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Dynamic Capabilities and Digital Marketing Strategies to Increase Competitive Advantage in Realizing Smart Business in Bintang.com

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ABSTRACT

This study examines the relationships of customer-perceived dynamic capabilities and digital marketing with perceived competitive advantage at Bintang.com. A quantitative methodology was implemented, utilizing 120 Bintang.com customers as study participants, with information gathered through questionnaire administration employing simple random sampling methodology. The collected data underwent analysis via multiple linear regression, t-tests, F-tests, and coefficient of determination assessment. The findings demonstrate that Dynamic Capabilities exert a positive and statistically significant influence on Competitive Advantage, evidenced by a t-value of 4.704 and a significance level of 0.001. Digital Marketing similarly demonstrates a positive and statistically significant effect on Competitive Advantage, with a t-value of 9.929 and a significance level of 0.001. When examined in conjunction, Dynamic Capabilities and Digital Marketing substantially impact Competitive Advantage, as demonstrated by an F-value of 71.639 and a significance level of 0.001. The coefficient of determination reveals an R-square value of 0.550, indicating that Dynamic Capabilities and Digital Marketing account for 55% of the variance in Competitive Advantage, with the remaining 45% attributable to variables external to the research framework. The findings describe positive associations among customer assessments of Bintang.com; they do not establish changes in internal capabilities or actual market performance.

Keywords: Competitive Advantage, Digital Marketing, Dynamic Capabilities, MSMEs, Smartphone Retail.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute a fundamental pillar of national economic frameworks; accordingly, their significance is universally recognized by governments worldwide owing to their substantial contributions to economic advancement and the promotion of societal welfare (Farisi et al., 2022). MSMEs represent a cornerstone of Indonesia's economic trajectory, particularly through employment generation and the facilitation of household economic empowerment, thereby enhancing household financial stability (Wati et al., 2024). Medan, serving as the administrative center of North Sumatra Province, stands as the predominant metropolitan area in Sumatra's eastern region (Marliyah et al., 2022). In essence, the establishment and growth of MSMEs function as catalysts for regional economic expansion (Syafii et al., 2024). Contemporary obstacles confronting MSMEs encompass not merely escalating operational expenses but additionally encompass the accelerating transformation of the digital marketplace (Muhajir et al., 2025). Accelerating international developments necessitate that MSMEs persistently pursue operational excellence and innovation within their respective sectors. MSMEs possess the capacity to employ digital

marketing strategies to expand their market reach, transcending geographical limitations and reaching distant consumer populations. Additionally, MSMEs must strategically optimize their resource allocation to maintain competitive positioning and establish sustainable market differentiation.

In order to navigate market competition, organizations must possess the capacity to endure and expand (Laowo et al., 2026). The implementation of strategies designed to secure competitive advantage constitutes a fundamental element in entrepreneurial achievement and serves as a critical factor in mitigating business failure during the launch phase (Azra, 2022). Market competition necessitates that entrepreneurs implement advanced strategies to guarantee their continued presence within the marketplace (Annisa et al., 2023). According to Michael & Hidayah (2025), competitive advantage functions as an effective strategic approach for enterprises engaged in collaborative competition within market environments. To establish competitive advantage, MSMEs must demonstrate proficiency in managing and maximizing their organizational resources; including financial capital, human resources, technological infrastructure, and product development; to achieve competitive success in an increasingly demanding marketplace (Maulana et al., 2025). Organizations that generate superior value relative to their market competitors are positioned to develop competitive advantage (Gumira & Rezeki, 2026). Empirical research conducted by Prabawanti & Kang (2025) dan Salam et al. (2026) demonstrates that competitive advantage is substantially shaped by the implementation of strategic digital marketing initiatives. Concurrently, investigations by Khouroh et al. (2021) and Rismayanti et al. (2025) reveal that competitive advantage is considerably determined by the presence of robust dynamic capabilities integrated throughout organizational operations.

