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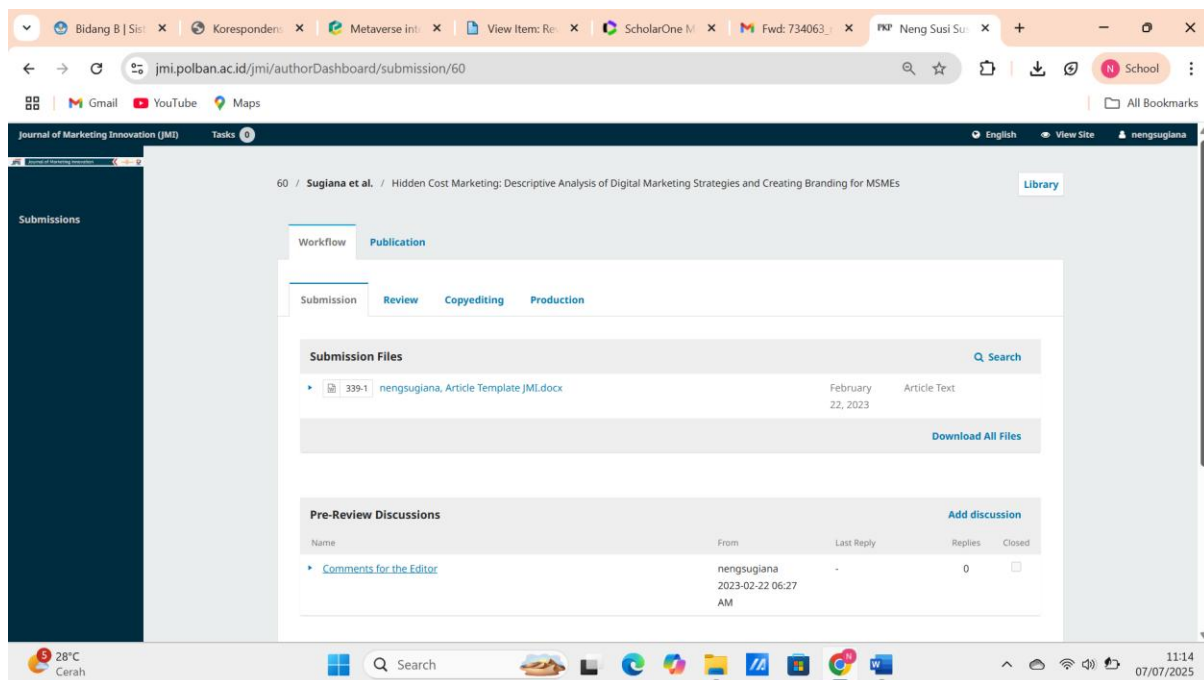
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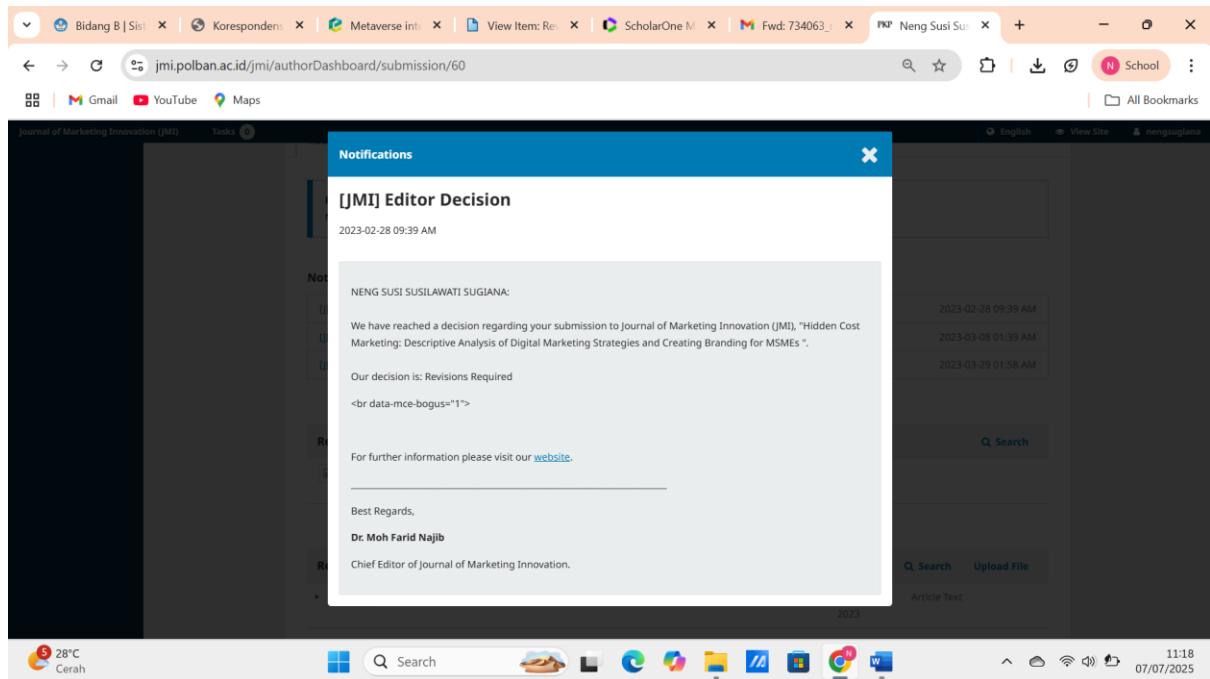
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