THE ROLE OF TECHNOLOGY MARKETING IN BUSINESS DEVELOPMENT UMKM AGENTS FOR REPURCHASE INTENTION AND ITS IMPACT ON THE COMMUNITY SATISFACTION IN NORTH SUMATERA

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ABSTRACT

Today bussiness competition is more stringent with the development of technology communication and information so consumers have known the completed information about products on to choose available in the market. It is caused by internet users in Indonesia has increased with the information technology growth quickly. The utilization of digital marketing is the promotion and market search by the digital media in an online manner to benefit from various social network facilities for example. The virtual world is no longer is only able to connect people with a device, but also between people with others around the globe. Digital marketing, consisting usually of interactive marketing and integrated way facilitates interaction between the manufacturer, an intermediary market, and expecting consumers. The use of the marketing concept based on the digital marketing gives the best wish for UMKM to develop into a center of economic power. Candidates, consumers can find and get information about products only by means roam the virtual world so ease the process of his quest. Up to the present time, it was rarely the use of social media publication for UMKM and benefits of the use of social media UMKM in Indonesia, specifically the precinct north Sumatera. Because of the importance of information on how to the use of social media UMKM and benefits, so one would have to do with observational research. The purpose of this research is to know the influence of the business development of sustainability to the offender UMKM in North Sumatera against repeated the community interest in buying after doing the utilization of technology marketing. This research takes 100 samples in 5 districts of a city in north Sumatera purposive technique the sampling method. The method of Structural Equation Modeling (SEM) is a statistical technique that is able to analyze the latent variables and processing the data using path analysis

Keywords: technology marketing, consumer satisfaction, repurchase intention community

INTRODUCTION

Today competition the business world is more strictly by the presence of the progression of the technological communication and information possessed information that show consumers about the way to choose products which available in the market. It is caused by the growth of internet users in Indonesia has been increasingly with the technology information which growth quickly. The increase is can be caused by a number of factors, among others:

1. The existence of ease in controlling information on the hand of the public. The internet can interact freely and forming a community only by pressing buttons ' enter'. The increase in internet users also reflected off of the directorate general (Dirjen) of data and the application of the telematics directorate of the communication and informatics department (Depkominfo). Country ambassador it was reported that Yahoo! Indonesia explained that due to the escalating number it was reported that Yahoo and consequently the rating of! Indonesia over the past four years, they could be used as to a prime as evidence to prove that internet users

in Indonesia number of hours each day have been a price increase and according to the data from, for the year 2013 this internet users in Indonesia every day can reach more or less 87 its users numbered millions.

2. The increase will be occured as transforms and technology development 4g, including WiMAX and LTE, fiber to the home (FTTH), and the spectrum of the 3g operator for additional and much more that will indulge the user. Even to business opportunities are more wide with also increased he wanted here internet access, localization content, application, e-commerce, and data center. The increasing user's gadgets in Indonesia.

3. Nowadays The user of gadget in Indonesia is increased more than the number of residents and reach a level of 240 million units.

Micro business, small and medium enterprises (UMKM) play an important role in the economy, especially in job creation and household empowerment that supports household income. The UMKM is expected to trigger the economy in the current economic slowdown. Now the number of UMKM has registered in North Sumatera reached 2,5 million (Zein). Where 40 % is for small businesses, 30 % medium enterprises, and 30 % are small businesses. There is six UMKM clusters in the field, the cluster border, shoes, leather bag, culinary, handicrafts, wicker, and batik.

The utilization of the concept of digital marketing based on UMKM marketing gives up hope to develop into a center of economic strength. Prospective consumers can be ffind and get information products only by means roam the virtual world so that has been used to simplify the process of his quest. It is becoming even independent in buyers to make a decision based on the results of the purchase of his quest which makes it easy for business people monitor and is the provider of all their needs and wish to prospective consumers when their needs and ways to consumers can be met by the company, will be creating a satisfaction to their customers.

Customer satisfaction is assets companies are important because it can be used as an indicator of quality and the company earnings in future. A customer is satisfied with a value in giving by products or services it would be likely to be customers in a long time (Umar, 2000: 50). Customer satisfaction is also an objective business because satisfaction the behavior oil would have to come from business owners. If an effort unable to construct customer satisfaction, but the effort could not survive and develop. Thus was believed that the whole piece in an attempt to have mission give satisfaction in full to customers with business development, some of the business strategy to maintain customers.

Until now, has rarely published about the use of social media of UMKM and benefits for social media uses UMKM in Indonesia, especially the North Sumatera. Given the importance of information about how for social media uses UMKM and benefits, but there needs to be a research observational. The technology can't possibly to be avoided. Marketing experts yuswohadi revealed that if want to survive, so investors UMKM should be able to maximize the benefits of technology/development digital (Maulana, 2017). Technological development to sell their products online and transacts through the online banking system also. Social media is a means of digital marketing the most striking to use. Before a business has a site, often we find especially in the market like Indonesia that it has begun entering the virtual world through social media. This should serve as a stimulant for the development of entrepreneurship and the persistence of the UMKM. In addition to doing the job at a cheap and does not to the need for the specialist skills the extent to show off on doing initiation beginning, social media considered to be incapable of to be directly grabbed one of the tiny (engage the world largest oil consumers) candidates would have no trouble. Therefore, it does not find it so strange that several sample business operators, in

fact, lead the country to be more focused on the utilization of social media when compared to the period with the development of a site.

