IJoBER
INDONESIAN JOURNAL OF BUSINESS AND ENTREPRENEURSHIP RESEARCH

Vol.2, No. 2, May 2024, Page 76-85
P-ISSN: 2985-4636
E-ISSN: 2985-4644
https://journal.unm.ac.id/index.php/IJOBER

How Digital Payment and Online Marketing Strategies affect Consumer Experience in the Culinary Industry?

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(**Received**: 05.04.2024; **Accepted**: 10.05.2024; **Published**: 12.05.2024)

ABSTRACT

This study aims to analyze the impact of digital payment and online marketing strategies on the customer experience in the food industry, with a focus on the company "Kaku Food." As digital technology increasingly shapes the food industry, Kaku Food has effectively leveraged these advancements to enhance service quality and customer interaction. The research method involved a survey of 57 respondents who were Kaku Food customers. The results of the analysis show that both digital payment and online marketing have a significant impact on the customer experience. Specifically, the implementation of digital payment methods, such as e-money and e-wallets, has led to faster transactions and reduced wait times, contributing to higher customer satisfaction. Moreover, creative online marketing strategies, particularly through social media and collaborations with culinary influencers, have proven effective in reaching a digitally active audience, especially young people. The coefficient of determination indicates that 64.2% of the variation in customer experience can be explained by these two variables. The regression results reveal that while both digital payment and online marketing have positive and significant coefficients against customer experience, online marketing exerts a greater influence. This study provides valuable insights for Kaku Food management to formulate effective marketing strategies and payment systems, ultimately enhancing customer satisfaction and fostering greater loyalty.

Keywords: Digital Payment, Online Marketing Strategy, Customer Experience

1. INTRODUCTION

The food industry is one of the significant contributors to the growth of the economy and job creation. In recent years, this industry has undergone significant transformations due to the development of digital technology and changes in consumer behavior. Innovations in digital payment methods and online marketing strategies have opened up new opportunities for businesses to expand their market reach and increase operational efficiency (Triansyah et al., 2023).

In Indonesia, Bank Indonesia (BI) has issued Regulation Number 16/8/2014 on Electronic Money (E-Money). As the monetary authority, Bank Indonesia has the authority to develop and regulate the payment system in Indonesia. Bank Indonesia's role in the payment system is to ensure that the financial system remains stable, both in cash and non-cash transactions. In cash transactions, Bank Indonesia is responsible for issuing and circulating cash to the public. However, over time, the use of cash transactions has led to many problems and limitations. Therefore, innovative payment systems that can address these problems and

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P-ISSN: 2985-4636
E-ISSN: 2985-4644
https://journal.unm.ac.id/index.php/IJOBER

improve the efficiency of the payment system are needed. As a result, non-cash payments have emerged as a further innovation in the financial system. One of the products of the National Non-Cash Movement is the use of electronic money, such as E-Money issued by Bank Mandiri, BRIZZI issued by Bank BRI, and BNI Tap Cash issued by Bank BNI. The existence of these non-cash payment tools is not only due to sectoral innovation in banking, but also because of the needs of the community for a practical payment tool that can provide ease in transactions. With these transactional conveniences, transaction costs will decrease, and ultimately stimulate economic growth. With a shift to non-cash transactions, crimes such as money laundering, theft, and theft can be minimized. The movement towards non-cash transactions can also reduce the circulation of currency in Indonesia. Since high currency circulation can lead to economic inflation in Indonesia.

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Digital payment has become a vital component of modern economic transactions. According to a report from Bank Indonesia, the use of digital payments in Indonesia has increased rapidly with the increasing penetration of the internet and smartphone adoption. The development of technology not only benefits APMK users but also gives rise to new payment tools that are more effective and efficient. E-payment or electronic payment system is a new payment system that has attracted public attention. Several forms of electronic payment systems mentioned in Bank Indonesia's publication include QR code, M-Banking E-Wallet, E-Cash, electronic cheque, and smartcard in the form of E-Money (electronic money) which has become a popular choice for consumers in making payments because it offers ease, security, and speed in transactions. For consumers, digital payment not only reduces dependence on cash but also provides a more practical and efficient shopping experience (Ramadhani et al., 2021).