The framework of dynamic capabilities represents a pertinent strategic methodology for examining the mechanisms through which organizations can navigate transformational processes and maintain sustained competitive positioning (Derisco et al., 2025). As articulated by Quientania et al. (2025), dynamic capabilities denote the capacity of micro-enterprises to proactively adjust to market fluctuations through three fundamental mechanisms: sensing, seizing, and transforming. Organizations necessitate dynamic capabilities because these competencies facilitate market analysis and the identification of constraints and prospects; this capacity enables an organization to strategically mobilize its resources; including product promotion during periods of adversity; to establish the competitive differentiation that constitutes its foundational strength (Prabowo et al., 2025). Dynamic capabilities can facilitate MSMEs in attaining competitive advantage by optimizing their available resources, thereby enhancing customer satisfaction, influencing purchasing behavior, and strengthening customer retention.

Digital marketing constitutes a comprehensive strategy that synthesizes multiple digital platforms, tools, and analytical methodologies to effectively reach, engage, and influence designated target audiences; its core objectives encompass enhancing brand visibility, broadening market penetration, establishing robust customer relationships, augmenting conversion rates and revenue generation, and attaining optimal performance within the dynamic digital business environment (Indrapura & Fadli, 2023). According to Anjani (2023), digital marketing denotes a marketplace predicated on digital technology—or commercial activity propelled by digital technology and information through online platforms—that stimulates innovation by establishing a market structured by digital technology. Likewise, Rezeki et al. (2023) characterize digital marketing as a commercial undertaking encompassing the promotion of products or services and the advancement of brand identity through digital media channels, including the internet. Through appropriate strategic implementation, digital marketing facilitates organizations in accessing a broader consumer base and strengthening brand recognition among prospective customers (Indrapura & Fadli, 2023). Digital marketing empowers MSMEs to connect with customers who increasingly depend on digital channels for information

acquisition. Upon becoming cognizant of MSME offerings, customers can disseminate information and execute transactions, thereby establishing a competitive advantage.
Bintang.com is a micro, small, and medium-sized enterprise (MSME) specializing in smartphone retail operations, situated at Jalan Wahidin No. 286, Pandau Hulu II, Medan Area District, Medan City, North Sumatra 20233. In its capacity as a retailer, Bintang.com provides an extensive selection of smartphones featuring diverse technical specifications designed to accommodate the varied requirements of its customer base. Given the highly competitive smartphone retail landscape in Medan, Bintang.com must strategically leverage all organizational resources to sustain and strengthen its market position.
A preliminary market assessment involving thirty Bintang.com customers and consultations with the proprietor identified a significant deficiency in the enterprise's comprehension of customer behavioral patterns. The survey findings demonstrated that accessibility to information regarding Bintang.com remains limited; the business maintains infrequent updates to its social media platforms, thereby impeding customers' ability to access pertinent information. Additionally, Bintang.com has encountered difficulties in promptly recognizing transformations in the preferences and conduct of digital consumers attributable in part to the lack of e-commerce transaction capabilities and its inventory frequently does not correspond with prevailing market trends, thereby constraining customers' capacity to procure desired merchandise.
This study examines the individual and joint associations of customer-perceived dynamic capabilities and digital marketing with perceived competitive advantage at Bintang.com.

LITERATURE REVIEW

Competitive Advantage

According to Damayanti et al. (2022) competitive advantage encompasses the formulation of a comprehensive strategy delineating how an organization will engage in competition, establishing specific targets, and determining the requisite policies for accomplishing those objectives. Zatia et al. (2023) characterize competitive advantage as an organization's capacity to develop and deliver distinctive products and services that consumers recognize as valuable; to establish an offering that differentiates itself from rival enterprises, an organization must adopt a differentiation strategy. Moreover, Prabowo et al. (2025) assert that competitive advantage denotes an organization's capacity to sustain a lucrative market position or maintain superior advantages relative to its competitors.
Khairurrazikin (2026) conceptualizes competitive advantage as an organization's capacity to preserve a dominant position through sustained operational efficiency, product differentiation, and technological advancement. Additionally, Derisco et al. (2025) characterize competitive advantage as a circumstance wherein an organization sustains enduring strategic dominance over its competitors. Drawing from these conceptualizations, it may be inferred that competitive advantage necessitates the development of a strategic framework grounded in the capacity to conceive and deliver distinctive products and services to preserve a profitable market position or attain superior advantages in relation to competitors.