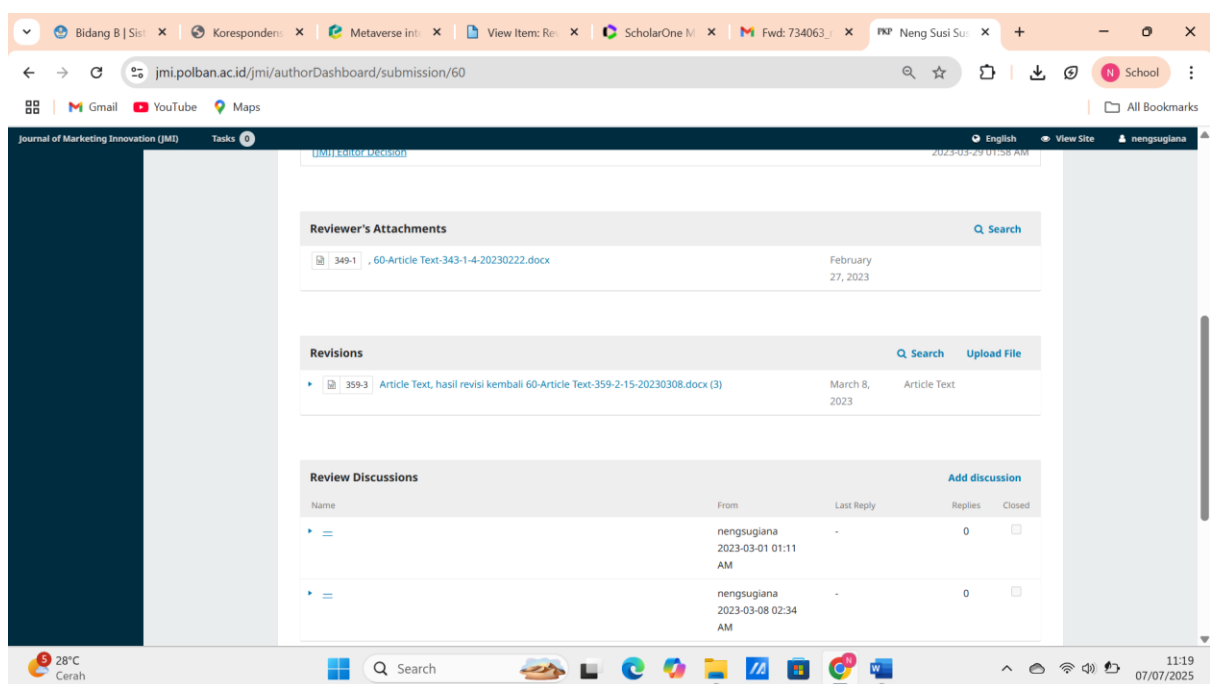
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Hidden Cost Marketing: Descriptive Analysis of Digital Marketing Strategies and Creating Branding for MSMEs

