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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

Optimizations of Digital Marketing in Increasing Competitive Advantage: Case Study of Elzatta Hijab Garut

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Abstract: Business competition in the hijab industry is getting tighter with the development of digital technology that changes marketing patterns and consumer behaviour. Digital marketing is one of the main strategies that companies can use to increase competitiveness and expand market reach. This study aims to analyse the effect of digital marketing on competitive advantage at Elzatta Hijab Garut. This research uses a quantitative approach with descriptive and associative methods. The population in this study were Elzatta Hijab Garut customers, with a sample size of 68 respondents selected using purposive sampling technique. Data collection techniques were carried out through questionnaires, and data analysis using simple correlation and regression techniques. The results showed that digital marketing plays a role in increasing competitive advantage, especially through social media and e-commerce-based marketing strategies. However, it was found that digital marketing is not the only factor that determines the company's competitiveness. Other factors such as product quality, price, customer service, and business innovation also contribute to maintaining a competitive advantage in the market. The implication of this research shows that Elzatta Hijab Garut needs to optimise its digital marketing strategy by increasing customer interaction on digital platforms, better managing customer data, and strengthening promotional strategies to remain competitive in the competitive hijab industry.

Keywords: Digital Marketing, Competitive Advantage

1. INTRODUCTION

Digitalisation has become a crucial factor in the development of modern industries, especially in the business and marketing sectors. Digital transformation enables companies to reach customers more effectively through various digital platforms, including social media, e-commerce, and data-driven marketing strategies. In the context of the Muslim fashion industry, competition is getting tougher as the number of players in the market increases and consumer preferences change. Based on this phenomenon, research on the effect of digital marketing on competitive advantage is an urgent urgency, especially for companies that experience challenges in maintaining their competitiveness. Elzatta Hijab Garut, as one of the hijab industry players in Garut Regency, has experienced a decrease in competitive advantage as indicated by a lower rating compared to similar competitors. Therefore, this research is needed to identify the role of digital marketing in increasing company competitiveness in order to survive and thrive in a competitive market (Mulia, 2020).

The selection of Elzatta Hijab Garut as the object of research is based on several main reasons. First, Elzatta Hijab is a well-known hijab brand in the local market, but has experienced challenges in maintaining customer loyalty due to a lack of digital marketing optimisation. Second, based on consumer rating data, Elzatta Hijab Garut has a lower rating than its competitors such as Zahra Bursa Kerudung and Umama Super Store. Third, there is no research that specifically discusses the digital



marketing strategy implemented by Elzatta Hijab Garut, so this research is expected to provide new insights in developing a more effective digital marketing strategy for similar companies (Mulia, 2019).

This research focuses on two main variables, namely digital marketing and competitive advantage. Digital marketing includes technology-based marketing strategies such as the use of social media, SEO, and e-commerce that can increase affordability and interaction with consumers (Mulia, 2021). Competitive advantage refers to a company's ability to obtain higher economic benefits than its competitors, by utilising innovative marketing strategies and being responsive to changing market trends (Tojiri, Rusdian, & Sugiat, 2024). The relationship between these two variables shows that the more effective the digital marketing strategy implemented, the more likely the company is to increase its competitiveness.

Previous research has highlighted the importance of marketing strategies in improving customer satisfaction and purchasing decisions. Tojiri, Rusdian, & Sugiat (2024) examined the effect of price and promotion on customer satisfaction through purchasing decisions, which showed that the right marketing strategy can increase customer loyalty. Mulia (2020) examines the influence of advertising and product quality on purchasing decisions in the food industry, while Mulia (2019) examines the influence of public relations on consumer purchasing decisions. In addition, Mulia (2022) highlighted how sales promotion plays a role in purchasing decisions at a beauty clinic in Garut. However, there are still few studies that specifically discuss the impact of digital marketing on competitive advantage in the hijab industry in Garut Regency. Therefore, this research fills the gap by focusing on how the implementation of digital marketing can improve the competitiveness of Elzatta Hijab Garut in a competitive market (Mulia, 2022).

This research offers novelty in digital marketing studies by highlighting the specific implementation of digital marketing in the local hijab industry, especially in Garut. The benefit of this research is to provide insight to business people in designing a more optimal digital marketing strategy to increase customer satisfaction and loyalty (Mulia, 2024). In addition, this study also aims to identify the challenges faced by Elzatta Hijab Garut in implementing digital marketing and provide strategic recommendations so that the company can increase its competitiveness. Thus, the results of this study are expected to be a reference for similar companies in adopting digital marketing as the main strategy to survive and thrive in the digital era (Mulia, 2024).

