

# The Effectiveness of Advertising in Digital Marketing towards Customer Satisfaction

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## Abstract

The advertising in digital marketing nowadays more closer to the consumer so it highlight the relationship of the effectiveness advertising in digital marketing with customer satisfaction. This research aim to investigate the effectiveness of advertising in digital marketing towards customer satisfaction in Melaka, Malaysia. This study had been mainly adopted from SERVQUAL model. Thus, Tangibility features, Reliability, Responsiveness, Assurance and Empathy were the focused factor in this research. Quantitative data had been collected through the questionnaire. A total of 384 respondents who live in Melaka City area were participated in this research by using simple random sampling techniques. Software Package for Social Science (SPSS) was used to analyse the collected data. The data analysis techniques that conducted in study were descriptive analysis, Pearson correlation and multiple regression analysis to describe the variables numerically and found out the relationship between independent variables and dependent variable. The results showed that all the factors had significantly influenced customer satisfaction toward advertising in digital marketing. Assurance was the most influencing factor and all the research objectives had been achieved in this study. The findings would contribute for practitioners to have a clear understanding and become more consumer-sensitive to create positive attitude from consumers. Implications and recommendations for further research were also mentioned in this study.

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*Keywords* : Digital Marketin;Advertising; Customer Satisfaction; Service Quality;

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## 1. Introduction

Thus, technology has collide the field of marketing significantly, along with virtually every other discipline in business. The impact of technology in marketing are diverse so that the organizational encumber with managing more marketing option than ever before, and consumer are more combined with marketing flow of information than they have been in prev. From the marketing perspective, technology has impacted the understanding to collect and organizing marketing data and information. According to Gartner (2016), 65 percent of marketing leaders plan to increase their digital ad in 2017. The researcher's CMO Spend Survey 2016-17, which surveyed 377 marketers in the U.S. and U.K., also found that 52 percent will invest more in their websites during the months ahead compared with 2016. In general, this research is to identify effectiveness of advertising in digital marketing towards customer satisfaction. As we know, the expansion of

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focus on effectiveness afford marketing operation the convenience plan in role in order to improve marketing ability to deliver on marketing performance then set up the marketing excellence. Marketing strategies and improvement have been advancing so marketing is a societal flow for consumer obtain what they need and wants through creating, offering and freely exchanging products and service value with others (Sharif et al, 2018). In the rapidly changing context. With smart retail technologies, customers enjoy greater autonomy in creating their own experience, which calls for more research into understanding the constituents of customer experience (Ostrom et al., 2015). However, traditional media formats still consider for the majority of advertising spending in Malaysia at 2017 (Bakri et.al. 2018) , digital advertising expenditure is expected to increase considerably by 2020. According to Tom Osborne, Regional Director of Hays Malaysia, “Malaysia is a perfect place for e-commerce to expand so that Malaysia is on the cusp of a dynamic growth in the digital marketing sector (Bakri et al 2015).

Firmly related with the problem of security and privacy is the issue of lack of trust on the part of customers which has been recognized a great challenge on the way of online marketing growth transit of web based promoting development which is the motivation behind why "online trust is developing in significance (Al-Lamy et al. 2018). According to Bart et al (2005) define trust in virtual environment as follows: "online trust includes consumer perceptions of how the site would deliver on expectations, how believable the site's information is, and how much confidence the site commands". The Office of Fair Trading (OFT) found 30% of consumers who don't shop online, cite a lack of trust as the main factor. In more detail, further 20% steer clear due to personal security fears and 15% simply don't trust companies that sell online. Lack of personal contact is another deficiency of online marketing which has been addressed in online marketing research and literature (Goldsmith and Goldsmith, 2002; Phau and Poon, 2000). Ultimately, not all individuals have just become tied up with the possibility of Internet advertising, customer preferring to choose or put more importance to products that they can actually touch before they purchase. They prefer to talk to store personnel in a face to face manner and virtual marketplace cannot provide for this function of offline shopping and lacks personal interaction.

The purpose of the research are to determine the effectiveness of advertising in digital marketing towards customer satisfaction. The significant of this study is to develop a theoretical and provided information about how the advertising in digital marketing can affect customer satisfaction and help to understand the customer perception at the effectiveness of advertising. This research can benefit on organization that involved with this study when they use the information and knowledge through this research. This is according to every marketer need to make sure the satisfaction of their customer. Effectiveness of control digital marketing towards customer satisfaction also will make any business any business can compete with any competitor regardless of strength digital marketing strategy towards their customer. Digital marketing is how the business run now so with the outcome this research any business can measure their digital marketing strategy in order to develop customer satisfaction and purchasing the product.

