

THESIS

**IMPLEMENTATION OF DIGITAL MARKETING
STRATEGY TO IMPROVE SOCIAL MEDIA PROMOTION
FOR MICRO, SMALL AND MEDIUM ENTERPRISES IN
BAGHDAD CITY**

drafted and submitted by

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SOCIAL MEDIA PROMOTION FOR MICRO, SMALL AND MEDIUM
ENTERPRISES IN MAKASSAR CITY

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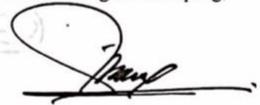
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ABSTRAK

ISRAA NATIQ JABBAR. *Implementasi Strategi Digital Marketing untuk Meningkatkan Sosial Media Promosi bagi Usaha Mikro Kecil Menengah di Kota Bagdad* (dibimbing oleh Abd. Rahman Kadir dan Muhammad Toaha).

Penelitian ini bertujuan mengetahui dan menganalisis manfaat *digital marketing* dalam meningkatkan penjualan UMKM di Kota Bagdad. Teknik pengumpulan data melalui angket dan wawancara yang dilakukan kepada UKM yang menjadi sampel dalam penelitian. Pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling* dengan jumlah sampel sebanyak sepuluh UKM. Hasil penelitian menunjukkan bahwa pelaku UMKM telah memanfaatkan *digital marketing* dalam memasarkan produknya. Pemahaman informan terkait *digital marketing* tentang *transaction cost*, *interactive*, *interactive program*, dan *design* program sudah baik. Hal inilah yang menyebabkan UMKM dapat meningkatkan penjualan secara maksimal dengan memanfaatkan *digital marketing*.

Kata kunci: *digital marketing*, UMKM, penjualan



ABSTRACT

ISRAA NATIQ JABBAR. *The Implementation of Digital Marketing Strategy to Improve Social Media Promotion for Small and Medium Micro Enterprises in Baghdad City* (supervised by Abd. Rahman Kadir and Muhammad Toaha)

This study aims to find out and analyze the benefits of digital marketing to increase MSME sales in Baghdad City. Data collection techniques were conducted through questionnaires and interviews to SMEs as a sample. The sampling technique in this study used a purposive sampling technique with a sample of 10 SMEs. The results show that MSME actors utilize digital marketing to market their products but the informants' understanding related to Digital Marketings involving Transaction Cost, Interactive, Interactive program and Design Program is good. This right that causes the use of digital marketing by MSMEs to increase sales to the maximum.

Keywords: digital marketing, MSMEs, sales



PREFACE

Praise the researcher goes to God Almighty for His blessings and gifts so that the researcher can finish this thesis. This thesis is the final project to achieve the title of Master of Science (M.Sc.) in the Master's Education Program, Faculty of Economics and Business, Hasanuddin University.

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Hopefully, the assistance given by all parties will be rewarded by God Almighty.

Lastly, I would like to thank my father, mother, and research partners for their help, advice and motivation during this thesis research. Hopefully, all parties will receive kindness from the assistance given so that this thesis can be completed properly.

This thesis is still far from perfect even though it has received assistance from various parties. If there are errors in this thesis it is entirely the responsibility of the researcher and not the aid providers. Constructive criticism and suggestions will further improve this thesis/dissertation.

Makassar, January 2023.

Researcher

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CHAPTER I

I. BACKGROUND

1.1. INTRODUCTION

The rapid and successive developments in information and communication technology and information sciences have directly affected all fields, including the fields of commerce and marketing in particular. E-marketing, has allowed for shortening distances, thus eliminating spatial and temporal barriers and allowing the transfer of ownership of some products directly by simply clicking on a button. The goal of e-marketing is to facilitate all marketing transactions and activities using electronic and digital means and tools, and from it, the fundamental difference between traditional marketing and e-marketing lies in the means used so that the main purpose of marketing remains one represented in gaining customer satisfaction and achieving the desired goals and planned by the institution. "Marketing is an activity, or set of organizations and processes, that creates the connection, distribution, and exchange of an offer that represents value to consumers, customers, partners, and society in the broadest sense." Definition of the American Marketing Association 2013 dated AMA.

