

## THE EFFECTIVENESS OF USING THE WEB FOR THE PROMOTION OF A CAR REPAIR BUSINESS TO INCREASE PURCHASING DECISIONS

Mufida Nur Arini  
Sudarmiati  
Agung Winarno

---

### ABSTRACT

*This study aims to develop the Langgeng Auto Center (LAC) car repair business website as a means of promotion and information and to test the website's effectiveness. This research is a development research using the ADDIE development model. The results show that the analysis of the needs of both service providers and consumers shows that both need a website media to be developed as a means of promotion and as a provider of information. The research also produced a product in the form of a website and was declared feasible by expert validators, both media experts and material experts. The trial also showed that both the appearance and content of the information contained in the website-based promotional media were easy to understand and could be accepted by internet users in general. Testing the effectiveness of the website shows that the speed of the website is up to the standard, besides the statistical results of visitor actions for 1 month show that the site is able to attract internet users to glance at website pages and take advantage of some of its features. Therefore, it can be said that the existence of this website-based promotional media can help the Langgeng Auto Center business promotion activities.*

Key words: website development, business performance, the covid-19 pandemic

---

### INTRODUCTION

The lock-down restrictions forbidden offices and most industries from operating, causing economic losses for business entities and individuals. The decline in consumption in several sectors has also demanded SMEs to think creatively and innovatively to market and sell products optimally. Today's SMEs are trying their best to attract and meet consumer needs. Consumer purchasing decisions are the basis for business actors to survive and continue to develop (Kusumastuti, 2020). In this case, business actors need to consider marketing strategies, especially when facing changes in consumer behavior patterns (Hermawan et al., 2020). So, business actors should know consumer behavior to meet consumer needs and desires.

During the Lock-down, the community has been familiar with the Work from Home (WFH) pattern with all the conveniences of digital technology to support activities. This is directly proportional to the increase in the number of uses of digital services (Sirlo, 2020). Digitalization has become very urgent since the 4.0 industrial revolution and now is the right moment as a turning point for business actors or SMEs to adapt to industrial developments and shift business strategies to the online market.

One of the online media in digital marketing as a means to meet consumer needs effectively according to Purwana et al., (2017) is a website. Suwahyo & Hin (2019) explain that compared to conventional marketing, the use of websites in marketing activities can reduce company costs. Its use is not limited to space and time, rapid dissemination of information, increase brand awareness, and improve customer service. Not only business actors, consumers can even find it easy to access business-related information and other things offered on website pages (Sasongko et al., 2016). Basically, the use of the website as a promotional medium can increase performance so that it is more effective and efficient.

The results of previous research by Pineida (2020) indicate a strong relationship between the use of digital advertising and business growth. Meanwhile, businesses without a digital marketing strategy have experienced a decline or remain low in profits. The study also shows that the quality and content of advertisements that consumers receive has an impact on their perceptions of the brands and products offered. The research results of Friedrich et al., (2019) show that the richness of social trading features positively affects cognitive and affective factors which in turn increase website stickiness. This implies that a website can be made more successful when it uses a combination of the various functions of social trading in a functional way. The results of research by Ullah et al., (2016) found that the existence of a website allows for better interaction with consumers.

However, not all business actors are able to optimize the use of digital technology for their business. Moving on from the observations of researchers in the field, especially around the Bangil-Pasuruan area, there is a car repair business that has been operating for a long time but is still stagnant, namely the Langgeng Auto Center (LAC). The business owner said that after the Work From Home (WFH) recommendation appeared, the implementation of the lockdown was the cause of the decline in the number of visitors. The average number of service variations and vehicle services per day is 6 to more entry units. Now, 2 to 5 units per day. Automatically, there will be a decline in turnover, while employees are not laid off and there is no reduction in wages.

LAC in sales promotion still uses the conventional way of word of mouth. The lack of understanding and ignorance of business owners in operating digital technology as a promotional effort is the reason for obstruction of digital marketing activities for LAC owners. On the other hand, if you look at the consumer side, the majority of them are already active in utilizing digital media as a source of information, this is evidenced by the results of a survey conducted on consumers who use a car repair services in the East Java region, especially Pasuruan Regency, where the results were obtained before they decided to visiting a workshop first to

search for information via the internet. The dominant type of media used is based on the results of a survey of four-wheeled consumers in the East Java region, especially Pasuruan Regency, which shows that 46.8% of the total respondents use the website, as many as 19.1% of respondents choose to use Facebook, 14.9% choose Instagram, and celebrities choose to use WhatsApp, and references from friends. The dominant consumer considers the role of online media as a means of obtaining information related to the workshop to be addressed as very important and they feel very helped by the existence of this online media. Of the various media used by consumers, according to them, the one most able to provide complete information is the website. So starting from that, the researcher concluded that the need for a website media for a business is very supportive as a means for consumers to access information related to the business.