The perpetrators of UMKM should have knowledge of digital marketing and electronic commerce (e-commerce). The potential utilization of this digital marketing requires the community to technology literacy, therefore it is necessary socialization and training use of information and communication technology. This research activity on the utilization of digital marketing is expected to provide knowledge and understanding and can inspire the actors of UMKM, especially in North Sumatera in utilizing internet technology and social networking as a tool to run its business.

RESEARCH METHODS

The type of this research is descriptive research with quantitative approach. This research was conducted in Northern Sumatera in the 5 counties of the city, for eight months of research time (2018) given to the 5 counties of the city have the same characteristics of the respondents. This study took 100 samples in 5 counties and towns in North Sumatera with purposive sampling technique. Structural Equation Modelling (SEM) is a statistical technique that is able to analyze the latent variables, relations of the independent indicators and measurement errors directly. Besides the direct causal relationships, the SEM method allows analyzing two-way relationships (Ghozali, 2006). Methods of analysis used by the Path Analysis Model and processing path analysis Model used to analyze patterns of relationships between variables with the aim to find out directly or indirectly influence the set of free variables (exogenous bound variable) against (endogenous). The path analysis model used is a causal relationship pattern.

RESULTS AND DISCUSSION

The inner model analysis is done by estimating the coefficient of inter-construct relationship path. Estimates were performed with the SmartPLS algorithm. The value of the path coefficient of the relationship between variables becomes a reference in estimating. A positive value indicates a positive influence and the negative value indicates a negative effect. The greater the value of the path coefficient, the greater the influence of these variables. However, the path coefficient of SmartPLS can't be the exact reference value of the relationships between variables.

Analysis of the model in the structural model with the mediating variableal are done by looking at the influence of the variables directly, indirectly, and the total influence. The direct effect is the magnitude of the effect that occurs directly from the independent variable to the dependent variable. Indirect influence is the amount of influence that occurs indirectly, but through the mediation of mediator variables. The total effect is the sum of the direct and indirect effects of an independent variable on the dependent variable.

Direct Effect

Table 1. Path Coeffcients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
E-Marketing -> Customer Satisfaction	0.470	0.494	0.082	5.764	0.000
E-Marketing -> Repurchase Intention	0.158	0.174	0.111	1.424	0.155
Customer Satisfaction-> Repurchase Intention	0.549	0.548	0.096	5.729	0.000

1. Effect of E-Marketing on Customer Satisfaction

Based on the above table explains that the influence between E-marketing on Customer Satisfaction (p = 0.00 <0.05) then H0 accepted H1, It means tthere is a positive and significant influence between E-marketing on Customer Satisfaction.

2. Effect of E-marketing on repurchase intention

Based on the above table explains that the influence between E-marketing on the interests of repurchase intention (p = 0.155> 0.05) then H0 accepted H1 rejected it is means there is no positive and insignificant influence between E-Marketing on repurchase intention.

3. Effect of Customer Satisfaction on repurchase intention

Based on the above table explains that the influence between customer satisfaction on repurchase interest (p = 0.00 <0.05) then H0 accepted H1, it is means there is a positive and significant influence between customer satisfaction and repurchase intention.

Indirect Effect

The indirect effect is the magnitude of influence through the mediating variables. The quantity of indirect influence is the multiplication between the direct influence of independent variables to the mediation variable with the direct influence of the mediating variables on the bound variables, the magnitude of the indirect effect of the independent variables on the variables can be calculated and summarized in Table 2

Table 2. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
E-Marketing -> Customer Satisfaction -> repurchase intention	0.258	0.272	0.072	3.592	0.000

Table 2 shows that E-marketing on repurchase intention Variable Customer satisfaction. Thus, the indirect provision of E-marketing to repurchase intention through Customer Satisfaction is 0.258. The non-significant reinforcement results, significantly indirect to the totality is 62%, which is classified in partial mediation. E-marketing can, directly and indirectly, influence Customer's satisfaction on repurchase intention.

Total Effect

The total effect is the sum of the direct and indirect effects. The value of direct influence can be obtained from Table 1. The value of indirect effects can be obtained from Table 2. Thus, the total effect of the independent variable on the dependent variable with the effect of the mediator variable can be calculated and summarized in Table 3

Table 3. Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
E-Marketing -> Customer Satisfaction	0.470	0.494	0.082	5.764	0.000
E-Marketing -> Repurchase Intention	0.416	0.446	0.081	5.136	0.000
Customer Satisfaction-> Repurchase Intention	0.549	0.548	0.096	5.729	0.000

Table 3 shows there is a direct and indirect result of E-Marketing to repurchase intention, with mediation Customer satisfaction, the total influence that occurs from E-Marketing to the 0.416 repurchase intention.

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