

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, evidenced by container volume and revenue figures that fell short of the company's targets. These discrepancies are attributed to 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. Using a quantitative design, this study surveyed 241 respondents, sampled from all 608 BTSA Logistics Medan clients in 2024 via Slovin's formula. Data collected were analyzed using multiple linear regression. The findings indicate that digital marketing has a limited effect on consumer interest. In contrast, service quality exerts a significant partial influence. Jointly, however, both digital marketing and service quality significantly impact the interest of clients in utilizing the BTSA Logistics Medan services.

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

INTRODUCTION

In an environment of escalating competition, the logistics sector has seen 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, e-commerce expansion, and infrastructure investment (Mabrori, 2025). Notably, Indonesia's exports rose by 9.68%, reaching USD 24.61 billion in May 2025, hitting a peak not seen in over two and a half years. This performance far surpassed the 1% market growth prediction (Trading Economics, 2025), which is visible in Figure 1.

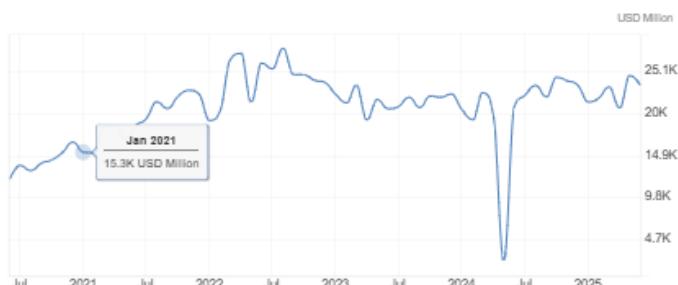


Figure 1. Indonesia's Export Growth (2020 - 2025) (USD Million)

Source: Trading Economics, 2025

Figure 1 illustrates that export growth rose 5.76% in April 2025, as manufacturers rushed to dispatch products ahead of a three-month postponement of new US tariffs

declared by the Trump administration (Trading Economics, 2025). Similarly, Figure 2 shows that yearly imports expanded 4.14% to USD 20.31 billion in May 2025, defying market predictions of a 0.1% reduction.

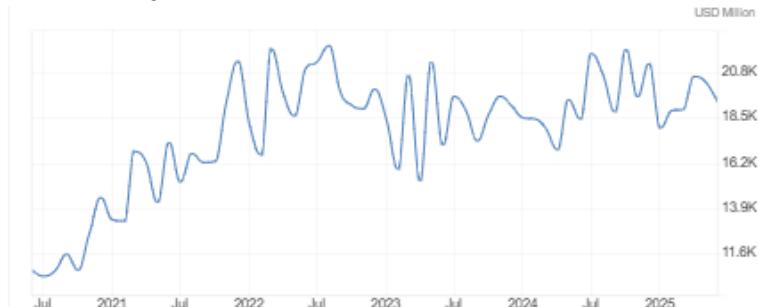


Figure 2. Indonesia's Import Growth (2020 - 2025) (USD Million)
Source: Trading Economics, 2025

This upturn marked the four consecutive months of expansion, following the three-month delay in enforcing new US tariffs. However, recent data reveal a considerable deceleration from the 21.84% surge in April 2025 - the highest in nearly three years - largely due to reduced operations during the holiday period (Trading Economics, 2025).

Founded in 2000 in Medan, BTSA Logistics is an Indonesian firm specializing in expedition and freight services. Headquartered in the MMTC Complex, Deli Serdang, the company has established itself as a reputable expedition service provider in Indonesia.

The data presented in Table 1 illustrates the shipment volume and fulfillment rates for BTSA Logistics Medan from 2022 through 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
June 2025	4.673	5.000	93

Source: BTSA Logistics (2025)

As shown in Table 1, the total container volume managed by BTSA Logistics has trended downward annually. For the past four years, the company has fallen short of its intended targets, with the lowest performance occurring in 2023 when volume reached only 90% of the projected target.

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
June2025	13.891.418.644	38.000.000.000	37

Source: BTSA Logistics (2025)

Based on the data 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 substantial shortfall occurred in 2023, where revenue reached only IDR 25,849,383,853, representing a mere 68% of the projected objective. Although a notable recovery was observed in 2024, with performance reaching 93% of the target, the overall trend underscores a persistent inability to meet long-term company goals. These shortcomings are attributed to a combination of suboptimal service standards and an underdeveloped digital marketing framework.

