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**THE IMPORTANCE OF ORGANIZATIONAL BEHAVIOR AND
MARKETING STRATEGY IN FACING BUSINESS COMPETITION IN
THE DIGITAL ERA (STUDY OF SMES IN RENGAT SUB-DISTRICT
INDRAGIRI HULU DISTRICT)**

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Abstrak

In today's digital era, where the level of business competition is very high. Every company must pay attention to one of the most important and vital aspects of company management, namely in the field of marketing. By using marketing concepts and strategies in running a business, it will be more optimal in managing directed or effective marketing. The application of digital marketing has become the main strategy for companies in facing business competition in the digital era. This journal analyzes various aspects of digital marketing implementation, including the use of social media. The purpose of this research is to analyze the importance of organizational behavior and marketing strategies in facing business competition in the digital era (SME Study in Rengat District, Indragiri Hulu Regency). This research uses a qualitative approach with a case study method. Data collection is done through interview techniques, observation, documentation. The results of this study are expected to add insight and knowledge about the importance of organizational behavior and marketing strategies in facing business competition in the digital era.

Keywords: Organizational Behavior, Marketing Strategy, Digital Marketing

INTRODUCTION

In simple terms, the definition of organizational behavior is a study that studies and analyzes the dynamic behavior of individuals and groups in an organization. Every member of the organization must understand about organizational behavior. Likewise, when it comes to business. Every business owner and manager must be familiar with the concept of marketing and how it works.

Marketing management is a process of determining marketing objectives, analyzing the marketing process, and fulfilling marketing goal plans for a company or organization. Marketing management is one of the main activities carried out by the company to maintain the continuity of the company, to develop, and to make a profit. The marketing process begins long before goods are produced, and does not end with sales.

Marketing management is an important variable in a company to achieve the goals set by the company. In an effort to realize and achieve goals, efforts are needed, one of which is to implement an effective marketing strategy that is oriented towards the target market. (Syafarudin, 2024)

This process involves a series of steps, from market analysis to the implementation of appropriate marketing programs to create, maintain and improve profitable relationships with target customers. In this case, marketing management is not only concerned with efforts to sell products or services, but also involves a deep understanding of customer needs and preferences, as well as the ability to adapt marketing strategies to changes in the business environment and technology. One important aspect of marketing management is the development of marketing goals and strategies that are in accordance with the company's vision and mission (Djogo, 2022).

In the rapidly growing digital era, marketing strategies have undergone a significant transformation. The development of the internet and digital technology has opened up new opportunities for companies to interact with customers directly through various online platforms (Sudiantini et al., 2023). Digital marketing is becoming increasingly important in an effort to reach a wider target market, increase brand awareness, and optimize customer experience. Some effective digital marketing strategies include search engine optimization (SEO) to increase the visibility of a company's website in search results, content marketing to attract and retain customer interest, social media marketing to interact directly with audiences, and the use of paid advertising and email marketing to increase customer conversion and retention (Aprilianti & Donni, 2018).

LITERATURE REVIEW

A. Definition of Organizational Behavior

Organizational behavior is concerned with how people act and react in all types of organizations. In organizational life, people are employed, educated and trained, informed, protected and developed. In other words, organizational behavior is how people behave in an organization. Organizational behavior is a study that concerns aspects of human behavior in a particular group. This includes aspects caused by the influence of the organization on humans as well as aspects caused by the influence of humans on the organization. The practical purpose of this study is to determine how human behavior affects the achievement of organizational goals. (Muhammad & Anwar, 2024)

Organizational behavior refers to a field of study that investigates the effects of individuals, groups, and structures on behavior within an organization, with the goal of applying that knowledge to improve organizational effectiveness. Organizational behavior is a field of study that investigates the impact of individuals, groups, and structures on behavior within organizations, with the aim of applying this knowledge to improve the effectiveness of an organization. (Saidah et al., 2024)

B. The Urgency of Organizational Behavior in Marketing Management

Basically in an organization there is a pattern of relationships that are interrelated with each other and each individual in the organization which is

shown in their behavior or efforts in achieving the organizational goal process. The role of organizational behavior of managers or leaders who make opportunities to see the benefits of diversity due to dynamic changes in people and organizations.

Organizational behavior is a study that concerns aspects of human behavior in an organization or a particular group. Organizational behavior has the benefit of helping each individual understand their own behavior and also other people in the organization, so as to improve the relationship between different individuals in the organization. In organizational behavior, it has been explained how an individual as well as a group member behaves in the organization. The attitudes and behaviors of different people in an organization need to be studied to find solutions on how management can manage individuals and groups to make the organization more effective. Managers are expected to study organizational behavior, because it is very important in helping managers to improve, change work behavior, both individuals, groups, and the organization as a whole to achieve organizational goals. By studying organizational behavior, managers have the skills to handle employee behavior to work well so that they can achieve organizational effectiveness. (Sischa Ayu Anggraeni & Fiernaningsih, 2024)

Marketing is an important part of running a business. It needs good management so that the business can grow better and be able to compete with its competitors. One of the important elements in marketing is the marketing strategy and marketing mix. Marketing strategy is needed so that market segments, target market determination, and market positioning can be appropriately selected. Websites and social media have provided many opportunities for SMEs to be able to develop their market, especially in terms of promotion to attract their intended target market, another thing that makes SMEs market their products and services through websites and social media is because of the low level of entry barriers so that they can easily market their products and services on these websites and social media. (Zawawi *et al.*, 2024)

C. Definition and Concept of Marketing

Marketing is a process and managerial that makes individuals or groups get what they need. In order to achieve all planned goals, individuals or organizations need to offer and exchange products of value to other parties or all activities related to the delivery of products or services from producers to consumers. In addition, marketing is also an activity carried out by companies to promote a product or service. Marketing activities are advertising, selling, and delivering products to consumers or other companies. (Seran *et al.*, 2023)