One company that has been active in the food industry and has felt the positive impact of this technological development is "Kaku Food". Kaku Food is known for its innovative culinary concept that combines local flavors with modern approaches to food presentation. This effort has adopted various digital technologies, including digital payment systems and online marketing strategies, to improve service quality and customer satisfaction.

In the food industry, digital payment can speed up the transaction process at the cash register, reduce queues, and increase customer satisfaction (Ramadhani & Arman, 2023). Additionally, using digital transaction data allows businesses to analyze consumer purchasing patterns and develop more effective marketing strategies. For Kaku Food, the implementation of digital payment is a strategic step to increase customer comfort and satisfaction.

As internet use has increased, online marketing has become increasingly important in reaching customers and building brand awareness. Online marketing includes various activities such as social media promotion, content marketing, email marketing, and e-commerce platform use (Trulline, 2021). Social media platforms such as Instagram, Facebook, and Twitter have become effective tools for interacting with customers, building communities, and promoting new products.

Kaku Food has taken advantage of various digital platforms to strengthen their online presence. With creative and interactive marketing strategies, Kaku Food has successfully attracted the attention of young tech-savvy consumers who are looking for information and transacting online. Attractive promotional campaigns, positive customer reviews, and

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P-ISSN: 2985-4636
E-ISSN: 2985-4644
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collaborations with culinary influencers are some of the steps taken by Kaku Food to increase customer engagement and loyalty.

The use of digital technology in the food industry also opens up a huge opportunity for growth. By leveraging analytics data, Kaku Food can better understand consumer preferences and offer personalized experiences. Furthermore, digital payment and online marketing enable business expansion to a wider market, both geographically and demographically (Lloyd et al., 2023). The combination of efficient digital payment and accurate online marketing strategies can create a sustainable business ecosystem. Customers receive a better shopping experience, while businesses gain valuable insights to continue innovating and growing.

2. METHOD

a. Population and Sample

To investigate the influence of digital payment and online marketing strategies on the customer experience in the food industry "Kaku Food", the population taken is all "Kaku Food" customers who use digital payment services and are exposed to their online marketing strategies. From this population, a random sample of 57 respondents was selected, consisting of individuals from various ages, genders, and backgrounds to obtain representative results. This sample selection used explanatory research, using primary data, namely a questionnaire. Simple Random Sampling is considered simple because the selection of sample members from the population was done randomly without considering the strata that exist in the population.

b. Research Variables

Table 1. Research Variable

NO	Definition of Variable	Indicator	Source
1	Digital Payment (XI)	1.Ease of Use 2.E-Wallet Security 3.Speed	(Tarantang et al., 2019)
2	Online Marketing (X2)	1.Effectiveness 2.Creativity 3.Accessibility	(Ulfah et al., 2021)
3	Customer Experience (Y)	1.Satisfaction 2.Ease of Use	(Thorfiani et al., 2021)

Sources: Primary Data, 2024.

c. Data Analysis Method

The data analysis method for the research titled "The Influence of Digital Payment and Online Marketing Strategies on Customer Experience in the Kaku Food Food Industry" involves several important stages. First, primary data is collected through a survey of Kaku Food customers to obtain information about their experience with digital payment and online marketing strategies applied. Subsequently, the data obtained will be analyzed using descriptive and inferential statistical methods, such as multiple linear regression, to identify the relationships and effects between independent variables (digital payment and online marketing strategies) and dependent variables (customer experience). This analysis will help understand how much both factors contribute to improving customer experience and provide recommendations that can be implemented by Kaku Food to increase customer satisfaction.

3. RESULTS AND DISCUSSION

a. Research Results

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1) Descriptive Analysis and Interpretation

Table 2. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Digital Payment	57	27.00	45.00	34.6667	4.78589
Online Marketing	57	24.00	40.00	32.0877	4.39675
Customer Experience	57	18.00	30.00	23.8421	3.15543
Valid N (listwise)	57				

Sources: Primary Data, 2024.