An internal assessment of the happiness levels among clients of BTSA Logistics Medan in 2025 revealed that contentment levels remained persistently below 70%, significantly trailing the corporate target of 80%. The findings underscore an urgent need to enhance the service dimensions that drive client contentment. Furthermore, qualitative interviews conducted with a sample of 25 clients indicated that service quality is perceived as inconsistent; respondents reported disparate experiences depending on the specific personnel managing their transactions.

Simultaneously, the company's digital engagement remains in a nascent stage, with promotional activities relying heavily on traditional print media, such as leaflets, brochures, service directories, adverts and the like. This reliance limits the ability of clients to access real-time information regarding service offerings. While traditional methods retain some utility, the integration of digital platforms offers strategic advantages, including improved operational efficiency, broader market reach, and enhanced brand recognition. Such technological adaptation is essential for logistics firms to maintain a competitive advantage in an increasingly sophisticated global market.

Comprehensive discussions with the leaders at BTSA Logistics Medan reveal that the company has not prioritized digital promotion, resulting in a competitive disadvantage compared to rivals who leverage online platforms. Additionally, the absence of well-defined guidelines for how services should be delivered and the lack of enforcement mechanisms for service delivery mean that customer service personnel often operate according to individual discretion. This lack of institutionalized standards results in an inconsistent service experience for clients.

Businesses typically need to address what their customers want and ensure happiness with their offerings (Nasution et al., 2024). Positive word-of-mouth further increases the likelihood of service adoption. As Ruhaniah et al. (2021), explained, interest is a psychological state encompassing 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 are the 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 Puthusseri (2020) the key elements that define digital marketing are easy access, competitive edge and efficiency.

Service Quality

Good customer service creates positive perceptions for buyers, encouraging repeat patronage. Ramadhan & Septiani (2024) define service quality as the way customers evaluate the service they receive against what they expected. . Similarly, Tohir et al. (2023) suggest that service quality involves meeting customer needs and wants without delays. Effendi (2022) also describes it as the relationship between a customer's experience and their prior expectations of the company's offerings. For Pramudita (2020), maintaining good service quality acts as a unique advantage that distinguishes a company from others. As Prabowo et al. (2021) notes, service is viewed as good when the delivery meets or exceeds these expectations.

Collectively, these views indicate that service quality is a business's ability to satisfy or go beyond client anticipations. It gauges the efficacy with which a company renders its services, focusing on speed, accuracy, and reliability. which subsequently influences how happy customers are and their inclination to remain loyal. According to Huang et al. (2009), key indicators of good logistics service include information quality, procedures, punctuality, securing, and error-handling protocols. Recent research corroborates these dimensions, demonstrating that information quality and timeliness remain the primary drivers and re-use intention in modern logistics. Lin, et al., 2023).

Conceptual Framework and Hypotheses

Grounded in the premise that digital touchpoints shape awareness and consideration while perceived service performance shapes trust and reuse propensity, this study

models intention to use BTSA Logistics services (Y) as a function of digital marketing (X1) and service quality (X2). Digital marketing reflects the firm's ability to reach customers effectively via online channels, consistent with the key elements of easy access, competitive edge, and efficiency. Service quality reflects perceived performance of logistics services, including information quality, logistics procedure, punctuality, security, and the procedure in handling mistakes. Intention to use captures consumer willingness to engage with BTSA Logistics services, reflected in perceived value, ease of use, belief, service excellence, and future intentions. Accordingly, the hypotheses are:

- H1: Digital marketing (X1) positively influences intention to use (Y).
- H2: Service quality (X2) positively influences intention to use (Y).
- H3: Digital marketing (X1) and service quality (X2) jointly influence intention to use (Y).

These hypotheses are tested using multiple linear regression with intention to use (Y) as the dependent variable and digital marketing (X1) and service quality (X2) as predictors.

RESEARCH METHOD

The investigation was conducted at BTSA Logistics Medan, located in the MMTC Complex at Jl. Williem 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 ($\text{Sig F} > 5\%$), which leads to the conclusion that the data being analyzed follows a normal distribution.