Departing from the problem of LAC which has limited marketing media and adapting to the needs of consumers who want media to access information related to the workshop business to be addressed. So the researchers took the initiative to develop digital marketing media, especially websites, as an alternative to overcome these problems.

## **RESEARCH METHOD**

The type of research is development research. The research subject is the Langgeng Auto Center (LAC) located in Pasuruan Regency, East Java. In addition, the development design in this study uses the ADDIE model (Analyse, Design, Development, Implementation, Evaluation) with a qualitative approach. Data collection techniques used in the form of interviews and questionnaires. Data analysis techniques include data analysis of survey results in the form of drawing conclusions with the aim of finding the meaning of the data collected. Furthermore, analyzing product development in the form of testing the product which is then assessed by material experts and media experts and also testing the effectiveness of the website.

## **RESULT**

Based on the findings of field data, answering the research objectives for conducting a web needs analysis of Langgeng Auto Center (LAC), then developing the web, then conducting trials to determine the effectiveness of the web with the following results.

### **a. Analysis of Website Requirements at the Auto Center Lasting Car Repair Business**

Analysis of needs in terms of service providers in this study uses several variables including product, promotion, place, price, physical evidence, people, process variables. Where the results show that service providers are still experiencing problems in terms of marketing, especially promotions which are still limited to the WOM strategy, banners, and distribution of business cards. Even though I have used online media, it is still not optimal. So it takes efforts to overcome these obstacles. Meanwhile, in the needs analysis in terms of consumers, the result shows that the majority of them still have limitations in accessing information related to repair shop services. To fulfill this, of course, a media that can be a source of information is needed and a medium that is deemed appropriate to provide that information is a website.

### **b. Develop LAC Workshop Business Website**

The results of research on website development in the LAC car repair business used several variables, namely; (1) Analysis, based on the results of the analysis including problem identification and needs analysis, it shows the need for website-based promotional media in the Langgeng Auto Center car repair business with the hope of reaching a wider range of consumers. (2) Design, the researcher determines the development design along with the website media model. The framework used here is CodeIgniter. The domain name used is langgengautocentre.id. (3) Development, based on the resulting website products, material and media experts have declared it appropriate to be published as a promotional media with a note of fixing the points suggested by the experts. (4) Implementation, the results of the recapitulation of the user questionnaire indicate an interest in the appearance of the website and feel that the information content is quite complete and can be accepted by internet users in general. (5) the results of user validation show their enthusiasm regarding website-based promotional media by Langgeng Auto Center (LAC).

### **c. Website Effectiveness Test**

Based on the results of the loading page performance test langgengautocentre.id, the performance score shows that the website speed is up to standard. The results of visitor action statistics for 1 month indicate that the site is able to attract internet users to glance at the website page and take advantage of some of its features. The results of the recapitulation of the user questionnaire show that there is user interest in the appearance and content of the langgengautocentre.id site information. Based on the number of visits to the LAC website, Indonesian citizens dominate.

## **DISCUSSION**

### **a. Analysis of Website Requirements at the Auto Center Lasting Car Repair Business**

Analysis of needs in terms of service providers in this study uses several variables including product, promotion, place, price, physical evidence, people, process variables. Based on the research results, it shows that Langgeng Auto Center (LAC) has implemented the marketing mix variables. These variables include product, price, place, promotion, physical evidence, people, process (7P) (Coerderoy & Ben, 2020).

The results show that service providers are still experiencing problems in terms of marketing, especially promotions which are still limited to the WOM strategy, banners, and distribution of business cards. Even though I have used online media, it is still not optimal. So, it takes efforts to overcome these obstacles. In this case, LAC only relies on word of mouth strategy. According to Nong & Gainsbury (2020), Word of mouth can contribute to the information search process carried out by consumers. Consumers can obtain information sources related to products, services, or brands through the external sociological influence of consumers (friends, relatives, etc.) (Shahnaz & Wahyono, 2016). Apart from WOM, LAC also uses banners that are installed in the workshop. Banners are needed because they are promotional media to be able to introduce or also to make the general public understand the company as well as products (Tumimbang et al., 2016). With a banner, it can display images as well as information that can support the interest of the buyer.

