

The Use of Digital Marketing and Innovation to Increase the Value of Products Produced by PT Pos Indonesia Padang Branch

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Abstract: This study aims to determine the use of digital marketing and innovation to increase product value produced by PT Pos Indonesia, Padang Branch. The increasing development of information and communication technology is driving a shift in marketing strategies from conventional to digital, requiring companies to adapt to remain competitive. The research method used was a quantitative approach with multiple line regression analysis as the data collection technique. The sample used in this study was 97 people, with accidental sampling as the sampling technique. The results showed that the use of digital marketing significantly influenced product value at PT Pos Indonesia, Padang Branch, with a regression coefficient of 401. Likewise, innovation implemented by PT Pos Indonesia, Padang Branch, also significantly influenced product value, with a regression coefficient of 690. This was achieved through social media, the official website, and other digital platforms, increasing product value, expanding market reach, and enhancing customer interaction. Furthermore, digital marketing strategies also contribute to enhancing the company's reputation and adding value to the products and services offered. However, PT Pos Indonesia, Padang Branch, has not yet optimally utilized digital marketing and innovation. Therefore, improved digital competency and more innovative marketing strategies are needed to maximize the use of digital marketing to increase product value.

Keywords: digital marketing, product value, PT Pos Indonesia, marketing strategy, digital media.

INTRODUCTION

The development of digital technology has brought about significant changes in consumer behavior. Meanwhile, information and communication technology is closely related to digital marketing, which is a crucial strategy in enhancing the increasingly rapid development of information and communication technology. In today's era of globalization, the use of the internet and digital media has transformed the way companies market products and services to consumers. This is in line with the opinion of Philip Kotler & Kevin Keller (2016) who stated that digital marketing is the process of marketing products or services by utilizing digital technology, particularly the internet, and other digital devices to interact directly with consumers. This is also in line with the opinion of Chakti (2022) who stated that digital marketing through social media is an internet platform that allows users to present themselves, interact, collaborate, share information with other users, and form virtual social bonds. Digital

marketing enables businesses to achieve specific communication goals using the internet (Firmansyah) (2021) Information Distribution: Providing complete and detailed company product information is one of the important purposes of using a website. With digital marketing, businesses can interact with customers in various ways. One of the best ways to obtain complete information is through the internet. Therefore, digital marketing is a very important component and must be optimally utilized by companies to increase competitiveness and expand market reach. Without the use of digital technology, companies will struggle to compete with competitors who have already adopted modern marketing strategies. This is in accordance with the opinion of Charles Greer, Makhijaetal (2013) who argue that a skilled work force enables companies to compete based on market sensitivity, product/service quality, differentiated services achieved, and technological innovation.

Innovation is the process of creating, developing, or implementing new ideas, concepts that provide added value and benefits / According to Suwarno (2008), innovation is generally understood in the context of behavioral changes that are closely related to a dynamic and evolving environment. Where rigid, routine, perfunctory, and flat service practices make it difficult for public sector organizations to provide quality services. Furthermore, according to Everett M. Rogers (2023), innovation is an idea, practice, or object that is considered new by other individuals or adoption units. Services that are not optimal force public organizations to be able to innovate because innovation is very important to overcome the impasse and congestion of public sector organizations. This is in accordance with Ratminto's opinion that public services or public services can be defined as all forms of services, both in the form of public goods and public services which in principle are the responsibility and implemented by government agencies both at the central and regional levels within SOEs. One of the public service provider organizations that is faced with innovation challenges as a result of increasing competition in the provision of public services is PT Pos Indonesia.(2005)⁷

