

The Influence of Digital Marketing and Service Quality on Consumer Interest in Using the Services of BTSA Logistics Medan

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ABSTRACT

A well-designed marketing strategy is essential for generating consumer interest and enhancing a company's competitive advantage in both domestic and international markets. BTSA Logistics, an Indonesian shipping company established in Medan in 2000, has experienced performance gaps, as reflected in its container volume and revenue data, which have not met the company's targets. These shortcomings are presumed to be associated with two primary factors: suboptimal service quality and the limited development of its digital marketing strategy. This study aims to examine the relationships among digital marketing, service quality, and consumer interest at BTSA Logistics Medan. The population of this research comprises all 608 clients who conducted transactions with BTSA Logistics Medan in 2024. Using the Slovin formula, a sample of 241 respondents was selected. The findings indicate that digital marketing has a limited effect on consumer interest in utilizing BTSA Logistics Medan's services. Service quality, however, shows a significant partial influence on consumer interest. Furthermore, digital marketing and service quality jointly exert a significant impact on consumer interest in using the company's services.

Keywords: digital marketing, intention to use, logistics, service, service quality.

INTRODUCTION

Within this environment of escalating competition, the field of logistics stands out as one of the business areas experiencing significant development, driven by the rising demand for dependable and streamlined delivery services. This progress is shaped by different elements, including a surge in both local and global trading activities, the expansion of online retail, and investments in infrastructure (Mabrori, 2025). Indonesia's exports saw a substantial increase of 9.68% compared to the previous year, reaching USD 24.61 billion in May 2025, hitting a peak not seen in over two and a half years. This performance surpassed the predicted market growth of only 1% by a large margin and represented the most vigorous increase since February (Trading Economics, 2025), which visible in Figure 1 below:

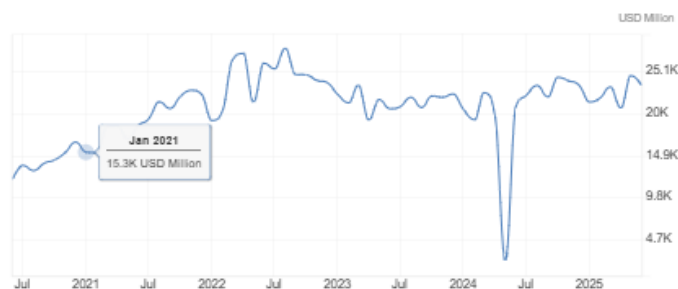


Figure 1. Indonesia's Export Growth (2020 - 2025) (USD Million)
 Source: Trading Economics, 2025

The aforementioned Figure 1 illustrates that export growth experienced a rise of 5.76% in April 2025, a period when manufacturers were trying to dispatch products amidst the three-month postponement of new US tariffs declared by the Trump government (Trading Economics, 2025). As indicated in Figure 2, yearly imports expanded by 4.14% reaching USD 20.31 billion in May 2025, surpassing market predictions that had anticipated a reduction of 0.1%.

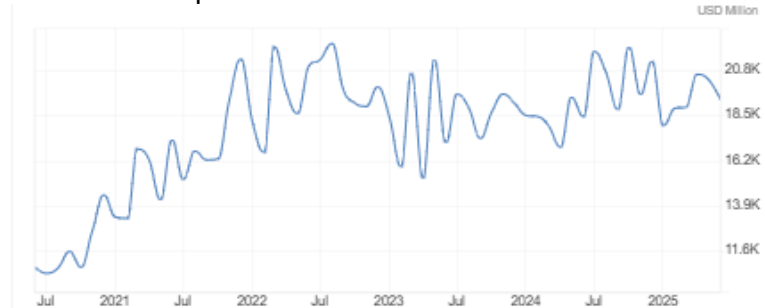


Figure 2. Indonesia's Import Growth (2020 - 2025) (USD Million)
 Source: Trading Economics, 2025

This upturn signified the fourth month in a row of expansion, an outcome of the three-month postponement regarding the enforcement of US tariffs. Nevertheless, recent statistics reveal a considerable deceleration compared to the preceding escalation of 21.84% that occurred in April 2025, which was the most substantial surge in nearly three years, owing to subdued operations during the vacation timeframe (Trading Economics, 2025).