LAC also conducts distribution of business cards. A wide business card will also invite wide opportunities for the recognition of the business. What is no less important in cheap and effective promotional activities is the use of internet media (Gervase et al., 2020). Nowadays, various types of promotion through the use of various media have been carried out by many businesses to attract consumers, including through YouTube, social media, and website (Umar, 2020). This shows that the challenges caused by the covid-19 pandemic have reminded the importance of businesses to support proactive and innovative marketing strategies (Khaled et al., 2020). In line with this statement, according to Gervase et al., (2020) Embracing such a marketing orientation will allow businesses to not only access larger market segments including entering new markets but also offset crises and challenges related to crippling natural disasters. mobility.

It's just that, in Okpige (2020) research calls for a statement if during the Covid-19 pandemic or after the pandemic, instead of just doing promotions, business actors should be able to focus on two-way communication with consumers. So that you can get the desired feedback when communicating with consumers. So it can be concluded that during the Covid-19 pandemic, promotion can turn into communication. However, in relation to this, LAC has never conducted integrated marketing activities.

Whereas in the needs analysis in terms of consumers, the research findings show that the factors that influence consumers to use LAC car repair shops are because employees show seriousness in recognizing consumer needs and trying to accommodate them in the form of face-to-face interactions. In this case, Lee & Lee (2020) reveal that it is expected that an employee has adaptive and flexible behavior so that he is able to cope with changing consumer needs and / or desires. This is done so that employees become more aware of the problems and try to meet the needs and desires of their customers (Larivière et al., 2017). This is in line with the results of research by Lee & Lee (2020) that adaptive service processes lead to positive evaluation results of service delivery systems in the minds of consumers. The results of research by Harmeling et al., (2017) also reveal that the way of delivering services with a friendly attitude makes consumers feel valued and can convey their needs and desires more freely.

Based on the findings, the interaction between service providers and LAC consumers that begins with gaps in information about the needs and desires of consumers and the ability of service providers to provide something that consumers need and want commercially can be resolved through face-to-face interactions. Empirically, face-to-face communication leads to direct consumer involvement (Susanto et al., 2020). Harmeling et al., (2017) revealed that the experience of direct consumer involvement facilitates the transformation of perceptions which in turn increases consumer engagement such as encouraging other consumers to show the same positive behavior. With this it can be assumed that LAC stimulates the creation of word of mouth (WOM) through a service delivery system that is acceptable to consumers.

Due to the increasingly active use of the internet, consumers can now easily find what they need without the help of employees, thereby reducing direct contact (Larivière et al., 2017). In fact, LAC also implements direct contactless services, namely through the call center. Even so, according to Lee & Lee (2020), although several types of services without direct contact have existed for a long time, such as telephones and call centers, it is far different from the types of services that are popular today. In fact, according to Lee (2018) the Word of Mouth (WOM) strategy is able to merge into digital because of the availability of experience services left by consumers with a positive or negative image so that it can influence consumer purchase intentions. This means that it fundamentally drives consumers towards value-oriented behavior. Yu & Lee (2019) also explained that consumption behavior and consumer lifestyle in the future are likely to be more fragmented and reflect the influence of digital technology.

Consumers will immediately visit the workshop if they are having problems with their vehicles or when they are shopping for automotive equipment. It's just that newcomers to Bangil find information related to LAC through Word of Mouth and sapnduk. This shows that the convenience of consumers in determining the type of service to be used is determined by the availability and quality of information. Wong (2020) reveals that consumers lack self-confidence when evaluating the functional attributes of a product that they have never used. In this case, consumers will be more careful in choosing products (Yu & Lee, 2019). For this reason, business actors should be able to make efforts so that consumers are not difficult or ambiguous in making decisions based on functional attributes.

As the results of (Wong, 2020)'s research reveal that a positive value in a brand in the minds of consumers will arise when service providers are able to make consumer decision making easier and more comfortable so that consumers can feel the benefits of the services offered. The results of research by Roy et al., (2018) also reveal that the availability of information about the various services offered, promotions, and other additional services can increase consumer convenience in making buying decisions. According to Wong (2020), to improve the convenience of making decisions, the content and theme of the website or social media need to be updated. According to Roy et al., (2018) integrating data both offline (including frequency of visits and the amount spent in physical stores) and online (by monitoring online browsing and consumer responses to online promotional campaigns) can help service providers design messages specifically for consumer.