As a public service provider, PT. Pos Indonesia, which is one of the companies (persero) engaged in the courier service industry, is required to innovate in order to meet the demands of improving the quality of services to the community. Based on the view in Sabaruet research that companies need innovation to survive and compete, this innovation can be in the form of a new product or service seen as new by consumers. Product innovation is an important factor in attracting consumer attention, especially for package delivery, mail and finance, according to Zhang et al, the impact of consumer strategic purchases depends on product innovation, while according to Frans Sudirjo, the standard for measuring innovation is not only the number of changes made to the product but also the extent to which the innovation meets consumer needs. According to Maryana and Permata sari, product innovation is a combination of cycles that influence each other, therefore innovation is an over view of each process, not just ideas about innovative ideas, new creations or other market improvements. To be able to win the competition with the emergence of private companies such as, TIKI, JNE, PT. Repex Perdana International collaborates with Federal Express (Fed-Ex), DHL, EXL Express, Cipaganti, TNT, Pandu Siwi and other delivery services PT. Pos Indonesia – The Padang Post Office must be able to become an innovative public organization. In this regard, it is interesting to examine how the use of digital marketing and forms of innovation, the success and failure of innovation, as well as the factors driving and inhibiting innovation at PT Pos Indonesia Padang Branch have not been fully optimal. (2022⁸)(2023)⁹(2023)¹⁰(2021)¹¹

Product value is a measure that shows how much benefit consumers feel about a product or service. The value of the product is not only seen from physical quality, but also from the service, ease of access, and information provided to customers. This is in accordance with Muzakar Isa's opinion that product value is the result of a comparison between consumer expectations and the real performance of the product and the advantages it has compared to other products, thus, the better the marketing strategy used, the higher the product value felt by consumers. Sanjuanita, according to Andria Ningsih, product value is the experience and benefits felt by customers from a product that can affect customer satisfaction and decisions. Therefore, companies need to develop innovative digital marketing strategies in order to optimally increase product value. One of the companies related to this research is PT Pos Indonesia Padang Branch which is engaged in delivery and logistics services.

This company urgently needs an effective marketing strategy to increase the value of the products and services offered to the public. However, the phenomenon that is currently occurring shows that the use of digital marketing at PT Pos Inyonesia Padang Branch is not fully optimal. This can be seen from the limited use of digital media in promoting products and the lack of interaction with customers through digital platforms. In the midst of increasing business competition, companies with many

competitors must continue to innovate to meet the needs and desires of consumers. Product innovation not only finds new products, but also improves and improves existing products. This is in line with Weber et al, who say that today's consumers are smarter and have more access to information about a product, they prefer products that provide added value through innovation. (2025)¹² (2024)¹³(2024)¹⁴

Thus, the use of digital marketing has become very important to increase the value of the products produced. Through digital marketing, companies can increase product value, expand market reach, and build better relationships with customers. Therefore, this study was conducted to analyze the use of digital marketing in increasing the value of products produced by PT Pos Indonesia Padang Branch so that it can contribute to the development of more effective and innovative marketing strategies.

RESEARCHMETHODS

The data analysis used by the author to analyze this research model is using multiple linear regression analysis techniques. According to Ghozali, Actually, what is meant by multiple linear regression analysis is a regression model that involves more than one independent variable, multiple line argressionanalysis is carried out to find out the direction and how much influence of independent variables. Causal Modelling (2018)¹⁵ is an endogenous variable that has an arrow pointing to it. The equation is as follows: $Y = a + b_1X_1 + b_2X_2$. Product Value (Y), Digital Marketing (X1), Innovation (X2) Interception (a) and Regression Coefficient (b)/ In this study, the author uses quantitative research methods, critical discussions from the author's point of view, as well as support for literature search, citations of expert opinions, and previous findings on the subject. Sugiyono The source of the data obtained by the researcher is not only basic data obtained from previous research in scientific articles, but also theories that discuss how good digital marketing strategies are. $b_1X_1 + b_2X_2$ (2016)¹⁶.

RESULTSAND DISCUSSION

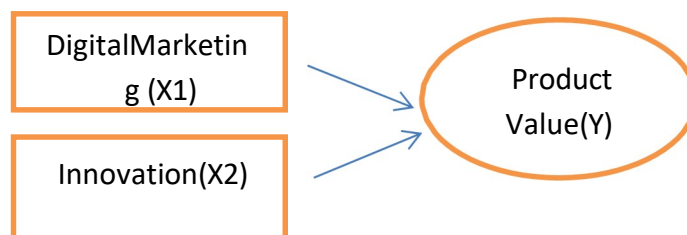
The results of this study can be seen in this table:

Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.198	1.898		-.115	.921
DIGITAL MARKETING	.401	.159	.198	.3.541	.031
INNOVATION	.690	.145	.679	4.623	.000

Product Value Dependent Variables Image :1

Influence of Independent Variables on Dependent Variables:



From the table and picture above, it can be seen that:

1. There is a significant influence of Digital marketing variables on product value at PT. Pos Indonesia Padang branch with a regression coefficient of .401 means that if digital marketing increases, then the value of the product will also increase by .401.
2. There is a significant influence of the Innovation variable on Product Value with a regression coefficient of .690, meaning that if the Innovation is carried out by PT. Indonesia canag Padang increased, then the Product Value also increased by 690.

