

## **Literature Review: Marketing Management Innovation for Village Small and Medium Enterprises through Social Customer Relationship Management, Digitalization and Technology Guidance Assistance**

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### **ABSTRACT**

The aim of this research is to discuss innovation in marketing management of village Micro, Small and Medium Enterprises through social customer relationship management (SCRM), digitalization and technological guidance assistance. The method used is a systematic literature review method. Systematic literature reviews are used for the process of identifying, evaluating and interpreting research results relevant to research objectives that include research questions, topic areas and related phenomena. One of the main reasons for conducting qualitative research is because the research is exploratory in nature. Based on the discussion above, it can be concluded that social customer relationship management is defined as a business philosophy and strategy, supported by technology platforms, business rules, processes and social characteristics, which are designed to involve customers in collaborative conversations to deliver mutually beneficial value in a trusted and transparent business environment. Micro, small and medium enterprises need to maintain good relationships with customers and increase their loyalty through knowledge and fulfilling customer needs quickly and precisely. One of the keys for micro, small and medium enterprises to survive in today's competitive business world is through business digitalization, where micro, small and medium enterprises can take advantage of this to develop business performance. Government policy in the form of technical guidance training in the form of training for micro, small and medium enterprises is expected to strengthen the relationship between entrepreneurial marketing and marketing performance.

**Keywords:** Marketing Management Innovation, Village Small and Medium Enterprises, Literature Review

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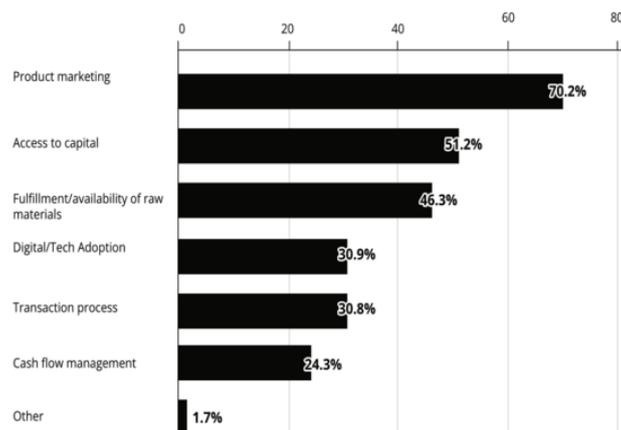
### **INTRODUCTION**

Discussing Micro, Small and Medium Enterprises is a very interesting topic, especially related to villages. The Micro, Small and Medium Enterprises sector has a strategic role in shaping the regional and national economy, especially in creating jobs and increasing people's income. As stated by Connelly, Ireland, Reutzel and Coombs (2010), Micro, Small and Medium Enterprises are always described as a sector that has an important role, and has unique factors that underlie the management of Micro, Small and Medium Enterprises. In general, Micro, Small and Medium Enterprises in the national economy have the following roles: (1) as the main actor in economic activities, (2) the largest provider of employment opportunities, (3) an important player in developing the local economy and empowering the community, (4) creating new markets and sources of innovation, as well as (5) its contribution to the balance of payments. (Cicik Harini & Yulianeu, 2019).

The development of Micro, Small and Medium Enterprises in Indonesia has experienced a significant increase, this is because Micro, Small and Medium Enterprises in Indonesia are truly businesses with medium capital (Hasna et al., 2023) that can be reached by all levels of Indonesian society. In terms of the capital required, it is affordable, which is in accordance with the business scale required by Micro, Small and Medium Enterprise entrepreneurs. True consistency in the development of Micro, Small and Medium Enterprises in Indonesia must be maintained from time to time and from mass to mass. Because the role of Micro, Small and Medium Enterprises is very crucial for the Indonesian economy, one of them is: (1) Knowing the role of the number and level of growth in the Indonesian economy through the development of Indonesian Micro, Small and Medium Enterprises. (2) Describe the economic conditions in an area. If the number of Micro, Small and Medium Enterprises continues to increase, economic conditions will improve. On the other hand, if it declines or stagnates, there is an indication that the economy is weakening. (3) Used to observe and analyze trends related to economic and social issues. (4) For the government, Micro, Small and Medium Enterprises have an

even greater use, namely to make strategic decisions to make public policies, especially regarding economic development and empowerment at the national and regional levels.