There are several offers that are known to consumers that are included in general repair shop offers such as tune-ups, air conditioning repairs, etc. In fact, the products offered are not just what has been mentioned. The reason is known that LAC's dominant consumers only know information about various products through information from banners which are none other than because the workshop is on the side of the highway, as well as through other consumer recommendations.

This is because LAC has never conducted any informative marketing activities. In fact, loyal consumers or new consumers may have different product knowledge or familiarity, this will also have a different impact on consumer assessment of the product (Yu & Lee, 2019). According to Susanto et al., (2020) consumers have more sources of information that they can use to easily assess product attributes and form a well-defined system of criteria and methods as an alternative to evaluation. This means that consumers use the information to evaluate a brand in the chosen set. How consumers evaluate alternatives to a service that will be used depends on each individual and the specific buying situation.

The results of research by Kumar et al., (2019) state that consumers who have experiences related to a product will leave memories that are easily accessible based on reality. Whereas consumers who previously had no experience with a product, they only had a limited amount of information available when evaluating product attributes (Yu & Lee, 2019). So it can be assumed that there are differences in how consumers understand new information, use information sources, and how easy it is to evaluate products among consumers who have previously used the product and those who have never used it.

In particular, the elasticity of promotion will be greater in the business sector that sells durable products, such as in car repair services. If after the Covid-19 pandemic economic conditions begin to improve, it is possible that consumers who were lost due to the recession during the Covid-19 pandemic will return to the market and with the presence of online promotional media it can form new consumer awareness. In accordance with Coerderoy & Ben (2020) research, that promotional efforts will help newcomers update their product knowledge. Consumers feel helped by the existence of online promotional media at car repair business, even suggesting that car repair service providers, especially Langgeng Auto Center (LAC), develop website-based online media as a marketing tool. Websites are considered to be more efficient in terms of finding locations or other information because currently dominant consumers are relying on search engines to get a variety of information related to car repair business wherever they are so that they can be tracked when they need it.

Consumers suggest that Langgeng Auto Center (LAC) makes features such as a website in general that explains the business profile, displays the services offered, lists customer service contacts, displays maps, shows the advantages of the business compared to competitors, and so on. In accordance with Ratten (2020) statement that the main components in online communication in the form of visuals and text can affect the perception of the reader (user). It is in line with the results of research Hasan (2016) that in order to create consumers who believe and are satisfied with the service, it can be pursued with the characteristics of a good website including an informative site, attractive site design, etc. Shahnaz & Wahyono (2016) explains that the quality of the website can be seen through the appearance of the website and the clarity of information that can have an impact on consumer responses to the products and services of a business. In fact, several studies have found clear evidence that the characteristics of the website have a significant effect on the trust in the minds of consumers (Siagian & Cahyono, 2014). According to Hasan (2016) information design, visuals, navigation also have a positive effect on purchase intention through consumer trust.

As stated by Heiens & Narayanaswamy (2021) that social networking sites including websites represent a more efficient and effective communication and promotion channel. The research of Pantano et al., (2020) reveals that consumers spend a lot of time being involved in using the internet so that the consumer decision-making process becomes an increasingly digital experience.

Reviews on the website are considered to be able to influence consumer buying behavior, in other words, the influence of buying someone does not only come from relatives or close friends but also other users who are mostly unknown to users (Cova et al., 2018). In line with this, consumers who use car repair services confirm that the existence of website-based promotional media at car repair service providers is one of the consumer's considerations in determining which car repair service to use. Consumers think the website provides convenience because of the speed in accessing it without having to log in to a particular account.

From the data from the research results in the field, it is found that as the obstacles faced by LAC in terms of marketing, consumers who experience limited information related to the intended workshop services and also the majority of consumers who suggest that car repair business have information media that can be accessed easily and is flexible, so they can conclude the need for media that must be developed such as a website. As the results of field observations show that LAC has implemented a Pull Strategy, but this strategy only relies on offline-based media such as business cards and banners so that it tends to be limited in reaching consumers. Therefore, the website is deemed necessary to be developed in the hope that it can become a medium that is able to meet the needs of both producers and consumers. As according to Widuhung (2021), the Pull Strategy is a strategy used in attracting consumers using a series of activities to provide information with interactive communication methods between business actors and consumers.

#### **b. Developing the LAC Workshop Business Website**

This research produces a product in the form of a website as a promotional effort for businesses in the automotive sector, Langgeng Auto Center. The phases that are passed consist of 5 stages, analysis (Analyze), design (Design), development (Development), implementation (Implementation), and evaluation (Evaluation) (Muruganatham, 2015).

