

*Research Article*

## The Strategy of Bandung City Department Trade and Industry to Development Small and Medium Industries

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### Abstract

This research aims to determine the influence of Marketing Strategy and Service Quality dimensions on User Satisfaction using quantitative methods and descriptive approaches. The sampling used is probability sampling, namely simple random sampling with a sample size of 100 respondents. The analysis used includes validity testing, reliability testing, classical assumption testing, multiple regression analysis, correlation coefficient, coefficient of determination, and hypothesis testing. Research results include that Marketing Strategy and Service Quality has a significant effect on User Satisfaction. Simultaneous calculation results state that Marketing Strategy and Service Quality have a positive and significant influence on User Satisfaction. Based on this analysis, DISDAGIN Bandung City designed a development strategy for Small and Medium Industries. The managerial implication of the relationship between Marketing Strategy and Service Quality dimensions on User Satisfaction is the importance of holistic management that combines these two aspects to increase user satisfaction. Managers need to focus on an in-depth understanding of user needs, developing appropriate marketing strategies, and implementing high service quality to strengthen customer loyalty and brand image.

Keywords: Small and Medium Industries, Bandung City Industry and Trade Department, Marketing strategy, Service Quality, User Satisfaction

JEL Classification: M15, M31, L15

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## 1. Introduction

Small and Medium Industries (IKM/SMIs), according to Ministerial Regulation No. 64/M-IND/PER 7/2016, are all economic activities that process raw materials and utilize industrial resources to produce goods that have added value and higher benefits than workers who receive a certain amount of income on a regular basis, and has an investment value, namely the value of land, buildings, machinery, equipment, facilities and infrastructure, excluding working capital used to carry out industrial activities.

After two years of being confronted by the Covid-19 pandemic, Indonesia's economy continues to recover gradually. The level of public consumption, which is now increasing again, has also stimulated IKM activities in producing goods and services. According to the Directorate General of IKMA (Press Release, Ministry of Home Affairs, 18 July 2022), the services provided by the Directorate General of IKMA are important to boost the ability of the IKM sector, which has so far contributed greatly to the national economy.

The Directorate General of IKMA of the Ministry of Industry routinely carries out technical guidance and assistance to WUB IKM in various regions so that they can upgrade to become innovative SMI actors. The SMIs assisted by the Directorate General of IKMA can be seen in Table 1 below.

**Table 1. Data on SMIs assisted by the Directorate General of IKMA in Indonesia**

Program	2021	2022	Increase
Training	6.258	12.700	6.442
Legal document	3.048	3.648	600

Sources: Press Release Kemenperin

The Department of Trade and Industry (DISDAGIN) for the City of Bandung, West Java, received an assignment to carry out the development of Small and Medium Industries (IKM) in Bandung City. DISDAGIN stated that as many as 28 small and medium industrial centers in the city of Bandung have great potential in efforts to boost economic growth. This can be seen from the number of IKM assisted by DISDAGIN in Table 2 below:

**Table 2. Data SMIs assessted by DISDAGIN Kota Bandung**

No	Area	Unit SMIs	Labor
1	Sentra Percetakan Pagarsih	76	442
2	Sentra Konveksi/Pakaian Jadi Cigondewah	54	241
3	Sentra Roti Kopo	15	83
4	Sentra Las Ketok dan Perbengkelan Karasak	24	105
5	Sentra Tahu Goreng Ujungberung	17	65
6	Sentra Sikat dan Sapu Cibiru	10	52
7	Sentra Rajut Binongjati	323	2535
8	Sentra Tahu dan Tempe Cibuntu	412	1830
9	Sentra Boneka Sukamulya	9	40
10	Sentra Kusen Astana Anyar	13	40
11	Sentra Batik Kampung Batik Cigadung	8	25
12	Sentra Tas Kebon Lega	41	266
13	Sentra Boneka Warung muncang	36	109
14	Sentra Oven Cimindi	5	9
15	Sentra Bengkel Las, Bubut Kebon Waru	55	93
16	Sentra Tahu Cibiru	7	24
17	Sentra Sepatu Cibaduyut	389	1627
18	Sentra Gorengan Tempe Leuwi Panjang	14	29
19	Sentra Rajut Margasari	8	62
20	Sentra Suku Cadang Kiaracandong	41	105
21	Sentra Kaos dan Sablon Suci	230	737
22	Sentra Pindang Margasari	9	14
23	Sentra Opak Cigondewah	6	21
24	Sentra Pakaian Jadi Bayi Hantap	11	96
25	Sentra Tempe dan Oncom Situ Saeur	13	11
26	Sentra Kerupuk Palembang	5	42
27	Sentra Parabot dapur Warung Muncang	16	23
28	Sentra Pakaian Jadi Anak Pagarsih	19	51
		<b>1.866</b>	<b>8.777</b>