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ABSTRACT:

Research that aims to see how this MSME business can ultimately apply digitization in its marketing activities so that it is expected to strengthen the branding of a product and see the implications that occur for hidden costs or costs that often arise and are unexpected when marketing their products. This study uses a quantitative analysis methodology with a population of 520 SMEs in the city of Bandung with various business categories and already have business licenses. Data collection techniques using questionnaires and interviews with MSMEs from field analysis and data illustrate that MSMEs are still the driving force of the economy in the city of Bandung, despite experiencing obstacles during the 2020-2021 outbreak. Good opportunities can be captured to implement digital marketing, as evidenced by the emergence of brand-new local brands that are much sought after or increasingly recognized products from MSMEs with a wider range. The results of the analysis state that in the last two years MSME players have maximized the implementation of Digital Marketing so as to produce a strong brand and also reduce costs that often occur when marketing is carried out directly, especially hidden costs that are not included in business accounting calculations. So that marketing carried out by implementing Digital Marketing is effective in building a strong brand and reducing hidden marketing costs.

Keywords :

Hidden Cost Marketing, Digital Marketing, Creating Branding, MSME.

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1. INTRODUCTION

Thinking of change is always in line with the resulting impact, both planned changes and changes resulting from phenomena that occur such as epidemics or socio-political conditions that demand that the order of life change. The business sector is the sector that captures most of the changes that occur due to its nature as a driving force for the economy, both broadly and on a narrower scale. Like it or not, entrepreneurs are faced with situations that require them to take action changes in order to maintain the continuity of their business, lifted from the lives of MSME actors where they are actually the cogs of the national economy who are directly impacted by a change, must be prepared with insight from a business strategy, MSME actors are familiar with various types of training aimed at increasing their capabilities as entrepreneurs in order to welcome change. Changes that have occurred, especially in marketing activities that have changed form to digital. What should be an opportunity for MSME players to face the obstacles that occur to pursue consumers so that the intent of their marketing activities is conveyed, namely the strengthening of branding so that competitiveness will be stronger. In the journal *The effect of digital marketing transformation trends on consumers' purchase intention in b2b businesses: the moderating role of brand awareness* (Nguyen ngoc hien and tran nhu, 2022) That by transforming digital marketing can affect the nature of buyers in decision to explore the brand has a relationship between digital marketing and purchasing decisions. Pandemic effects on social media marketing behaviors in India (Andrew n and Mason et al, 2022)

Impact of the pandemic on consumer behavior. There are differences in the behavior of using social media in determining a purchase. Of course, the application of digital marketing here can be a moderator in changing these behaviors. The transformation of a company in increasing efficiency and effectiveness can provide an overview or view of the costs that must be incurred to carry out company activities and maximize profits and can rebuild processes. existing businesses in MSME (Yongzhang Peng and Changqi Tao, 2022), it can be found that rebuilding the channels of marketing activities in MSME can be easier in the condition that MSME actors can accept and decide to implement digital marketing which can help bring together their consumers population with market distribution that can be wider, as in the previous study *Social media and building a connected college* (Donna Wertalik, 2022) For this reason, the purpose of this study is to see the effect that using digital tools with an emphasis on hidden costs as a strategy that will help businesses achieve more cost efficiency.

2. LITERATURE REVIEW

In previous research (Alejandro Flores at al., 2022) talked about digital capabilities that can affect company performance only by mastering technology. there is a result that the use of digitaliassi in the economy with low HDI has a more significant indirect effect on company performance than in countries with high HDI. For developing countries, for example Indonesia, with an HDI level of 72%, it allows mastery of the digital economy which influences the mindset of MSME actors in determining their business decisions so that it can affect the performance of the MSME itself. "The important role of customer bonding capability to increase marketing performance in small and medium enterprises" by Ida Bagus at al. (2022) is a reference material for MSME actors to examine how marketing performance can be improved through customer engagement. The bond that began with the rapid dissemination of information and facilitated by digital media is a good choice for MSME business actors. In the journal *Exploring YouTube marketing communication: brand awareness, brand image and purchase intention in the millennial generation*, (Mohamad trio febriyantoro, 2022) media or digital platforms such as video appearances on YouTube can build a strong brand and lead to purchasing decisions.

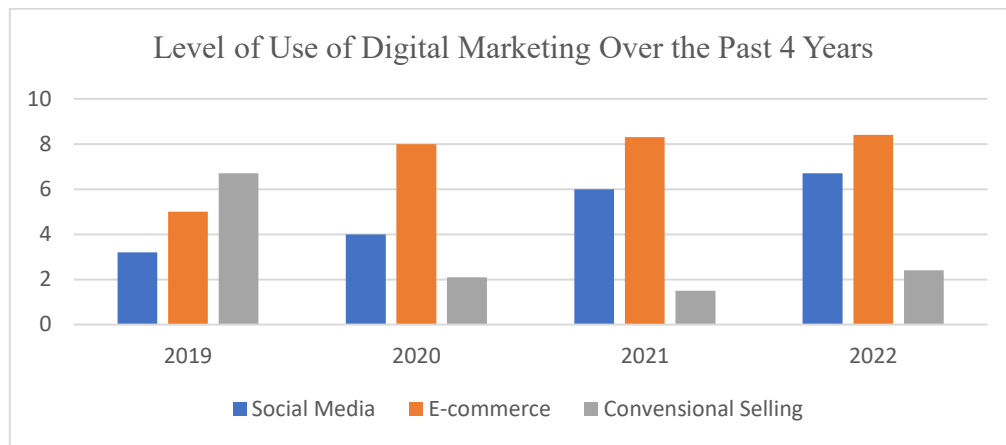
In a previous study entitled *When luxury goes digital: does digital marketing moderate multi-level luxury values and consumer luxury brand-related behavior*, (Shahzad ahmad khan at al, 2022), brands contribute value by using technology that right in winning its competitive advantage with the assumption that the emotional bond with the brand is influenced by an application of digital marketing. values (functional, individual, and social).