Based on the results of the analysis including problem identification and needs analysis, it shows the need for website-based promotional media at the Langgeng Auto Center car repair business in the hope of reaching a wider range of consumers. Pham & Nguyen (2019) said that before carrying out promotional activities, a research should first be carried out to find out what consumers

need and want. Even Pineida (2020) also reveals that the good relationship that exists between business actors and their consumers will open the way to be closer, including knowing what consumers' tastes are. The results of the research by Ebrahim et al., (2020) explain that the right marketing strategy and considered potential in increasing sales can be obtained if business actors can obtain valid data regarding consumer needs and desires.

At the design stage, the development design and the website media model are determined. The framework used here is CodeIgniter. Not a few CMS that have been provided by the developers and not a few who use it. It's just that, there are some things that do not support adding features so there is a need for a codeigniter framework.

According to Syam et al., (2020) codeigniter is a PHP programming designed to develop website-based applications easily and with a neat architecture. As stated by Aini & Pribadi (2017) that CodeIgniter is an open-source PHP framework so that developers can develop frameworks as needed. Syam et al., (2020) also stated that in the coding rules, the codeigniter uses the MVC or Model-View-Controller concept where each part of the code will be separated based on tasks, so the website is easy to develop.

After determining the framework, the next step is to determine the domain name. The domain name used is langgengautocentre.id. The reason for using the .id domain extension is because the type of domain extension indicates the ownership of Indonesian citizens. In addition, this domain extension is safer to use because it is specifically for Indonesian websites so that it is protected exclusively by the government.

Selection of website design and features, namely in the first step for a custom website start page is to create a file that says Homepage.php in capital letters at the beginning of the sentence so that it can be read CodeIgniter. The file is in the controllers folder because it will be the controller for the main page. After that add the code. To set the display, create a view with the file name home.php in the views folder. Then give the code in the home.php file. Then create a database through PHPMyAdmin which afterwards will be reconciled with Codeigniter.

Based on the resulting website products, material and media experts have stated that it is feasible to be published as a promotional media with a note of improving the points suggested by the experts. The suggestions by material experts include real examples and customer satisfaction who has made improvements should be highlighted as an alternative to real experiences as a form of testimony. According to Lopatovska (2015) user reviews related to business have a very strong influence on consumer behavior. This is believed because reviews from users who do not know each other personally can be more trusted than relying on paid influencers to promote a business (Hsieh & Li, 2020). Nong & Gainsbury (2020) also argue that websites that involve users / consumers directly tend to create stronger connections and are able to motivate new consumer / potential consumer behavior.

Another suggestion is to add a linked location feature so it's easier to reach. Not a few of the prospective consumers find it difficult to find the closest service provider or according to their needs without knowing the location of the service provider concerned (Fajaruddin & Tarmuji, 2013). As a result, these potential customers may turn to other options. In connection with this, LAC attaches a location feature (google maps) that is linked so that it is easier for consumers to reach.

The advice given by Media Experts is that colors need to be a little more contrasted. Color has been named an important element on the website because it is considered to attract consumers / users. According to Coerderoy & Ben (2020) color on a website has a role as a business identity. The color selection on the LAC website chooses to use blue and white. Because, this color is closely related to the physical store or LAC brand identity. So that through the color of the branding, it is hoped that consumers can easily recognize the brand. Then service-related content should be attractively narrated.

The results of the user questionnaire recapitulation showed an interest in the appearance of the website and felt that the content of the information was quite complete and could be accepted by internet users in general. As for the reasons of users who expressed interest in the appearance and content of website information, including; menus and displays make it easy for users, the dropdown and icons attract customers, there are not too many options to choose from, the content is very informative and detailed, equipped with a map feature that makes it easy for users to find locations, the testimonial feature helps users choose to determine the service provider needed, and so on.

Hsieh & Li (2020) explain that not all website visitors can immediately understand the appearance or content of web information. Gopinath et al., (2016) stated that if a website can be understood well by users, users can easily access it without obstacles, doubts, or questions so that it affects user perceptions. In line with Hasan (2016) statement that a poorly designed website can disturb its users and hinder purchasing behavior such as providing irrelevant information or complex visual designs.

As the results of user validation show their enthusiasm regarding website-based promotional media by Langgeng Auto Center (LAC). The average user assumes that both the appearance and content of the information contained in the website-based promotional media are easy to understand and can be accepted by internet users in general.