BTSA Logistics, established in 2000 in Medan, is an Indonesian company that specializes in expedition services. Situated within the MMTC Complex on Jl. Williem Iskandar No. 93 Block C, RW. 94, Medan Estate, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra 20371, Medan, BTSA Logistics has established itself as a reputable expedition service provider in Indonesia.

The data presented below illustrates the quantity and fulfillment of container shipments handled by BTSA Logistics Medan from 2022 up to June 2025.

Table 1. Realization and Success in Meeting BTSA Logistics Medan's Goals for Container Shipments from 2022 to June 2025 (in Units)

Year	Container Unit	Container Unit Target	Percentage of Target Achievement (%)
2021	12.569	9.000	140
2022	9.613	10.000	96
2023	8.960	10.000	90
2024	9.870	10.000	99
Juni 2025	4.673	5.000	93

Source: BTSA Logistics (2025)

Referencing the data presented in Table 1, it is apparent that the overall container volume managed by BTSA Logistics has consistently decreased each year, and the company has been unable to meet its intended targets for the last half-decade. The smallest volume of containers was observed during 2023, achieving only 90 percent of what was projected.

Table 2. Earnings Success for BTSA Logistics Medan from 2021 up to June 2025 (in Rupiah)

Year	Total Turnover	Target Turnover	Percentage of Achievement of Turnover Target (%)
2021	34.596.464.088	35.000.000.000	99
2022	36.183.630.621	35.000.000.000	103
2023	25.849.383.853	38.000.000.000	68
2024	35.540.620.095	38.000.000.000	93
Juni 2025	13.891.418.644	38.000.000.000	37

Source: BTSA Logistics (2025)

Based on the details in Table 2, it's clear that the earnings of BTSA Logistics Medan have largely diminished and have consistently missed their intended marks across the past five years, spanning from 2021 to June 2025. The most depressed earnings were noted in 2023 at IDR 25,849,383,853, a mere 68% of the anticipated objective, though a considerable upswing was observed in 2024, reaching 93%.

The figures regarding the amount of cargo handled and the overall performance suggest that BTSA Logistics Medan has not achieved its predefined objectives. The probable cause is thought to be a combination of inadequate service standards and a deficient approach to online marketing.

An internal study of happiness levels among those using BTSA Logistics Medan's services in Medan during 2025 showed that contentment levels were persistently under 70%, considerably short of the company's intended aim of surpassing 80%. The results point to a pressing demand to enhance features that impact the contentment of those who use the services. Additionally, detailed discussions with a sample of 25 clients, as undertaken by research staff, highlighted that the quality of service was seen as erratic, as clients reported differing experiences based on the particular employee who helped them. Additionally, the level of digital promotion remains basic, with the bulk of promotional activities depending on printed resources like leaflets, brochures, service directories, adverts and similar, making it challenging for clients to get current information on the company's offerings. Although more established promotional methods continue to be useful, the integration of digital platforms could provide additional benefits for businesses, like enhanced performance, a larger sphere of influence, efficient running and reduced costs, plus enhanced recognition of their brand. This steady modification enables logistics firms to preserve their advantage in a technologically sophisticated world.

The research team also held comprehensive discussions with the leaders at BTSA Logistics Medan. The information gathered showed that the company has not prioritized online promotion, which has put them at a disadvantage compared to competitors who are actively using online platforms. Additionally, the absence of well-defined guidelines for how services should be delivered or firm penalties for not following the rules means that each staff member in customer service follows their own set of rules. This leads to a service experience that is not consistent for customers.