2. LITERATURE REVIEW

2.1 Digital Marketing

Digital marketing is a technology-based marketing strategy that allows companies to reach and interact with customers more effectively. Tojiri, Rusdian, & Sugiat (2024) state that digital marketing includes various aspects such as the use of social media, SEO, email marketing, and e-commerce that contribute to increasing customer satisfaction and making purchasing decisions.

Research by Az-Zahra & Sukmalengkawati (2022) shows that digital marketing has a significant influence on consumer buying interest, especially through social media which allows direct interaction between customers and brands. The results of this study indicate that the right digital marketing strategy can increase consumer attractiveness and accelerate purchasing decisions. In addition, Mulia (2020) also found that the effective implementation of digital advertising can increase consumer attractiveness in purchasing decisions, especially in the fashion and consumer products sector.

2.2 Competitive Advantage

Competitive advantage refers to the ability of a company to obtain higher economic benefits than its competitors. Mulia (2019) highlighted that public relations-based marketing strategies have a significant impact in increasing competitive advantage through the formation of a stronger brand image.



In addition, Rusdian, Sugiat, & Tojiri (2024) revealed that customer satisfaction resulting from promotions and competitive pricing are also important factors in maintaining competitive advantage in the service and retail industries. Sukma (2023) added that promotion through social media and service quality have a direct influence on customer interest in visiting or buying products from a company. This shows that competitive advantage can be achieved by optimising digital marketing strategies that utilise online promotions and improving customer service quality.

2.3 *The Effect of Digital Marketing on Competitive Advantage*

The relationship between digital marketing and competitive advantage has been the focus of many previous studies. Mulia (2022) found that sales promotions conducted through digital platforms play a role in increasing consumer purchasing decisions, which directly affects the company's competitiveness. In addition, Hidayat, Rusdian, & Febryan (2024) mentioned that better digital service quality can encourage customer loyalty, which in turn has an impact on strengthening a company's competitive position. Tojiri & Rusdian (2023) also support these findings by stating that customer value and brand trust are key factors in maintaining customer loyalty, especially in industries with many competitors.

In the context of digital marketing, Az-Zahra & Sukmalengkawati (2022) highlight that companies that are able to provide a better customer experience through effective digital marketing strategies have a greater chance of excelling in market competition. With the integration of social media, online promotion, and quality services, companies can increase their visibility and strengthen their competitive advantage. Thus, this study aims to fill the gap in the literature by exploring how digital marketing strategies can increase competitive advantage in the local hijab industry, especially at Elzatta Hijab Garut. This research is expected to provide new insights for similar companies in designing a more optimal digital marketing strategy to increase their competitiveness in an increasingly competitive market.

3. RESEARCH DESIGN AND METHOD

The research method is basically a scientific way to get data with specific purposes and uses (Sugiyono, 2019). In this study, researchers used quantitative methods, which emphasise the measurement of results objectively using statistical analysis. This method aims to collect data in the form of numbers and make generalisations to explain phenomena that occur in the research population.

According to Yusuf Tojiri, Putra, & Nur Faliza (2023), the quantitative approach allows researchers to test the relationship between variables through systematic analysis techniques. The main focus of this method is to collect data from a certain population, using data collection techniques such as observations, interviews, and questionnaires, the results of which can be generalised to the wider population.

In this study, a quantitative descriptive method was used, which aims to determine the value of independent variables without comparing or relating them to other variables (Sugiyono, 2019). Descriptive research is used to understand the phenomenon of digital marketing and competitive advantage at Elzatta Hijab Garut in more depth. In addition, this study also uses associative methods, which aim to determine the relationship between two or more variables, in this case the effect of digital marketing on competitive advantage. This relationship is causal, which is to determine the cause and effect between the application of digital marketing and the competitiveness of the company.

3.1. *Population and Sample*

The population in this study were consumers of Elzatta Hijab Garut, who had made purchases or had experience with the digital marketing strategy implemented by the company. Based on the data obtained, the population used in this study was 68 respondents.