### **c. Website Effectiveness Test**

Based on the results of the loading page performance test at langgengautocentre.id, the performance score shows that the website speed is in accordance with the standard with a percentage of 77%. According to Gopinath et al., (2016) websites that have slow page loading will have an effect on user comfort, triggering users to cancel searches.

Based on the statistical results of visitor actions on the langgengautocentre.id website, counting for 1 month shows that the site is able to attract internet users to glance at website pages and take advantage of some of its features. These statistical results are related to the results of the user questionnaire recapitulation and the results of the loading page performance tests.

The results of the recapitulation of the user questionnaire show that there is user interest in the appearance and content of the langgengautocentre.id site information. Fajaruddin & Tarmuji (2013) revealed that the availability of the information needed and the ease in finding and accessing information can give a positive impression to consumers, allowing users to revisit the web. In addition, the visual design of the website is able to influence the user's experience when using the site and its subsequent behavior (Nong & Gainsbury, 2020). So it can be concluded that this website-based promotional media can help Langgeng Auto Center business promotion activities.

Based on the number of visits to the LAC website, Indonesian citizens dominate. This is because this website was developed in Indonesia and is intended for car repair service users, especially those in the Pasuruan Regency area and its surroundings.

## CONCLUSION

Analysis of the needs of both service providers and consumers shows that both need website media to be developed as a means of promotion and information provider. The research also produced a product in the form of a website and was declared feasible by expert validators, both media experts and material experts. The trial also showed that both the appearance and content of the information contained in the website-based promotional media were easy to understand and could be accepted by internet users in general. Testing the effectiveness of the website shows that the speed of the website is up to the standard, besides the statistical results of visitor actions for 1 month show that the site is able to attract internet users to glance at website pages and take advantage of some of its features. Therefore, it can be said that the existence of this website-based promotional media can help the Langgeng Auto Center business promotion activities.

The suggestions in this study are that there is a need for training and training on human resources as an effort to increase productivity to maintain the sustainability of LAC. LAC is expected to recruit new employees in the IT field to manage databases and update content to be included in the top pages of the Google search column so that consumers can easily find them. For the LAC, it must always be consistent in terms of implementing innovative promotions. Need to improve website performance to increase visitor convenience and user interest in car repair services.

## REFERENCES

- Aini, A. Q., & Pribadi, J. D. (2017). Pembuatan Website Menggunakan Cms Wordpress Sebagai Media Promosi Pada Rumah Crochet Batu. *Jurnal Aplikasi Bisnis*, 3, 287–292. <http://jab.polinema.ac.id/index.php/jab/article/view/92/pdf>
- Coerderoy, B., & Ben, S. (2020). Managing a post Covid-19 era: strategic agility in a time of crisis. *ESCP Research Institute of Management*, 148–153.
- Ebrahim, S. H., Ahmed, Q. A., Gozzer, E., Schlagenhauf, P., & Memish, Z. A. (2020). Covid-19 and community mitigation strategies in a pandemic. *The BMJ*, 368(March), 1–2. <https://doi.org/10.1136/bmj.m1066>
- Fajaruddin, N., & Tarmuji, A. (2013). Pembangunan Sistem Pencarian Lokasi Dengan Geolocation Berdasarkan Gps Berbasis Mobile Web (Studi Kasus Pencarian Lokasi Hotel Di Yogyakarta). *Jurnal Sarjana Teknik Informatika*, 1(1), 90–96. <https://doi.org/10.12928/jstie.v1i1.2508>
- Friedrich, T., Schlauderer, S., & Overhage, S. (2019). The impact of social commerce feature richness on website stickiness through cognitive and affective factors: An experimental study. *Electronic Commerce Research and Applications*, 36(May), 100861. <https://doi.org/10.1016/j.elerap.2019.100861>
- Gervase Iwu, C., Virimai Mugobo, V., Okeke-Uzodike, O. E., Opute, A., Iwu, C., Adeola, O., & Mugobo, V. (2020). The covid-19-pandemic and implications for businesses: innovative retail marketing viewpoint. *The Retail and Marketing Review: Special Covid Edition*, 16(3), 90–98. <https://www.researchgate.net/publication/348277626>
- Gopinath, S., Senthoooran, V., Lojenaa, N., & Kartheeswaran, T. (2016). Usability and accessibility analysis of selected government websites in Sri Lanka. *Proceedings - 2016 IEEE Region 10 Symposium, TENSYP 2016*, 394–398. <https://doi.org/10.1109/TENCONSpring.2016.7519439>
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Hasan, B. (2016). Perceived irritation in online shopping: The impact of website design characteristics. *Computers in Human Behavior*, 54, 224–230. <https://doi.org/10.1016/j.chb.2015.07.056>
- Heiens, R. A., & Narayanawamy, R. (2021). The Impact of Digital Social legitimization on Website Visits and Web Sales. *International Journal of Electronic Commerce Studies*, 12(1), 29. <https://doi.org/10.7903/ijecs.1865>
- Hermawan, M. D., Raedianty, S., Syahlan, S., & ... (2020). Family Business Marketing Practice: A Case Study in the Times of COVID-19. *International Journal of ...*, 11(6), 114–122. <https://doi.org/10.34218/IJM.11.6.2020.010>
- Hsieh, J. K., & Li, Y. J. (2020). Will You Ever Trust the Review Website Again? The Importance of Source Credibility. *International Journal of Electronic Commerce*, 24(2), 255–275. <https://doi.org/10.1080/10864415.2020.1715528>
- Khaled, A. S. D., Alabsy, N. M., Al-Homaidi, E. A., & Saeed, A. M. M. (2020). The impact of the COVID-19 pandemic on retailer performance: Empirical evidence from India. *Innovative Marketing*, 16(4), 129–138. [https://doi.org/10.21511/im.16\(4\).2020.11](https://doi.org/10.21511/im.16(4).2020.11)
- Kumar, V., Rajan, B., Gupta, S., & Pozza, I. D. (2019). Customer engagement in service. *Journal of the Academy of Marketing Science*, 47(1), 138–160. <https://doi.org/10.1007/s11747-017-0565-2>
- Kusumastuti, A. D. (2020). Pengaruh Pandemi Covid-19 terhadap Eksistensi Bisnis UMKM dalam Mempertahankan Business