Hidden quality costs or hidden costs are costs incurred because product quality matches consumer expectations, for example, costs arising from consumer dissatisfaction with product quality, product delivery or product damage and thus reducing our market share (Hansen and Mowen, 2005: 7). Research on cost marketing in the journal Switching costs, customer satisfaction, and their impact on marketing ethics of medical schemes in South Africa, an enlightened marketing perspective (Thabang excellent mofokeng, 2022), describes the concept, measures the effect of costs impact, and classify by type and the positive and negative impacts of personal relational cost harm and loss benefit cost on customer satisfaction, which, in turn, has a negative impact. By mastering technology and understanding the digital economy that is applied in MSME businesses, it is hoped that this will become a new paradigm that the driving force of this economy can apply digital marketing which will be able to influence the strength of a brand and reduce large costs by subsidizing hidden costs in the sense that these hidden costs are not greater than the costs that are replaced, for example, the cost of renting a shop becomes the cost of developing e-MSMEs. Then the next impact is that there are hidden costs or hidden costs in changing this business strategy, what about the additional costs incurred with intensity which is said to often have unexpected costs as a result of this change in marketing techniques. Is this beneficial for MSME actors or will it only disrupt the finances and capital of MSME actors who are struggling to keep pace with rapid changes. Basically, digital helps accommodate MSME players in changing their marketing strategy or business model (Wiebke Reim, at al, 2022), thereby connecting one activity by cutting long lines of marketing activities to become more efficient and effective. From research on hidden costs entitled, The impact of hidden costs on production and operations (gujarathi at al., 2022), it is implied that the total costs cannot be separated from the hidden costs of production and their fixed costs. In the discussion it was found that hidden costs cannot be eliminated, but efforts to reduce hidden costs are worth trying for MSME actors. Hidden costs that usually change and stay in the important part. The impact is when the allocation of direct funds will not be able to be effective in solving hidden costs. Like wise in the article which mentions that digital implementation is a way to reduce hidden costs as a result of switching marketing styles. It can be concluded that the presence of digital marketing here will make it easier for the emergence of new branding which of course is questionable about the existence of quality products sold digitally through hidden cost benchmarks or quality costs or customer satisfaction costs.

The thoughts that have been described will become a formulation of how MSME actors in the city of Bandung regarding the impact of digital marketing and Building Branding which have implications for hidden costs, which will always exist in a business company, both large and small scale. Therefore, how does digital influence marketing that has been implemented in the last 6 months show increased sales and what are the implications for hidden cost management in these MSMEs.

3. METHODS

An overview of MSME actors who are in the city of Bandung and are cared for by the Bandung City Cooperative Service, have entered the pandemic and endemic era during 2020 - 2022. What they have prepared as a strategy to win the competition is shrewdness in entering the market and playing a reliable marketing role using digital means. It can be represented from the MSME graph that has implemented digital marketing to reach consumers obtained at the beginning of the data analysis as follows:



Graph 1. Use of Social Media in 540 SMEs in Bandung City
Data Source; Processed

Analyzing the behavior of MSME actors on several occasions at a digital transformation training held on a campus provides an illustration that the interest in the sustainability of MSME businesses that are transitioning digitally is very high as evidenced by the training participants who reached 540 out of 4 training periods during 2020-2021. For this reason, the UMKM population in the city of Bandung that I will use with a sample with a 90% confidence level gets a sample of 181 rounding out of 181,112 of the 540 populations collected. The data will be analyzed using a quantitative description method based on independent and dependent variables, where digital marketing is the variable that influences brand strengthening MSME products that have implications for the hidden costs that are formed.

