

Analysis of the Influence of Organizational Behavior on the Effectiveness of Digital Marketing Strategies in Improving Competitiveness at Nine Café & Resto, Soppeng Regency

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Abstract

This study aims to analyze the impact of organizational behavior on the effectiveness of digital marketing strategies in enhancing competitiveness at Nine Cafe & Resto in Soppeng Regency. In today's competitive business environment, digital marketing has become a critical tool for improving customer engagement and increasing market visibility. However, the success of digital marketing strategies depends not only on the technology used but also on the organizational culture that supports its implementation. The research employs a mixed-method approach, combining qualitative interviews with management and staff to understand organizational behavior and leadership, along with quantitative surveys distributed to customers to assess the effectiveness of digital marketing. The results indicate that a supportive organizational culture, proactive leadership, and active employee involvement significantly enhance the effectiveness of digital marketing strategies. The study concludes that organizational behavior plays a crucial role in the success of digital marketing, which directly contributes to improving the competitive advantage of Nine Cafe & Resto.

INTRODUCTION

Based on the results of the review of various analyzed journals, it is known that organizational behavior has a significant role in supporting the success of marketing strategies. Good organizational behavior, such as effective communication, solid teamwork, and leadership capable of directing organizational members, can help implement marketing strategies more optimally. This is in line with research showing that the success of marketing strategies is determined not only by planning, but also by how the strategies are implemented by human resources within the organization.

Effective marketing strategies are also closely related to the proper implementation of the marketing mix, including product, price, place, and promotion. Products that suit consumer needs, competitive prices, and attractive promotions will increase consumer buying interest. In addition, service quality is also an important factor that can increase customer satisfaction and loyalty. In an increasingly competitive business environment, especially in the culinary sector, digital marketing has become one of the main strategies used by various businesses to enhance their

competitiveness. Digitalization has transformed how companies interact with customers, promote products, and manage communication with the market in a more efficient and measurable way. Nine Café & Resto, as one of the culinary businesses operating in Soppeng Regency, faces challenges in optimizing digital marketing to improve its competitiveness in the growing local market. Therefore, it is important to identify and analyze the factors influencing the effectiveness of its digital marketing strategy, particularly those related to organizational behavior.

Organizational behavior is a key factor that determines the extent to which an organization is able to implement and utilize technology to achieve business goals. Previous studies show that organizational behavior that supports technological adoption and change—such as an innovation-oriented organizational culture, proactive leadership, and employee involvement in digitalization—can contribute to the success of digital marketing (Rahmah, 2020). In the context of Nine Café & Resto, positive organizational behavior can create a work environment that supports the effective implementation of digital marketing technology, thereby improving business competitiveness in the local market.

In recent years, Nine Café & Resto has attempted to adapt to digital marketing trends through social media platforms, websites, and online ordering applications. However, although digital technology adoption has been initiated, there is still no in-depth study examining how organizational behavior within the business influences the success of its digital marketing implementation. In this regard, understanding the influence of organizational culture, leadership, and employee involvement on digital marketing effectiveness is essential.

Good organizational behavior can accelerate technology adoption and help organizations adapt to rapid market changes. Rahmah (2020) states that organizations with an innovation-supportive and change-oriented culture are more likely to successfully implement digital marketing strategies. In addition, leadership that supports technology use and open communication among teams can also accelerate adaptation and improve marketing effectiveness. Therefore, to enhance competitiveness, organizations must focus on developing a culture that supports digital transformation and increasing employee engagement in digital technology use.

Moreover, in the digital era, customers expect more personalized and interactive experiences. Digital marketing allows businesses to achieve this by utilizing customer data to create more relevant and engaging campaigns. Thus, effective digital marketing strategies require not only appropriate technological adoption but also strong support from all organizational elements, from top management to frontline employees. Through collective involvement, Nine Café & Resto can strengthen competitiveness and build long-term customer relationships.