Developing a Village Micro, Small and Medium Enterprise in Indonesia requires special and continuous guidance to maintain the stability of product marketing management for Village Micro, Small and Medium Enterprises. One of them is providing education related to digitalization of Micro, Small and Medium Enterprises as well as providing guidance and technical assistance related to digitalization (Junaedi et al., 2023). When transforming to digitalization, of course Micro, Small and Medium Enterprises will face several challenges. Based on a survey conducted by DNS Innovate of 1,500 Micro, Small and Medium Enterprise owners, several obstacles were found experienced by Micro, Small and Medium Enterprises.



Source: MSME Empowerment Report, 2022

Generally, 70.2% of Micro, Small and Medium Enterprise owners have problems when marketing products. The next problems are related to access to capital (51.2%), fulfillment or supply of raw materials (46.3%), and digital adoption (30.9%). The first challenge relates to product marketing. Micro, Small and Medium Enterprises must build a strong brand image in order to compete with others, and their financial resources are limited so it is difficult for them to allocate funds for marketing activities.

One of the main problems faced by Micro, Small and Medium Enterprises towards digitalization is the low level of human resources and unequal access to technology, so to face these challenges there must be assistance and education for business people who want change. Efforts to realize Micro, Small and Medium Enterprises facing the digital era must include an empowerment movement. In general, empowerment means giving power to others in exerting and asserting power as a manifestation of each individual's behavior as well as the resources of skills, attitudes, networks (social capital), materials and the role of other people to determine goals and follow through on them (Pigg, 2002).

Based on the temporary findings above, it is necessary to study special concepts in innovating village Micro, Small and Medium Enterprises in Indonesia, including through marketing management, digitalization and technical guidance assistance to maintain the stability and sustainability of Micro, Small and Medium Enterprises. This concept study will explain several concepts that really support the activities of Micro, Small and Medium Enterprises, especially in innovating Micro, Small and Medium Enterprises in Indonesia. The concepts used come from literature, journals and electronic media in strengthening the study of Village Micro, Small and Medium Enterprises innovation concepts through marketing management, digitalization and technological guidance.

## RESEARCH METHODOLOGY

This research uses the Systematic Literature Review (SLR) method. SLR is used for the process of identifying, evaluating and interpreting research results that are relevant to the objectives research that includes research questions, topic areas, and related phenomena. One of the main reasons for conducting qualitative research is that the research is exploratory in nature (H.Ali & Limakrisna, 2013).

## RESULT AND DISCUSSION

### **Marketing Management Innovation for Village Micro, Small and Medium Enterprises Through Social Customer Relationship Management.**

Various definitions of social customer relationship management state the use of digital and interactive technology with customers as a strategic business orientation (Rusilawati, 2023). Mohan et al. (2008) defines Social Customer Relationship Management as an easy-to-use standalone application that can be utilized in the Social Customer Relationship Management process in a structured manner, to help end-users utilize existing social networks, internal and external data, news feeds, and sales and marketing content. better. This definition views Social Customer Relationship Management as customer-facing technology.

Various definitions of Social Customer Relationship Management refer to the concept of business strategy. Social Customer Relationship Management is defined as a business philosophy and strategy, supported by technology platforms, business rules, processes and social characteristics, designed to engage customers in collaborative conversations to provide mutually beneficial value in a trusted and transparent business environment (Greenberg, 2010). More or less the same as the definition of Social Customer Relationship Management from other experts, Trainor (2012) defines Social Customer Relationship Management as the integration of traditional Social Customer Relationship Management activities including processes, systems and technology with social media applications to involve customers in collaborative conversations and improve relationships customer.

Therefore, medium to small micro businesses need to implement Social Customer Relationship Management, even if it is simple. Social Customer Relationship Management is built on traditional Social Customer Relationship Management principles by using social media to better support the management of business relationships with company customers (Askool & Nakata, 2010; Faase et al., 2011; Malthouse et al., 2013; Trainor, 2012). Traditional Social Customer Relationship Management uses technology and oriented strategies (Lehmkuhl & Jung, 2013).

