

Strategy Internationalization SMEs of Overlay Visualization Bibliometric Analysis: Experiential Marketing, Relationship and Digital Technology in increasing Consumer Satisfaction in Indonesia

Budi Utami^{1*}, Imam Mukhlis², Danardana Murwani³

¹Program Doctoral Management Science, Faculty Economics and Business, Universitas Negeri Malang,

¹Departement of Management, Universitas Islam Majapahit

²Departement Economic Development, Faculty Economics and Business, Universitas Negeri Malang

³Departement Management, Faculty Economics and Business, Universitas Negeri Malang

Corresponding Author: Budi Utami utamihwahjoe@gmail.com

ARTICLE INFO

Keywords:

Internationalization,
Experiential Marketing,
Relationship, Digital
Technology, Satisfacation

Received : 19, February

Revised : 21, March

Accepted: 23, April

©2023 Utami, Mukhlis, Murwani:

This is an open-access article
distributed under the terms of the
[Creative Commons Atribusi 4.0
Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Indonesia is a country that is still developing today. However, when viewed from the internationalization process between countries, there has also begun to progress. The purpose of this study is to look for various internationalization strategies carried out by MSMEs to increase consumer satisfaction in Indonesia. The factors found are experiential marketing, relationships, and digital technology. The analysis used is the Overlay Visualization Bibliometric. The result of this study is the relationship between experiential marketing, relationships, and digital technology which is still minimal for MSME actors in Indonesia. Further needs to be held related to the development of internationalization strategies with other factors such as recommendations, emotional intelligence, risk performance, digital marketing, online shop, and competitive advantage with other country objects.

INTRODUCTION

Internationalization is a process of changing an activity that starts from local to international aspects. In changes like this, it is common to say that the global market has entered the world of export and import. A business model development carried out by many companies including MSMEs in Indonesia. The existence of supporting technological developments starting from 1.0, 2.0, 3.0, 4.0 until now has entered 5.0 makes MSMEs still have to be able to maintain their business through branding themselves by transforming according to the times (Aljufri 2019); (Gerschewski 2020). The process that has been carried out starting from a traditional perspective until now is transforming into digital form (Nadanyiova 2021). By looking at the digital-based era so that everything is done through the sophistication of available technology. Digital technology can be seen as an activity that is practical of time and energy to face various problems that are passed. The form of digital technology can be in the form of hardware, software, data, procedures, and humans (AI) (Ramdani 2022). Therefore, it can be concluded that the existence of digital technology can accelerate all activity processes in terms of human resources, finance and marketing in business management.

All processes that are considered profitable for all business managers and even MSMEs. It doesn't stop there, network coverage that is now more practical and relies on experiential marketing can bring a fairly strong relationship formation process. The competitiveness experienced by MSMEs really needs to be planned because of a system that can be said to change for how to maintain consumers. It is necessary to form relationships to find consumers who are truly at the level of trust and satisfaction with what we sell (Purkayastha 2018). Relationship formation is seen from trust, commitment, communication and responding to complaints (Mikalef 2020); (Lu, Zhu, and Wei 2021). With the process of forming relationships, it can have a positive impact on the products / services offered. Regeneration in the formation of relationships in consumers can be seen from their gender and lifestyle. The existence of these two factors we can find out what they really want. All of these processes can be seen and achieved through experiential marketing experienced by all MSME consumers. Experiential marketing can be said to be an experience in the form of five senses from the natural self of the user / consumer of the product / service. Experiential marketing can be measured through sense, feel, think, act and relate (Mala 2023).

In this study, it is interesting how high the influence between the three variables is related to the number of increases in consumer satisfaction. The discussion between self-adjustment based on digital technology, relationship formation and supported by experiential marketing can increase consumer satisfaction (Sodikin 2018); (Nuryakin 2020). The main purpose of a business is how we measure the level of satisfaction that exists in consumers. Is it still categorized as low or has it received maximum achievement. Therefore, researchers want to develop a process of increasing consumer satisfaction by looking at the elements of digital technology, relationships and experiential marketing in MSMEs in Indonesia.