Based on the descriptive analysis results above, the distribution of the data obtained by the researcher can be described as follows:

a) Variable Digital Payment (X1): The minimum value is 27, the maximum value is 45, and the average value is 34.6667. The standard deviation of digital payment data is 4.78589.
b) Variable Online Marketing (X2): The minimum value is 24, the maximum value is 40, and the average value is 32.0877. The standard deviation of online marketing data is 4.39675.
c) Variable Customer Experience (Y): The minimum value is 18, the maximum value is 30, and the average value is 23.8421. The standard deviation of customer experience data is 3.15543.

2) Multiple Linear Regression

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801[a]	.642	.628	1.92372

a. Predictors: (Constant), Online Marketing, Digital Payment

From the table above, the coefficient of determination (Adjusted R Square) is 0.642 or 64.2%. This indicates that the percentage of influence of digital payment and online marketing on the customer experience variable is 64.2%, while the remaining 35.8% is unexplained.

Table 4. ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	357.742	2	178.871	48.335	.000[b]
	Residual	199.837	54	3.701		
	Total	557.579	56			

a. Dependent Variable: Customer Experience
b. Predictors: (Constant), Online Marketing, Digital Payment

The analysis of variance (ANOVA) presented in this table evaluates the regression model aimed at explaining the variability in customer experience based on two variables: Online Marketing and Digital Payment. Here is an explanation of each part of the ANOVA table: Total Sum of Squares (SST) measures the total variability in customer experience data. The value is 557.579, indicating that the total variability in customer experience in this sample is 557.579. Regression Sum of Squares (SSR) measures the variability that can be explained by the regression model. The value is 357.742, indicating that approximately 357.742 of the total variability in customer experience can be explained by the variables Online Marketing and Digital Payment. Residual Sum of Squares (SSE) measures the variability that cannot be explained by the regression model (error or residual). The value is 199.837, indicating that

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P-ISSN: 2985-4636
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approximately 199.837 of the total variability in customer experience cannot be explained by both predictors. Degrees of Freedom (df) is equal to 2, which corresponds to the number of predictors in the model (Online Marketing and Digital Payment). The total degrees of freedom is 55, which is equal to the total number of observations minus the number of predictors and one (n-k-1 = 56-2-1).

For Mean Square:

a) Mean Square Regression (MSR) is SSR divided by df for Regression, which is 357.742/2 = 178.871.
b) Mean Square Residual (MSE) is SSE divided by df for Residual, which is 199.837/54 = 3.701.

The F-statistic is the ratio of the Mean Square Regression to the Mean Square Residual, which is 178.871 / 3.701 = 48.335. This value is used to determine whether the overall regression model is significant. The p-value (Sig.) is 0.000, which indicates that the result is statistically significant at a conventional level of significance (e.g., α = 0.05). This means that we can conclude that at least one of the variables (Online Marketing and Digital Payment) is significantly related to customer experience.

Table 5. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.093	2.126		1.455	.151
	Digital Payment	.283	.065	.428	4.328	.000
	Online Marketing	.341	.071	.476	4.805	.000

a. Dependent Variable: Customer Experience.

The regression analysis results show that the model is able to explain the influence of digital payment and online marketing on customer experience. From the table of coefficients, the constant (intercept) has a value of 3.093 with a standard error of 2.126, and is not statistically significant (t = 1.455, Sig. = 0.151). The variable of digital payment has a non-standardized coefficient (B) of 0.283 with a standard error of 0.065, and a standardized coefficient (Beta) of 0.428. The t-value for digital payment is 4.328 with a significance of 0.000, which indicates that this variable has a significant effect on customer experience. Additionally, the variable of online marketing has a non-standardized coefficient of 0.341 with a standard error of 0.071, and a standardized coefficient of 0.476. The t-value for online marketing is 4.805 with a significance of 0.000, indicating that this variable also has a significant effect on customer experience. Therefore, both digital payment and online marketing have a significant influence on customer experience, with online marketing having a greater influence than digital payment, as indicated by the higher Beta value.

b. Discussion

1) Effect of Digital Payment on Customer Experience

In this multiple linear regression context, the variable X1 (Digital Payment) has a significant effect on the variable Y (Customer Experience). Based on the regression analysis results, the non-standardized coefficient (B) for Digital Payment is 0.283, with a t-value of 4.328 and a significance of 0.000. This indicates that each increase in Digital Payment by one unit will increase Customer Experience by 0.283 units, which is statistically significant at a level of confidence of 95% (since the p-value<0.05). The standardized coefficient (Beta) of 0.428 indicates that Digital Payment makes a significant contribution to the variability in Customer Experience compared to the average contribution.