The stage in this data analysis is to make a data tabulation of the results of a questionnaire survey which will show the use of digital marketing with various platforms that represent brand placement or positioning. And will see during the implementation of digital marketing whether it contributes to reducing the hidden costs that are usually formed. In this study, data analysis will be carried out using SPSS tools and measuring a variable using existing instruments in a study and the next step is to look for relationships between variables and other variables. In the case of MSMEs, there are three variables, namely the application of digital marketing (X_1), building strong branding (X_2), hidden costs (Y). and there are indicators that are measured by an ordinal scale, namely as in the following table:

Table 1. Operational Variables

Variable	Indicator	Scale
Application of Digital Marketing, (Philips Koteler,2013; 78)	Product Price Promotions Place	Scales
Building Branding (Donald Miller,2017)	Maker Image User Image Product Image	Scales
Hidden Cost (Hansen and Mowen, 2005)	Sales rate	Scales

	Consumer satisfaction Market share	
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in previous research studies on hidden costs (Bhushan Somaiya Vidyavihar U, 2019) identified various elements and causal factors of general hidden costs in production and linked their impact to the total product cost. Hidden costs cannot be eliminated completely but can be reduced. this is what makes the basis of research with the following hypothesis. The influence of variables X1 and X2 on Z means that the more digital marketing is implemented and the strengthening of branding, the smaller the Hidden Cost in Bandung city SMEs

4. RESULTS AND DISCUSSION

Answering the research objectives entitled The Impact of Digital Marketing Implementation on Strengthening Branding Which Has Implications for Hidden Costs . The first marketing activity for MSME actors in the City of Bandung is to look at the connectedness of the application of digital marketing and the position of branding of its products and how the impact is generated on the costs incurred. hidden. In the tabulated data, it can be seen that the more digital marketing is implemented and the strengthening of branding occurs, the hidden costs incurred by MSMEs in the city of Bandung will be reduced, therefore it will be studied from the results of statistical analysis regarding this phenomenon by answering questions composed of several hypnosis.

To test the validity of each variable, a comparison of R tables and R calculations is carried out for each variable indicator X1 (implementation of digital marketing), X2 (building branding). It is known from the calculation results that R Table is greater than R count, so the measuring instrument used is accepted (R Table > R count) and as a result is

Test the Validity of X1, namely the application of digital marketing

X11 $0.716 > 0.1459$, then the measuring instrument used is valid

X12 $0.730 > 0.1459$, then the measuring instrument used is valid

X13 $0.602 > 0.1459$, then the measuring instrument used is valid

X14 $0.689 > 0.1459$, then the measuring instrument used is valid

Test the validity of X2 (Creating Branding), namely building Strong branding.

X21 $0.830 > 0.1459$, then the measuring instrument used is valid

X22 $0.817 > 0.1459$, then the measuring instrument used is valid

X23 $0.563 > 0.1459$, then the measuring instrument used is valid

Table. 1. Correlations X1 (Digital Marketing)

		X11	X12	X13	X14	X1TOTAL
X11	Pearson Correlation	1	.564 **	.143	.202 **	.716 **
	Sig. (2-tailed)		.000	.056	.006	.000
	N	181	181	181	181	181
X12	Pearson Correlation	.564 **	1	.128	.245 **	.730 **
	Sig. (2-tailed)	.000		.085	.001	.000
	N	181	181	181	181	181
X13	Pearson Correlation	.143	.128	1	.471 **	.602 **

	Sig. (2-tailed)	.056	.085		.000	.000
	N	181	181	181	181	181
X14	Pearson Correlation	.202 **	.245 **	.471 **	1	.689 **
	Sig. (2-tailed)	.006	.001	.000		.000
	N	181	181	181	181	181
X1TOTAL	Pearson Correlation	.716 **	.730 **	.602 **	.689 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	181	181	181	181	181

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2. Correlations X2 (Creating Branding)

		X21	X22	X23	x2_Total
X21	Pearson Correlation	1	.644 **	.167 *	.830 **
	Sig. (2-tailed)		.000	.025	.000
	N	181	181	181	181
X22	Pearson Correlation	.644 **	1	.132	.817 **
	Sig. (2-tailed)	.000		.077	.000
	N	181	181	181	181
X23	Pearson Correlation	.167 *	.132	1	.563 **
	Sig. (2-tailed)	.025	.077		.000
	N	181	181	181	181
x2_Total	Pearson Correlation	.830 **	.817 **	.563 **	1
	Sig. (2-tailed)	.000	.000	.000	
	N	181	181	181	181

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Analyzing the effect of an application of digital marketing and strong branding which has implications for hidden costs, a Linear Multiples Regression test is carried out to see that there are two X variables that affect variable Z. With the assumption that the regression model is normally distributed, and a linearity test is carried out on each variable X_i and X_2 on variable Z partially, another requirement is to avoid multicollinearity and heteroscedasticity. For this reason, it can be seen from the linear regression analysis with the results, namely: Examining the results of the data analysis here, it can be seen that the influence of digital marketing and branding on the hidden costs that must be incurred by MSME actors in the city of Bandung. By interpreting and describing the F test and its determination coefficient, it can be seen which variable has the most effective effect on the hidden cost variable. It is denoted in column F with the number 189.315 and a significance of 0.000, then H_1 which means that digital marketing and branding variables have a joint effect on the hidden costs that must be incurred by MSMEs in the city of Bandung.