- Continuity Management (BCM). *EJournal Administrasi Bisnis*, 8(3), 224–232. <http://e-journals.unmul.ac.id/index.php/jadbis/article/view/4188>
- Larivière, B., Bowen, D., Andreassen, T. W., Kunz, W., Sirianni, N. J., Voss, C., Wunderlich, N. V., & De Keyser, A. (2017). "Service Encounter 2.0": An investigation into the roles of technology, employees and customers. *Journal of Business Research*, 79, 238–246. <https://doi.org/10.1016/j.jbusres.2017.03.008>
- Lee, D. H. (2018). Strategies for technology-driven service encounters for patient experience satisfaction in hospitals. *Technological Forecasting and Social Change*, 137(June), 118–127. <https://doi.org/10.1016/j.techfore.2018.06.050>
- Lee, S., & Lee, D. (2020). "Untact": a new customer service strategy in the digital age. *Service Business*, 14(1), 1–22. <https://doi.org/10.1007/s11628-019-00408-2>
- Lopatovska, I. (2015). Museum website features, aesthetics, and visitors' impressions: a case study of four museums. *Museum Management and Curatorship*, 30(3), 191–207. <https://doi.org/10.1080/09647775.2015.1042511>
- Muruganantham, G. (2015). Developing Of E-Content Package By Using ADDIE Model. *International Journal of Applied Research*, 1(3), 52, p 52–54. <http://www.allresearchjournal.com/vol1issue3/PartB/pdf/67.1.pdf>
- Nong, Z., & Gainsbury, S. (2020). Website design features: Exploring how social cues present in the online environment may impact risk taking. *Human Behavior and Emerging Technologies*, 2(1), 39–49. <https://doi.org/10.1002/hbe2.136>
- Okpighie, S. G. O. (2020). the Quest To Re-Strategize Marketing Mix Strategizes: Mitigating the Effect of Covid-19 Pandemic on Consumers in Nigeria. *Journal of International Conference Series*, 1(August), 355–363. <http://accexgate.com>
- Pantano, E., Pizzi, G., Scarpi, D., & Dennis, C. (2020). Competing during a pandemic? Retailers' ups and downs during the COVID-19 outbreak. *Journal of Business Research*, 116, 209–213. <https://doi.org/10.1016/j.jbusres.2020.05.036>
- Pham, H., & Nguyen, T. (2019). The effect of website quality on repurchase intention with the mediation of perceived value: The case study of online travel agencies in Vietnam. *Journal of Global Business Insights*, 4(1), 78–91. <https://doi.org/10.5038/2640-6489.4.1.1041>
- Pineida, F. O. (2020). Impact of aggressive online digital marketing on sales in the Latin American and Caribbean regions. *Global Journal of Business, Economics and Management: Current Issues*, 10(2), 91–99. <https://doi.org/10.18844/gjbem.v10i2.4689>
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 1(1), 1–17. <https://doi.org/10.21009/jpmm.001.1.01>
- Ratten, V. (2020). Coronavirus (Covid-19) and entrepreneurship: cultural, lifestyle and societal changes. *Journal of Entrepreneurship in Emerging Economies*. <https://doi.org/10.1108/JEEE-06-2020-0163>