Source: Bidang 4 DISDAGIN (2022)

DISDAGIN Bandung City has attempted to guide by providing facilities in the form of services, training and programs that industrial businesses in Bandung City can participate in. DISDAGIN has conducted training and assisted SMI actors in promoting their products. The promotions in question are the Go Export Program, the Creative Market, the Bandung Week Market, the Bandung Hijab Festival, the Cibaduyut Center Festival, and the Industrial Center Festival. DISDAGIN has presented several of these programs to expand the market and increase the promotion of SMI actors.

In addition to the promotion of DISDAGIN, the city of Bandung also provides consulting services and services for making NIB, Halal Certification, Product Quality Testing, and SNI for SMI actors in Bandung City. In an effort to improve services on the legality aspect, DISDAGIN of Bandung City opened access to assistance services through OSS, which provides NIB manufacturing facilities for business actors, especially SMEs.

Despite the efforts that DISDAGIN of Bandung City has made, there are still many areas for improvement in the service, so it has not been able to meet the quality expected by DISDAGIN service users. This condition is indicated by various complaints from users of the DISDAGIN service, which are conveyed through the mass media or directly to service providers, which can lead to an unfavorable image of government officials. DISDAGIN of Bandung City must redesign its strategy to improve the capability of Small and Medium Industries in Bandung City.

## **2. Literature Review and Hypothesis**

### **Marketing Strategy**

Marketing strategy is a series of goals and objectives, policies and rules that provide direction to marketing efforts from time to time at each level and their references and allocations. The main aim of implementing strategy is that the company can objectively involve internal and external conditions (Hidayati & Muslikh, 2023; Fikri & Ritonga, 2017). So, marketing strategy planning is important to gain a competitive advantage and have products that suit consumer desires with the support of marketing resources. Based on the opinion expressed above, marketing strategy is the determination of marketing policies by controlling factors that can be controlled, as well as factors outside the company's strength to achieve company goals through consumer satisfaction. The results of research conducted by Zendrato et al. (2023) and Cahya and Firmialy (2022) state that marketing strategy influences user satisfaction.

### **H1: Marketing Strategy Influences User Satisfaction**

### **Service Quality**

Service quality is a benefit that can be felt based on customer experience and can affect performance in meeting customer expectations and building long-term and mutually beneficial cooperation between companies and customers (Munawaroh & Simon, 2023; Andriasan, 2016). According to Tjiptono (2015), There are several indicators of service quality: Tangibles, in particular, are the superficial presentation of administrative qualities, which can be actual offices, hardware, staff, and correspondence; Reliability-specific capacity to show or perform administration proven to be suitable and reliable; Responsiveness, specifically the readiness to help clients and offer appropriate assistance; Assurance, especially information, courtesy, and representative capacity to provide trust and certainty to clients so that clients have a good sense of confidence or security; Empathy, for example, is individual consideration or understanding of the client (Ningsih & Kurdi, 2023). The dimensions of service quality are reliability, responsiveness, competence, access, polite and polite attitude, communication, credibility, security, understanding/known customers, and physical evidence (Komara & Erwand, 2023). These ten dimensions will give rise to perceptions regarding the quality of service in a company. The thing that needs to be considered in providing services is hearing the voice of the customer; this means that the company must interact with customers directly with the aim of obtaining feedback in the form of customer responses regarding the facilities and infrastructure related to the services provided as a measure of success to achieve customer satisfaction (Maghfur et al., 2023). Research conducted by Marpala (2020) and Firmansyah (2019)

states that service quality influences user satisfaction.

## H2: Service Quality Influences User Satisfaction

### 3. Data and Method

The research used by the author is a quantitative method with a descriptive approach emphasizing numerical data obtained through data processing using SPSS. This research was conducted to analyze the effect of the independent variable on the dependent variable, Marketing Strategy (X1) and Service Quality (X2) as independent variables. The effect on the dependent variable was analyzed, in this case, the satisfaction of DISDAGIN service users (Y), namely SMI actors.