IMPLEMENTATION AND METHODS

The method used in this study is bibliometric type. Where the process approaches qualitatively by taking literature reviews from the collection of journals in the Google Scholar and Scopus categories. The purpose of this study is to describe how variables are related and later it will be seen which variables make the latest in this study. The initial process of searching for literature in this study used the Publish or Perish application. By categorizing according to the desired field, researchers finally found more than 200 journals which will later be sorted again according to the purpose of this study. The following is the process of searching for literature from Publish or Perish can be seen in figure 1.

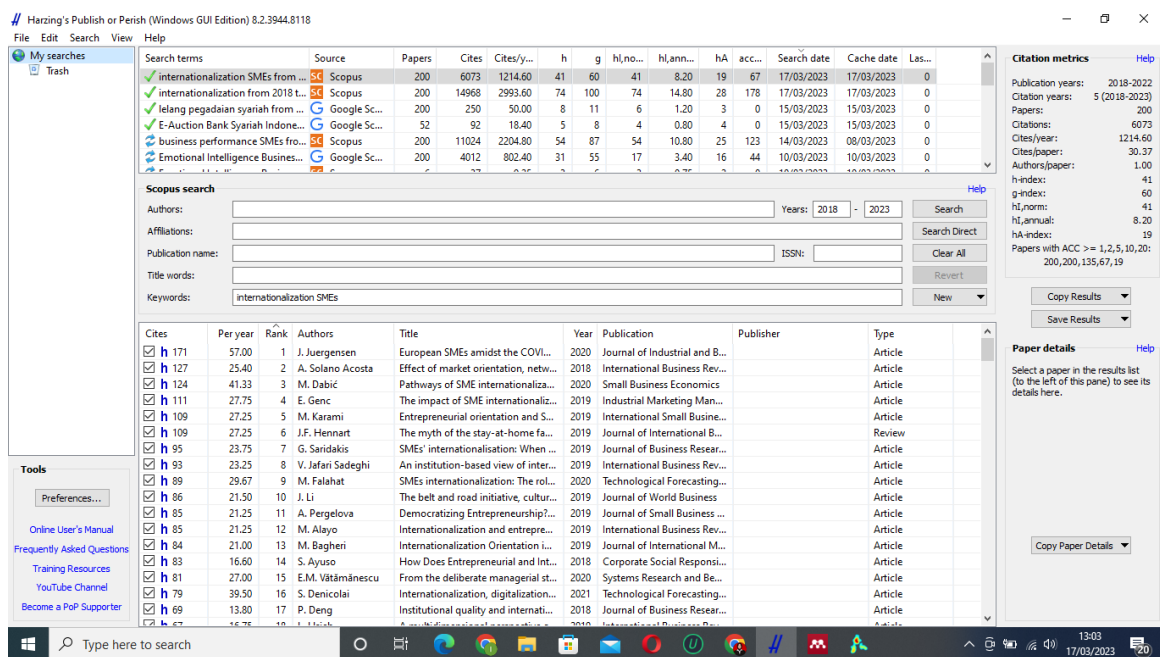


Figure 1. Literature Search based on Scopus and Google Scholar
Sumber: Publish or Perish

From the picture above, it can be seen if researchers have found variables related to the internationalization of MSMEs from 2018-2023. Furthermore, the article is exported first to the Mendeley application and sorts the journal according to the scope of this study. Finally, analyze the journal obtained using the Vosviewer application. So that there is a renewed development of the variable internationalization of MSMEs in Indonesia. The following is a conceptual scheme in journal sorting can be seen in figure 2.

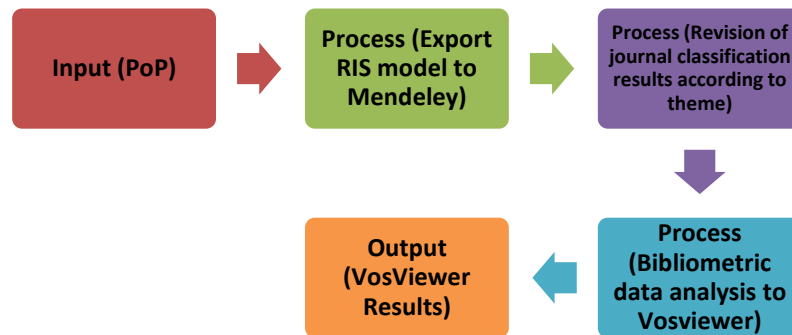


Figure 2. The concept of classifiers in determining relevant journals
Source: (Mala, 2020)

From the picture above, it can be explained and concluded that there are classifications from various categories related to conceptualizing journals that are in accordance with this study. First, *the input* can be described as taking from Publish or Persih. Second, the process by which there is a synchronization of data from various applications. Finally, there are appropriate and relevant outputs to be used as updates in a study.