## **2. Literature Review**

This study aimed to investigate the factor that influence customer satisfaction in the effectiveness of advertising in digital marketing as well as influence customer to purchasing or not. The service quality is delivered by the difference of customer perception towards service and their actual experiences from that services

## 2.1. Digital Marketing

According to Chaffey (2010) added that digital marketing Computerized promoting additionally includes applying advanced innovations, that is, web, email, databases, versatile/remote, and computerized television, to help intuitive and no interactive advertising Exercises went for accomplishing beneficial securing and maintenance of clients inside a multichannel purchasing process what's more, client lifecycle. This is because the use of digital marketing in digital marketing it so meet the need and want of consumer to be satisfied with the service rendered. Advanced marketing is a standout amongst the most noteworthy wonders having occurred in the online business condition in the last five years. Since most firms have as it were started to position themselves to misuse the business openings introduced by web based business, is hard to know how best to measure the achievement and viability of an e-business' endeavors. To give better administration of e-business, more experimental look into and hypothetical advancement are required.

Administration perfection is guaranteed in the event that it increases to the desires of the clients (Asubonteng et al., 1996; Wisniewski and Donnelly, 1996). The SERVQUAL (benefit quality model) created by Parasuraman et al. (1985) is utilized as a part of this paper keeping in mind the end goal to help with mirroring the administration greatness. The model offers five dimension tangibles, reliability, responsiveness, assurance, and empathy; where unwavering quality playing the key measurement and different measurements bodes well to purchasers given. It is important for service provider to meet customer expectation while providing the actual services (Parasuraman, Berry, and Zeithaml, 1991) as the consumer expectation measurement will determine their satisfaction level (Grönroos, 1994; Parasuraman et al., 1985; Parasuraman et al., 1988; O'Connor et al., 2000; Van Pham & Simpson, 2006). It is proposed that, at this time, the SERVQUAL model presents the best mechanism to explain the effectiveness of advertising in digital marketing towards customer satisfaction.

The model below illustrates the research theoretical framework that serves as the basis for this study. It is used to focus on the relationship among the five independent variables which consist of tangible features, reliability present by promise, responsiveness, assurance and empathy of effectiveness of advertising in digital marketing towards customer satisfaction.

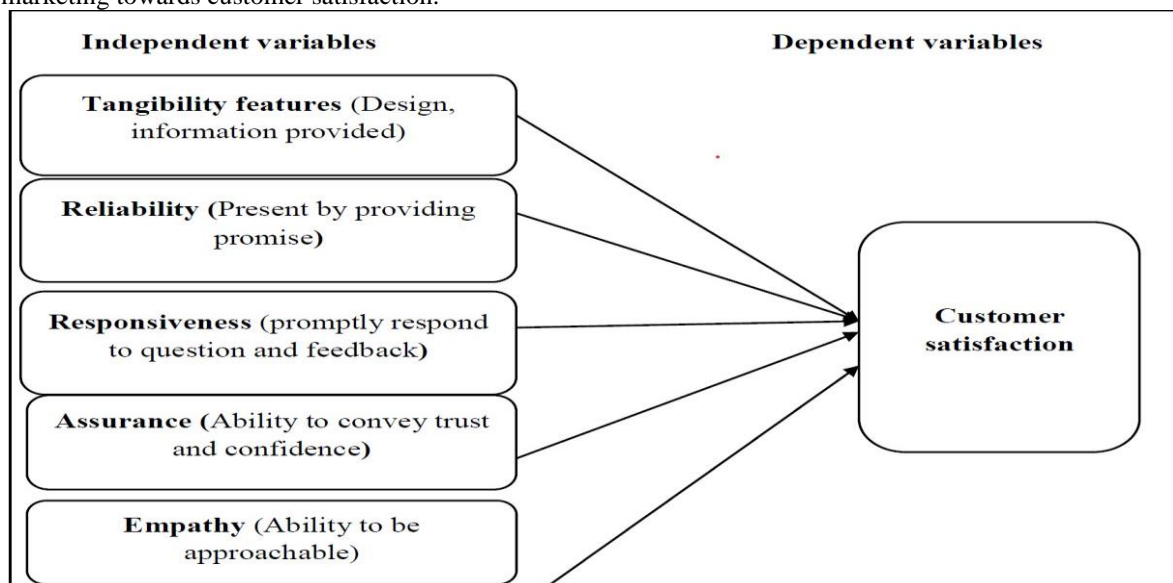


Fig. 1. Research framework of effectiveness of advertising in digital marketing towards customer satisfaction