Table 3. ANOVA

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	1190916	2	595,458	189,315	.000 ^b

Residual	559,869	178	3.145		
Total	1750,785	180			

a. Dependent Variable: H_COST

b. Predictors: (Constant), C_BRANDING, D_MARKETING

To test and prove that these two independent variables individually have an influence on the hidden cost level of MSME actors in the city of Bandung, we can compare the significant values in the Coefficients table with the condition that the significant value here is less than the possible value of 0.5, so it can be concluded the two variables each have an effect on the level of hidden costs of MSME actors in the city of Bandung. As well as a comparison of the calculated T value with T table where the T table owned with df worth 179 is obtained at 0.1459, it can be seen that the digital marketing variable has a t Count of 8.830 > from t table which is equal to 0.1459 as well as for branding it has a value of 5.251 > T The table. So that H2 is accepted, that is, each variable has an influence on variable z or the level of hidden costs for MSME actors. It can also be seen that the application of digital marketing is the dominant factor in influencing the reduction of Hidden Costs for MSMEs in the city of Bandung with a higher T count than C Branding's T count.

Table 4. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	.901	.449		2005	.046
	D_MARKETING	.468	.053	.552	8,830	.000
	BRANDING	.334	.064	.329	5,251	.000

a. Dependent Variable: H_COST

the findings of previous research corroborate the results of the analysis that has been carried out that the classification of hidden costs and the ability to turn them into visible costs is very important (Bhushan Somaiya Vidyavihar U, 2019). related to the use of digital tools and brand strengthening so that the results of data analysis also show that hidden costs such as the cost of complaints from consumers can be reduced as well as Possible. From the results of a survey conducted by MSME actors with the aim of seeing consumer satisfaction with their brand and digital marketing to their consumers that by displaying a good brand image of MSME and product quality that is not reduced even though it is marketed through digital marketing does not result in many complaints about damage to goods, loss goods at the time of delivery of goods or even eliminating existing consumers or in marketing language it is called market share. Why is that, because one of the opportunities created by the world of digital marketing is the ease of using digital marketing applications that are already available so that integration of quality values occurs, meaning that this application already provides delivery services that can be trusted, easy payment methods and complaint handling which is the reason MSME actors choose to implement digital marketing, and indirectly strengthening branding will be more widespread in the market that is not fenced off by the coverage area. So the cost of unexpected costs will be much less. Then has the existing hypothesis been proven that the more MSMEs market their products by

implementing digital marketing and paying attention to strengthening branding, the lower the unexpected costs such as the cost of re-production or the cost of replacing consumer complaints in the sense that the H1 and H2 hypotheses are accepted as well as H0 rejected. Theoretically on the marketing concept that the marketing mix for a product must pay attention to the product elements of price, place and promotion (Philip Kotler; 2012). This is very true if we see that the presence of digital marketing as the dominant variable that has an influence will change the unexpected costs of cutting costs which will erode the reserves of funds and even the profits of MSMEs who still have medium to low cash flow. Changing product concepts with elements of trust regarding product quality, changing prices that are able to compete without having to reduce quality standards, changing places to sell which will also have an effect on strengthening branding because the reach of consumers is unlimited. Likewise with the promotion that will be carried out to be cheaper and more effective. A study conducted by the Harvard Business Review shows that hidden costs can be in the form of time and labor costs required to repair or address problems associated with poor product or service quality. These costs can increase production costs significantly. whereas A study by Stanford University shows that hidden costs can occur in new technology investments, such as training costs, maintenance costs, and operating costs. These costs can be hidden because they are not always visible in the initial budget. (Joann Hackos and Dawn Stevens, 2018) From the research examples above, it can be seen that hidden costs can occur in a variety of contexts and can have a significant impact on business decisions and economic activity. Therefore, identifying and reducing hidden costs becomes very important for the success of a project or business. average marketing costs in consumer companies reach 11% of the company's total revenue. These marketing costs include advertising, promotion, sales and market research costs. From the research examples above, it can be concluded that marketing costs can vary depending on the industry and company size. But in general, the company's marketing costs reach around 10-20% of the company's total revenue. (McKinsey & Company, 2019), this refers to the references generated from the results of previous research that there is almost the same suitability, Focus on the right target market: By understanding who the target market is, you can better adjust marketing strategies and maximize effectiveness This will help minimize unnecessary costs. Take advantage of social media: Social media can be an effective and relatively inexpensive way to promote products or services. You can use social media to build brand awareness, expand product reach, and interact with customers. . Use content marketing: By producing informative and useful content, it can attract the attention of potential customers and increase brand awareness. Good content can also help build authority in the industry. Collaboration with partners: Working closely with relevant partners can help expand reach at lower costs. low, may collaborate with partners to co-create content, host joint events, or host joint promotions. ROI analysis: Performing a return on investment (ROI) analysis can help understand the effectiveness of marketing strategies and decide where to focus marketing resources for better results. Marketing automation: By using marketing automation tools,