Businesses typically need to address what their customers want and ensure happiness with the goods they offer (Nasution et al., 2024). When people hear good things from their network about a business, they are more likely to want to try what it offers. As Ruhaniah et al. (2021), explained, interest is a psychological state that includes feelings, hopes, assumptions, or other inclinations that guide people

towards making a specific decision. Interest helps anticipate what someone will think about a product, which then affects what they decide to buy (Darmawan et al., 2020). People are more open to the idea of using something, even if they do not end up using it (Bisri & Pitoyo, 2022). To sum up, meeting customer needs and ensuring their satisfaction, along with the impact of what others say and the psychological factor of interest, play key roles in anticipating and shaping how customers choose a company's products and services.

The quick progress of digital technology has had a profound influence on the operational frameworks of businesses, resulting in a progressively cutthroat and unpredictable business environment (Afrizal et al., 2024). Digital conversion not only has an effect on basic economic principles but also adjusts the manner of trading, for both individuals and organizations, and interrupts customary business practices (Afrizal, 2024). When dealing with these factors, an organization's triumph in meeting its core goals is greatly reliant on its proficiency in promoting its products successfully (Nainggolan et al., 2022). Within this environment, a vital method is digital marketing, which is a way of promoting goods and services through the use of the web (Haryanto & Azizah, 2021). Nevertheless, in conjunction with digital marketing tactics, the excellence of employee performance is also a very important aspect in increasing customer appeal to utilizing services. Investigations conducted by Boom-Cárcamo et al. (2024), Botelho et al. (2023) and Febriansyah (2025) indicate that intentions to utilize services are affected by digital marketing. Businesses can boost customer participation, and encourage repeat business and contentment by improving their offerings and gaining an edge through effective online strategies.

A favorable image of a company can be built in the minds of consumers through exceptional service delivery. This strategy not only leads to satisfaction but also strengthens dedication and encourages ongoing purchases (Kevinli & Gultom, 2020). According to Naibaho et al. (2022), service quality is an intricate combination of factors involving attempts to fulfill various demands. Quality includes products, services, people, and the environment, and it is an evolving characteristic. Satisfaction levels increase along with the level of service quality, enabling greater pricing and, in many cases, reduced expenses (Putri et al., 2021). Studies by Hermawan & Marliana (2024), Lin et al. (2023), Parhusip & Sari (2024) and Salwa et al. (2024) reveal that user intentions are influenced by service quality. The choice a customer makes to utilize a service is the result of a thought process that takes place before the service is actually used, and this choice is significantly affected by past experiences and perceived levels of contentment.

LITERATURE REVIEW

Interest in Using Services

Individual viewpoints can motivate consumers to buy things due to their interest. Abrilia (2020) noted that interest is the act of pursuing a want, which is subject to change and not always fixed. In addition, Prasetya & Putra (2020) stated that a desire to utilize a service emerges when the system seems simple to use and valuable or advantageous. Interest in utilizing a service, according to Atriani et al. (2020) indicates a person's mindset before making a move. Ardianto & Azizah (2021) stated that wanting to utilize a service is a person's inclination driven by their motivation to utilize a good or service to address their demands. Moreover, Handayani & Rianto (2021), stated that wanting to utilize a service is a user's

intention to utilize a particular product brand. A synthesis of these perspectives indicates that interest in using services indicates the degree of eagerness or enthusiasm that possible clients have for a service; this corresponds to a specific phase within the AIDA (Attention, Interest, Desire, Action) marketing framework. Ejdys & Gulc (2020) identified five measures of interest in utilizing courier services which is value of courier services, courier services are simple to use, belief in courier services, service excellence and future intentions for courier services.