This study aims to explore how organizational behavior in Nine Café & Resto influences the effectiveness of its digital marketing strategy. It also seeks to provide insights into how innovation-supportive organizational culture, effective leadership, and employee involvement can enhance business competitiveness in the local market. The findings are expected to contribute to the understanding of the role of organizational behavior in the success of digital marketing in the culinary sector, particularly for small and medium enterprises in Indonesia.

Research Objectives

This study aims to:

1. Analyze the influence of organizational behavior on the effectiveness of digital marketing strategies at Nine Café & Resto.
2. Identify organizational behavior factors that contribute to improving the competitiveness of Nine Café & Resto.

3. Provide strategic recommendations to improve digital marketing effectiveness through better organizational behavior.

Research Benefits

This study provides benefits for business practitioners, academics, and business strategy development. For practitioners, this study offers insights into how supportive organizational behavior contributes to successful digital marketing strategies, which can enhance competitiveness, especially in the culinary sector.

For academics, this research contributes to the fields of marketing management and organizational behavior, and opens opportunities for further studies on the relationship between internal organizational factors and digital marketing effectiveness.

In addition, the findings can serve as a guideline for small and medium enterprises (SMEs) in designing more effective digital marketing policies to improve their competitiveness in a highly competitive market.

In the context of local businesses, business competition is also increasing, including in traditional clothing businesses such as baju bodo sales in Soppeng Regency. One example of such a business is Zahra Baju Bodo. Over time, similar businesses have emerged, creating increasingly intense competition among business owners.

Nevertheless, Zahra Baju Bodo has been able to maintain consumer interest. This indicates that the business owner is capable of adjusting marketing strategies to continuously changing market conditions. The strategies implemented may include improving product quality, adjusting prices, and utilizing promotional media such as social media to reach more consumers.

In addition, success in retaining customers cannot be separated from the role of organizational behavior. Good communication between sellers and consumers can create positive relationships, thereby increasing customer trust. Good cooperation in business management can also improve the quality of service provided to consumers.

With increasing competition, business owners are required to be more creative and innovative in implementing marketing strategies. They should not rely solely on products, but also pay attention to service methods and approaches to consumers. This shows that the combination of appropriate marketing strategies and good organizational behavior is the key to maintaining business competitiveness.

Based on the discussion above, it can be concluded that organizational behavior plays a very important role in supporting the success of marketing strategies. In facing increasingly intense business competition, business owners need to manage human resources effectively so that the implemented marketing strategies can run optimally and provide maximum results.

Research Methodology

Research Approach

This study uses a quantitative approach with a descriptive-analytical design. The quantitative approach was chosen because it allows the measurement and statistical analysis of the variables involved in the study. This research aims to describe the phenomenon occurring at Nine Café & Resto, specifically how organizational behavior influences the effectiveness of digital marketing strategies, which in turn affects the competitiveness of the business in Soppeng Regency.

A descriptive-analytical design is used to analyze the relationship between variables and

describe the current condition of digital marketing implementation and the influence of organizational behavior within the business.

Population and Sample

Population:

The population of this study consists of all employees of Nine Café & Resto who are involved in marketing activities, including marketing staff, marketing managers, and employees involved in operational and decision-making processes related to digital marketing.

Sample:

The sample was selected using purposive sampling, meaning respondents were chosen based on specific criteria relevant to the study. The criteria include:

1. Marketing managers responsible for planning and implementing digital marketing strategies.
2. Marketing staff directly involved in digital marketing activities.
3. Employees involved in decision-making and innovation related to digital marketing.

The total sample consists of approximately 30 respondents.

Types and Sources of Data

1. Primary Data:

Primary data were collected directly from respondents through questionnaires and interviews. The questionnaire measured organizational behavior and digital marketing effectiveness at Nine Café & Resto. Interviews were conducted with the marketing manager to gain deeper insights into challenges and factors influencing digital marketing implementation.

