

# THE IMPLEMENTATION OF SEARCH ENGINE OPTIMIZATION TO IMPROVE CONSUMER BUYING INTEREST CASE IN MICRO, SMALL, AND MEDIUM ENTERPRISES

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## ARTICLE INFO

## ABSTRACT

### Keywords:

SEO, Social Media, Interest, Buy, Consumer

This study explores the impact of Search Engine Optimization (SEO) implementation, spanning TikTok, Facebook, Instagram, and website utilization, on consumer buying interest within the context of Haji Edi's hotplate chicken noodle micro, small, and medium enterprises (MSMEs) in Surakarta, Indonesia. Rooted in contemporary marketing strategies, it underscores the significance of segmentation, targeting, and positioning (STP) to nurture customer loyalty and fuel business growth. The findings reveal that SEO, with a specific emphasis on Instagram, exerts a substantial influence on consumer buying interest, resulting in heightened sales. Notably, product quality, particularly the delectable taste of chicken noodles and meatballs, emerges as a pivotal driver of consumer buying interest, further amplifying the efficacy of the marketing strategy. This research adds a valuable perspective to the literature by showcasing the untapped potential of SEO, especially on social media platforms, in propelling consumer buying interest traditional MSMEs in the Indonesian market.

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## 1. INTRODUCTION

In today's Indonesia, technological advancement is rapidly accelerating alongside the exponential growth of digital businesses. This environment challenges entrepreneurs to think creatively and innovate in order to remain competitive. The fierce competition within the business landscape compels business owners, especially in the Micro, Small, and Medium Enterprises (MSMEs) sector, to carefully consider the factors that consumers demand to sustain their operations. Consequently, MSMEs hotplate chicken noodle MSMEs relies on traditional and conventional marketing approaches (Prasad, Tomar, De, & Soni, 2022; Ravi & Rajasekaran, 2023). To address this, our research embarks on the implementation of Search Engine Optimization (SEO).

Marketing strategy serves with technology as a conduit for providing consumers with essential information about a product, aiming to influence their interest and buying decisions (Debora & Sulistiadi, 2019; Nugroho, 2022), (Sabroni, 2023). This comprehensive approach involves planning products, pricing strategies, promotional efforts, product distribution, physical infrastructure, target audience identification, production processes, packaging, and payment systems (Reshetko, Safronova, Vakulenko, Kurenkov, & Sokolova, 2021). This intricate marketing process unfolds even before the production of goods or services, all with the ultimate goal of satisfying consumers (Vakulenko, Arsenovic, Hellström, & Shams, 2022).

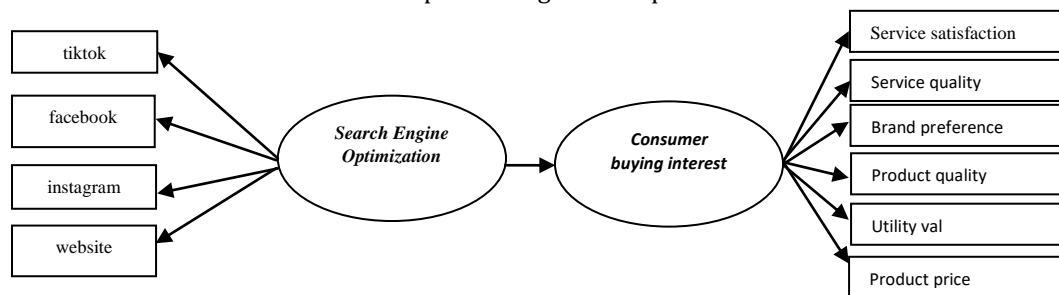
One effective way to foster business growth is through the implementation of a well-crafted marketing strategy, attracting a broader customer base and wielding influence over their purchasing decisions. Marketing management plays a pivotal role in planning and orchestrating marketing activities to efficiently and effectively achieve organizational objectives (Wahyujatmiko & Hadi, 2018; Widiati, 2019). Furthermore, the marketing mix, which encompasses various elements, is a potent strategy capable of shaping consumer choices (Singh, 2012). Promotion, a critical aspect of this mix, disseminates information about a company's products or services through avenues like advertising, personal selling, sales promotions, and publications (Kotler et al., 2012; Ningrum, 2020; Yusnita & Pebrianti, 2020), (Ibrahim, 2023).