Digital Marketing

Marketing through digital platforms presents an affordable approach that can potentially engage audiences throughout Indonesia. Hendarsyah (2020), described digital marketing as the strategic and creative process of identifying, developing, and providing valuable solutions to satisfy the desires of a specific customer base through online means. Erwin et al. (2024) also noted that digital marketing represents an idea that covers the application of multiple online avenues and methods to publicize the products or services offered by a business. Haryanto & Azizah (2021) also added that digital marketing is a technique employed by businesses to promote their offerings, whether tangible goods or services, by leveraging the internet. Utomo et al. (2024) defined digital marketing as a promotional approach that makes use of various digital avenues for the purpose of promoting a company's offerings. Rezeki et al. (2023) further elaborated that digital marketing involves activities undertaken by businesses or organizations to promote and market their products or services and to increase brand awareness through online mediums, such as the internet. Based on these viewpoints, we can infer that marketing products or services through digital platforms and the internet to connect with customers effectively and in a manner that can be measured is known as digital marketing.

According to Puthussery (2020) the key elements that define digital marketing are easy access, competitive edge and efficiency

Service Quality

Great customer service can create good feelings for people who buy things, which makes them want to buy from the same place again. Ramadhan & Septiani (2024) explain that service quality is how customers judge the service they get against what they were hoping for. Tohir et al. (2023) say that service quality means giving customers what they want and need without delays. Effendi (2022) also says that service quality can be seen by looking at how customers feel about the service they experience in relation to what they were expecting, based on what the company offers. Pramudita (2020) states that having good service quality is like a special thing that a company has that others might not. Prabowo et al. (2021) add that if the service someone gets is as good as they expected, or even better, then the service is seen as good. Integrating these various perspectives suggests that the capacity of a business to successfully fulfill or go beyond the desires and anticipations of its clientele through the provision of its services is referred to as service quality. It gauges the efficacy with which a company renders its services, focusing on elements like promptness, correctness, and dependability, which subsequently influences how happy customers are and their inclination to remain loyal.

According to Huang et al. (2009), the following are some signs of good logistics services are information quality, logistics procedure, punctuality, security and procedure in handling mistakes

RESEARCH METHOD

The investigation was conducted at BTSA Logistics Medan, located in the MMTC Complex at Jl. Williém Iskandar No. 93, Block C, RW 94, Medan Estate, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra. The research took place from August 2025 to September 2025. This study employed a quantitative research methodology. According to Syamsuddin et al. (2023), quantitative research is an objective approach that involves collecting and analyzing numerical data through statistical procedures. The data for this study were obtained through a survey in which questionnaires were distributed to clients of BTSA Logistics to gather relevant information. The population of this study consisted of all clients who conducted transactions with BTSA Logistics Medan throughout 2024, totaling 608 clients. As noted by Amruddin et al. (2022), a population refers to the entire group under investigation within a defined geographical scope and timeframe, characterized by specific criteria established by the researcher.

A sample was required to achieve the research objectives using primary data. A sample represents a subset of the population (Sugiyono, 2017). The sample size was determined using the Slovin formula with a 5% margin of error, yielding 241 respondents. The sampling technique applied was purposive sampling, which, according to Amruddin et al. (2022), involves selecting participants based on criteria aligned with the research goals. In this study, the sample included clients who had previous transaction experience with BTSA Logistics.

RESULTS

Validity test

The evaluation of validity for variables like digital marketing, service quality, and the desire to utilize services indicated that every Corrected Item-Total Correlation value exceeded the r_{table} threshold of 0.3610. As a result, it was determined that all components of the questionnaires regarding digital marketing, service quality, and the willingness to use the service were indeed valid.

Reliability test

Assessing reliability revealed Cronbach's Alpha scores spanning from 0.879 to 0.961, based on a group of 30 participants. Given that these scores surpassed the benchmark of 0.60, the established criteria for reliability were successfully satisfied.