The results of this study clearly demonstrate that digital payment methods have a significant and positive effect on customer experience at Kaku Food. The non-standardized

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E-ISSN: 2985-4644
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coefficient (B) of 0.283 indicates that for every unit increase in digital payment usage, there is a corresponding increase in customer experience by 0.283 units. This positive relationship suggests that the more customers utilize digital payment methods, the more likely they are to have a favorable experience. The convenience, speed, and ease provided by digital payment systems likely contribute to this enhancement in customer satisfaction, as they streamline the transaction process and reduce waiting times.

The statistical significance of this effect is underscored by a t-value of 4.328 and a p-value of 0.000. This extremely low p-value confirms that the relationship between digital payment and customer experience is not due to random chance but is a reliable and consistent finding. With a 95% confidence level, the study confirms that digital payment is a crucial determinant in improving customer experience. This significance highlights the importance for businesses in the food industry to invest in and prioritize digital payment solutions as a means to enhance customer satisfaction.

Moreover, the standardized coefficient (Beta) of 0.428 reveals that digital payment makes a substantial contribution to the variability in customer experience. This coefficient indicates that digital payment is not just a marginal factor but plays a significant role in shaping how customers perceive their interactions with the business. The contribution of digital payment to customer experience variability suggests that businesses should focus on optimizing these payment methods to maximize their positive impact on customer satisfaction.

These findings have practical implications for the food industry, particularly for companies looking to enhance customer experience. The significant influence of digital payment systems suggests that businesses like Kaku Food should expand and refine their digital payment options. This could involve offering multiple payment methods, ensuring secure and fast transactions, and continually updating payment technologies to meet customer expectations. By doing so, businesses can not only improve customer satisfaction but also build customer loyalty and increase repeat patronage.

Expanding and refining digital payment options is essential for businesses like Kaku Food, as it directly aligns with the evolving preferences of modern consumers. Today's customers value convenience and efficiency, often preferring businesses that offer a variety of payment methods, such as e-wallets, contactless payments, and mobile banking options. By catering to these preferences, Kaku Food can attract a broader customer base, including tech-savvy consumers who prioritize seamless, hassle-free transactions. Offering multiple payment methods also reduces the likelihood of transaction bottlenecks, ensuring a smoother, more pleasant customer experience.

Ensuring the security of digital payment systems is equally crucial. As customers become more aware of data privacy issues, their trust in a company is significantly influenced by how well their payment information is protected. Kaku Food must prioritize implementing robust security measures, such as encryption and two-factor authentication, to safeguard customer data. Additionally, educating customers about the safety of these payment methods can enhance their confidence in using them, further solidifying their trust in the brand. Secure and reliable payment systems are likely to lead to higher customer retention, as satisfied customers are more likely to return and recommend the business to others.

Continually updating payment technologies is another critical aspect of maintaining a competitive edge in the food industry. As technology advances, so do customer expectations for faster and more convenient payment solutions. Kaku Food should stay ahead of these trends by

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regularly assessing and integrating the latest payment technologies, such as biometric payments or cryptocurrency options, if relevant to their customer base. By being proactive in adopting cutting-edge payment solutions, Kaku Food can not only meet current customer demands but also position itself as an innovative leader in the industry, ultimately fostering long-term customer loyalty and repeat business.

The results of this study provide a strong foundation for future research and practical applications. Future studies could explore the integration of digital payment systems with other customer experience initiatives, such as personalized marketing or loyalty programs, to further enhance their impact. For Kaku Food and similar businesses, continuously gathering customer feedback on digital payment experiences and staying abreast of technological advancements will be crucial for maintaining a competitive edge and delivering superior customer service.