Pursuant to Damayanti et al. (2022) the indicators of competitive advantage are:

1. Product Uniqueness: Distinctive characteristics or differentiating attributes in a product that synthesize artistic elements with consumer expectations.
2. Competitive Pricing: Costs that are equitable, reasonable, and responsive to prevailing market conditions.
3. Scarcity: Commodities that are uncommon or exclusive and consequently possess restricted availability demonstrate heightened consumer appeal due to their augmented product value.
4. Resistance to Imitation: Products that establish obstacles preventing competitors from achieving precise replication, attributable to characteristics that resist duplication.

Dynamic capabilities

As established by Choiri et al. (2025), dynamic capabilities constitute an organization's capacity to adapt to swift and unpredictable shifts in the commercial landscape through technological advancement, organizational renewal, and judicious resource allocation. Khouroh et al. (2021) characterize dynamic capabilities as an enterprise's competency to execute methodical problem-solving activities encompassing the identification of market opportunities and potential threats, the execution of prompt strategic decisions, and the deployment of efficient organizational transformations. Moreover, Khairurrazikin (2026) conceptualizes dynamic capabilities as an institution's proficiency in recognizing and capitalizing on market opportunities, alongside the capacity to reconfigure its asset base to sustain operational relevance amid environmental fluctuations.

An alternative conceptualization, presented by Zatia et al. (2023) characterizes dynamic capabilities as an enterprise's capacity to implement enhancements and cultivate competencies, concurrently integrating, restructuring, modernizing, and reconstructing its resource portfolio and fundamental competencies; this definition additionally encompasses the organization's mechanisms for addressing market opportunities and challenges in response to environmental transformation to establish and preserve competitive superiority. Concurrently, Puspita et al. (2026) conceptualize dynamic capabilities as a collection of formalized organizational mechanisms including knowledge acquisition protocols and collaborative frameworks that facilitate an enterprise's effective responsiveness to market fluctuations. Drawing from these conceptualizations, dynamic capabilities may be synthesized as an organization's capacity to navigate rapid transformations in the commercial environment and to effectively manage opportunities and challenges emanating from such transformations, thereby sustaining organizational relevance.

Pursuant to Hariandja & Sartika (2022) the indicators of dynamic capabilities are:

1. Market sensing: the enterprise's proficiency in identifying and recognizing market intelligence or nascent industry developments.
2. Market learning: the mechanism through which an enterprise converts information into actionable intelligence applicable to organizational objectives.
3. Consumer targeting and positioning: the deliberate selection of consumer demographics congruent with organizational objectives and the cultivation of a distinctive brand perception within their cognitive framework.

Because the data were collected from customers, the construct measures respondents' perceptions of Bintang.com's market responsiveness rather than directly verified internal organizational capabilities. Customers may assess observable indicators, such as the relevance of product offerings and the suitability of information provided by the business. However, internal monitoring, evaluation, and knowledge-management procedures may not be directly accessible to customers. Consequently, responses to items concerning these procedures should be interpreted as customer perceptions or inferences, not as evidence that the corresponding internal processes have been independently verified.

Digital marketing

According to Rezeki et al. (2023) digital marketing constitutes a commercial undertaking encompassing the promotion of goods or services and brand advancement through digital channels, including the internet. Angelina et al. (2025) characterize digital marketing as the promotion of products or services across digital platforms and the internet with the objective of establishing effective, quantifiable customer relationships. Saputra et al. (2023) further describe digital marketing as market analysis and promotional activities executed via online digital channels, including social media platforms.

Another viewpoint, presented by Pasaribu et al. (2023), defines digital marketing as a promotional activity that employs internet-based platforms to engage target audiences. Additionally, Nisa & Misidawati (2024) characterize digital marketing as promotional activities that utilize internet-based media. From these definitions, one may conclude that digital marketing represents a commercial activity involving the promotion of products or services through digital platforms and the internet to establish customer relationships and engage target audiences.