According to Hartono and Dwi Hartomo (2014), it is estimated that most micro business actors are engaged in the conventional sector, and this MSME business group's role is important in Indonesia's economy. This matter manifests symptoms of economic formalization, that labor that is not successfully absorbed by the formal sector will shift to the conventional sector. In line with the growing business on a micro, small and medium scale, progress Technology is also experiencing very rapid development, currently, the internet is one of the technological

advancement facilities that can be used to carry out product marketing online which is also known as digital marketing, either through social media or e-commerce. So that to continue to exist and compete, MSMEs must be more open to being able to keep up with the times to develop their business globally.

MSMEs are an important player in local economic development in various sectors as well as in community empowerment because this business plays a very important role in creating employment. This activity describes a productive economic business that stands alone, whether carried out in groups or individually (Tedjasuksmana, 2014). MSME entrepreneurs certainly have their methods of attracting customers. Business marketing activities should be continuously developed accordingly to the times so that consumers are used to and have attention to this effort. The rapid development of today's digital world plays a very important role in business expansion for individuals and larger businesses. At present, the expertise and knowledge of MSME actors in the regions of the development of information technology are still very lacking, in particular MSME actors in the City of Baghdad. As a result, they often experience difficulties in managing their business. This condition can be seen from the marketing system that has not used appropriate information technology.

New digital marketing customers enter Iraq every year, giving marketers a great opportunity to advertise their products via digital marketing in a country where people always have their cellphones with them, so they can access the internet at any time and from anywhere. It has been recognized as an innovative marketing approach that provides firms with new ways to reach their customers. Furthermore, Iraq's mobile market is fastest growing because of a growing middle and upper-income population. Marketers may interact with their target audience regardless of where they are in the world by using digital marketing methods. Aside from that, digital marketing uses many methods to connect with the targeted audience, such as social media, web pages, commercials, online advertising, E-marketing, and

other forms of direct communication like polls, game enhancements, and mobile marketing (Kankam, 2022). On the other hand, marketers may use online surveys to collect data from their clients, examine the findings, and take appropriate action depending on client replies to meet their needs. The efficiency of several digital marketing channels for firms was also examined in this study (such as email, online advertising, social media, and mobile). This survey to see how these outlets influence their buying decisions. The purpose of this study is to investigate how internet marketing effects on the MSME in Iraq while making purchases. By concentrating on Instagram digital marketing channels, it also seeks to fill a study vacuum on how this technology affects consumer decisions in the Iraqi market (Marketing via social media).

1.2. PROBLEM FORMULATION

The wording of this research question is:

- a. How can the use of Digital Marketing increase MSME sales in Baghdad City?
- b. Can the use of Digital Marketing increase MSME sales in the City of Baghdad?

1.3. Research Purposes

Every research that will be carried out must have a purpose, as well as this research is carried out with several objectives. The objectives of this research are:

- a. To identify the use of digital marketing by micro, small and medium enterprises (MSMEs) in Baghdad City.
- b. To find out and analyze the impact of using Digital Marketing on increasing sales of products for micro, small and medium enterprises (MSMEs) in Baghdad City.

1.4. Benefits of Research

The benefits derived from this research are:

- a. MSME actors know and understand the importance of digital marketing for their businesses.
- b. MSMEs can directly practice digital marketing by utilizing social networks.
- c. MSME actors can be inspired and motivated to use digital marketing to communicate and promote.

1.5. Research Limitation

1. The use of social media on consumer buying interest in micro, small and medium enterprises
2. The scope of this research is small and menena micro businesses in the city of Baghdad
3. The scope of time for this research was conducted from February 2023 to August 2023.
4. The scope of research science in this study is marketing management in the use of social media to increase buying interest in micro, small and medium enterprises

1.7. Writing System

To make it easier for the reader, the writer makes the writing systematic in six chapters, which are as follows:

CHAPTER I INTRODUCTION

Explaining the Research Background, Problem Formulation, Research Objectives and Benefits, and Writing Systematics.

CHAPTER II: LITERATURE REVIEW, FRAMEWORK FOR THINKING, AND HYPOTHESES

This chapter contains theories related to the problems to be solved contained in the formulation of the problem, and which are relevant to the research objectives.

the framework of thought and hypotheses that are temporarily conjectured by the author.