RESULTS AND DISCUSSION

The results showed a form of bibliometric analysis using the Vosviewer application that linked various categories of variables included in the internationalization of MSMEs. It can be seen in figure 3. based on Network Visualization as follows.

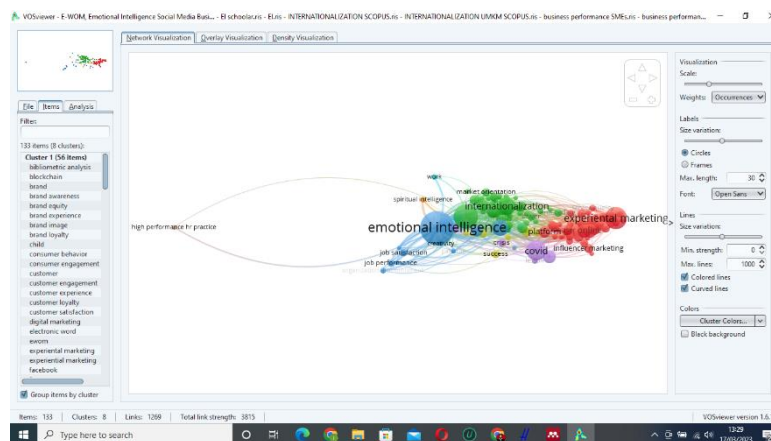


Figure 3. Network Visualization between MSME internationalization variables
Source: Vosviewer

From the picture above, it explains that there are various *keywords* from network visualization related to internationalization, experiential marketing, emotional intelligence, influencer marketing, digital transformation, satisfaction which are still covered with other keywords that are shared with various clusters. To find out more about the variables that become *novelty* research, researchers classify using years starting from 2019-2020. It can be seen as follows.

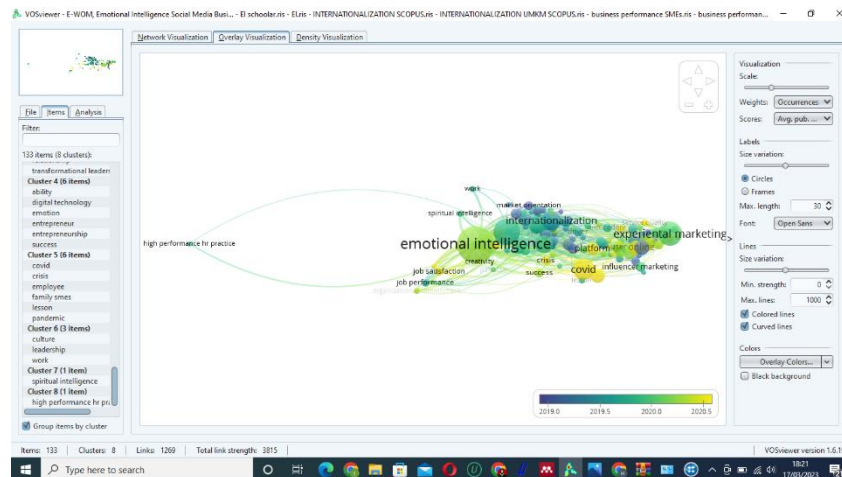


Figure 4. *Keyword* classification based on Overlay Visualization
Source: Vosviewer

From the picture above, it can be concluded that the relationship of variables in the *keyword* internalization of colors getting brighter or towards yellowness shows that there is still little research that links between emotional intelligence theory, relationships, experiential marketing, covid, platforms, success, job satisfaction, job performance, online, digital transformation, market orientation, spiritual intelligence, influencer marketing. With the classification of the vosviewer application that forms various keyword categories. Therefore, the element of interrelation of all these variables researchers take some *keywords* to be used as the basis of this research. The *keywords* used can be seen in the picture below.

