

Digital Marketing Strategy In The Era Of E-Commerce: Winning The Competition

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ABSTRACT

The rapid evolution of technology has revolutionized the business landscape, particularly within the e-commerce sector. E-commerce has become an integral part of daily life, driving online sales growth and expanding market reach. This article explores the development and impact of e-commerce applications on bolstering online sales, with a focus on Indonesia's digital economy. Through a comprehensive literature review and analysis, the study highlights the importance of user-centric design methodologies, personalized user experiences, and the integration of artificial intelligence in e-commerce applications. Furthermore, it discusses the significance of efficient promotional strategies and the role of consumer behavior analysis in enhancing sales efficacy. Despite the challenges posed by security concerns and logistical limitations, the article emphasizes the immense potential of e-commerce in Indonesia's digital economy. By innovating and adapting to technological advancements while addressing existing challenges, businesses can capitalize on the opportunities presented by the burgeoning e-commerce landscape, fostering sustainable growth and competitiveness.



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INTRODUCTION

The rapid advancement of technology and information today necessitates that people become familiar with and remain constantly connected to the internet. Previously considered a temporary technology, the internet has now become an integral part of daily life, successfully creating a new lifestyle for modern humans. Devices such as mobile phones, netbooks, laptops, and other gadgets have become essential in everyday activities. Improvements in technology and internet access have significantly transformed the business landscape, leading to substantial changes in various economic aspects (Saied & Syafii, 2023). These transformations are driven by advances in information and communication technology (ICT), which have paved the way for innovation across numerous industries. In the business realm, particularly in the current digital era, digitalization has emerged as a key driver, with the e-commerce industry playing a major role in the growth of the digital economy (Chen, Teng, & Chen, 2022). The surge in technology and internet access has profoundly impacted the business world, drastically reshaping its landscape. Among the sectors most influenced by these changes is the e-commerce industry (Zafar, Kamran, Salman, & Rehman, 2022).

One of the emerging lifestyles is internet shopping, commonly referred to as e-commerce. In Indonesian, e-commerce translates to online shopping. A case study in Australia by Burges et al. (2013) identifies several factors that motivate businesses to adopt e-commerce. These factors include the utilization of computers and information technology by businesses, the current status of e-commerce implementation and future development strategies, the challenges encountered in the adoption of e-commerce, and the proficiency of information technology personnel. The growing importance of developing innovative and effective e-commerce applications is increasingly apparent amidst intense global market competition. E-commerce applications have become essential for many businesses to operate efficiently (Kumar & Khatri, 2022). These applications facilitate global reach, break down

geographical barriers, and enhance the shopping experience for customers. Essentially, e-commerce apps equip businesses with the necessary tools to navigate the challenges of the digital era. Furthermore, it's crucial to understand that e-commerce isn't solely about boosting sales, but also about expanding market share (Safrin & Simanjorang, 2023). An online presence grants businesses access to previously hard-to-reach global markets, creating significant growth opportunities. Therefore, to compete effectively, developing efficient and innovative e-commerce applications is vital.

Additionally, e-commerce applications play a crucial role in fostering customer loyalty. In a competitive landscape abundant with alternatives, offering a seamless and effective shopping experience is essential for retaining customers. E-commerce applications contribute to improved services, memory of customer preferences, and the creation of personalized interactions (El-Ansari & Beni-Hssane, 2023). Hence, e-commerce applications serve not only as tools for boosting sales but also as instruments for outperforming rivals in an increasingly intense market. In this digital epoch, businesses proficient in leveraging e-commerce applications gain a significant edge in attaining enduring success (Hakim, Wijaya, Syafi'i, & Rohimi, 2023). The integration of artificial intelligence and machine learning technology into e-commerce applications facilitates the delivery of more personalized and targeted customer experiences (Zulaikha, Mohamed, Kurniawati, Rusgianto, & Rusmita, 2020). This encompasses intelligent product recommendations based on past purchasing behavior and real-time analysis of customer preferences.