The questionnaire was compiled and uploaded to the Google Form, then forwarded via Whatsapp to the selected respondents according to the data obtained from the Disdagin Kota Bandung. Respondents filled out online and the results of completing the questionnaire were tabulated using SPSS2.6.

The population of this study is all Disdagin-assisted IKMs, totaling 1,866, according to Table 2. Samples were taken by random sampling using a non-probability sampling method. By using the Slovin formula, a sample of 67 was obtained with the following calculation:

$$n = \frac{N}{1 + N^e} \quad (1)$$

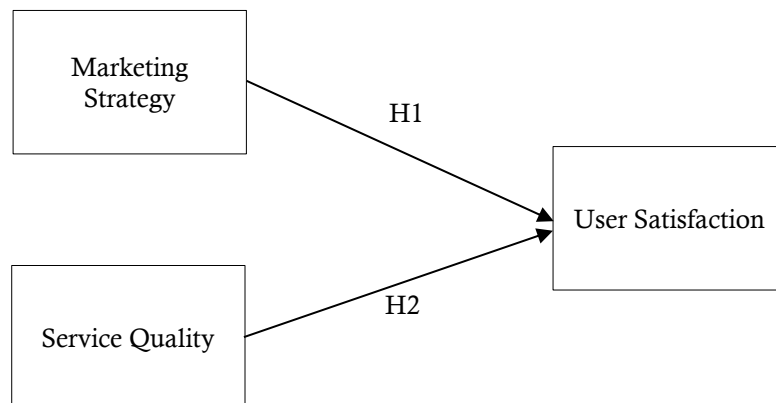
$$\text{Then } n = \frac{1.866}{1 + 1.866 (0.10)^2} = 94,95 \sim 95$$

Where:

$n$  = Sample size

$N$  = Population

$E$  = tolerate a degree of error in choosing the sample.



**Figure 1. Conceptual Framework**

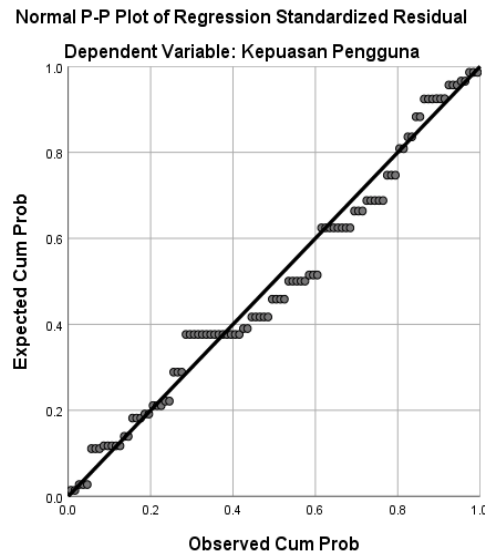
## 4. Results

### Classical

### Assumption Test

#### Normality test

The following are the results of the Normal Probability Plot chart:



Source: Primary data processed (2023)

**Figure 2. Normal Probability Plot Graph**

Based on Figure 1 above, the results of testing the distribution using the normal probability plot can show that the dots in the image spread around the line by following the diagonal line. This means that the incoming respondent's response data is considered distributively normal.

#### Heteroscedasticity Test

The results of the heteroscedasticity test were obtained as follows:

**Table 3. Heteroscedasticity Coefficient Test**

		Coefficients			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t Sig.
1	(Constant)	4.121	.456		9.035 .000
	Marketing Strategy	-.052	.020	-.237	-2.648 .012
	Service Quality	-.139	.027	-.461	-5.141 .008

Source: Questionnaire data processed by SPSS 26 (2023)

Based on Table 3, the significance value of the Marketing Strategy variable is 0.012, and Service quality is 0.008. This means that from the results of these data, there is no heteroscedasticity problem because the significance value is greater than 0.05.

#### Multicollinearity Test

The results of the multicollinearity test are shown in Table 4 as follows:

**Table 4. Multicollinearity Coefficient**

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.220	.944	3.412	.001		
	Marketing Strategy	.140	.042	.204	3.362	.001	.745
	Service Quality	.724	.060	.736	12.147	.000	.745

Source: Questionnaire data processed by SPSS 26 (2023)

Based on the results in Table 4, it is known that the tolerance value for the independent variable Marketing Strategy is 0.745, and Service Quality is 0.745. While the VIF value on the Marketing Strategy independent variable is 1.342, Service Quality is 1.342, which has a value of less than 10,000. Thus, it can be concluded that there are no symptoms of multicollinearity where the research variables used do not have a relationship with one another.