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Modern marketing introduces the Segmentation, Targeting, and Positioning (STP) model, which objectively illustrates market dynamics. This approach seeks to cultivate customer loyalty, a vital component for a company's survival and growth (Debora & Sulistiadi, 2019). As businesses face increasingly fierce competition, marketing strategies must evolve to adapt to this dynamic landscape (Poluan, Mandey, & Ogi, 2019). To achieve optimal outcomes, companies must consider the variables within the marketing mix meticulously. However, Haji Edi's chicken noodle and hot plate meatball MSMEs in Surakarta confront several challenges: (a) limited familiarity with social media among business operators, (b) absence of digital technology integration, (c) business owners from the boomer generation who are less tech-savvy, and (d) inadequate promotional efforts.

Haji Edi's hotplate chicken noodle MSME, a trailblazer in the chicken noodle industry since 1990 in Solo Raya, boasts an owner who serves as the chairman of the Central Java Chicken Noodle and Meatball Association, significantly influencing the marketing landscape for chicken noodles and meatballs. To address these challenges, our research explores innovative strategies, including the implementation of SEO through various social media channels, with the aim of boosting consumer interest. Consumer buying interest represents the decision-making process that drives individuals to purchase, try, or use a particular product, ultimately leading to a purchase decision. A surge in consumer buying interest is expected to translate into increased sales volume within a specific time frame.

Consequently, our hypothesis aligns with Figure-1, where SEO variables encompassing TikTok, Facebook, Instagram, and MSME websites are expected to exert a positive influence on increasing buying interest. **H1:** there is an influence of SEO on purchasing interest product.



**Figure -1.** SEO implementation model to increase buying interest  
(Source: Placed by the authors, 2023)

This model, as illustrated in Figure-1, holds the potential for broader application across other MSMEs, offering them the opportunity to expand their businesses and boost their revenue streams.

## 2. METHOD

This research utilizes quantitative methods for data collection, involving the use of questionnaires, interviews, and observations. It employs descriptive analytical research to provide a comprehensive description of the subject under investigation using the data and samples gathered (Palaniswamy & Raj, 2022). The primary aim is to analyze the independent variables, namely SEO (X1) and consumer buying interest (Y). The study focuses on chicken noodles and Haji Edi's hotplate meatballs in Surakarta and employs purposive sampling as the chosen sampling technique (Sugiyono, 2013).

The sample comprises consumers or respondents who have made purchases of Haji Edi's hotplate chicken noodles, totaling 100 respondents. Data for each variable are collected and assessed by assigning scores based on a Likert scale, which includes categories such as strongly agree (scored as 4), agree (scored as 3), disagree (scored as 2), and strongly disagree (scored as 1) (Sugiyono, 2013).

The initial analysis encompasses validity and reliability tests, followed by normality tests, regression tests, and path analysis. Causal correlations among variables are graphically presented for ease of comprehension, as illustrated in Figure-1. This causal analysis aims to elucidate the relationships between both dependent and independent variables. Subsequent analysis involves the application of a Confirmatory Factor Analysis (CFA) test to investigate the correlations between indicators (manifest variables) and latent variables (construct variables).

### 3. RESULTS AND DISCUSSION

#### Normality test

The normality test aims to assess the data distribution from a normal distributed variable or not. The normality test in this research used Kolmogorov-Smirnov, as shown in table-1.

**Table -1** Normality Test

		Unstandardized Residual	
N		Mean	31
Normal Parameters <sup>a</sup>	Mean	Std Deviation	0.00000
			0.174
Most Extreme Differences	Absolute	Positive	.906
		Negative	.906
			.919
Kolmogorov-Smirnov Z			.191
Asymp. Sig. (2-tailed)			.23

Source: Prepared by the authors (2023)

Based on the results of the normality test in table-1, it is found that the calculated significance value is 0.23, and the significance value > 0.05, so the data is declared normally distributed.

#### Regression test

Simple linear regression is a linear regression equation between the correlation of the independent variable SEO (X) and the buying interest variable (Y) to form a linear line. Table-2 below, it is the result of the linear regression analysis.