Multicollinearity test

Table 4. Multicollinearity Test Results

Model	Coefficients ^a		Collinearity Statistics	
		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

Based on the multicollinearity diagnostics presented in Table 4, it is evident that both the digital marketing (X_1) and service quality (X_2) variables yield a tolerance value of 0.616, which exceeds the 0.10 threshold. Additionally, the Variance Inflation Factor (VIF) for both variables is 1.624, significantly below the maximum limit of 10. According to Hair et al. (2019), these values indicate that the regression model is free from multicollinearity, and consequently, it is reasonable to infer that neither the digital marketing variables (X_1) nor the service quality variables (X_2) display any indications of multicollinearity.

Heteroscedasticity test

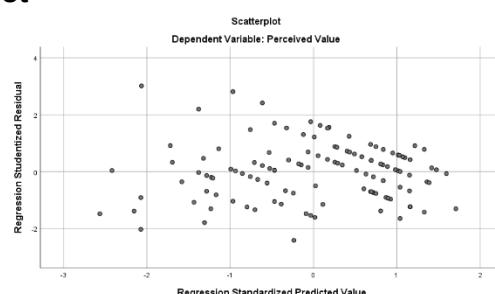


Figure 3. Scatterplot

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

Model		Coefficients ^a	
		B	Unstandardized Coefficients
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 (X₁) and service quality (X₂) factors are zeroed out, intention to use (Y) will still be at 10.312. The digital marketing factor's (X₁) regression coefficient is a positive (+) 0.298, showing that for each single unit increase in digital marketing (X₁), intention to use (Y) will go up by 0.298. The regression coefficient for the service quality factor (X₂) 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 (X₂).

Partial significance test (t test)

Table 6. T test results

Model		Coefficients ^a	
		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 (X₁) 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 (X₁) makes a notable difference in intention to use (Y) at BTSA Logistics.

The resulting t value (6.878) for the service quality factor (X₂) 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 (X₂) 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 (X₁) and service quality (X₂) yields a noteworthy positive impact on the intention to use BTSA Logistics services (Y).

Coefficient Determination Test (R²)

Table 8. Coefficient Determination Test (R²)

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 (X₁) and service quality (X₂) 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.

Hypothesis Testing Summary

Hypotheses H1 and H2 are evaluated using the partial t-tests for each regression coefficient (Tables 5–6). Hypothesis H3 is evaluated using the overall F-test for the regression model (Table 7), with model explanatory power reported using R² (Table 8).

Table 9. Summary of Hypothesis Testing Decisions

Hypothesis	Tested	Evidence	Decision rule	Decision
H1	X1 → Y (partial effect)	Table 5 (B for X1) + Table 6 (t, Sig for X1)	Supported if B > 0 and Sig < 0.05	Supported
H2	X2 → Y (partial effect)	Table 5 (B for X2) + Table 6 (t, Sig for X2)	Supported if B > 0 and Sig < 0.05	Supported
H3	(X1, X2) → Y (joint effect)	Table 7 (F, Sig) + Table 8 (R ²)	Supported if Sig < 0.05	Supported

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 (X₁) and service quality (X₂), 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.

Relative Effects and Managerial Priorities

While both predictors are statistically significant, the regression coefficients indicate that service quality (X₂) has a larger estimated effect on intention to use (Y) than digital marketing (X₁) ($B_{X2} = 0.567$ vs. $B_{X1} = 0.298$; see Table 5). Using the reported standard errors (Table 5) and the study's 95% confidence reference ($t \approx 1.970$), the estimated 95% confidence intervals for the coefficients are approximately [0.072, 0.524] for digital marketing (X₁) and [0.406, 0.728] for service quality (X₂). This suggests that, in practical terms, improvements in service quality are likely to

yield larger gains in intention to use than equivalent-unit improvements in digital marketing, within the measurement scale used.

To translate these results into priorities, BTSA Logistics may treat service-quality interventions (e.g., service standardization, consistent customer-handling procedures, and frontline performance controls) as the primary lever, while using digital marketing improvements as a complementary lever to increase visibility, information access, and lead generation that feeds into service encounters.

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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