In Indonesia, the rapid growth of e-commerce aligns with the increasing penetration of the internet and mobile devices. This surge is fueled by various factors including easy access to information, shifts in consumer behavior, and governmental support in enhancing digital infrastructure. Moreover, both local and international e-commerce platforms are proliferating, offering a diverse array of products and services, thus facilitating online shopping for consumers. Nevertheless, the development of e-commerce in Indonesia faces significant challenges. These include concerns regarding online transaction security, the need for improvements in logistics infrastructure, and disparities in digital literacy across regions. Consequently, concerted efforts involving the government, private sector, and society are imperative to surmount these hurdles and foster a more inclusive and sustainable growth of e-commerce. Despite these challenges, the evolving landscape of e-commerce presents immense potential to become a cornerstone of Indonesia's digital economy. Businesses must continually innovate and adapt to technological advancements to capitalize on existing opportunities and address the diverse array of challenges encountered.

The objective of this study is to investigate the advancement of e-commerce applications to bolster online sales. This involves thorough market analysis, customer preference identification, and a comprehensive understanding of the challenges and opportunities within e-commerce ventures. Employing a user-centric design methodology, the resultant e-commerce application aims to furnish customers with a more streamlined, secure, and immersive online shopping experience. Moreover, essential features will be integrated, such as a seamless payment system for customer convenience, efficient inventory management for product availability assurance, and targeted online marketing strategies to reach the appropriate audience. The successful deployment of this e-commerce application is anticipated to yield a notable surge in online sales, subsequently augmenting revenue and fortifying the business stance amid escalating competition (Wijaya, Rohimi, & Asyifah, 2023). This research also holds promise in offering valuable insights for enterprises seeking to maximize the potential of online ventures and contribute to the burgeoning digital economy. In this context, we will delve into the pivotal role e-commerce applications play in amplifying online sales and attaining heightened competitiveness within a dynamic global marketplace.

RESEARCH METHODS

The chosen research methodology employs the literature review approach, which seeks to conduct an exhaustive analysis of a range of literature sources pertinent to the research topic. In the realm of crafting e-commerce applications to enhance online sales, employing the literature review method aids in comprehending social determinants, consumer behavior, and challenges that quantitative data might not capture. Through this methodology, we can attain a more profound comprehension of how e-commerce application development contributes to bolstering online sales, while also accounting for qualitative dimensions that may remain concealed in studies centered on quantitative data.

RESULTS AND DISCUSSION

Understanding the pivotal trends within the e-commerce and digital marketing realm is crucial for crafting a strategy that is adaptable and pertinent. Given the swift evolution of technology, consumer behavior, and market dynamics, it's imperative for businesses to stay attuned to these trends to maintain competitiveness in today's ever-changing digital landscape (Ananda et al., 2023). One of the most prominent shifts observed in the e-commerce sector is the emphasis on delivering a more tailored and responsive user experience. Contemporary consumers anticipate a shopping journey that aligns with their individual preferences and requirements. Consequently, e-commerce enterprises are inclined towards integrating personalization and artificial intelligence technologies to deliver pertinent content, offer intelligent product recommendations, and enhance overall customer interaction. Utilizing these technologies contributes to the development of a more immersive and gratifying shopping atmosphere. A significant trend in e-commerce is the escalating reliance on mobile devices. Mobile devices are progressively assuming dominance as the primary means for online browsing and shopping (Ananda et al., 2023). Thriving e-commerce enterprises need to guarantee that their platforms are tailored for seamless mobile interactions. Key elements such as responsive design, streamlined mobile applications, and accessible payment integrations via mobile devices are essential for capturing the attention of consumers who heavily depend on their mobile devices.