Apart from that, what needs to be improved by Micro, Small and Medium Enterprises is market sensing capabilities. Market sensing is the ability to sense and react to the market environment (Anggreani et al., 2023) and its changes, including in terms of technological advances, consumer tastes and demands, innovation and value offerings (Likoum et al., 2020). Micro, Small and Medium Enterprises must think creatively and always try to innovate. Innovation can be carried out when Micro, Small and Medium Enterprises have market sensing capabilities, sensing what the 'market' needs, in this case consumers (Ardyan, 2016). Micro, Small and Medium Enterprises should be astute in anticipating changes in the business environment (Fang et al., 2014). Micro, Small and Medium Enterprises must also have the willingness to continuously learn management knowledge in general and marketing management to manage their business better.

Some further findings from the application of Social Customer Relationship Management in Micro, Small and Medium Enterprises are classified into three parts, namely: Social Customer Relationship Management to identify customer needs and desires, The influence of Social Customer Relationship Management on customer satisfaction, The role of Social Customer Relationship Management in maintain and increase customer loyalty.

- a. Social Customer Relationship Management to identify customer needs and desires. Temporal & Trott stated that the working steps of the Social Customer Relationship Management strategy have seven stages, namely: (Temporal & Trott, 2002): (1) Opening channels for communication. In this step, a communication channel will be selected that will connect sellers and customers directly. This needs to be done, to make it easier to understand customers and also improve relationships with customers. Carrying out effective communication is one way to fulfill customer desires. (2) Customer Profiling. In this step, we can find out what the customer's status and condition are. By getting to know customers, it will be easier to determine sales strategies. In profiling there are many things you can see, such as who the customer is, their family, their job (Abd et al., 2023), and what they like and don't like. (3) Analyzing Data. Some data that can be used include shopping data, from this data we can follow-up on what customers buy; complaint data from customers, this data can show how we have served customers regarding complaints; customer date of birth data, with this data we can build a good relationship by wishing them a happy birthday or creating special promotions for birthday people. (4) Customer wants and needs. Testimonials from customers are very helpful in fulfilling customer wants and needs. To get testimonials, you can use the communication channels that have been created previously. (5) Maintain potential customers. The trust given by customers to the company/business, as well as customers who return to buy the products we have, shows customer loyalty. This loyalty must be

maintained so that customers do not move to other business competitors. (6) Customer knowledge. Customer-related data can be a very important and useful data source for company/business performance if processed properly. (7) Manage knowledge sustainably. When interacting with customers, utilize customer knowledge to fulfill customer needs.

Thendywinaryo et al., (2021) in their research stated that implementing the Social Customer Relationship Management program strategy with seven steps, especially the part of understanding and getting to know customers by listening to customer needs and desires, can maintain customer loyalty in Micro, Small and Medium Enterprises, especially in the non-retail sector food in Eastern Indonesia.

In an article it is also stated that, Micro, Small and Medium Enterprises need to maintain good relationships with customers and increase their loyalty through knowledge and fulfilling customer needs quickly and precisely, the use of Electronic Customer Relationship Management (E-CRM) can help Micro, Small and Medium Enterprises in overcome this (Rosalina et al., 2017). In meeting customer needs, data warehouses, data banks and call center services can also be combined (Rosalina et al., 2017).

- b. The influence of Customer Relationship Management on customer satisfaction.
- c. Hasan et al explained that implementing the framework in Micro, Small and Medium Enterprises can increase customer satisfaction and retain existing customers for the sustainability of the Micro, Small and Medium Enterprises business. The results of the analysis of the Social Customer Relationship Management framework that has been implemented are as follows (Hasan, Songsen Samuel, et al., 2023): (1) Customer identification, used to build effective strategies for customers. One example is the promotion of a new menu. (2) Interaction management, used to maintain good relationships and increase customer loyalty. Communication in this management takes the form of orders, questions and complaints. (3) Personalization of services, in this case utilizing customer data, is very necessary for Micro, Small and Medium Enterprises to be able to provide appropriate recommendations to each customer. (4) Complaint Management, is a solution for handling customer complaints in order to avoid conflict, build trust and build brand image. (5) Analysis of customer data, used to identify trends among customers, where the results can also be used as a reference in developing effective marketing strategies.