Pursuant to Musliha & Adinugraha (2022) the indicators of digital marketing are:

1. Product: The commodities presented by an enterprise throughout the promotional process. Products are assessed not solely on their quality but also on their online presentation including photographic content, video materials, comprehensive descriptions, specifications, advantages, and consumer feedback.
2. Price: The monetary valuation presented in promotional activities to generate consumer appeal. Pricing must be competitive, transparent, and readily available to consumers. Furthermore, tactics including price reductions, promotional codes, cashback incentives, and digital marketing campaigns serve as essential mechanisms for encouraging consumer purchasing behavior.
3. Place: The venue or digital platform utilized for promotional purposes. This encompasses the utilization of digital platforms including websites, e-commerce marketplaces, social networking sites, or digital applications to promote and deliver products, guaranteeing accessibility at all times and locations.
4. Promotion: Marketing communication initiatives designed to acquaint, convince, and maintain consumer awareness of products via digital platforms. These promotional efforts leverage multiple distribution channels including social media, digital advertising, email marketing, influencer partnerships, and content marketing to achieve more efficient engagement with the intended audience.

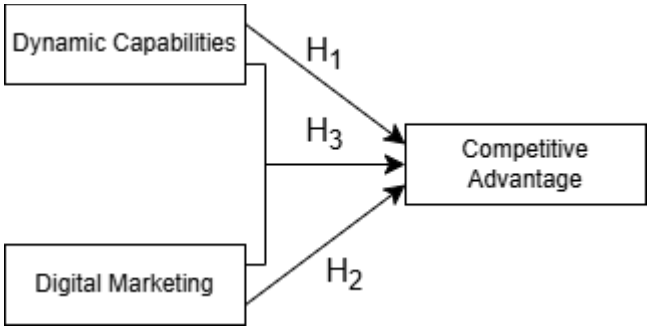


Figure 1. Conceptual Framework (source: observation results)

The hypotheses in this study are:

H_1: Dynamic capabilities have an influence on competitive advantage at Bintang.com
H_2: Digital marketing has an influence on competitive advantage at Bintang.com
H_3: Dynamic capabilities and digital marketing have an influence on competitive advantage at Bintang.com

RESEARCH METHOD

This research implements a quantitative methodology examining Bintang.com clientele during the period spanning June through August 2026. The research population encompasses all Bintang.com clientele active throughout the designated research timeframe. Since the precise population magnitude could not be ascertained, the methodological framework established by Hair et al. (2022) was applied. The study

analyzed responses from 120 customers using 22 questionnaire items across 11 dimensions. The items were combined into three construct scores.
Data acquisition was performed through questionnaire administration; as noted by Situmorang & Pane (2024), a questionnaire constitutes a structured research instrument comprising a standardized collection of questions formulated according to the researcher's specifications. Likert scale was used as a measurement scale ranging from 1 to 5. Incidental sampling was employed for participant selection. According to Amruddin et al. (2022), incidental sampling technique selecting individuals encountered during data collection who met the study's criteria. Eligible respondents were individual customers of Bintang.com who present during the research period. They were selected from Bintang.com using questionnaire. We obtained 190 respondents, leaving 120 analyzable responses

RESULTS

Validity and Reliability test

Prior to primary data collection, the research instrument was pilot-tested with 30 respondents to evaluate the validity and reliability of the items. The results of the instrument testing are presented in Table 1.

Table 1.
Validity and Reliability Test Results

Variable	Indicator	Value of Validity and Reliability	Conclusion
Dynamic Capabilities (X_1)	Market sensing	0.801	Valid
		0.696	
	Market learning	0.597	
		0.891	
	Consumer targeting and positining	0.775	
		0.825	
Cronbach Alpha		0.858	Reliable
Digital Marketing (X_2)	Product	0.822	Valid
		0.865	
	Price	0.827	
		0.836	
	Place	0.836	
		0.795	
	Promotion	0.713	
		0.655	
Cronbach Alpha		0.896	Reliable
Competitive Advantage (Y)	Product Uniqueness	0.586	Valid
		0.702	
	Competitive Pricing	0.633	
		0.467	
	Scarcity	0.575	
		0.424	
	Resistance from Imitation	0.667	
		0.538	
Cronbach Alpha		0.689	Reliable

Source: Research results (2026)

The validity assessment findings demonstrate that the Corrected Item-Total Correlation coefficients for dynamic capabilities (X_1), digital marketing (X_2), and competitive advantage (Y) span from 0.424 to 0.891, exceeding the r-table of 0.3610 at the 0.05 significance threshold for a sample of 30 respondents. This confirms the validity of all questionnaire items employed to operationalize these constructs. Furthermore, the reliability examination reveals Cronbach's Alpha coefficients ranging from 0.689 to 0.896

for both independent and dependent variables, all surpassing the 0.6 threshold, thereby establishing the reliability of the measurement instruments.