The development phase of an e-commerce application stands as a pivotal pillar in a company's strategy to navigate the increasingly fierce competition within the e-commerce landscape (Manik, Asmuni, & Anggraini, 2023). The findings of this research offer a deeper understanding regarding the motivations behind e-commerce application development efforts and their impact on customer satisfaction and retention. The research outcomes underscore that the primary objective of e-commerce application development is to enhance user convenience and experience, which holds significant implications for business strategies (Syafi'i, Shobichah, & Mulyani, 2023). This understanding emphasizes that e-commerce companies acknowledge satisfied users are more likely to become loyal customers. In other words, improving user convenience and experience serves as a strategic tool to prolong business relationships with customers, reduce churn rates, and stimulate more frequent purchases. This approach aligns with related literature consistently highlighting the importance of a good user experience in e-commerce. Satisfied users have the potential to become brand advocates and powerful sales drivers. They are more inclined to recommend products or services to friends and family and make repeat purchases. Hence, e-commerce application development focused on user convenience and experience is a strategic step towards enhancing customer loyalty. However, in practice, efforts to enhance user convenience and experience in e-commerce application development are not always straightforward. Businesses must deeply understand user preferences, analyze user interactions with the application, and continuously update the application according to changing user needs. This demands companies to have a strong commitment to continuous improvement and technology development.

To achieve the objective of creating an e-commerce application centered on user convenience and experience, firms need to be prepared to allocate the requisite human, time, and technological resources. The development team should comprise individuals proficient in user interface design, software development, and consumer data analysis. Additionally, the company should establish a robust monitoring system to assess the application's performance and pinpoint areas necessitating enhancement. In essence, the findings of this research offer a solid footing for advocating an e-commerce app development strategy that prioritizes user convenience and experience. By giving precedence to user satisfaction, companies can cultivate stronger customer relationships and bolster customer retention. This, in turn, will positively impact their sales growth and long-term viability in the fiercely competitive e-commerce landscape.

Utilizing information technology for commerce and service operations, referred to as e-Commerce, is applicable in both B2B (business-to-business) interactions, like those between producers and suppliers of raw materials or distributors and retailers, and in B2C (business-to-consumer) scenarios, such as between transportation firms and potential passengers, hospitals and patients, and merchants and customers. Furthermore, there exists another form of application known as an e-Marketplace, which serves as a digital platform connecting sellers and buyers. By integrating e-

Commerce into their business practices, companies can expand their market reach and seize the chance to attract fresh clientele. Simultaneously, consumers will find accessing necessary information online more convenient. Numerous cost savings and operational efficiencies can be realized, encompassing reduced transportation expenses, streamlined communication via telephone or fax, enhanced delivery processes for goods and documents, as well as savings in time and labor. The current environment is highly favorable, particularly with the global internet user base surpassing an estimated 1.3 billion individuals, and Indonesia alone boasting more than 25 million internet users. This figure continues to escalate daily. Market prospects remain wide open, fueled by the country's sizable population and robust demand for goods and services. Moreover, a pool of potential talent is readily available, with skilled labor in the realm of information technology being accessible. The adoption of information technology within business operations is not novel, as it has been effectively embraced by major corporations and trailblazing enterprises.

The adoption of e-Commerce can encompass a range of activities, including product development, marketing, online transactions, delivery logistics, and post-sales support. This implementation process can unfold gradually, starting with integrating computers into office tasks, followed by internet connectivity for information retrieval and email correspondence. Subsequently, businesses may proceed to establish a website to showcase their offerings and conduct promotional activities. Ultimately, they can leverage the internet to facilitate business transactions with both customers and partners. Promotional tactics and advertising strategies within mobile applications wield a notable influence on augmenting online sales, underscoring the pivotal role of marketing in contemporary e-commerce endeavors (Guyen, 2020). Within an increasingly interconnected and digitalized landscape, focused promotional efforts within e-commerce platforms emerge as vital linchpins for enhancing sales efficacy. This underscores the significance of precise and impactful digital marketing initiatives within the competitive e-commerce realm (Tolstoy, Nordman, & Vu, 2022). A profound comprehension of consumer behavior stands as imperative for executing efficacious promotional strategies. This entails grasping product preferences, purchase cycles, and trends that sway purchasing decisions. Leveraging consumer data to fine-tune promotional endeavors constitutes a fundamental aspect of triumph. By scrutinizing data insights, companies can pinpoint opportune timing, refine promotional formats, and tailor promotional messages to individual users. Moreover, gauging the performance of promotions assumes paramount importance within the digital marketing continuum, facilitating companies in assessing campaign effectiveness and implementing requisite refinements.