Following Parasuraman, Zeithaml, and Berry (1998) customer fulfillment could be conceptualized as an ordeal based by and large assessment made by buyers or clients, in view of whether their general desires for administrations acquired have been satisfied. In addition, buyer fulfillment alludes to shoppers' generally speaking assessment of their utilization encounter (Johnson and Fornell, 1991). In like manner, in the present investigation the client fulfillment is characterized as the aggregate client impression of general experience when utilizing and collaborating with a computerized outlet.

## *2.2. Tangibility features*

As per Zeithaml, Parasuraman and Berry (1990), tangible features (TF) comprise of the presence of physical offices, gear, work force and correspondence material, in this manner involve the absolute most vital parts of servicescape. Servicescape is utilized to portray the physical encompassing of an administration organization which incorporates the outside and inside plan and in addition surrounding conditions (Bitner, 1992; Wakefield and Blodgett, 1996). Thusly, it is critical for the administrators to ensure that the substantial and obvious parts of the aircrafts are alluring, perfect and agreeable. Based on Brady and Cronin (2001), Rust and Oliver (1994), and Parasuraman et al. (1988), environment quality is defined as the extent to how TF of the service place can play a formative role in the perception of the overall Service Quality. Parasuraman et al., (1988) also stated that the TF create an atmosphere within a service setting which includes visual and auditory use such as function, space, design and lighting. According to Ries et. al. (2012), the clients construe quality on the premise of their impression of physical variables. In this manner, since administrations are elusive and regularly require the clients to be available amid the procedure, the substantial or physical elements can affect the impression of the SQ experienced (Bitner, 1992).

## *2.3. Reliability*

“The ability to perform the promised service dependably and accurately” or “delivering on its promises” are the meaning of reliability (Zeithaml et al., 2006). According to Albarq (2013) state that reliability had a positive relationship with customer loyalty. However, reliability was found to be non-significant for customer satisfaction. This is in line with the finding that customers may remain with a company even if they are dissatisfied because they feel they have no choice. Surprisingly, the relationship between responsiveness and customer loyalty to be insignificant is contrary to findings of other studies . Customer loyalty remains an important factor that company must take seriously. Customers are being increasingly more educated and knowledgeable, and their demands are also increasing; therefore, company must improve their customer service. Loyalty programs are one way to retain customers.

## *2.4. Responsiveness*

Responsiveness is the willingness to help customer and provide prompt service. These dimension emphasize and promptness in dealing with customer request, question, complain and problem. Thus, responsiveness is communicates to customers by not taking the length of time they need to wait for help, answer questions, or attention to the problem. Responsiveness measurement is worried in managing the customer's requests, questions, and complaints promptly and attentively (Siddiqi, 2011). It is the duty of company to speak with the clients in regards to the span they will get back the customer enquiries and how might them in dealing with or dealing with the customer's issues. Companies should understand the concerns rise from the customers rather than their individual's perspective (Zeithaml, Bitner and Gremler, 2009).

## 2.5. Assurance

According to Siddiqi (2011), state that assurance refer to the scope of trust and confidence to feel that the service providers are competent to provide the services. Trust and perceived risk then can be considered as referee of behavior which also extend beyond the virtual community to attitudes and perceptions towards technology (Ismail, 2017). The customer will not be satisfied if he or she did not feel assured about the ability of the service provider According to Shackel, (1991); Gefen et al., (2003) state that from what is as of now known in the writing, ideas, for example, utility, affability, ease of use, and stream are on the whole arbitrators of on-line customer fulfillment. According to Kassim and Abdullah (2008), customer satisfaction and loyalty towards the vendor increase when a customer trust towards the service provided. When all is said in done, if a purchaser does not believe the supplier in view of past understanding, he or she will most likely be disappointed with that supplier. Analysts found that trust will influence. Cho and Park (2001) connected shopper collaboration with innovation as a determinant of fulfillment while Devaraj et al. (2002) interface web based business to client conduct results (fulfillment) through three builds; innovation acknowledgment demonstrate, exchange cost investigation, and SERVQUAL models. These models have been tried in the electronic trade space also, are appeared to be strong in deciding shopper fulfillment and repurchase expectations. Essentially, prove recommends that communication with the site is impacted by such things as site appearance as showed by finished all outline, hues utilized, and route (DeLone and McLean, 1992)