Classical Assumption Test

1. Normality Test

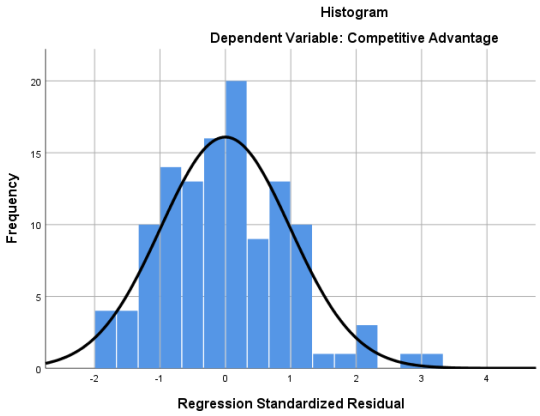


Figure 2. Histogram Graph (Source: Research results (2026)

Figure 2 illustrates a bell-shaped distribution with symmetrical characteristics, indicating that the data conform to the normality assumption without evidence of skewness.

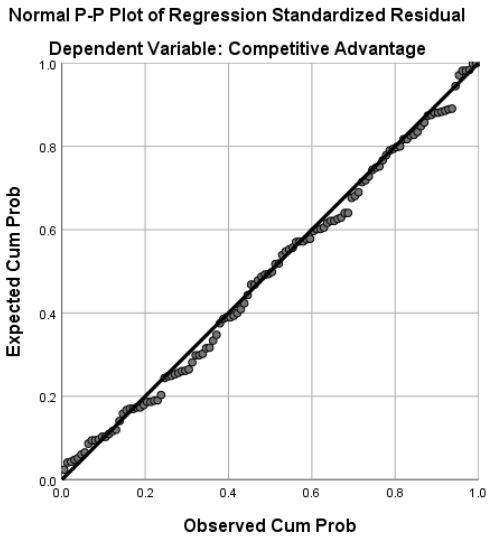


Figure 3. Normal Probability Plot of Regression Graph (Source: Research results (2026))

Figure 3 demonstrates that the observed data points cluster proximate to the diagonal reference line and align with its trajectory, confirming that the regression model satisfies the normality requirement.

Table 2.
One Sample Kolmogorov – Smirnov Test Results

	Statistik
N	120
Asymp.sig (2-tailed)	0,200

Source: Research results (2026)

According to Table 2, the significance coefficient of 0.200 exceeds the 0.05 threshold (Sig F > 5%), substantiating the conclusion that the examined data exhibit normal distribution.

2. Multicollinearity Test

Table 3.
Multicollinearity Test Results

Variabel	Tolerance	VIF
Dynamic capabilities	0.965	1.036
Digital marketing	0.965	1.036

Source: Research results (2026)

The multicollinearity assessment indicates that the dynamic capabilities and digital marketing variables demonstrate a tolerance coefficient of 0.965 (> 0.1) and a Variance Inflation Factor of 1.036 (< 10), confirming the absence of multicollinearity concerns between these independent variables.

3. Heteroscedasticity Test

The heteroskedasticity test is employed to identify the presence of heteroskedasticity within a research study.

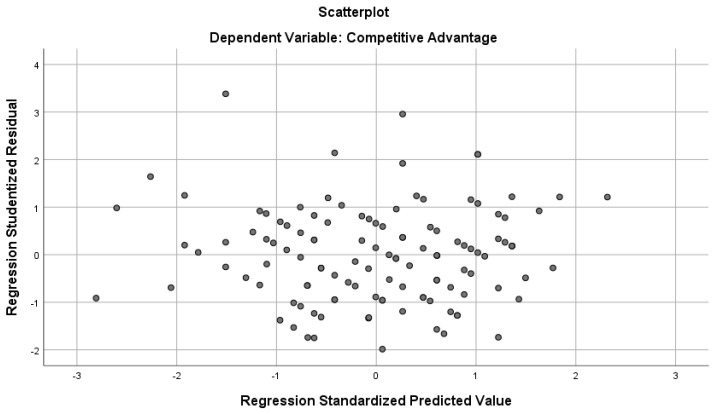


Figure 4. Scatterplot (Source: Research results (2026))

Graph 4 presents the heteroscedasticity evaluation through scatterplot analysis, revealing that the data points lack a discernible systematic pattern and distribute uniformly above and below the zero reference point on the Y-axis, thereby confirming that the regression model is free from heteroscedasticity.