### Multiple Regression Analysis

The results of data processing for the multiple regression model in Table 5 are as follows:

**Table 5. Multiple Regression Testing**

		Coefficients						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.220	.944		3.412	.001		
	Marketing Strategy	.140	.042	.204	3.362	.001	.745	1.342
	Service Quality	.724	.060	.736	12.147	.000	.745	1.342

Source: Questionnaire data processed by SPSS 26 (2023)

Based on Table 5, the multiple linear regression equation can be obtained as follows:

$$Y = 3,220 + 0,170 X_1 + 0,724X_2 \quad (2)$$

### Simultaneous Correlation Coefficient Analysis

Following are the results of the simultaneous correlation coefficient analysis in table 6 as follows:

**Table 6. Simultaneous Correlation Coefficient**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 <sup>a</sup>	.674	.667	1.144

Source: Questionnaire data processed by SPSS 26 (2023)

Referring to Table 4.30, the correlation between marketing strategy and service quality with simultaneous user satisfaction is 0.821, meaning that there is a very strong relationship between the two variables because it is in the interval 0.800 – 1.000. The correlation is positive, indicating that if the marketing strategy and service quality are with user satisfaction will also increase. Conversely, if the marketing strategy and service quality decrease simultaneously, user satisfaction will also decrease.

### Coefficient of Determination

The results of calculating the Coefficient of Determination simultaneously obtained the following conclusions:



**Table 7. Test of the Coefficient of Determination X1 X2 Against Y**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 <sup>a</sup>	.674	.667	1.144

Source: Questionnaire data processed by SPSS 26 (2023)

$$Kd = R^2 \times 100\%$$

$$Kd = 0,674 \times 100\% = 67,4\%$$

Table 6 shows that the R square result (coefficient of determination) is 0.674. That is, 67.4% of marketing strategy and service quality strongly influence user satisfaction, while the remaining 32.6% is influenced by other factors not examined.

### Hypothesis Testing

#### Partial Hypothesis Test (t-test)

From the results of the partial hypothesis test (t-test), the following results are obtained:

**Table 8. t-test (Partial)**

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	4.359	1.008		4.326
	Marketing Strategy	.120	.044	.177	2.761
	Service Quality	.680	.060	.729	11.356

Source: Questionnaire data processed by SPSS 26 (2023)

Referring to the results of the analysis in Table 7, the following output is obtained:

#### 1) Marketing Strategy

Significant level ( $\alpha$ ) of 5% and degrees of freedom ( $v$ ) =  $100 - 2 = 98$  obtained t table value of 1.66055. The table above shows that the marketing strategy has a t count value  $< t$  table ( $2.761 < 1.66055$ ) and a sig value of  $0.007 < 0.05$ .  $H_0$  is rejected, and  $H_1$  is accepted, which means that partially there is an influence from the marketing strategy on user satisfaction.

#### 2) Service Quality

Significant level ( $\alpha$ ) of 5% and degrees of freedom ( $v$ ) =  $100 - 2 = 98$  obtained t table value of 1.66055. The table above shows that service quality has a t count  $> t$  table ( $11,356 > 1.661$ ), and with a sig value of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, which means that partially there is an influence from Service Quality on User Satisfaction.

## 5. Discussion

### Marketing Strategy and User Satisfaction

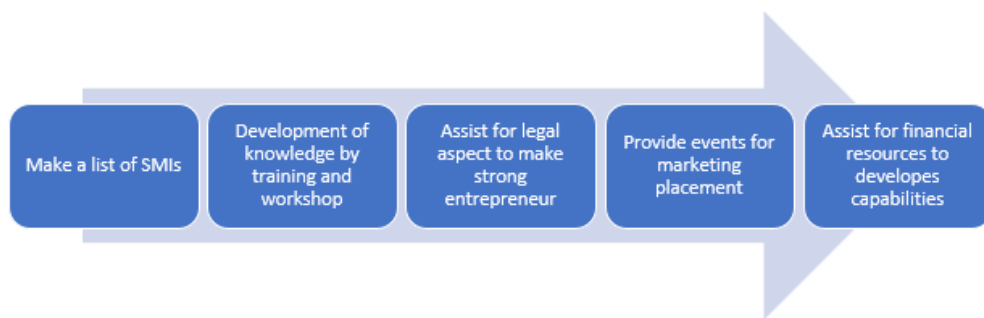
The test results above state that marketing strategy affects consumer satisfaction. This condition shows the importance of implementing appropriate marketing strategies to strengthen the position of Small and Medium Industries (IKM) in the market. An effective marketing strategy helps IKM understand the needs of consumers and their markets so they are able to develop relevant and appropriate marketing actions. Through creative and innovative marketing strategies, SMEs can differentiate themselves from competitors, create positive experiences for consumers, and strengthen relationships with them (Sari et al., 2023). Responsiveness to consumer needs and continuous evaluation of marketing performance is the key to increasing consumer satisfaction and sustainably developing SMEs. Thus, this research provides valuable insights for IKM to strengthen its marketing strategies and achieve sustainable growth in a competitive market. The results of research conducted by (Maghfur et al., 2023; Zendrato et al. (2023), and Cahya and Firmialy (2022) are in line with this research, which states that marketing strategy influences user satisfaction.