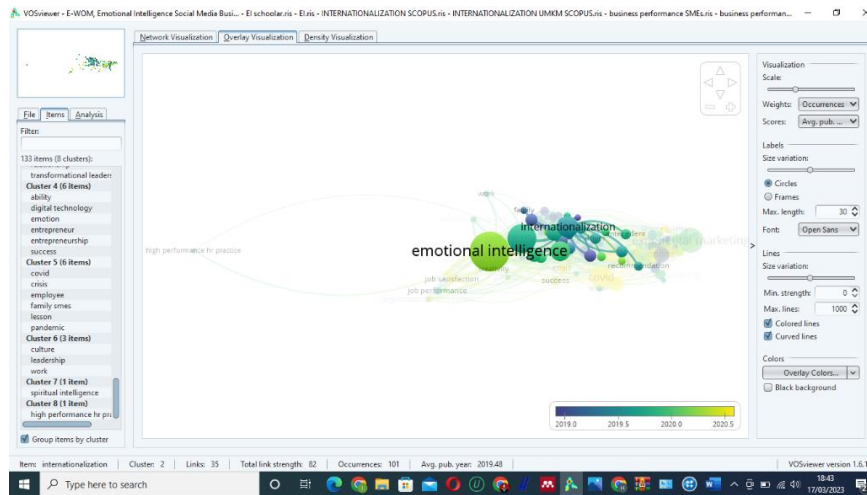


Figure 5. Keyword classification based on cluster Overlay Visualization
Source: Vosviewer

From the explanation above, the internationalization process in MSMEs is more inclined to emotional intelligence, while for other keywords such as recommendations, users, antecedent, drivers, family SMEs, enterprise, corporate social responsibility, competitive advantage, business model innovation, performance, digital technology is not visible because there is still a lack of research conducted, so it must be reviewed first related to other keywords. One of the interests of researchers in this research is to link digital technology keywords to consumer satisfaction. Where with the digital era, the level of consumer satisfaction is now related to the internationalization of MSME actors, thus forming a commitment/relationship for the future (Sadeghi 2018); (Child 2022). Here is the relationship between variables that connect internationalization with relationships seen in the figure below.

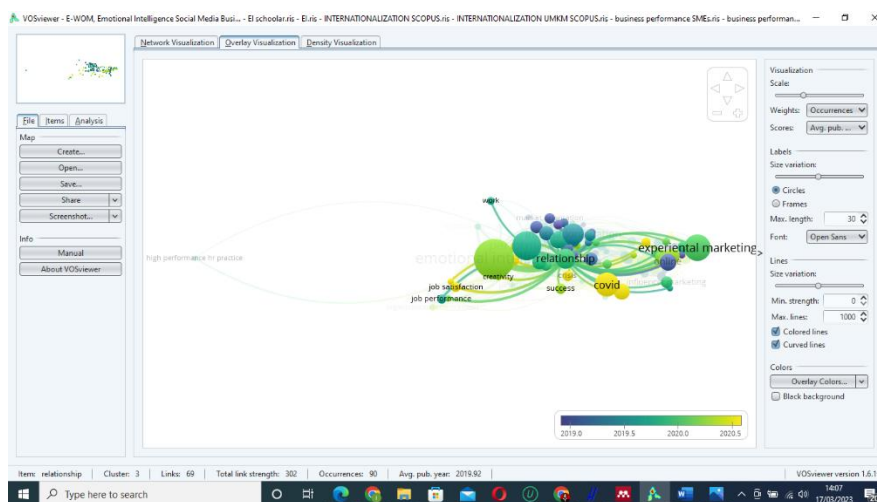


Figure 6. Classification among internationalization, relationship and experiential marketing
Source: Vosviewer

From the figure above shows the results of the application that the relationship element is very strong, or can mediate every variable related to internationalization. The relationship itself is the basic relationship to establish MSME actors with consumers. By looking at the quality of good relationships, it will form an image of being satisfied and even loyal to MSME actors (Deng, 2018). Previous research has said that the quality of relationships can be found through experiential marketing experienced by consumers (Izzudin, Suja'i, and Salim 2022); (Setyawibowo 2020). With five comfortable senses will make consumers satisfied with our service. The success of MSMEs is also seen in terms of relationships between employees and consumers as targets (Yanto, Lindawati, and ... 2020). What is now a necessity is also for MSME businesses to continue to adjust. The development of the digital technology era requires MSMEs to be effective and efficient. So there is a need for an internationalization strategy on the basis of digital technology. Supported by the results of vosviewer that links digital technology with MSME internationalization strategies. It can be seen as follows.