2) Effect of Online Marketing on Customer Experience

The variable X2 (Online Marketing) also has a significant effect on the variable Y (Customer Experience). The non-standardized coefficient (B) for Online Marketing is 0.341, with a t-value of 4.805 and a significance of 0.000. This indicates that each increase in Online Marketing by one unit will increase Customer Experience by 0.341 units, which is also statistically significant at a level of confidence of 95%. The standardized coefficient (Beta) of 0.476 indicates that Online Marketing has a greater influence on Customer Experience than Digital Payment, since the higher Beta value indicates a greater contribution to the variability in Customer Experience.

The results of this study highlight that online marketing has a significant and positive impact on customer experience at Kaku Food. The non-standardized coefficient (B) of 0.341 suggests that for each unit increase in online marketing efforts, customer experience improves by 0.341 units. This indicates that online marketing strategies, such as social media campaigns, influencer partnerships, and targeted ads, play a crucial role in enhancing how customers perceive and engage with the brand. These efforts can lead to increased brand awareness, better customer interaction, and a more enjoyable overall experience.

The statistical significance of online marketing's effect is reinforced by a t-value of 4.805 and a p-value of 0.000. The low p-value confirms that this effect is statistically significant and not due to random chance. With a confidence level of 95%, the results underscore the reliability of online marketing as a key factor in improving customer experience. This significance suggests that online marketing is a robust and effective tool for businesses looking to boost customer satisfaction and build stronger relationships with their audience.

Furthermore, the standardized coefficient (Beta) of 0.476 indicates that online marketing has a greater influence on customer experience compared to digital payment. This higher Beta value reflects the substantial contribution of online marketing to the variability in customer experience. It suggests that while digital payment systems are important, the strategic use of online marketing has an even more pronounced effect on how customers perceive their interactions with the company. This finding highlights the critical role of effective online marketing strategies in shaping positive customer experiences.

The implications for businesses like Kaku Food are significant. To maximize customer satisfaction, companies should invest in comprehensive online marketing strategies that leverage various digital platforms. This could include creating engaging content, running targeted ad campaigns, and collaborating with influencers to reach a broader and more relevant audience. By effectively utilizing these online marketing tools, businesses can enhance their

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visibility, improve customer engagement, and ultimately drive a more favorable customer experience.

To maximize the benefits of online marketing, businesses should adopt a data-driven approach to tailor their strategies effectively. Analyzing customer data and behavior can provide valuable insights into which digital platforms and content types resonate most with the target audience. For instance, leveraging analytics tools to track engagement metrics, such as click-through rates and conversion rates, can help businesses refine their marketing efforts and focus on the channels that deliver the best results. By continuously monitoring and adjusting their online marketing strategies based on these insights, companies like Kaku Food can ensure that their campaigns remain relevant and impactful.

Additionally, fostering an active and responsive online presence is crucial for enhancing customer experience. Engaging with customers through social media platforms, promptly responding to inquiries or feedback, and participating in relevant online conversations can build a positive brand image and strengthen customer relationships. This level of interaction not only helps to address customer concerns promptly but also demonstrates that the company values and listens to its customers. Building a strong, interactive online presence can lead to increased customer loyalty and positive word-of-mouth recommendations.

Investing in innovative online marketing technologies and trends can further enhance customer engagement. Exploring emerging tools, such as augmented reality (AR) experiences or personalized marketing automation, can provide unique and memorable interactions for customers. By staying ahead of technological advancements and incorporating these innovations into their marketing strategies, businesses like Kaku Food can differentiate themselves from competitors and offer exceptional customer experiences. Embracing new technologies and creative approaches will not only attract new customers but also keep existing ones engaged and satisfied.

These findings suggest that businesses should continuously evaluate and adapt their online marketing strategies to stay aligned with evolving consumer preferences and digital trends. Future research could explore how different aspects of online marketing, such as content quality or the effectiveness of specific digital channels, impact customer experience. For Kaku Food and similar companies, staying at the forefront of online marketing innovations and understanding their impact on customer satisfaction will be essential for maintaining a competitive edge and fostering long-term customer loyalty.