Multiple Linear Regression Equation Analysis

Multiple linear regression analysis is utilized to assess the impact of Dynamic Capabilities and Digital Marketing on the Competitive Advantage of Bintang.com.

Competitive Advantage = 0,346 + 0,292 Dynamic Capabilities + 0,733 Digital Marketing + e

The Constant (0.346) denotes the baseline value; when the independent variables; Dynamic Capabilities (X_1) and Digital Marketing (X_2); equal zero, the Competitive Advantage maintains a value of 0.346.

Holding Digital Marketing constant, a one-unit increase in the Dynamic Capabilities score was associated with a 0.292-unit increase in the Competitive Advantage score. Holding Dynamic Capabilities constant, a one-unit increase in the Digital Marketing score was associated with a 0.733-unit increase in the Competitive Advantage score. Both relationships were positive and statistically significant.

Hypotheses Test

1. t test

The partial significance test is designed to ascertain whether a relationship exists between a particular independent variable and the dependent variable employed in the investigation.

Table 5.
Partial Significance Test (t test)

Model		Unstandardized Coefficients			
		B	Std. Error	t	Sig
1	(Constant)	0.346	2.713	0.128	0.899
	Dynamic capabilities	0.292	0.062	4.704	0.001
	Digital marketing	0.733	0.074	9.929	0.001

Source: Research results (2026)

Based on the partial test results table presented above, the subsequent observations are evident:

With degrees of freedom (df) of 117 (derived from n - k - 1, or 120 respondents – 2 independent variables – 1) and a significance threshold of 5%, the t-table value is 1.98045.

H_1: Dynamic capabilities have an influence on competitive advantage at Bintang.com

Concerning the dynamic capabilities variable (X1), the t-count value (4.704) surpasses the t-table value (1.98045), and the significance level is 0.001 (< 0.05); therefore, it can be determined that a significant positive partial influence of dynamic capabilities on competitive advantage at Bintang.com exists. This demonstrates that Bintang.com's enhanced capacity to adjust and capitalize on opportunities for organizational advancement directly strengthens its competitive position in relation to comparable enterprises.

H_2: Digital marketing has an influence on competitive advantage at Bintang.com

Concerning the digital marketing variable (X2), the computed t-statistic (9.929) surpasses the critical t-value (1.98045), achieving a significance threshold of 0.001 (< 0.05); consequently, it can be determined that digital marketing exerts a statistically significant positive partial influence on competitive advantage at Bintang.com. This signifies that as Bintang.com implements digital marketing strategies with greater effectiveness, its competitive advantage strengthens relative to comparable market participants.

2. F test

Table 6.
Simultaneous Significance Test (F test)

Model		F	Sig
1	Regression	71.639	0.001

Source: Research results (2026)

It is established that df1 = 117, df2 = 2, and the F-critical value is 3.07.

H_3: Dynamic capabilities and digital marketing have an influence on competitive advantage at Bintang.com

The analysis presented above demonstrates that the calculated F-statistic (71.639) exceeds the F-critical value (3.07), with a significance level of 0.001 (which is below 0.05). Accordingly, it can be concluded that dynamic capabilities and digital marketing jointly produce a statistically significant effect on competitive advantage at Bintang.com. This indicates that as Bintang.com strengthens its adaptive capacity by pursuing growth opportunities and deploying digital marketing effectively its competitive advantage relative to comparable businesses intensifies.

Coefficient Determination Test (R^2)
Table 7.
Coefficient Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.742	0.550	0.543	1.954

Source: Research results (2026)

Based on the coefficient of determination analysis presented in the table above, the R-squared value obtained is 0.550. The model explains 55% of the observed variance in customer-assessed competitive advantage; 45% remains unexplained.