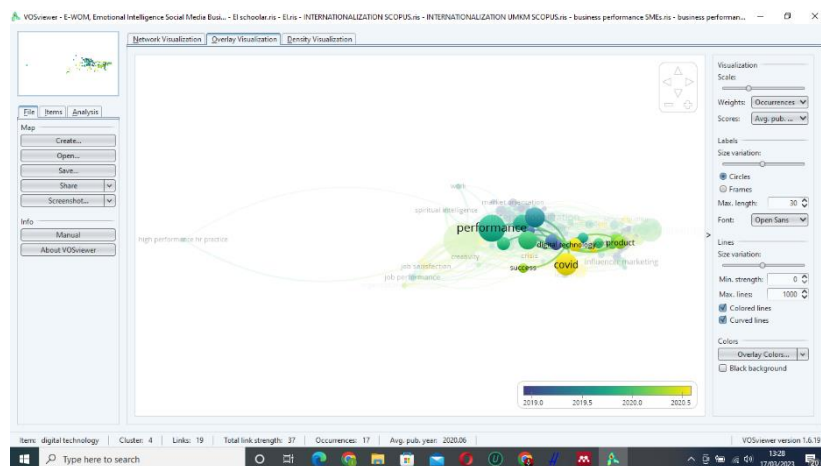


Figure 7. Classification between internationalization variables with digital technology based on Overlay Visualization

Source: Vosviewer

From the picture above, it is concluded that the existence of digital technology helps all activity processes become smooth, effective, and efficient. It is also supported by the level of yellowish color which can be the latest findings of this study. Another advantage in the internationalization strategy of MSMEs is the formation of competent performance. With good performance, competent and on target will get satisfactory results. Especially if the image above is associated with the keyword covid-19. At that time, all community activities were restricted, even no export or import activities. All tourists are prohibited from entering the covid area that the natives. So that all activities are transferred to digital technology, by utilizing existing media. All forms of activities ranging

from community activities, food provision and even education have all turned into digital technology (Xie, 2020). So that if there is an export-import process for MSME businesses in the current era, everything is associated with a technological base (Khalil, 2022). Therefore, it can be concluded that, with various interrelationships between variables from the internationalization process can make consumers more aware of the business that offered especially MSME players, so as to create quality relationships and increase customer satisfaction optimally.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of the problem above, it is described that there is a process of MSME internationalization strategy that can be used as a reference in the research regeneration process. It can be seen from the results of the application of *kasi vosviwer*, that the *novelty* in this study related to the internationalization of MSMEs is the selected variable is Experiential Marketing, Relationship, and Digital Technology. When these keywords are found as a factor in increasing consumer satisfaction in internationalizing MSME products. The support of the technological era makes MSMEs continue to provide potential that always satisfies consumers. Then, these variables are keywords that are found to be still minimal in the process of developing research research, so further studies need to be carried out related to these variables as the process of regeneration of variables. The researcher's recommendation is that it is necessary to hold differences in objects and differences in countries related to the interrelation of these variables.

ACKNOWLEDGMENT

I thank the Lecturers of the Faculty of Economics and Business, Universitas Negeri Malang, especially Prof. Imam Mukhlis and Prof. Danardana Murwani who always motivate me to always develop my work. providing a support system for me to continue writing by developing existing theory and research. Thank you to the Islamic University of Majapahit, which always supports me to continue my studies in the doctoral program in management science, which has inspired me to continue to develop my quality as a professional writer in the field of academics.