CHAPTER III: RESEARCH METHODS

In this chapter the author will determine the types and sources of research data, data collection techniques, identification, and operational variables, as well as data analysis.

CHAPTER IV: GENERAL DESCRIPTION OF UMKM, BAGHDAD CITY

The author will present a brief history of the company and its organizational structure in this chapter.

CHAPTER V: RESEARCH RESULTS AND DISCUSSION

In this chapter, the author will try to provide a discussion about the use of Digital Marketing in Baghdad city SMEs which concerns the knowledge and understanding of MSME actors regarding the importance of digital marketing for their businesses and the use of Digital Marketing can increase MSME sales in Baghdad city.

CHAPTER VI: CONCLUSIONS AND RECOMMENDATIONS

This chapter will contain the conclusions and suggestions from the research that has been done by the author.

CHAPTER II

II LITERATURE REVIEW

2.1. Digital Marketing

2.1.1. Definition of Digital Marketing

As for Philip Kotler, the spiritual father of marketing, he believes: “The marketing activity works to discover the needs of consumers and translate them into special specifications for goods and services and make them accessible to the largest possible number of consumers.”²

He also says that it is a mixture of science and art that creates, innovates and discovers ways that enable us to satisfy the needs of customers, as well as enable us in marketing to identify the needs of customers that are not yet satisfied and then work on them, in addition to identifying the audience’s characteristics and specifications and studying it sufficiently so that we can target it properly.

In another definition, he said: “Marketing is an intellectual position and a set of techniques that allow the organization to take over the markets by creating, maintaining and developing them. He also defined it as the activity of individuals directed to satisfy needs and desires through the process of exchange.”³

Technology and information have a strong influence on the development of the business world. Including the marketing part that must be mastered in any field of business. The Internet performs a variety of marketing functions and serves as a vehicle for generating demand, directing customers to purchase activities, fulfilling orders, providing customer service, and as a multifaceted advertising tool. The Internet is known as a better communication environment because of its versatility and benefits for consumers (Shimp; 2010; 395).

According to Tresnavati and Prasetyo (2018), marketing strategy changes are starting to change in a more modern direction with current technological developments. In the past, they advertised in newspapers, magazines, radio, and television. However, marketing is now more developed using internet technology called digital marketing.

Digital marketing is the process of promoting and finding markets through online digital media using various tools such as social networks (Purwana, 2017).

Digital marketing is one of the marketing media that is in great demand by the public in terms of supporting many activities (Pradiani, 2017). Digital advertising can reach a wider audience on the international scene. Currently, the internet network is everywhere everyone has a ; smartphone, sothey can do marketing anywhere.

Digital marketing expands and enhances traditional marketing functions using Internet facilities and information technology. This definition focuses on all traditional marketing, and it should be noted that concepts such as “interactive marketing”, “individual marketing”, and “electronic marketing” are closely related to “digital marketing” (Urban, 2004: 2).

Written by Ridwan Sanjaya & Josua Tarigan (2009: 47), digital marketing is a marketing activity that involves branding using various web-based media such as blogs, websites, emails, advertisements, and social networks. Of course, digital marketing is not just about internet marketing.

According to Kleindl & Burrow (2005), digital marketing is the process of planning and implementing ideas or concepts, pricing, advertising, and distribution. Marketing can be explained more simply, like developing and maintaining mutually satisfying relationships between companies and consumers.

Digital marketing Chaffey (2002: 14) is the use of digital technology to create online channels through the latest innovations in the market (websites, emails, databases, digital television, other blogs, channels, podcasts, social networks, etc.).) Contribute to marketing activities

At the same time, according to Coviello, Milley & Marcolin Digital Marketing is the use of Internet facilities and other interactive technologies. (Coviello, Milley & Marcolin 2001: 26)

Developing digital marketing through websites, mobile phones, and gaming devices allows you to move away from advertising and make a big impact. So why aren't marketers across Asia shifting their budgets from traditional advertising, such as television, radio, and media, to new technology and more interactive media? (Heidrick & Struggle 2009:1)

Social media has the potential to help MSMEs promote their products (Stelzner, 2012). Vardhana (2015) found that digital marketing strategies had a 78% impact on the competitive advantage of MSMEs in promoting their products. The strategy consists of the following:

1. Availability of product information and product manuals;
2. Availability of images, such as product photos and illustrations;
3. Availability of video with the ability to
describe or promote a product;
4. Availability of document attachments containing inside information
In various formats;
5. Able to communicate with entrepreneurs online;
6. Availability of transaction tools, choice of means of payment;
7. Availability of customer service and services;
8. Able to support online feedback;

9. Readiness to display testimonials;
10. Availability of guest registration;
11. Readiness of special proposals;
12. Availability of presenting the latest information via SMS blog;
13. Easy product search;
14. Ability to create brand visibility and awareness;
15. Ability to identify and attract new customers;
16. The ability to strengthen the brand image that is accepted by consumers.

2.1.2. Benefits of Digital Marketing

According to Kotler (2002; 758), online or digital marketing has many advantages for customers, consumers, and market participants.

1. Benefits for customers or clients include:

- 1) Convenient. Customers can order goods anywhere 24 hours a day. Customers don't have to go to the company they sell to.
- 2) Information. Customers can get comparative information about their company, products and competitors without leaving their office or home.
- 3) Blend a little. Customers don't have to deal with provocations and emotions, so they don't have to stand in line to make a purchase.
- 4) Customers can order goods according to their wishes. Customers can send their requests directly to companies about the goods and services they need. To enable buyers to find the advantages and disadvantages of the goods.

2. Marketing benefits:

- 1) Quickly adjust to market conditions. Companies can quickly add products to their offerings and change prices and product descriptions.
- 2) Low cost. Online marketers can avoid store management fees, rental fees, insurance, and the infrastructure that comes with it. They can create digital catalogues at a much lower cost than printing and mailing paper catalogues.
- 3) Develop relationships. Online marketers can talk to customers and learn more from them. Marketers can download required reports or free demos of marketer software.
- 4) Measure the size of the audience. Marketers can find out what percentage of customers who shop online can visit the sites they have created. This information will help market participants improve their bids and advertising.

The following are the advantages of digital marketing (Pangestika, 2018):

1. Speed of Location Digital media marketing strategies can be done very quickly in just a few seconds. In addition, digital marketing can be measured in real-time.
2. Ease of Evaluation By using online media, you can immediately see the results of your marketing activities. Information about how long the product has been viewed, what percentage of sales has been converted from each ad, and so on.
3. The vast geographic network of digital marketing uses several steps to distribute products worldwide using the Internet.

2.1.3. Advantages and Disadvantages of Digital Marketing

According to (Marketer, 2017), the advantages and disadvantages of digital marketing are as follows.

1. Advantages of digital marketing:

- 1) Producers can connect with consumers via the Internet.
- 2) Obtain high sales revenue due to space and time constraints.
- 3) costs incurred more efficiently.
- 4) Digital marketing allows vendors to provide real-time services.
- 5) Connect sellers with customers anywhere, anytime via mobile devices.
- 6) The ability to ensure brand stability in the eyes of customers of other brands as competitors.

2. Disadvantages of digital marketing

- 1) The concept of online marketing can be easily copied.
- 2) Many competitors have emerged because no theoretical boundaries prevent companies from promoting their products.
- 3) Some products are not necessarily suitable for sale through online media.
- 4) If there is a negative reaction from users on the Internet, it can quickly damage the company's reputation.
- 5) Digital marketing relies heavily on technology.
- 6) Not everyone knows technology.

The productive era of most technology will enable the effective implementation of digital marketing.

A. Digital marketing advantages

- a) Widely available to consumers worldwide

- b) The combination of resources can maximize results
 - c) Estimate the number and description of the work to be accomplished by the prospect
 - d) The time to achieve results is relatively fast and inexpensive
- b. Disadvantages of digital marketing
- a) Imitation
 - b) Too many competitors
 - c) Don't look if you're not interested
 - d) Not sure
 - e) Reputation can be destroyed if an adverse reaction occurs
 - f) Excessive dependence on technology
 - g) Not everyone uses it

2.1.4. Statistics of the Use of Social Networking Sites in Iraq

The center said in a statement, which “NAS” received a copy of, (February 14, 2023), that “there is a clear discrepancy in the number of active social media users for different platforms in the latest statistics for this year issued yesterday evening, Monday, February 13, 2023, pointing to the announcement For the first time in a statistic, on the number of users of the TikTok and YouTube platforms in Iraq.