Connectivity has an important role so that all parties involved in the business synergize with each other to achieve customer satisfaction and customer loyalty. The first step that can be taken is to collect customer data. Initial data collection can be carried out when consumers come for the first time to make a transaction (Sudarwati et al., 2022). This data can later be used to establish good relationships with customers in implementing Social Customer Relationship Management.

In the practice of managing a business, good service to customers greatly influences customer satisfaction apart from product quality. Therefore, good communication skills are needed so that customers are not disappointed with the services provided (Komalasari et al., 2020).

### **The role of Social Customer Relationship Management in maintaining and increasing customer loyalty**

Customer loyalty is a commitment that customers have to return to buy or subscribe to a particular product or service in the future despite the influence of situations and marketing efforts which can cause changes in behavior (Thendywinaryo et al., 2021). Loyalty can also be interpreted as a form of consumer loyalty which is demonstrated by using products, both goods and services continuously (Amanda et al., 2022).

The Social Customer Relationship Management strategy focuses on customer satisfaction and establishing long-term relationships, with efforts to integrate the functional areas of the company/business to gain excellence. When CRM is implemented well it will have a positive impact on customer loyalty (Roisah et al., 2019). Roisah et al also explained that increasing customer loyalty can be done with a series of strategic Social Customer Relationship Management, operational Social Customer Relationship Management and Analytical Social Customer Relationship Management processes. In their research, Amanda et al (2022) found that apart from product quality, customers also get intangible experiences in the form of good communication between business owners and customers, fair and honest behavior from owners in providing information and comfort. This experience is the benchmark for maintaining customer loyalty towards Micro, Small and Medium Enterprise businesses (Amanda et al., 2022). Using the Social Customer Relationship Management application allows companies/businesses to utilize all information with customers, both through websites, call centers, and also through marketing and service teams directly. The consistency and ease provided to access and receive information provides better sales and service opportunities using various important information about customers. In this case, it is able to encourage customer loyalty (Alfarisi & Mahendra, 2021). In his research, he

made efforts to increase customer loyalty, namely by adapting local language in Electronic Customer Relationship Management for Micro, Small and Medium Enterprises. It is hoped that this adaptation can help Micro, Small and Medium Enterprises manage relationships with their customers and provide the best service to their customers so that they can increase customer retention and create broader offers to customers (Rosalina et al., 2017).

Supriyatno & Setiyawati built a mobile-based M-CRM application, which can make it easier for MSME owners to market their products by providing promos and reward points to customers. By implementing this CRM application, Micro, Small and Medium Enterprises can provide value, satisfaction and trust from customers which can increase customer loyalty (Supriyatno & Setiyawati, 2021).

### **Marketing Management Innovation for Village Micro, Small and Medium Enterprises Through Digitalization**

Regarding the definition of digitalization of Micro, Small and Medium Enterprises, several definitions related to the definition of digitalization of Micro, Small and Medium Enterprises are changes in managing business from conventional to digital systems (<https://www.ocbcnisp.com/id/article/2023/05/19/digitization-umkm-is>). Then the definition from the UINSU KKN-DR team Group 200 Hinai Kanan Village, (2021) is that Digitalization of Micro, Small and Medium Enterprises is an effort to digitize the marketing of Micro, Small and Medium Enterprise products by Micro, Small and Medium Enterprises. Simply put, in this era of increasingly sophisticated technology, it has made it easier for business people to market and sell their products online. Business actors can market their products on social media and even provide location point information on maps available on social media, making it easier for customers to come directly to the location. Some business people also no longer need sales stalls, due to changes in the way they sell through social media and e-commerce as a new space. The aim of digitalizing Micro, Small and Medium Enterprises is to increase the operational efficiency and effectiveness of a business. Basically, the benefits of Micro, Small and Medium Enterprises are not just changing the practical processes of a business by using technology. More than that, the benefit of digitizing Micro, Small and Medium Enterprises is that it can be used to monitor business cash flow, obtain raw materials online, and manage finances. In this way, the importance of digitizing Micro, Small and Medium Enterprises is that it plays a role in smoothing the overall process of a business. In this case, there is research conducted by DS Innovate in the MSME Empowerment Report in 2021. The research results show that in 2020, transactions carried out in Indonesia via e-commerce increased to IDR 266.3 trillion. This increase is considered to continue in line with people's habits of enjoying online transactions.