- Roy, S. K., Shekhar, V., Lassar, W. M., & Chen, T. (2018). Customer engagement behaviors: The role of service convenience, fairness and quality. *Journal of Retailing and Consumer Services*, 44(July), 293–304. <https://doi.org/10.1016/j.jretconser.2018.07.018>
- Sasongko, M. N., Amaliah, K., & Arfian, M. (2016). Analisis Kebutuhan Pada Perancangan Sistem Informasi Sebaran Usaha Mikro, Kecil Dan Menengah. *Prosiding Seminar Nasional XI*, 108–112.
- Shahnaz, N., & Wahyono. (2016). Faktor yang Mempengaruhi Minat Beli Konsumen di Toko Online. *Management Analysis Journal*, 32(2), 254–255. <https://doi.org/10.1103/PhysRevSeriesI.32.254>
- Siagian, H., & Cahyono, E. (2014). Analisis Website Quality, Trust Dan Loyalty Pelanggan Online Shop. *Jurnal Manajemen Pemasaran*, 8(2), 55–61. <https://doi.org/10.9744/pemasaran.8.2.55-61>
- Susanto, B., Hardianto, A., Chariri, F. N., Rochman, M., Syaekani, M. M., & Daniswara, A. A. (2020). Penggunaan Digital Marketing untuk Memperluas Pasar dan Meningkatkan Daya Saing UMKM. *Community Empowerment*, 6(1), 42–47.
- Suwahyo, T. R., & Hin, L. L. (2019). Meningkatkan Pemasaran Melalui Penjualan Online Berbasis Website E-Commerce Menggunakan Seo Pada. *Jurnal IDEALIS*, 2(6), 320–325.
- Syam, F. A., Darmayunata, Y., & Afriansyah, A. (2020). Integrated CMS Website Implementation With The Codeigniter Framework. *Journal of Applied Engineering and Technological Science (JAETS)*, 2(1), 27–33. <https://doi.org/10.37385/jaets.v2i1.177>
- Tumimbang, J., Lengkong, V., & Uhing, Y. (2016). Analisis Servicescape, Interaction Quality, Service Convenience Terhadap Service Quality Pada Beberapa Minimarket Di Kota Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 4(1), 945–955. <https://doi.org/10.35794/emba.v4i1.11840>
- Ullah, S. E., Alauddin, T., & Zaman, H. U. (2016). *Developing an E-Commerce Website*.
- Umar, A. (2020). Pengaruh Bauran Pemasaran Jasa Terhadap Keputusan Konsumen Menggunakan Jasa Variasi Mobil di Kota Palu (Studi Pada Bengkel Qool It Car Stylist). 08(02), 2722–6565.
- Widuhung, S. M. (2021). Strategi Marketing Public Relations Petromindo Group Di era Pandemi Covid-19. 2(April), 1–7.
- Wong, A. (2020). Consumer Perceptions of Service Convenience in Hedonic and Utilitarian Retail Settings in China. *Journal of International Consumer Marketing*, 0(0), 1–19. <https://doi.org/10.1080/08961530.2020.1816866>
- Yu, S., & Lee, J. (2019). The effects of consumers' perceived values on intention to purchase upcycled products. *Sustainability (Switzerland)*, 11(4). <https://doi.org/10.3390/su11041034>

Mufida Nur Arini  
*Faculty of Economics and Business*  
*Universitas Negeri Malang, 65145 Malang, Indonesia*  
Email: nurarini2012@gmail.com

Sudarmiatin  
*Faculty of Economics and Business*  
*Universitas Negeri Malang, 65145 Malang, Indonesia*  
Email: sudarmiatin.fe@um.ac.id

Agung Winarno  
*Faculty of Economics and Business*  
*Universitas Negeri Malang, 65145 Malang, Indonesia*  
Email: agung.winarno.fe@um.ac.id