Normality test

Table 3. One Sample Kolmogorov – Smirnov Test Results

Unstandardized Residual	
N	241
Asymp Sig. (2-tailed)	0,200

Source: study results, 2025

According to the data presented in Table 3, the significance level of 0.200 exceeds the threshold of 0.05 (Sig F > 5%), which leads to the conclusion that the data being analyzed follows a normal distribution.

Multicollinearity test

Table 4. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital marketing (X ₁)	0.616	1.624
	Service quality (X ₂)	0.616	1.624

a. Dependent Variable: Intention to Use (Y)

Source: study results, 2025

Referring to the information in Table 4, it is evident that the correlation values for both the digital marketing variables (X₁) and the service quality variables (X₂) show a tolerance value (0.616) that is greater than 0.1, and a VIF value (1.624) that is less than 10. Consequently, it is reasonable to infer that neither the digital marketing variables (X₁) nor the service quality variables (X₂) display any indications of multicollinearity.

Heteroscedasticity test

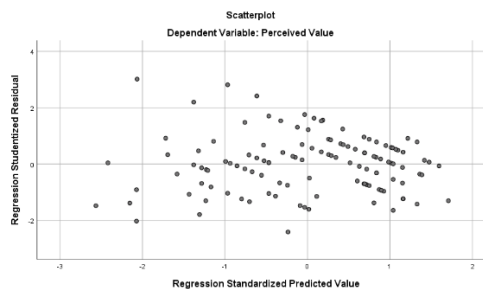


Figure 3. Scatterplot

Sumber: Data diolah, 2024.

As depicted in Figure 2, the plotted points are scattered in a random manner, positioned both above and below the 0 mark on the Y-axis, and they do not create any discernible pattern. This observation allows us to infer that there is no presence of heteroscedasticity.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	10.312	2.958

	Digital marketing (X_1)	0.298	0.115
	Service quality (X_2)	0.567	0.082

a. Dependent Variable: Intention to Use (Y)

Source: study results, 2025

The resulting formula is as follows:

Intention to use = 10.312 + 0.298 digital marketing + 0.567 service quality + e

From this formula, the following interpretations can be made:

The constant figure is 10.312, suggesting that even if both the digital marketing (X_1) and service quality (X_2) factors are zeroed out, intention to use (Y) will still be at 10.312. The digital marketing factor's (X_1) regression coefficient is a positive (+) 0.298, showing that for each single unit increase in digital marketing (X_1), intention to use (Y) will go up by 0.298. The regression coefficient for the service quality factor (X_2) is a positive (+) 0.567, which means that the level of service usage (Y) will climb by 0.567 for every single unit increase in service quality (X_2).

Partial significance test (t test)

Table 6. T test results

Coefficients ^a			
Model		t	Sig
1	(Constant)	3.487	0.001
	Digital marketing (X_1)	2.596	0.010
	Service quality (X_2)	6.878	0.000

a. Dependent Variable: Intention to Use (Y)

Source: study results, 2025

The computed t value (3.487) for the digital marketing factor (X_1) is larger than the set t value (1.970). The factor's significance score is 0.010, which is <0.05. As a result, the digital marketing factor (X_1) makes a notable difference in intention to use (Y) at BTSA Logistics.

The resulting t value (6.878) for the service quality factor (X_2) is more than the benchmark t value (1.970). The factor's significance score is 0.000, which is <0.05. Consequently, the service quality factor (X_2) significantly impacts intention to use (Y) at BTSA Logistics.

Simultaneous significance test (F test)

Table 7. F test results

ANOVA ^a			
Model		F	Sig
1	Regression	61.854	0.000

a. Dependent Variable : Intention to Use (Y)

b. Predictors: (Constant), Digital marketing (X_1), Service quality (X_2)

Source: study results, 2025

According to Table 7, the computed F statistic is 61.854, and we're using a 95% confidence threshold, while the critical F value is 3.03. Given that the calculated F exceeds the critical F, the null hypothesis is discarded, and the alternative hypothesis is supported. The p-value, at 0.000, is less than the alpha of 0.05. In conclusion, the combined influence of digital marketing (X_1) and service quality (X_2) yields a noteworthy positive impact on intention to use BTSA Logistics services (Y).

