2020). Sari (2017) explains that communication messages consist of message content and symbols. Communication aims to change attitudes, change opinions, change behavior, and change society (Nurhadi & Kurniawan, 2018). Communication becomes personal communication, group communication, and mass communication (Oktarina & Abdullah, 2017).

Personal communication consists of intrapersonal communication, namely with oneself in making decisions about accepting or rejecting a message conveyed by the communicator (Broadbent, 2020; Kusuma, 2020). Interpersonal communication, namely face-to-face communication between people, usually the feedback is direct (Kurniawan, 2019; Liliwari, 2017). Group communication consists of communication in small groups such as panel discussions, symposia, seminars, etc. Meanwhile, communication in large groups is usually broad, such as a campaign or tabligh akbar. Finally, mass communication, namely communication using the media, conveys messages to distant communicants (McQuail, 2011; Romli, 2017). Through media such as television, radio, newspapers, magazines, there are many of both.

Communication can occur through various journalism, public relations, advertising, propaganda, exhibitions, and publicity. Through journalism, communication is carried out by managing news activities from coverage to public consumption and through public relations, planned and continuous communication to create and maintain good relations and mutual understanding between an organization and its publics. Through advertising, communication designs the most appropriate and effective persuasive messages for a product and service (Sufa & Dwiyanto, 2012).

In essence, communication aims to influence others through the messages conveyed (van Wijmen et al., 2014). In economics, one of the fields of communication that is commonly known is business communication. In business, communication is the key to success (Muscalu et al. 2013). Business communication is the ability to build strong relationships based on effective and efficient exchange of information (Chaturvedi, 2011; Velentzas & Broni, 2014). Ferinia et al. (2020) business communication aims to solve problems, make decisions, and evaluate behavior (Mihart, 2012).



In current business communication, especially in e-commerce, product service and customer service have changed. Therefore, it becomes a concern for companies in making measurements of service quality that need to be adjusted. For company managers in the e-commerce business, business communication strategies need to be adjusted to improve online services.

This strategy should be based on understanding the complete service component from the customer's point of view. This is intended to understand customer perceptions better and later formulate and implement appropriate communication strategies to improve customer perceptions. This shows that the implementation of business communication strategies must be based on aspects of customer perception.

Kotler & Keller (2016) explain that satisfaction is the gap between what is observed and desired. In business, satisfaction refers to the gap between what they observe and what customers want (Siddiqi, 2011). The customer wants to fill the gap between the desired values and the observed values. The definition of customer satisfaction, according to Kotler et al. (2018), is a feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or result).

Based on the opinion above, customer satisfaction is generated from cognitive and practical evaluations. The results obtained from several standards are understood. If the perceived performance is less than expected, the customer will be dissatisfied. On the other hand, if the perceived performance exceeds expectations, the customer will be satisfied. Customer satisfaction can be measured by looking at the quality of service. Zeithaml et al. (2020) explained that the quality of service that makes customers feel satisfied or not with the services provided could provide five indicators, including: on the physical aspect (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy).

The higher the value of the customer's perception of the services provided, the higher the customer's trust, so it can be said that the higher the customer satisfaction with the services provided by the company. This study aims to provide input to the company in determining the strategy to increase sales by emphasizing business communication strategies.

METHODS

This research is a case study method to understand business communication strategies in improving customer service, especially for e-commerce businesses. Data analysis was performed using descriptive techniques. This study uses primary data and secondary data. Primary data through Focus Group Discussions (FGD), especially with five managers and 15 field staff, determine business communication strategies in increasing customer service satisfaction. The survey on 30 consumers/customers who have bought products/services offered by the company. Secondary data to complement research on matters relating to internal company information.

RESULTS AND DISCUSSION

This research was conducted on five managers and 15 staff of field companies through FGDs. The results of this study indicate the following:

Table 1. Results of FGD Managers and Field Staff

Resources	Business Communication Strategy
Manager	<ul style="list-style-type: none"> • Displays an attractive and professional online store website design (e-commerce). Managers convey accurate directions to Information Technology and Systems experts and company visual designers to build interactive online store websites following the customer satisfaction-oriented company paradigm. • Displays much relevant information related to the company. The manager directs relevant staff to compile critical databases related to the company and displays this data to customers on the website or in backup if the customer wants to ask about the company before buying more accurately • According to manufacturer or manufacturer specifications, managers provide complete product and service features and provide products or services that customers benefit.
Field Staff	<ul style="list-style-type: none"> • Delivering products that are strictly under the specifications requested by customers (physical aspects). • Deliver reliable information following product specifications (reliability). • Always ready to serve customers who want to ask or buy at any time (responsiveness). • Assure that rewards/incentives to consumers who buy or customers who buyback (guarantee). • Listening and trying to understand customers' needs, wants, interests, and expectations when customers want to buy (empathy).

Source: Data processed author (2020)

This study indicates that companies engaged in the e-commerce business tend to apply business communication strategies towards fulfilling customer service delivery satisfaction. In that context, staff in the field who deal directly with customer service also tend to implement activities that reflect customer service quality. Integrating the right business communication strategy between managers and field staff enables the company to improve customer service quality over time.

All these business communication strategies remain under the total quality management paradigm. The statistical tests results show that the implementation of business communication strategies by companies engaged in e-commerce tends to improve customer service and customer satisfaction. The company's business communication strategy has a significant positive effect on improving customer service quality with a value of R² 0.783.

Most customer satisfaction in the services provided through e-commerce by the business communication strategy and applied appropriately as much as 78.3%. In comparison, 21.7% of customer satisfaction by other factors was not measured in this research model. This study shows that companies engaged in e-commerce-based businesses can introduce products or services more quickly and cost-effectively and build sustainable personal relationships with each customer.