## 2.6. Empathy

Empathy include a portion of the measurements that have been discarded like correspondence, believability, security, capability, politeness, understanding/knowing clients and access. According to Zeithaml et al., (2006) state that caring, individualized attention the firm provides to its customer are the definition of empathy. So, many small companies use this competence to provide customized services as a competitive advantage over the larger firm. Thus, this dimension also engage in industries where building relationships with customers ensures the firm's survival as opposed to "transaction marketing" (Andaleeb & Conway, 2006).

## 2.7. Research Hypothesis

### **Tangibility features and customer satisfaction**

H1 There is significant relationship between tangibility features of effectiveness advertising in digital marketing towards customer satisfaction.

### **Reliability and customer satisfaction**

H1 There is significant relationship between reliability of effectiveness advertising in digital marketing towards customer satisfaction

### **Responsiveness and customer satisfaction**

H1 There is significant relationship between responsiveness of effectiveness advertising in digital marketing towards customer satisfaction.

### **Assurance and customer satisfaction**

H1 There is significant relationship between assurances of effectiveness advertising in digital marketing towards customer satisfaction.

### **Empathy and customer satisfaction**

H1 There is significant relationship between empathy of effectiveness advertising in digital marketing towards customer satisfaction.

### 3. Methodology

Research is a watchful and itemized think about into a particular issue, concern, or issue utilizing the logical strategy. It's the grown-up type of the science reasonable ventures back in grade school, where you attempt and get the hang of something by playing out an examination. This is best refined by transforming the issue into an inquiry, with the aim of the examination to answer the inquiry. As compare to qualitative data, quantitative data are more accurate and more statistically method can be applied in data analysis (Awang, 2012). The researcher can collect primary data through survey instrument like questionnaire to a large number of selected respondent of the research. In addition, Quantitative techniques are utilized to look at the connection between factors with the essential objective being to break down and speak to that relationship numerically through factual investigation.

The target of this survey research targeted at people who live in Melaka area. Department of Statistic Malaysia official website estimated the population of Melaka will become 931,210 in 2016 with an average annual population growth of 2%. According to the table of Krejcie and Morgan, there will be selected 384 respondent randomly as the source of examine to answer the questionnaire. The targeted respondent of this survey research were people in Melaka that able to answer the effectiveness of advertising in digital marketing by self to study their satisfaction. During the research, simple random sampling will used. Besides, the range age of respondent was 18 years old and above that know to use digital marketing.

This study also conduct with multiple regression a statistical tool used to examine how multiple independent variables are related to a dependent variables. Multiple regression is used to find the relationship between one dependent variable and one or more independent variables (Tabachnick and Fidell, 2007). Beside, Sanders et al. (2012) state that the multiple regression used to predict the value of dependent variable based on the value of one or more independent variables by calculating a regression equation. Chatterje and Hadi (2008) also mention that multiple regression is an effective tool to analyze the data obtain through quantitative research.

This type of regression identified how these multiple variables relate to research dependent variables, it can take the information about all of the independent variables and use it to make much more powerful and accurate prediction about why things are way variables are. According to this research, regression examined by the effectiveness of advertising in digital marketing towards customer satisfaction as Dependent Variable (DV) with the Independent Variables (IV) that consists of five variable. The final process shows how those variables are related to each other.

$$y = a + h \times 1 + c \times 2 + d \times 3 + e \times 4 + f \times 5$$

Where:

y= Value of dependent variables

a= Constant

b,c,d,e,f= Coefficient

×1= Independent Variables (tangibility features)

×2 =Independent Variables (reliability present by providing promise)

×3 =Independent Variables (responsiveness)

×4 =Independent Variables (Assurance)

×5 =Independent Variables (Empathy)

In this study, the researcher explain about method used to how to collect the data and information the research.in the beginning, explanatory study in research design and quantitative method will used in this research. Next, there were two type of data sources to get the additional information, it primary data comes

from questionnaire and secondary data from literature review or historical information. Then. The location of this research set as Melaka. Thus, the researcher also use pilot test, multi-language survey questionnaire in the research strategy.