And the center indicated that "the number of social media users during this year amounted to 25.53 million users, according to the latest statistics of the "We are social" and "Meltwater" institutions, which are specialized in this field.

The center indicated that "the number of users of the platforms varied in increase and decrease with respect to the platforms, as follows:

Facebook:

17.95 million users on the Facebook platform, a decrease of 900,000 users from last year's statistic.

Instagram:

14 million active users on the Instagram platform, a decrease of one and a half million users from last year's statistic.

Facebook messenger:

15.10 million users on the Facebook Messenger application, a decrease of about one million and 100 thousand from last year's statistic.

snap chat:

16.10 million Snapchat users, up 2.3 million from the year.

Twitter:

2.50 million Twitter users, an increase of 600,000 users over last year.

Linkedin:

1.70 million LinkedIn users, an increase of 300,000 users over last year.

Tik Tok:

23.88 million active users on TikTok.

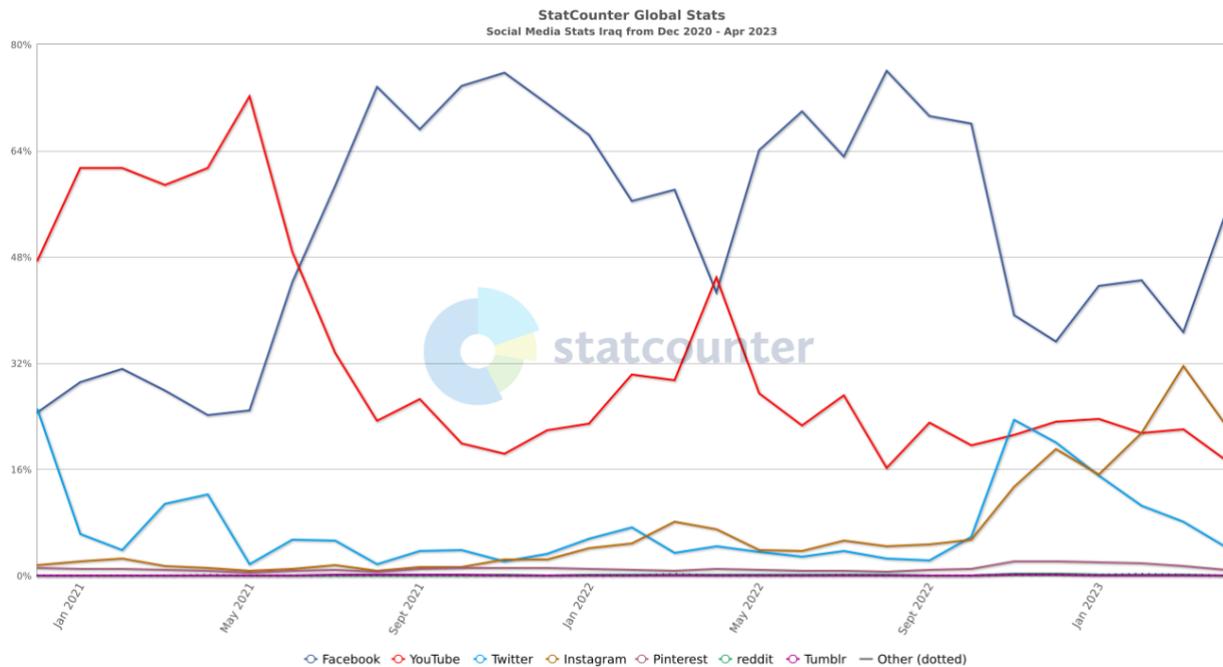
The YouTube:

24.30 million active users of the YouTube platform.

The center stressed that "there is an increase in the number of users of some platforms, especially Snapchat, Twitter and LinkedIn, as for the Facebook and Instagram platforms and the Facebook Messenger application, as these platforms lost more than 3 and a half million users compared to last year's statistic."