**Table-2** Coefficient Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	85962.000	16495.000		5211.000	.000
	SEO	.080	.187	.079	426	.673

Dependent Variable: Consumer Buying Interest

Table-2, the regression equation can be formulated as follows:  $Y = 85962.00 + 0.080 X$ . Based on the formulated regression equation, it is found that the constant value = 85962.00 if the value of X is 0, then the value of the dependent variable SEO is 85962.00. While the regression coefficient X of SEO method is 1, it means an increase of 0.080. Thus, the more SEO is implemented through tiktok accounts, Instagram, Facebook and websites that are easy to find, the more consumer buying interest will increase.

#### Path Analysis

Path analysis is to present the causal correlation among variables in the form of a picture to make it easier to read, according to Figure-1. Causality is carried out to clarify the correlation that occurs in both dependent and independent variables. Then the analysis is continued with the Confirmatory Factor Analysis (CFA) test as a correlation between indicators (manifest variables) and latent variables (construct variables), the results can be shown in table-3.

**Table-3.** Nilai *Confirmatory Factor Analisis* (CFA)

VARIABLES		LOADING	P-VALUE
tiktok	<- SEO	0,615	0,000
facebook	<- SEO	0,628	0,000
instagram	<- SEO	0,746	0,000
website	<- SEO	0,698	0,000
Service satisfaction	<- Buying interest	0,761	0,000
Product quality	<- Buying interest	0,809	0,000
Brand preference	<- Buying interest	0,629	0,000
Product quality	<- Buying interest	0,716	0,000
Utility value	<- Buying interest	0,834	0,000
Product price	<- Buying interest	0,692	0,000

Source: Researcher's data analysis (2023).

In table-3, it can be clarified that the loading of each indicator on its variable is > 0.5 with a significance of < 0.05 (5%). It proves that all indicators of each variable are significant and can be used as

a measuring instrument to measure latent variables, so the structural analysis formulated in Figure-1 is goodness of fit. The applicability function of the SEO model is through path analysis, it is as the coefficient of direct influence of exogenous variables on endogenous, and it can be shown in table-4.

**Table-4.** Direct Effects

VARIABLES	PATH	P Values
SEO -> consumer buying interest	0,962	0,000

Source: Researcher's data analysis (2023).

In table-4, it is noted that the implementation of SEO which includes: tiktok account, facebook, instagram, website, can increase consumer buying interest, which has indicators: service satisfaction, service quality, brand preference, product quality, utility value, and product price. The SEO variable has a significant direct effect on consumer buying interest with a coefficient of 0.962 and  $p < 0.05$ .

Based on the results of the analysis, SEO has an influence on product purchase interest of 0.962 or 96.2%, this really provides marketing information in attracting new consumers. Likewise, social media in the form of Instagram has a big influence on consumer buying interest, then websites owned by MSMEs, as well as Facebook and TikTok. Therefore, management or business managers must be able to maximize social media accounts in marketing strategies, so that consumers will increase. Likewise, the use of the product offered must be in accordance with the suitability and benefits of consumers in purchasing the product. The taste quality of the product must be in accordance with consumer desires, the service provided must provide consumer satisfaction and the quality of the composition and appearance of the product must be improved, so that the product price is affordable in accordance with consumer desires. Consumers are considered kings, and are always asked for input, in the form of criticism and suggestions so that products sold to consumers receive a high rating and weight so that consumers' buying interest increases. The success of a business in the field of products and services is sales, service and product quality and is supported by a high promotional role, so that MSMEs continue to grow and improve prosperity.

#### 4. CONCLUSION

Based on the research above, it can be concluded that: (a) SEO implementation influences consumer buying interest based on the regression equation, the more SEO implementation (social media accounts) is improved, the higher consumer buying interest, and vice versa; (b) the variable that affects SEO implementation is Instagram, it means that consumers know Haji Edi MSMEs mostly from Instagram, and it is proven able to increase the sales (buying interest); (c) the variable of consumer buying interest increases because it is influenced by the variable quality (taste) of chicken noodle and meatball products which are quite tasty, (d) based on the path analysis, the model of increasing consumer buying interest through SEO implementation is very effective. Therefore, MSMEs of Haji Edi's hotplate chicken noodle and meatballs should maintain a marketing strategy through social media to be more successful and can be developed in members of the chicken noodle and meatball association community throughout Central Java.

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