## 4. Discussion

### 4.1. Pilot Study

In this study, pilot test were conducted by using distributed the questionnaire to the respondent. A total 30 respondent before the actual questionnaire was distributed. The purpose of doing the pilot test is to ensure whether the respondents can understand about the question asked in the questionnaire. Besides that, the validity and reliability also being tested to ensure the data collected was valid.

Table 1. Validity for Pilot Test

Independent Variables	Pearson Correlation	R Product Moment	Validity
Tangibility Features	0.495	0.361	Valid
Reliability	0.764	0.361	Valid
Responsiveness	0.575	0.361	Valid
Assurances	0.704	0.361	Valid
Empathy	0.702	0.361	Valid

Based on the table 1 validity test, shows that all item are valid. This is because the Pearson correlation is more than R product moment for N=30 respondent which is 0.361. Thus, according to Sugiono (2010) stated that if the sample is 30, the value of r product moment is 0.361. Thus, N means the quality of indicator for questionnaire in this research 30 respondent are taken to answer the pilot test in early stage of this research. Therefore, all item can be included to further the questionnaire in the next process. Since the reliability and validity are valid. Thus, it shows that these independent variables can be used in the actual survey questionnaire.

### 4.2. Pearson Correlation

Pearson correlation was appropriate method to test the relationship among the variables. According the Saunders et al (2012) it stated that correlation coefficient represented by r, it used to showed the represented the strength of association between variables. Thus, it used to appropriate the strength between five independent variables with customer satisfaction toward the effectiveness of advertising in digital marketing.

Table 2. Pearson Correlation with the variables

		D	TF	R	RE	A	E
D	Pearson Correlation	1	.604**	.718**	.709**	.832**	.791**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	384	384	384	384	384	384
TF	Pearson Correlation	.604**	1	.671**	.721**	.676**	.667**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	384	384	384	384	384	384
R	Pearson Correlation	.718**	.671**	1	.763**	.739**	.742**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384
RE	Pearson Correlation	.709**	.721**	.763**	1	.768**	.819**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384
A	Pearson Correlation	.832**	.676**	.739**	.768**	1	.836**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	384	384	384	384	384	384
E	Pearson Correlation	.791**	.667**	.742**	.819**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384

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

Table 2 illustrated the correlation value for all variables and their relationship among each other's. Thus, the result showed that all the independent variables were positively and significantly associated with customer satisfaction towards the effectiveness of advertising in digital marketing. The correlation value of TF (Tangibility Features) towards the D (customer satisfaction) were 0.604 and the significant level was 0.000 which ( $p < 0.005$ ). So, it showed that there was a strong positive significant relationship between these two variables although it was the lowest correlation value among others. Next, the correlation value between the D (customer satisfaction) towards the R (Reliability) are 0.718 while significant level 0.000. since the significant value was smaller than ( $p < 0.005$ ), it indicated a significant strong positive relationship between reliability and customer satisfaction towards the effectiveness of advertising in digital marketing. The Pearson correlation between RE (Responsiveness) and D (customer satisfaction). It achieved the correlation value of 0.709 while it significant level was 0.000. Since the significant value were smaller than ( $p < 0.005$ ). Thus, these two variable were significantly with the showed strong positive relationship. Followed by the correlation value of A (Assurance) towards D (Customer satisfaction) was 0.832 which it was the higher correlation value among others. It showed the very strong positive with dependent variables compare to other variables. Besides, the significant level was 0.000. So that, it showed that result described that two variables had a significant correlation. Since the correlation value of Assurance was higher, it depicted that Customer satisfied with the Assurance of effectiveness of advertising in digital marketing. Last but not least, the correlation value of E (Empathy) with D (customer satisfaction) towards the effectiveness of advertising in digital marketing. It showed that the correlation value was 0.791 while the significant level was 0.000. Furthermore, since the significant value was smaller than ( $p < 0.005$ ), it indicate a significant strong positive relationship between empathy and customer satisfaction towards the effectiveness of advertising in digital marketing.