In the context of information technology, e-commerce can increase companies' competitiveness, especially for companies that can formulate and implement appropriate business communication strategies to build responsive interactions with consumers/customers. The importance of a communication strategy for companies in



the e-commerce sector can increase the number of consumers who use more gadgets and activities in cyberspace, one of which is to shop online.

The results also show the benefits of increasing business opportunities based on e-commerce by implementing business communication strategies to provide services to customers and satisfy them. Companies that can target online market share by creating online stores supported by the right business communication strategies to fulfill online shopping desires among technology-literate consumers are the key to the company's success in providing customer satisfaction. The indication of customer satisfaction with e-commerce-based companies in this study is the increasing number of consumers shopping online without spending time and effort, which encourages online shopping at e-commerce companies to be increasingly in demand.

For companies that implement the COD system in sending orders to customers, the business communication strategy applied in e-commerce management is a combination of online and offline strategies. These two strategies are under the business communication strategy to increase customer satisfaction. With the right business communication strategy, the management of customer service delivery by an e-commerce based company dramatically affects customer or customer service performance. Online shop visitors become more confident and decide to buy products from the website online.

Companies that implement the COD system are, in fact implementing a more complex business communication strategy. Besides providing service satisfaction for customers through online media, customer service staff in the field also implement face-to-face business communication strategies, especially to make customers feel comfortable with the services provided. The business communication strategy applied by customer service management varies from company to company. However, in principle, the business communication strategy applied is the same: to satisfy customers, hoping that they will later return to the online store website and make repurchases.

For companies implementing the COD system, they formulate and implement face-to-face business communication strategies. The infrastructure and personnel involved in implementing this COD-based business communication strategy mainly target large market shares throughout Indonesia. This company must prepare various resources to implement the right business communication strategy with customers in almost all major cities throughout the country. This COD sales system requires e-commerce-based companies to carry out adequate information technology management of various products, transactions, and customer data, then provide optimal service to customers quickly and efficiently under high levels of expectations and trust.

This study also indicates that online shop websites for companies that run e-commerce do not necessarily indicate good service delivery. On the one hand, a company that displays an excellent online store website cannot provide optimal customer service. Conversely, for companies whose online store website appearance is mediocre, providing their customer service is quite optimal.

That satisfactory customer service is determined not only by visible information technology management but also by managers and staff in the field who prioritize customer service satisfaction. This study found that some companies that have been able to implement appropriate business communication strategies in increasing customer satisfaction tend to develop higher or higher purchasing rates over time.

Without an adequate business communication strategy, good management of information technology for transactions between companies and consumers does not necessarily improve customer service performance through e-commerce. In many



cases, e-commerce based companies need to emphasize the most appropriate business communication strategy to meet customer satisfaction with the services. This communication strategy should both the managerial and field staff have a lot to do with integrated customer service.

Meeting customer satisfaction is a core business challenge that has attracted much corporate attention. The literature on service quality by SERVQUAL. In this context, companies need to formulate and implement appropriate business communication strategies in marketing their products and services so that their customers are satisfied with the services provided.

In an increasingly competitive environment, companies must be customer-oriented, and customer satisfaction shows a modern approach to business life and serves the development of customer-oriented management culture. This customer orientation must be in the business communication strategy applied in marketing and selling products and services.

The development of a business communication strategy that is suitable for providing satisfaction to customers is significant so that the marketing carried out by the company can be right on target in the desired market share. It is consistent with the modern management philosophy regarding customer satisfaction as the basic standard of performance and perhaps its profit standard.

To strengthen the proper business communication strategy in marketing products and services, many companies choose customer satisfaction as the leading indicator of their performance. The company can satisfy customers in marketing its products/services; it means that the company can implement the right business communication strategy in providing services to customers.

Company management practices are a business communication strategy to satisfy customers through continuous quality management improvement. Under this management paradigm, a business communication strategy is applied to customer satisfaction's basic principles to secure a more comprehensive market share, increased profitability, and reduced costs. In quality management, the business communication strategy at building customer relationship marketing at how customer satisfaction. This customer-oriented business communication strategy on a marketing concept emphasizes identifying and fulfilling customer needs, retaining existing customers.

Many studies have supported the fundamental logic that customer satisfaction positively affects customer satisfaction. Customer satisfaction can secure future revenue and reduce customer transaction costs in the future—this customer satisfaction from the business communication, sales, and service strategies implemented by the company's staff. A successful business communication strategy can increase customer satisfaction. A more stable customer base provides the basis for a predictable source of revenue in the future because satisfied customers can predictably return to purchase more of the product or service offered.

Business communication is a very strategic part of companies' total quality management engaged in the e-commerce business. Such companies are run virtually with total market shares within reach of virtually. Customers of products or services from such virtual companies are temporary and are in locations that are often far, even very far away. Therefore, the business communication strategy must be implemented appropriately with the primary orientation of improving service delivery that provides optimal satisfaction to customers.



CONCLUSION

Based on the analysis of the research results above, the business communication strategy in companies engaged in the e-commerce business involves managers and field staff directly related to customers. This involvement can influence preparing and implementing different business communication strategies between managers and staff in the field, all of which provide services that can increase customer satisfaction.

The applied business communication strategy has also affected increasing customer satisfaction with the company's services. Customer satisfaction can be seen from customer perceptions of the high value of physical aspects, reliability, responsiveness, assurance, and empathy shown by staff in providing services when customers ask questions, want to buy when buying, or after buying a product offered. This finding clearly shows that companies engaged in the e-commerce business sector have grown and developed because they apply the right business communication strategy according to customer expectations.

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