It is noteworthy that the Digital Media Center (DMC) is an independent center specialized in monitoring and analyzing the phenomena of the digital world and its various platforms, as well as anticipating the transformations of this world and tracking its news.

Table of statistics on the use of social networking sites in Iraq from December 2020 To April 2023.



2.1.5. Factors Influencing Digital Marketing

Eun Young Kim (2002) outlines four dimensions of digital marketing.

1. Fees/Transactions Fees are a very effective advertising method that reduces transaction fees and time.

2. Interactive is an informative, accurate, and understandable relationship between a company and its customers.

3. Incentive programs are attractive programs that take advantage of every ad you run. These programs are believed to provide added value to the company.

4. Site design is an attractive display of digital marketing media and can provide positive value to the company.

Meanwhile, according to Ryan (2009; 31), The factors that influence digital marketing are:

1. Website

The website is the link that connects the entire digital world, and online activity is perhaps the most important part of the entire digital marketing strategy aimed directly at potential customers.

2. Search Engine Optimization (SEO)

One of the most important parts of a website is SEO (search engine optimization), or the process of customizing website content which can be easily found by internet users looking for content related to what is on the website. Content is presented to facilitate search from other engines.

3. Paid search click-based advertising (PPC advertising)

PPC (pay-per-click) advertising allows marketers to buy pages of web search results based on selected keywords and phrases.

4. Affiliate marketing and strategic partnerships

Partner with other organizations/companies and websites to

achieve mutually beneficial results in partnership to promote products and services.

5. Online PR

Use online communication channels such as press releases, publishing syndicates (RSS), and blogs to build a positive brand perception and/or make an organization/company a competent official in a particular industry.

6. Social networks

Marketing opportunities, but currently no one can offer an advertising system that focuses on a small group of people (by location) based on profile information obtained from social networking sites.

7. Email Marketing

E-mail remains an important tool for digital marketing activities to maintain communication between existing customers and potential customers who wish to receive information via email.

8. Customer Relationship Management

Retaining existing customers and building mutually beneficial partnerships with them are important elements of digital marketing.

2.2. Empirical Review

As literature on previous research, it aims to determine the relationship between previous research and future research. Research on "The Influence of Digital Promotion, Customer Value, and Religiosity on Aqua's Customer Loyalty". The results of the research that become a reference or reference in thesis writing are as follows:

The first research was conducted by Tito Muhamad, Pandapotan Simarmata, Heni Nastiti (2020). This research is a quantitative study that aims to determine the effect of customer satisfaction, promotion and brand image on brand loyalty and the effect of brand

image as a mediating variable. The population in this study is the target demographic of YouC1000 consumers aged 15-30 years. The sample size was taken as many as 75 respondents, with a non-probability sampling technique using purposive sampling method. Data collection was carried out by distributing online questionnaires in the form of a google form. The analysis technique used is inferential analysis method through PLS (Partial Least Square) with SmartPLS 3.2.8 software. The results of this study indicate that (1) customer satisfaction has a positive and significant effect on brand image, (2) customer satisfaction has a positive and significant effect on brand loyalty, (3) promotion has a positive and significant effect on brand image, (4) promotion has a positive and significant effect on brand loyalty, (5) brand image has no effect on brand loyalty, (6) customer satisfaction through brand image has no effect on brand loyalty, (7) promotion through brand image does not effect on brand loyalty. It also has an adjusted R-Square value of 0.685.

The third study was conducted by Shuo-Chang Tsai, Yuan-Jun Chen, and Jin-Hsiang Wang (2020). In particular, recent studies have shown that after providing services to consumers to a certain extent, providing more services may not result in a significant increase in satisfaction, but rather negative emotions in consumers, resulting in the "over-service" phenomenon. In the past, research has rarely explored the negative effects of over-service and the main reasons for these negative effects. This is the main research objective of this study. This research is based on the service business of the Wowprime Group restaurant chain. Establish a "customer service industry loyalty model", including customer cognitive value, loyalty, and satisfaction. Over-service is used as an interference effect to clarify the correlation analysis between over-service and satisfaction. After being verified with the structural equation, the research shows that emotional value, social value, price value and quality value have a positive effect on satisfaction. Overservice has an interference effect on emotional value, price value and quality value, especially on emotional value, indicating that overservice in the