

ABSTRAK

Kemajuan teknologi digital telah mengubah secara mendasar cara perusahaan ritel modern menyebarkan informasi, menjalankan promosi, dan membangun hubungan jangka panjang dengan konsumen. Fenomena ini semakin terlihat jelas di Suzuya Mall Bireuen, yang memanfaatkan media sosial dan berbagai platform digital di tengah persaingan industri ritel lokal maupun regional yang kian kompetitif. Penelitian ini membahas bagaimana strategi pemasaran digital diimplementasikan dan sejauh mana strategi tersebut berkontribusi dalam membentuk keunggulan bersaing perusahaan. Fokus penelitian mencakup pemanfaatan media sosial interaktif, promosi digital terarah, dan kemudahan transaksi, serta dampaknya secara langsung terhadap kualitas pelayanan, persepsi harga, loyalitas pelanggan, peningkatan tingkat kunjungan konsumen, dan inovasi perusahaan. Pendekatan kualitatif dengan metode deskriptif digunakan untuk menangkap gambaran menyeluruh mengenai dinamika di lapangan. Data dihimpun melalui wawancara mendalam dengan pihak manajemen kunci, karyawan ritel, dan konsumen lokal, yang dikombinasikan dengan observasi langsung nonpartisipan serta analisis dokumen, yang kemudian dianalisis menggunakan teknik reduksi dan interpretasi data. Hasil penelitian menunjukkan bahwa Suzuya Mall Bireuen menerapkan strategi pemasaran digital secara efektif melalui Instagram, TikTok, Facebook, aplikasi Suzuya Xtra, dan marketplace Shopee untuk menyampaikan informasi produk, program promosi, serta aktivitas perusahaan. Strategi terintegrasi ini memperluas jangkauan pasar secara signifikan, memudahkan akses informasi konsumen sebelum mengunjungi toko fisik, meningkatkan kualitas pelayanan secara menyeluruh, membentuk persepsi harga yang sangat positif, dan memperkuat loyalitas pelanggan secara keseluruhan sekaligus mendorong tingkat kunjungan. Strategi pemasaran digital tidak hanya berfungsi sebagai alat promosi jangka pendek, melainkan memegang peranan krusial dalam membangun keunggulan bersaing berkelanjutan bagi Suzuya Mall Bireuen dengan meningkatkan pengalaman konsumen secara menyeluruh dan membina hubungan pelanggan yang kuat serta bertahan lama di lanskap ritel modern.

Kata kunci: Strategi Pemasaran Digital, Keunggulan Bersaing, Ritel Modern.

ABSTRACT

Advancements in digital technology have fundamentally transformed the way modern retail companies disseminate information, run promotions, and build long-term relationships with consumers. This phenomenon is increasingly evident at Suzuya Mall Bireuen, which utilizes social media and various digital platforms amidst an increasingly competitive local and regional retail industry landscape. This study examines how digital marketing strategies are implemented and the extent to which these strategies contribute to creating a competitive advantage for the company. The focus of this research encompasses the utilization of interactive social media, targeted digital promotions, and transaction convenience, alongside their direct impacts on service quality, price perception, customer loyalty, increased foot traffic, and corporate innovation. A qualitative approach with a descriptive method was employed to capture a comprehensive picture of dynamics in the field. Data were gathered through in-depth interviews with key management personnel, retail staff, and local consumers, combined with direct non-participant observation and document analysis, which were subsequently analyzed using data reduction and interpretation techniques. The results indicate that Suzuya Mall Bireuen effectively implements digital marketing strategies through Instagram, TikTok, Facebook, the Suzuya Xtra application, and the Shopee marketplace to convey product information, promotional programs, and corporate activities. This integrated strategy significantly expands market reach, facilitates consumer access to information prior to visiting the physical store, enhances overall service quality, forms a highly positive price perception, and strengthens overall customer loyalty while driving foot traffic. Digital marketing strategies serve not merely as short-term promotional tools, but play a crucial role in establishing a sustainable competitive advantage for Suzuya Mall Bireuen by enhancing the overall consumer experience and fostering strong, long-lasting customer relationships in the modern retail landscape.

Keywords: *Digital Marketing Strategy, Competitive Advantage, Modern Retail.*