PT. Pos Indonesia as one of the PT. (persero) in Indonesia continues to carry out its duties and functions in the field of postal services to meet the needs of the community through the development of services that are in accordance with the advancement of science and technology (IPTEK) as a form of loyalty to its customers. Pos Indonesia in serving its customers, both on a national and international scale, is not limited only to the world of possibility, but also in the world of finance. This is in accordance with the opinion of Fandi Tjiptono who said

that service is an effort to meet customer needs and desires as well as the stipulation of its delivery to keep up with customer expectations. (2919)¹⁷

The products produced by PT. Pos Indonesia can be seen in table1 below.

Product Table of PT. Pos Indonesia Padang Branch

PRODUK			
Surat dan Paket	Jasa Keuangan	Integrasi Logistik	Ritel
Pos Express	Pospay	Profil Produk	Emas Antam
Suratpos (standar)	Biasa Weselpos	Kargopos Udara	Ritel
Paket pos	Giropos	Kargopos Darat	Ritel
Poskilat khusus	Fund distribution		
Admailpos	Bank channeling		

Source: Office of PT. Pos Indonesia

Based on the products owned by PT. Pos Indonesia is divided into 4 groups, namely Letters and Packages, Financial Services, Logistics and Retail Integration. Of the four groups above, letters and postal have many types. The high demand for sending letters and packages is inseparable from the competition of several suppliers of goods. However, the reality is that currently PT Pos is still losing competition, because the services they provide are not optimal. The following is data about PT Pos Indonesia's competitors.

Competitor Product Table of PT. Pos Indonesia Padang Branch

Brands	TBI	TOP
J&T	25%	TOP
JNE	22%	TOP
POS INDONESIA	17,2%	TOP
DICK	15,2 %	
DHL	4,1%	

Source <https://joecy.org/index.php/joecy/article/view/8400/6606>

Conclusion

PT. Pos Indonesia Padang Branch is accompany engaged in services in the form of sending letters, packages and financial fields that serve the needs of the community in Padang. Pos Indonesia Padang Branch faces various competitors with companies with similar businesses but PT. POS Indonesia Padang Branch continues to survive by using competitive Digital Marketing and making various innovations about existing products at PT. Pos Indonesia, so that it can increase the value of existing products at PT. Indonesia post. Thus, so that PT. Indonesia can survive until now. This is in line with the opinion of Arifuddin & Alimudin Digital Marketing is not just an option, but now it is a must for companies that want to survive and grow. (2023)²⁰

This research is a causality research that can be carried out to assess the impact of specific changes on existing norms of various processes and others. Causal research is a study that explains the cause-and-effect relationship of independent variables (independent variables) with dependent variables. This is in accordance with Sugiono's opinion (2017¹⁸) which states that a cause-and-effect relationship is the relationship between independent variables (causes) and dependent variables (consequences), where changes in independent variables will affect related variables. Based on the results of the hypothesis test, the results are obtained that there is a significant influence of variables Digital Marketing to the Product Value variable with a regression coefficient of .401 means that if digital marketing increases carried out by PT. Pos Indonesia, the Product Value also increased by 401. Likewise, the Innovation variable also has a significant effect on the product value variable with a regresi coefficient of 690, which means that if the innovation carried out by PT. Pos Indonesia increased, so the value of the product also increased by 690.

So in this study, each of the two variables had a significant effect on the bound variable, namely the value of the product with a coefficient off regression of 401 and 690, respectively. Second, independent variables can increase the value of products produced by PT. Pos Indonesia Padang Branch

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