In its broad implementation, marketing is accepted as a business function and grows beyond the conventional approach of sales by emphasizing on planning on product development, pricing, promotion and distribution. Marketing research is considered important today in assisting management practices. The new organization must be able to respond quickly and flexibly to technological, competitive and customer market changes, where the functional role of marketing shifts from the local firm to move along the continuum, from transaction to organization network. The new role of marketing focuses on people, processes and organizations. So that marketing recognizes three different levels of company operations at the corporate, business unit and functional levels. Marketing must be

able to manage consumer, supplier and reseller relationships related to consumer needs. (Putri, 2024)

Marketing strategy is the marketing logic by which a business unit hopes to create value and profit from its relationship with consumers. Marketing strategy is used to achieve marketing objectives in which there are detailed strategies regarding target markets, positioning, marketing mix, and budget for marketing. (Khairunnisa, 2022)

D. Marketing Management Functions

According to (Khairunnisa, 2022) The functions of marketing management include analyzing activities, namely the analysis carried out to find out the market and its marketing environment so that it can be obtained how much opportunity to seize the market and how much threat it must have. Marketing management has several functions, namely as follows:

1. Exchange Function

Here the exchange function in a marketing management is divided into two main functions, namely the purchasing function and the sales function. Furthermore, the purchasing function means that a marketing management role functions as a reciprocal process of a sales activity. That way, a special strategy is needed, especially in understanding activities that can attract consumers to buy. Meanwhile, the sales function is included in an activity to bring together sellers and buyers which can be done directly or through intermediaries.

2. Physical Function

The physical function of marketing management focuses on the use of time, location and form that need to be considered on a product when a product will be transported, processed and stored until it reaches consumers. If not considered and planned properly, it could be that the company will suffer heavy losses due to non-standardized product handling.

3. Provision Function

Means This marketing management also has a function as a provision of facilities because it will be related to all activities that can launch marketing operations.

E. Digital Marketing

The development of information technology has entered digital marketing as the main market in the business world. In an effort made by entrepreneurs to reach potential buyers, introducing products and services through digital media can be interpreted as digital marketing. Digital Marketing in its activities carried out through web-based media such as blogs, websites, e-mail, adwords, or social networks is one of the efforts of a company in branding its products. Where in Digital Marketing activities there are several strategic processes in marketing their products through developing, distributing and promoting and setting prices for goods or services carried out via the internet or digital tools such as smartphones. (Az-Zahra & Sukmalengkawati, 2022)

Digital marketing is marketing using the application of digital technology. One form of digital marketing using electronic media or the internet is internet marketing (e-marketing). (Indrapura & Fadli, 2023)

The rapid development of technology, the digital world and the internet certainly also affects the world of marketing. Global marketing trends are

transitioning from traditional or off-client to digital. With the development of technology, of course, it affects the mindset of the community to be fond of accessing the internet, be it searching for information or shopping via online in the internet-based digital era. The development of technology today has influenced all human life towards digital, both in the fields of education, health, social policy and economics. Economic activities have changed from traditional to digital. With digital marketing, it will provide more opportunities for potential customers to get product information and by utilizing digital marketing, it can reach a wider range of consumers and reduce promotional costs. Using online media is the right choice for SMEs to develop their business. The ease of using the internet today, the great benefits it brings and the low cost are the main reasons why MSMEs need to choose online media as the right solution to develop their business. (Madania et al., 2023)

DATA ANALYSIS

This research discusses the importance of organizational behavior and marketing strategies in facing business competition in the digital era. The type of research used in this research is qualitative research. We conducted interviews (observations) and questionnaires with owners of MSME scale companies. The things asked to respondents were things related to organizational behavior and marketing strategies. The data analysis used in this study is descriptive research, according to Sekaran and Bougie (2016) the aim of a descriptive study is to describe the characteristics of a particular object, phenomenon or event.

According to Arikuntoro (2010:172) data can be divided into two types, the first is primary data, the second is secondary data. Primary data is data obtained directly from the first hand by researchers for certain purposes, while secondary data is data obtained by other people or institutions that is used for certain purposes. In this study, researchers used primary data along with secondary data. The primary data used was by conducting interviews (observations) with MSME owners and for secondary data, researchers used relevant data according to the study objectives such as questionnaires, online media and journals.

DISCUSSION

This research emphasizes the importance of the relationship between organizational behavior and marketing strategy in facing business competition in the digital era. The findings show that SMEs with an innovative and collaborative organizational culture can adapt better to changes in the market and consumer tastes. Leadership support and employee involvement increase the effectiveness of marketing strategies.

The results of the research are that current competitive conditions are getting tighter, so you have to use the right marketing strategy for your business. In terms of product prices, SMEs in Rengat District also pay attention to the prices offered by competitors, so that the prices offered remain competitive and competitive.

Not all SMEs in Rengat District use digital marketing in marketing their products. However, there are those who have penetrated into digital marketing, such as via Whatsapp Business, Instagram, Tiktok, and also Shopee. The role of social media is very important in the era of modern business competition because

as a means of establishing relationships with consumers from a distance, consumers can also provide customer opinions and suggestions about our products, as a promotional medium that is considered effective, and can carry out product development.

CONCLUSION

Marketing strategies are increasingly quality, supported by the company's efforts to be creative and innovative in producing new types of products that consumers are interested in, so that consumers do not get bored with monotonous offerings. Strategies that can be implemented so that businesses can compete and develop in the digital era are by utilizing technology, using social media, using applications, and providing the best service.

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