#### 4.3. Multiple Regression Analysis

Regression analysis is used to predict the value of a Independent variables (Y) for given the value of one or multiple Dependent variables (X) by using a regression equation (Saunders et al, 2012). The multiple regression analysis was carried out between the dependent variables Tangibility features (TF), Reliability (R), Responsiveness (RE), Assurance (A), and Empathy (E) and dependent variables (Customer satisfaction towards the effectiveness of advertising in digital marketing). The aim of this section was to measure the effect of independent variables toward dependent variables. The result multiple regression analysis showed in the following table.

Table 4.3: Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 <sup>a</sup>	.733	.729	.51681
a. Predictors: (Constant), E, TF, R, A, RE				

Table of model summary indicated that the value of correlation coefficient (R) was 0.856. Thus, according to Le and Nguyen (2014) the higher the correlation coefficient is, the better the independent variables influence to the dependent variables. Based on the result, the R value was considered as strong since  $0.856 > 0.5$ . Hence, it meant there was strong correlation between the variables. Next, the coefficient of determination, R square which indicated that 0.733 that consists 73.3% of variance affected towards customer satisfaction of advertising in digital marketing can be determined by the variable of Tangibility features, Reliability,



Responsiveness, Assurance and Empathy. The remaining 26.7% was explained by other factors which were not taken into this research.

Table 4.4: Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.258	.131		1.977	.049
	TF	-.023	.044	-.021	-.524	.600
	R	.182	.048	.171	3.751	.000
	RE	-.014	.060	-.012	-.231	.817
	A	.497	.051	.511	9.714	.000
	E	.276	.060	.262	4.618	.000

a. Dependent Variable: D

Table of coefficient demonstrated the estimated coefficient where beta (constant) was 0.258, beta of TF (Tangibility Features) was – 0.032, beta of R (Reliability) was 0.182, beta of RE (Responsiveness) was – 0.014, beta of A (Assurance) was 0.497 and beta of E (Empathy) was 0.276. Based on the data above, the equation of multiple in this study was formed as below:

$$\text{Customer satisfaction toward the effectiveness} = 0.258 + 0.182R + 0.497A + 0.276E$$

According to the linear above, there was a significant positive relationship between Reliability, Assurance and Empathy. Thus, the linear displayed there a negative relationship between Tangibility Features and Responsiveness. Furthermore, according to the (Bruin, 2016) stated that the larger beta value were associated with the greater t-value and smaller p-value. So, if the value of coefficient was larger, the contribution of independent variables to dependent variables were greater. Table result displayed the Assurance was the major factor of influenced the customer satisfaction towards the effectiveness of advertising in digital marketing with the highest beta value which is 0.497. The Empathy was the second higher factor of customer satisfaction which beta value 0.276. The third contributed factor was Reliability with beta value was 0.182. Responsiveness and Tangibility Features had the contribution of -0.014 and – 0.023 respectively. Based on the result, the Assurance was the strongest determinants among others independent variables variable while Responsiveness and Tangibility Features had the least impact on customer satisfaction towards the effectiveness of advertising in digital marketing.

## 5. Conclusion

Nowadays, advertising in digital marketing affect in customer life. The digital market place has put a lot of buying power back into the hand of buyers and consumer (Bakri et al. 2016). Today, the average customer using advertising in digital marketing platform does research on product, solution and company before making a purchase. Digital advertising simply makes sense of customer to get information, campaign or promotion. Although, in other cases sometimes the advertiser overstate the truth and make the customer confuse, so once or twice customer buy the product and the product don't have enough qualifies like advertising talk about them, it will make customer disappointed with the advertising.

The proposed research framework was empirically tested by using the data collected from the survey questionnaire. The first objective in this study is to analyse the relationship between the determinants of effectiveness advertising in digital marketing with customer satisfaction the first objective was tested by using

pearson correlation test in SPSS to evaluate the determinant toward the dependent variables. The finding showed that all determinants have strong correlation which the correlation is significant at the 0.01 level (2-tailed). To meet second objective, was using multiple regression to identify the most factor of influencing customer satisfaction.

In summarize, the result showed that the variable such as Tangibility features, Reliability, Responsiveness, Assurance and Empathy has a significant relationship of the effectiveness advertising in digital marketing towards customer satisfaction. Hence, the results displayed that the Assurance has the most influence of customer satisfaction on the effectiveness of advertising in digital marketing. Thus, all the objective of the research was achieved.

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