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The influence of service strategies and business relations on the growth of startup businesses in medium digital marketing

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Aris Pasigai Edi Jusriadi

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Abstract

The lack of business land to foster the growth of new firms is the issue facing South Sulawesi's startup community. Getting funding is one of the biggest problems that companies have. Even with the abundance of public and private financing initiatives, getting funding is frequently a challenging and drawn-out procedure. There are still a number of places in South Sulawesi with restricted access to digital technology and the internet, despite the country's ongoing technical growth. This could be a barrier for new business, particularly those are in the technology industry. An industrial ecology is therefore required. The purpose of this study is to examine how digital marketing, business partnerships, and service initiatives affect the expansion of startup companies. additionally, to examine the ways in which digital marketing-related service tactics adopted by startups can impact the expansion of their enterprises. This may entail evaluating the ways in which service personalization, speed, and quality may affect client happiness and, eventually, company expansion. A sample of 225 startups was used in this study, and questionnaires and focus group discussions were used to collect data. To evaluate the data, the Smart-PLS application was used. The study's findings demonstrate the importance of service plans and commercial partnerships for both digital marketing in startup companies and digital marketing itself. Digital marketing, meanwhile, is powerless to mitigate the impact of commercial partnerships and service plans on fledgling companies.