### Service Quality and User Satisfaction

The test results above state that service quality affects consumer satisfaction. This condition illustrates how important quality service is in strengthening the position of IKM in the market. Good service quality not only creates a positive experience for consumers but can also build strong and sustainable relationships between SMIs and their consumers. In a fast-paced and competitive business environment, service that is responsive, friendly, and oriented toward consumer needs is the key to increasing consumer satisfaction and strengthening their loyalty to the IKM brand. Thus, this research provides a clear emphasis on the importance of focusing on service quality as the main strategy in developing IKM and winning market competition. Research conducted by (Fauzi et al. (2023), Marpala (2020), and Firmansyah (2019) are in line with this research, which states that service quality influences user satisfaction.

### Redesign Strategy of DISDAGIN of Bandung City

Based on the analysis, DISDAGIN of Bandung City can redesign its strategy to improve the capabilities of Small and Medium Industries in Bandung City as follows:



Source: Primary data (2023)

**Figure 3. Strategy to improve the capabilities of Small and Medium Industries in Bandung City**

Redesign Strategy of DISDAGIN of Bandung City:

1. The disdain of Bandung City must be reinvented, and all Small and Medium Industries in Bandung City must be separated into a few sectors.
  2. Running some training and workshops depends on the industry sector to develop knowledge of the SMI.
  3. Assist with legal aspects to make a strong entrepreneur
  4. Provide marketing events and marketing placement for SMI
- Assist with financial resources to develop capabilities

### 6. Conclusion

From the analysis, it is evident that both the Marketing Strategy (X1) and Service Quality (X2) variables individually exert significant influences on User Satisfaction (Y), as indicated by the hypothesis test results surpassing the established significance levels. This condition is further corroborated by the lack of correlation between Marketing Strategy and User Satisfaction, as well as between Service Quality and User Satisfaction. Moreover, the joint influence of marketing strategy and service quality on user satisfaction is also confirmed by the hypothesis test results being lower than the predetermined significance level. These findings underscore the importance of a comprehensive approach to enhancing user satisfaction, wherein both marketing strategy and service quality play pivotal roles. Given these insights, DISDAGIN of Bandung Strategy can utilize this information to refine its strategies and bolster the capabilities of Small and Medium Industries in Bandung City, potentially leading to improved user satisfaction and overall performance.

### Recommendation

Based on the research findings, it is evident that there are several areas where DISDAGIN of Bandung City can enhance its support for Small and Medium Industries (IKM). Firstly, regarding



user satisfaction, the research highlights a significant portion of IKM actors not engaging in coaching activities conducted by DISDAGIN. To address this, DISDAGIN should ramp up its communication efforts, both directly and indirectly, such as through regular broadcasts, to reignite interest and encourage participation in coaching sessions. Secondly, concerning the marketing strategy variable, many IKM actors express dissatisfaction with the pricing provided by DISDAGIN. In response, DISDAGIN should reconsider its pricing strategy to ensure fair and equitable distribution across the board. Lastly, concerning service quality, numerous IKM actors need to be more satisfied with the direction of information guidance and service process flow offered by DISDAGIN. To rectify this, DISDAGIN should focus on improving services by providing clear and comprehensive information instructions tailored to the needs of IKM actors. By implementing these adjustments as part of the redesign of DISDAGIN's strategy in Bandung City, there is potential to significantly enhance the capabilities of Small and Medium Industries in the area, fostering growth and development within the local business ecosystem.

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