A recent group discussion underscored the significance of heeding customer feedback in crafting e-commerce applications. Key factors such as a pleasing user experience, a variety of payment options, and informative content emerged as pivotal determinants influencing purchase decisions. Consequently, addressing consumer needs and desires is deemed essential in the development of a thriving e-commerce application. By actively engaging customers throughout the application development phase, businesses can enhance the app's alignment with consumer expectations and requirements. This not only enhances the overall shopping experience but also fosters increased loyalty among users towards the platform. Hence, active customer involvement stands as a potent strategy for enhancing the efficacy and triumph of e-commerce applications.

E-commerce offers significant benefits and advantages for marketing products of Small and Medium Enterprises (SMEs) due to its cost-effectiveness and efficiency. Additionally, e-commerce provides unlimited access, as when a business has an internet address (URL), its content can be accessed by visitors from anywhere in the world as long as they have internet access in their area. The more frequently the address is visited, the greater the potential for generating income. For businesses, e-commerce presents an opportunity to reach a wide market, as it can shorten geographical distances and transcend time constraints. With conventional marketing, SME owners can only serve buyers during working hours and days. In contrast, with e-commerce, buyers can browse products and make purchases they like 24 hours a day, seven days a week.

In addition to its low operational costs, e-commerce also has the potential to generate income that may be difficult to obtain through conventional methods. Because SME owners can serve many buyers simultaneously and buyers do not need to wait in line to be served, they can choose products and complete the payment process without waiting for other buyers to arrive first. Communication with customers also becomes easier, as SME owners can communicate with customers quickly regardless of

distance and time. SME owners can send emails containing promotions/discounts to many customers simultaneously at any time.

CONCLUSION

The contemporary digital age has brought about a profound transformation in the business arena, notably within the e-commerce domain. E-commerce, now an integral facet of daily life, serves as a pivotal driver in augmenting online sales and broadening market reach. Consequently, the creation of e-commerce applications has emerged as a requisite response to the demand for an adaptable and tailored shopping experience. Undoubtedly, the significance of delivering a personalized and gratifying user experience within e-commerce applications cannot be overstated. Today's consumers anticipate an enjoyable and individualized journey, achievable through the integration of personalization technology and artificial intelligence. Furthermore, the prevalence of mobile devices in e-commerce transactions is steadily increasing, compelling enterprises to optimize their platforms to ensure a seamless mobile interface.

In navigating the challenges and prospects within the e-commerce sphere, businesses must persevere in innovating and aligning their strategies with evolving technology and consumer preferences. Hence, the development of e-commerce applications that are responsive and tailored stands as a linchpin in preserving competitiveness and fostering customer allegiance. Moreover, precise and efficient promotional and advertising endeavors within e-commerce platforms wield considerable influence over bolstering online sales. Grasping consumer behavior and harnessing consumer data to refine promotional initiatives stands as pivotal for enhancing sales efficacy. In Indonesia, the surge in e-commerce is propelled by escalating internet penetration and the prevalence of mobile device usage, buoyed by various factors like convenient access to information, shifting consumer behaviors, and governmental backing in enhancing digital infrastructure. Nevertheless, challenges persist, including concerns regarding online transaction security, logistical infrastructure limitations, and variations in digital literacy levels.

By surmounting these obstacles and perpetually refining e-commerce promotional strategies and applications, enterprises can harness the rapid expansion of Indonesia's e-commerce sector and heighten their competitiveness in the global arena. Hence, the advancement of e-commerce presents significant opportunities for establishing a robust foothold in Indonesia's digital economy. Nevertheless, to fully harness these opportunities, enterprises need to persist in innovating and adjusting to technological advancements, all while addressing existing challenges. Effectively managing these changes will unlock substantial growth prospects, benefiting not just individual businesses but also the broader digital economy landscape.

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