Coefficient Determination Test (R^2)

Table 8. Coefficient Determination Test (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.585	0.342	0.336	3.781
a. Predictors: (Constant), Digital marketing (X_1), Service quality (X_2)				
b. Dependent Variable : Intention to Use (Y)				

Source: study results, 2025

The data analysis indicates that the coefficient of determination, known as R square, which assesses how well the model accounts for changes in the dependent variable, is 0.342. This implies that digital marketing (X_1) and service quality (X_2) affect 34.2% of the interest in using BTSA Logistics services (Y), while the other 65.8% is influenced by other considerations not covered in this research.

DISCUSSION

The Influence of Digital Marketing on Intention to Use

The outcomes of the individual hypothesis assessment reveal that digital marketing has a notable impact on interest in using BTSA Logistics' offerings. The rationale is that BTSA Logistics' clientele typically depend on online platforms such as websites or social media to gather details regarding the company. BTSA Logistics' digital marketing strategies have not been completely optimized, thereby hindering the accessibility of company information for online users. Consequently, BTSA Logistics should prioritize enhancing its digital marketing strategies for promotional endeavors. The conclusions corroborate earlier investigations by dilakukan oleh Boom-Cárcamo et al. (2024), Botelho et al. (2023) and Febriansyah (2025) which demonstrated the effect of digital marketing on the inclination to employ BTSA Logistics' services.

The Influence of Service Quality on Intention to Use

The outcomes of the individual hypothesis assessment reveal that service quality has a considerable impact on interest in using BTSA Logistics' offerings. The underlying reason is that clients generally hold specific anticipations concerning the excellence of the company's services. Patrons' experiences with BTSA Logistics' customer support vary with each transaction, leading to a spectrum of experiences from satisfactory to unsatisfactory. The discoveries are in line with prior studies undertaken by Hermawan & Marliana (2024), Lin et al. (2023), Parhusip & Sari (2024) and Salwa et al. (2024) all of which suggest that service quality influences the desire to engage with a company's services.

The Influence of Digital Marketing and Service Quality on Intention to Use BTSA Logistics Services

Based on the simultaneous hypothesis test results utilizing the F-test, a noteworthy correlation between digital marketing, service quality, and interest in using BTSA Logistics services was identified. The inclination to use BTSA Logistics services (Y) is shaped by digital marketing (X_1) and service quality (X_2), while the remaining 65.8% is influenced by other factors not considered within the scope of this research. The results obtained in this study align with prior research conducted by Boom-Cárcamo et al. (2024), Botelho et al. (2023) and Febriansyah (2025) which

established that digital marketing influences the desire to use services. The findings Hermawan & Marliana (2024), Lin et al. (2023), Parhusip & Sari (2024) dan Salwa et al. (2024), which demonstrate that service quality affects the propensity to utilize a company's services.

CONCLUSION

The outcomes of the individual hypothesis assessment reveal that digital marketing has a notable impact on interest in using BTSA Logistics. The outcomes of the individual hypothesis assessment reveal that service quality has a notable impact on interest in using BTSA Logistics. Based on the simultaneous hypothesis test results utilizing the F-test, a noteworthy correlation between digital marketing, service quality, and interest in using BTSA Logistics services was identified.

BTSA Logistics should strengthen its presence across digital platforms (website, Instagram, Facebook, TikTok, and LinkedIn). This can be done by creating informative and engaging content such as service explanations, customer testimonials, shipping process videos, and promotional offers. A consistent posting schedule will increase visibility and consumer awareness. Logistics services require high trust. By providing clear information about delivery time, shipping insurance, handling processes, and problem-resolution procedures, BTSA Logistics can reduce consumer doubt and increase confidence in the service.

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