The sampling technique in this study used purposive sampling, which allows researchers to select respondents based on certain criteria relevant to the research objectives (Subagyo et al., 2023). The criteria used in this study are:



1. Consumers who have purchased Elzatta Hijab Garut products at least once in the last six months.
2. Consumers who follow Elzatta Hijab Garut's social media accounts or get product information through digital platforms.
3. Consumers who shop through e-commerce or make purchases directly at offline stores after receiving digital promotions

3.2. Data Collection Technique

In this study, data was collected through several methods, namely:

1. Questionnaire - The main instrument in this research is a closed questionnaire, which is arranged in the form of a Likert scale to measure consumer perceptions of digital marketing and its influence on competitive advantage.
2. Observation - Observations were made of digital marketing activities implemented by Elzatta Hijab Garut, including the use of social media, online promotions, and interactions with customers.
3. Documentation - Secondary data collection was conducted through literature studies, sales reports, and analysis of customer rating and review data from digital platforms.

3.3. Data Analysis Technique

The data obtained from the questionnaire will be analysed using descriptive statistical analysis and simple linear regression analysis.

1. Descriptive Statistical Analysis - Used to see the distribution of data and an overview of respondents, including the level of satisfaction with digital marketing implemented by Elzatta Hijab Garut.
2. Simple Linear Regression Analysis - Used to test the causal relationship between digital marketing (X) and competitive advantage (Y). The regression model used in this study is:

$$Y = a + bX + e$$

Where:

Y = Competitive advantage

X = Digital marketing

a = Constant

b = Regression coefficient

e = Error term

The results of the analysis will be interpreted using a significance test (t test) to determine whether digital marketing has a significant effect on competitive advantage (Yusuf Tojiri et al., 2023).

4. RESULT AND DISCUSSION

4.1 Simple Correlation Test

To determine the effect of Digital Marketing on Competitive Advantage at Elzatta Hijab Garut partially, researchers used the Rank Spearman correlation coefficient. Data processing was carried out using SPSS 25 for Windows software, with the results that can be seen in the following table:

Table 1. Digital Marketing Correlation Test on Competitive Advantage

Correlations	Digital Marketing	Competitive Advantage
Spearman's rho		
Digital Marketing	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	68
Competitive Advantage	Correlation Coefficient	0.520**
	Sig. (2-tailed)	0.000
	N	68

Source: Processed data, 2024

Note: Correlation is significant at the 0.01 level (2-tailed).

Based on the calculation of the Rank Spearman correlation coefficient, a value of 0.520 is obtained, which indicates a moderate influence between Digital Marketing on Competitive Advantage. This value is in the interval 0.400 - 0.599, which is included in the moderate influence category.

4.2 Test Coefficient of Determination (R^2)

To find out how much the contribution of variable X (Digital Marketing) to variable Y (Competitive Advantage) at Elzatta Hijab Garut, data processing was carried out using IBM SPSS Version 25, with the results presented in the following table:

Table 2. Determination Correlation Test Results

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.520a	0.271	0.260	16.977

Source: Calculation Results SPSS Version 25

Notes: Predictors: (Constant), Digital Marketing

The calculation of the coefficient of determination is done with the following formula:

$$KD = r^2 \times 100\%$$

$$KD = 0.520^2 \times 100\% = 0,27 \times 100\% = 027\%$$

From the calculation results, the contribution of Digital Marketing to Competitive Advantage is 27%, while the remaining 73% is influenced by other factors such as cost, differentiation, and focus (Porter, 1985: 11).

4.3 Hypothesis Test (t Test)

Hypothesis testing is carried out to determine the effect of Digital Marketing on Competitive Advantage. Hypothesis testing criteria are as follows:

1. If $t \text{ count} > t \text{ table}$ or $\text{sig value} < 0.05$, then there is a significant positive effect.
2. If $t \text{ count} < t \text{ table}$ or $\text{sig value} > 0.05$, then there is no significant effect.

With an error rate of $\alpha = 5\%$ and degrees of freedom ($df = n - k = 68 - 2 = 66$), the t table is 1.668. The results of the t test can be seen in the following table:

Table 3. Digital Marketing t-test on Competitive Advantage

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	22.077	4.769		4.630	0.000
Digital Marketing	0.650	0.090	0.666	7.246	0.000

Source: Processed data, 2024

Based on the table above:

1. The calculated t value = 7.246, greater than t table = 1.668.
2. The significance value (sig) = 0.000 < 0.05.

Because $t \text{ count} > t \text{ table}$ and $\text{sig value} < 0.05$, then H_0 is rejected and H_1 is accepted, which means Digital Marketing has a positive effect on Competitive Advantage at Elzatta Hijab Garut.