DISCUSSION

Dynamic capabilities have an influence on competitive advantage at Bintang.com

Customers who gave higher ratings to Bintang.com's perceived responsiveness and digital marketing also tended to give higher competitive-advantage ratings, holding the other predictor constant. The research findings demonstrate that dynamic capabilities significantly impact competitive advantage at Bintang.com, as evidenced by a calculated t-value (4.704) that surpasses the t-table value (1.98045) with a significance level of 0.001 < 0.05. An organization's capacity to adjust to market changes, capitalize on emerging opportunities, and cultivate organizational resources substantially strengthens its competitive position. These results are consistent with prior research conducted by Khouroh et al. (2021), Rismayanti et al. (2025) and Thamrin et al. (2025) which establish that dynamic capabilities significantly affect competitive advantage. Bintang.com should prioritize strengthening its dynamic capabilities through enhanced competency in recognizing evolving market conditions, assessing customer requirements, fostering innovation in content development, and synchronizing organizational resources and strategic initiatives with contemporary digital technology developments to preserve its competitive edge.

Digital marketing has an influence on competitive advantage at Bintang.com

The research findings demonstrate that digital marketing significantly impacts competitive advantage at Bintang.com, as evidenced by a calculated t-value (9.929) that surpasses the t-table value (1.98045) with a significance level of 0.001 < 0.05. The deployment of strategic digital marketing initiatives can expand market reach, strengthen customer engagement, and enhance the organization's competitive standing relative to industry rivals. These results are consistent with prior research conducted by Prabawanti & Kang (2025) and Salam et al. (2026) which establish that digital marketing significantly affects competitive advantage. Bintang.com should enhance its digital marketing initiatives by maximizing social media platforms, producing compelling and contextually appropriate content, implementing advanced search engine optimization techniques, and examining consumer behavioral data to amplify market reach, customer engagement, and organizational competitiveness.

Dynamic capabilities and digital marketing have an influence on competitive advantage at Bintang.com

The research findings demonstrate that dynamic capabilities and digital marketing collectively exert a substantial impact on Bintang.com's competitive advantage, as evidenced by an F-calculated value (71.639) that exceeds the F-table value (3.07) with a significance level of 0.001 (< 0.05). An organization's capacity for adaptation, when supported by comprehensive digital marketing initiatives, can substantially enhance its competitive positioning. These conclusions are consistent with scholarly research conducted by Khouroh et al. (2021), Prabawanti & Kang (2025), Rismayanti et al. (2025), Salam et al. (2026) and Thamrin et al. (2025) which demonstrates that dynamic capabilities and digital marketing strategies significantly affect competitive advantage. Bintang.com is recommended to synthesize dynamic capabilities with digital marketing

approaches by capitalizing on technological infrastructure, analytical data, creative innovation, and responsiveness to market fluctuations, thereby enhancing the effectiveness of marketing initiatives and reinforcing the organization's competitive standing. These findings reflect associations among customer assessments of Bintang.com and should not be interpreted as direct evidence of changes in internal organizational capabilities or actual market performance.

CONCLUSION

Among the 120 Bintang.com customers surveyed, the Dynamic Capabilities and Digital Marketing scores were positively and significantly associated with the Competitive Advantage score. The regression model was significant overall and explained 55% of the variation in customer-assessed competitive advantage. These findings concern customer perceptions at Bintang.com and should be interpreted within this single-retailer context.

RECOMMENDATION

Recommendations for Subsequent Research
Future investigations are encouraged to broaden their analytical scope to encompass additional digital media enterprises, incorporate larger and more heterogeneous participant populations, and integrate supplementary factors—including digital innovation, customer interaction, digital transformation initiatives, brand valuation, or customer satisfaction metrics—to guarantee that research outcomes deliver more comprehensive theoretical and practical insights applicable to digital business advancement.
Recommendations for Bintang.com
Bintang.com should strengthen its responsiveness to market transformations and capitalize on digital marketing channels—including Instagram, Facebook, and comparable platforms—to disseminate current information to its customer base, thereby facilitating convenient access to relevant information.
Recommendations for STIE Eka Prasetya
This study can serve as a reference and theoretical foundation to support future research conducted at STIE Eka Prasetya.

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