3) Effect of Digital Payment and Online Marketing on Customer Experience

Together, the variables Digital Payment (X1) and Online Marketing (X2) have a significant effect on the variable Customer Experience (Y). This is indicated by the coefficient of determination (Adjusted R Square) of 0.642 or 64.2%, which means that 64.2% of the variability in Customer Experience can be explained by these two variables. The remaining 35.8% is explained by other variables not included in this model. The regression model produced is also statistically significant, as indicated by the F-test results in the ANOVA table. The F-value of 48.335 with a significance of 0.000 indicates that this model is able to explain the variability in Customer Experience well. The Mean Square Regression (MSR) of 178.871 compared to the Mean Square Residual (MSE) of 3.701 shows that this model is quite good at explaining the existing variability. Therefore, both Digital Payment and Online Marketing make a significant contribution to influencing Customer Experience, with Online Marketing having a more dominant effect compared to Digital Payment, as indicated by the higher Beta value.

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The results of this study underscore the significant combined impact of digital payment and online marketing on customer experience at Kaku Food. The coefficient of determination (Adjusted R Square) of 0.642 reveals that these two variables together explain 64.2% of the variability in customer experience. This substantial proportion indicates that digital payment and online marketing are critical factors in shaping how customers perceive their interactions with the company. The remaining 35.8% of variability suggests that other factors, not captured in this model, also influence customer experience, highlighting areas for potential further research.

The statistical significance of the regression model, as indicated by the F-test results with an F-value of 48.335 and a p-value of 0.000, confirms that the model provides a reliable explanation of the variability in customer experience. This high F-value, coupled with the low p-value, demonstrates that the combined effect of digital payment and online marketing is not only statistically significant but also practically meaningful. The model's ability to account for a significant portion of the variability in customer experience emphasizes its robustness and relevance for understanding customer satisfaction in the food industry.

The comparison of Mean Square Regression (MSR) and Mean Square Residual (MSE) further supports the model's effectiveness. With an MSR of 178.871 and an MSE of 3.701, the ratio indicates that the model is proficient at explaining the variability in customer experience. This ratio reflects the strength of the model in accounting for variations in customer experience attributed to the combined effects of digital payment and online marketing. Such a strong model underscores the importance of these factors in driving customer satisfaction.

The analysis also reveals that online marketing has a more dominant effect on customer experience compared to digital payment, as indicated by the higher Beta value for online marketing. This finding highlights the greater influence of online marketing strategies, such as social media engagement and influencer collaborations, on customer satisfaction. While digital payment contributes significantly to enhancing customer experience by improving transaction efficiency, online marketing's broader impact suggests that it plays a more critical role in shaping customer perceptions and interactions.

Overall, these findings suggest that businesses like Kaku Food should prioritize both digital payment enhancements and strategic online marketing efforts to optimize customer experience. While digital payment systems are crucial for operational efficiency, the more substantial impact of online marketing indicates that investing in comprehensive digital marketing strategies can yield significant improvements in customer satisfaction. By balancing improvements in both areas, businesses can effectively meet customer expectations and build stronger, more positive relationships with their audience.

4. CONCLUSIONS AND SUGGESTION

a. Conclusions

In the food industry, the role of digital technology and online marketing strategies is increasingly important in enhancing customer experience. Kaku Food, a food company with an innovative approach, has successfully leveraged these technological advancements to improve service quality and interaction with customers. The implementation of digital payment methods, such as e-money and e-wallet, has helped to speed up transactions at the cashier and reduce queues, increasing overall customer satisfaction. In addition, creative online marketing

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strategies, through social media and collaborations with culinary influencers, have successfully reached customers effectively, especially among young people who are active digitally.

The linear regression analysis shows that both digital payment and online marketing have a significant influence on customer experience at Kaku Food. Digital payment offers convenience, security, and speed in transactions, while online marketing enables more personal and effective interaction with customers. Although both contribute positively, online marketing has a greater impact on increasing customer experience.

b. Suggestion

To maintain its competitiveness, Kaku Food should continue to strengthen its implementation of digital payment methods and develop innovative online marketing strategies. By leveraging digital transaction data, the company can better understand consumer preferences and develop more personalized and effective marketing strategies. Through these efforts, Kaku Food can maintain its position as a leading player in the innovative food industry focused on customer experience.

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