One of the keys for Micro, Small and Medium Enterprises to remain able to survive in the current era of business competition is through business digitalization, where Micro, Small and Medium Enterprises can take advantage of this to develop business performance. Mastery of digital can open up market access, which was previously limited to certain areas, now can be accessed to various regions in Indonesia. Therefore, one thing that needs to be done is to increase literacy on the benefits of Micro, Small and Medium Enterprises entering the digital ecosystem. The government's efforts to encourage the digitalization of Micro, Small and Medium Enterprises, by transferring technology and increasing ease of access for Micro, Small and Medium Enterprises, so that they are able to survive in business competition (Slamet et al., 2016). Micro, Small and Medium Enterprises must have the ability to master digital devices and the internet, if they want to survive the competition. Consumers always make decisions based on digital content and make online transactions to purchase goods.

By utilizing digitalization carried out by business actors, it can make it easier for consumers to choose the goods to buy, and even make it easier for buyers to pay. As currently many marketplaces provide digitalized business premises for business actors with concepts that can make it easier for consumers to shop, including questions and answers conducted by buyers and sellers before making transactions via messages, then reviews from buyers, as well as providing various kinds of payment options.

However, the concept of digitizing Micro, Small and Medium Enterprises is a challenge for business actors and also an opportunity to develop their businesses. The challenge is that there are still many Micro, Small and Medium Enterprises who do not understand how to utilize technology in marketing their business so they find it difficult to get started. However, it is an opportunity for them to be able to take advantage of current technology and even marketplaces that can promote or sell merchandise for business people. As based on previous research, namely research from (Helmalia & Afrinawati, 2018) revealed that the existence of E-commerce can increase the performance and income obtained by Micro, Small and Medium Enterprises, this means that there can be a positive impact and significant influence with the existence of E-commerce. commerce for Micro, Small and Medium Enterprises.

## Marketing Management Innovation for Village Micro, Small and Medium Enterprises Through Technology Guidance Assistance

Technical Guidance aims to improve the competency and quality of human resources for Micro, Small and Medium Enterprises. According to Subroto, Hapsari, and Astutie (2016), performance in Micro, Small and Medium Enterprises can be improved by improving internal factors which include human resources, finance, production and marketing. This is supported by research results (Sandra and Purwanto 2015), as well as research results (Supriyadi and Hidayatulloh 2019). Suhasini (2018) emphasized that human resource practices such as training, wages, increasing satisfaction and good work motivation (Tantular et al., 2023) do not guarantee the performance of Micro, Small and Medium Enterprises. Yahya (2012) shows that training has a positive impact on the performance of Micro, Small and Medium Enterprises (profits, income, and size). Research by Septiani, Sarma, Limbong (2013) states that government policy in the form of Technical Guidance training in the form of training for Micro, Small and Medium Enterprises is expected to strengthen the relationship between Entrepreneurial Marketing and Marketing Performance.

## CONCLUSION

Based on the discussion above, it can be concluded that Social Customer Relationship Management is defined as a business philosophy and strategy, supported by a technology platform, business rules, processes and social characteristics, designed to engage customers in collaborative conversations to provide mutually beneficial value in a trusted business environment. and transparent. Micro, Small and Medium Enterprises need to maintain good relationships with customers and increase their loyalty through knowledge and fulfilling customer needs quickly and precisely. One of the keys for Micro, Small and Medium Enterprises to remain able to survive in the current era of business competition is through business digitalization, where Micro, Small and Medium Enterprises can take advantage of this to develop business performance. Government policy in the form of Technical Guidance training in the form of training for Micro, Small and Medium Enterprises is expected to strengthen the relationship between Entrepreneurial Marketing and Marketing Performance.

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