4.4 DISCUSSION

The Relationship between Digital Marketing and Competitive Advantage

This study shows that digital marketing has a role in increasing the competitive advantage of Elzatta Hijab Garut. Digital marketing allows companies to more effectively reach customers, strengthen brand image, and increase interaction with consumers through social media and other digital platforms. The results of this study are in line with Az-Zahra & Sukmalengkawati (2022) who emphasise that the use of social media as part of digital marketing can increase consumer buying interest.

However, although digital marketing is proven to have an effect on competitive advantage, its contribution in this study is only 27%, while the other 73% is influenced by other factors such as price, product quality, and customer service. This is different from the findings of Mulia (2020), which states that digital marketing has a more dominant contribution in influencing purchasing decisions. This difference may occur because the hijab industry is highly competitive, where factors such as product innovation and price also play a big role in retaining customers.

Supporting and Hindering Factors of Digital Marketing in Increasing Competitive Advantage

Several factors that support the effectiveness of digital marketing in increasing competitive advantage at Elzatta Hijab Garut include active use of social media, targeted promotions, and the use of data-based digital marketing strategies. According to Tojiri, Rusdian, & Sugiat (2024), an effective digital marketing strategy can increase customer satisfaction and significantly influence purchasing decisions. With optimal digital marketing, companies can more easily reach customers, increase interaction, and build consumer loyalty. However, this study also found several inhibiting factors, such as not maximising digital marketing, lack of innovation in marketing strategies, and slow response to changing market trends. This is supported by Mulia's research (2020) which states that poorly planned marketing strategies can cause the effectiveness of digital marketing to decrease. In the case of Elzatta Hijab Garut, the main obstacle faced is the lack of consistency in digital marketing activities, as well as the low speed in responding to rapidly changing market trends, so that the competitive advantage is not optimal.

This research supports the findings of Tojiri, Rusdian, & Sugiat (2024) who found that price and promotion play a role in increasing customer satisfaction and purchasing decisions. However, this study focuses more on digital marketing as a major factor in increasing competitive advantage, while previous studies have highlighted the role of promotion and pricing strategies in influencing customer satisfaction. In contrast, the results of this study differ from Mulia's (2019) findings, which state that public relations plays a greater role in improving purchasing decisions than digital marketing. In the context of Elzatta Hijab Garut, the main obstacles are not only internal factors such as employee productivity, but also external factors such as market competition, hijab industry trends, and the effectiveness of digital marketing strategies. Therefore, Elzatta Hijab Garut needs to adopt a digital marketing strategy that is more innovative and adaptive to changing trends, in order to maintain its competitiveness in an increasingly competitive market.

5. CONCLUSIONS

Based on the results of this study, it can be concluded that digital marketing has a significant role in increasing the competitive advantage of Elzatta Hijab Garut. Digital marketing strategies, especially through social media and e-commerce, allow companies to reach a wider range of consumers, build customer loyalty, and increase competitiveness in the competitive hijab industry. However, this study also found that digital marketing is not the only factor that determines competitive advantage. There are other factors such as price, product quality, customer service, and business innovation that are also influential in maintaining the company's position in the market. In the case of Elzatta Hijab Garut, the main obstacle faced is the lack of optimisation of digital marketing strategies, including in the aspects of customer service responsiveness and the use of data-based marketing techniques. In addition, compared to previous studies that emphasised conventional pricing and promotion strategies, this research focuses more on the role of digital marketing in supporting competitive

advantage. The results show that although digital marketing has a positive impact, companies need to develop a more integrated and adaptive approach to changing market trends.

Based on the results of this study, some recommendations that can be given for future research are to develop studies with additional variables, where this research only focuses on the effect of digital marketing on competitive advantage. Future research is recommended to add other variables such as product quality, customer loyalty, or brand differentiation to gain a more comprehensive understanding. In addition, future research can be more specific in identifying the effectiveness of each digital platform, such as Instagram, TikTok, or marketplace in increasing the competitiveness of hijab businesses. This is important considering that each platform has different characteristics and reach in digital marketing strategies. To get more in-depth results, future research is also recommended to use mixed methods, namely by combining quantitative and qualitative methods to understand not only the effect of digital marketing, but also customer perceptions of digital marketing strategies used by companies. Finally, future research can conduct longitudinal studies to measure the long-term impact of digital marketing on competitive advantage. This study focuses on the impact of digital marketing within a certain period, so future research can further highlight how a consistent and innovative digital strategy can maintain business competitiveness in the long run.

By considering these recommendations, future research is expected to provide broader and deeper insights into the role of digital marketing in improving the competitiveness of the hijab industry, as well as the best strategies for local businesses to thrive in the digital era.

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