The results of this study are in line with the results of research conducted that the existence of MSME marketing activities that implement Digital Marketing will be stronger in creating product brands, the gaps seen from the results of data analysis and previous research are analysis of hidden costs from MSME marketing activities and after being studied through research It can be seen that the implementation of digital marketing will further reduce hidden costs. And it is hoped that MSME actors in the city of Bandung will be able to make decisions in making changes to the strategy used in their business. It's just that these findings

are still limited, not calculating the details of calculating existing costs as a form of accounting reports from SMEs in the city of Bandung.

5. CONCLUSION

The need for good planning for MSME actors in managing their activities can be said to be a compulsive form of MSME. Which can be a specific strategy in various conditions that can turn a threat into an opportunity from the point of view of exploiting this threat can be a gap in opportunity that with creative thinking and innovation the MSME actor can effectively help to reduce the business burdens that exist in their activities. especially when MSMEs need a transition that results from unexpected or unexpected events.

Digital marketing is carried out as a form of strategy realization in order to build a strong brand image or brand, and answers that digital marketing variables are the most powerful factor in determining the emphasis on hidden costs which are concentrated on the quality of products marketed digitally must be able to provide consumer satisfaction with the aim can avoid the costs of complaining that will arise, not only that, MSME actors in the city of Bandung apply more marketing assisted by the existence of E-commerce with the aim of expanding consumer reach and obtaining convenience in transactions and in obtaining easy delivery of their products. The convenience - the convenience obtained makes the value of an MSME product image increase so that maintaining brand strength can be a reason for MSMEs to reduce their Marketing Hidden Costs. From this analysis it can be concluded that the measurement of Hidden Cost marketing is a new way of analyzing marketing strategy with digital marketing and strong branding implementation techniques which can be used as a benchmark for marketing activities here, whether or not their marketing strategy will be more effective and efficient. Suggestions for research development can be found in relation to the level of customer satisfaction that makes transactions with digital marketing as well as more real accounting calculations so that it can be examined how the impact of implementing digital marketing on MSME financial analysis, and it is hoped that there will be research development that is more focused on building a strong brand seen from emphasis on fixed costs in order to provide a reference for MSMEs to carry out effective and efficient marketing strategies.