REFERENCES

- Aljufri, M L. 2019. *Tren Transformasi Digital Di Asean: Tantangan Keberlangsungan Ekonomi Digital Kawasan*. repository.unair.ac.id.
<https://repository.unair.ac.id/98588/>.
- Child, J. 2022. "The Role of Context in SME Internationalization – A Review." *Journal of World Business*. <https://doi.org/10.1016/j.jwb.2021.101267>.
- Deng, P. 2018. "Institutional Quality and Internationalization of Emerging Market Firms: Focusing on Chinese SMEs." *Journal of Business Research* 92: 279–89. <https://doi.org/10.1016/j.jbusres.2018.07.014>.
- Gerschewski, S. 2020. "Trade Shows and SME Internationalisation: Networking for Performance." *Management International Review* 60 (4): 573–95.
<https://doi.org/10.1007/s11575-020-00421-y>.
- Izzudin, M, Y Suja'i, and A Salim. 2022. "The Influent of Experiential Marketing and Store Atmosphere on Customer's Loyalty." *Budapest International Research* <https://www.bircu-journal.com/index.php/birci/article/view/4932>.
- Khalil, A. 2022. "Do Digital Technologies Influence the Relationship between the COVID-19 Crisis and SMEs' Resilience in Developing Countries?" *Journal of Open Innovation: Technology, Market, and Complexity* 8 (2).
<https://doi.org/10.3390/joitmc8020100>.
- Lu, S, W Zhu, and J Wei. 2021. "The Relationships of Communication Intensity, CEO Commitment, Cause Fit and Media Reputation: Evidence from Chinese Marathon Title Sponsors." ... *Journal of Sports Marketing and Sponsorship*. <https://doi.org/10.1108/IJSMS-11-2019-0130>.
- Mala, Iva Khoiril. 2023. "Experiential Marketing Strategy in Increasing MSME OnlineShop Customer Loyalty : Overlay Visualization Bibliometric Analysis" 2 (3): 341–52.
- Mikalef, P. 2020. "Exploring the Relationship between Big Data Analytics Capability and Competitive Performance: The Mediating Roles of Dynamic and Operational Capabilities." *Information and Management* 57 (2).
<https://doi.org/10.1016/j.im.2019.05.004>.
- Nadanyiova, M. 2021. "Digital Marketing as a Source of Competitive Advantage: Case Study of Slovak Republic." *Marketing i Menedžment Innovacij*. zbw.eu. http://zbw.eu/econis-archiv/bitstream/11159/6888/1/1796376310_0.pdf.
- Nuryakin, Nuryakin. 2020. "Exploring SMEs Marketing Performance Through Networking Capacity and Relational Capability." *Asia Pacific Management and Business Application* 009 (02): 137–50.
<https://doi.org/10.21776/ub.apmba.2020.009.02.5>.

- Purkayastha, S. 2018. "Business Group Effects on the R&D Intensity-Internationalization Relationship: Empirical Evidence from India." *Journal of World Business* 53 (2): 104–17. <https://doi.org/10.1016/j.jwb.2016.11.004>.
- Ramdani, B. 2022. "Digital Innovation in SMEs: A Systematic Review, Synthesis and Research Agenda." *Information Technology for Development* 28 (1): 56–80. <https://doi.org/10.1080/02681102.2021.1893148>.
- Sadeghi, V Jafari. 2018. "How Micro, Small and Medium-Sized Enterprises Are Driven Outward the Superior International Trade Performance? A Multidimensional Study on Italian Food Sector." *Research in International Business and Finance*. <https://doi.org/10.1016/j.ribaf.2017.07.136>.
- Setyawibowo, B W. 2020. "The Effect of Destination Images of Tourist Facilities and Experiential Marketing on Loyalty of Visitors to Taman Pintar Yogyakarta." *Contemporary Research on Business and* <https://doi.org/10.1201/9781003035985-76>.
- Sodikin, R Garna. 2018. *Pengaruh Kepercayaan Dan Experiential Marketing Terhadap Loyalitas Pelanggan Pada Factory Outlet Blossom Cabang Dago Bandung*. repository.unikom.ac.id. <http://repository.unikom.ac.id/58093/>.
- Xie, B. 2020. "When Going Digital Becomes a Necessity: Ensuring Older Adults' Needs for Information, Services, and Social Inclusion During COVID-19." *Journal of Aging and Social Policy* 32 (4): 460–70. <https://doi.org/10.1080/08959420.2020.1771237>.
- Yanto, B T, T Lindawati, and ... 2020. "Experiential Marketing And Experiential Value, How Does It Impact On Consumer Repurchase Intentions." ... *and Experiential Value* <http://repository.ukwms.ac.id/id/eprint/29124/>.