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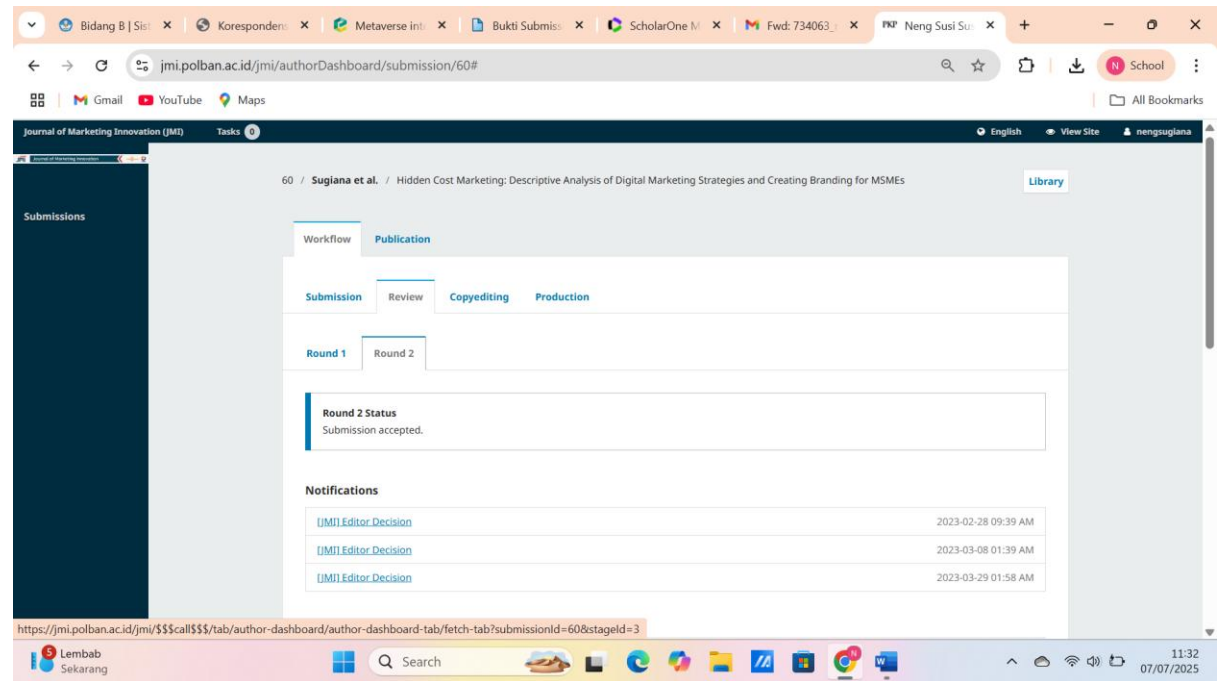
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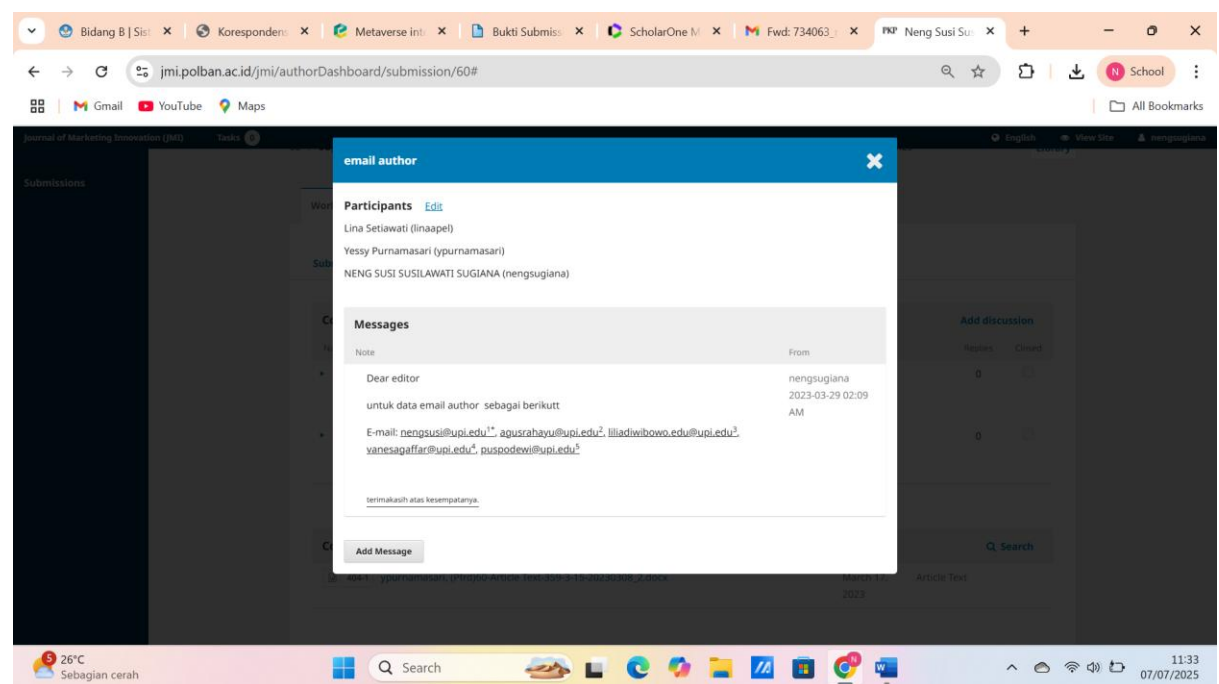
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4. Review Round 2 Accepted



5. Copyediting Discussion



6. Publish 5 Juni 2024

The screenshot shows a web browser displaying the article page for the Journal of Marketing Innovation. The browser's address bar shows the URL jmi.polban.ac.id/jmi/article/view/60. The page layout includes a sidebar on the left with author information, a central content area with the article title and abstract, and a right sidebar with journal details and download links.

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Keywords: Hidden Cost Marketing, Digital Marketing, Creating Branding, MSME

Abstract:

This research aims to see how MSME businesses can ultimately apply digitization in their marketing activities so that it is expected to strengthen the branding of a product. It is also intended to see the implications that occur for hidden costs or costs that often arise and are unexpected when marketing their products. This study uses a quantitative analysis methodology with a population of 520 SMEs in Bandung with various business categories and who already have business licenses. Data were collected using questionnaires and interviews with MSMEs from field analysis and it shows that MSMEs are still the driving force of the economy in the

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