2. Secondary Data:

Secondary data were obtained from internal documents of Nine Café & Resto, including digital marketing reports, market analysis, social media performance, campaign results, and competitiveness trends over recent years.

Data Collection Techniques

1. Questionnaire

The questionnaire was used to collect data related to organizational behavior and digital marketing effectiveness. It consists of two sections:

2. **Organizational Behavior:** leadership, internal communication, innovative organizational culture, and employee involvement in digital marketing processes.
3. **Digital Marketing Effectiveness:** social media usage, SEO, digital advertising, brand visibility, customer interaction, and sales performance.

A 5-point Likert scale was used (1 = strongly disagree, 5 = strongly agree).

1. Interviews

Semi-structured interviews were conducted with the marketing manager to explore challenges, opportunities, and the influence of organizational behavior on digital marketing effectiveness.

2. Documentation Study

Documentation was collected from internal reports of Nine Café & Resto, including marketing campaigns, sales reports, customer analysis, and digital platform performance data.

Research Instruments

The instruments used in this study include:

- 1. Questionnaire:**

- Organizational behavior: culture, leadership, employee involvement, internal communication.
- Digital marketing effectiveness: brand visibility, customer engagement, sales increase, and competitiveness.

- 2. Interview Guide:**

Semi-structured questions for the marketing manager regarding challenges, opportunities, and organizational influence on digital marketing.

Data Analysis Techniques

The collected data were analyzed using the following techniques:

- 1. Descriptive Statistics**

To describe respondent characteristics and research variables, providing an overview of organizational behavior and digital marketing strategies.

- 2. Validity and Reliability Tests**

To ensure the research instrument is valid and reliable before further analysis.

- 3. Simple Linear Regression Analysis**

$$Y=a+bX$$

Used to analyze the relationship between organizational behavior (independent variable) and digital marketing effectiveness (dependent variable).

- 4. t-test**

To test whether the influence of organizational behavior on digital marketing effectiveness is statistically significant.

Research Procedures

The research procedures include:

- 1. Research Planning:**

Preparing the proposal, determining variables, and designing research instruments.

- 2. Data Collection:**

Distributing questionnaires, conducting interviews, and collecting secondary data.

- 3. Data Analysis:**

Processing data using statistical techniques such as descriptive analysis, validity and reliability tests, regression analysis, and t-test.

- 4. Conclusion Drawing:**

Drawing conclusions based on the analysis results and providing recommendations to improve organizational behavior and digital marketing effectiveness at Nine Café & Resto

RESULTS AND DISCUSSION

Research Results

This study aims to identify the influence of organizational behavior on the effectiveness of digital marketing strategies in improving the competitiveness of Nine Café & Resto. Based on data collected from questionnaires, interviews with the marketing manager, and internal documentation, several key findings were obtained:

1. Organizational Behavior at Nine Café & Resto

Based on questionnaires distributed to 30 respondents, the majority of staff and managers stated that supportive leadership and effective internal communication significantly influence the success of digital marketing. Approximately 85% of respondents agreed that management actively supports the use of new technologies and encourages innovation in marketing activities.

2. Effectiveness of Digital Marketing

The implementation of structured digital marketing strategies such as paid social media advertising (Instagram and Facebook), SEO optimization, and email marketing has led to significant improvements. Customer engagement increased by 40% over the last six months, while sales of main products increased by 15%.

3. Influence of Organizational Behavior on Digital Marketing

The simple linear regression analysis shows that organizational behavior has a positive and significant effect on digital marketing effectiveness. The regression coefficient value of 0.68 indicates that a one-unit improvement in organizational behavior leads to a 68% increase in digital marketing effectiveness.

4. Competitiveness Improvement

The improvement in digital marketing effectiveness is directly related to increased competitiveness. Online brand searches increased by 30% in the last six months, resulting in more new customers and stronger customer loyalty.

Discussion

1. Leadership and Organizational Culture

The findings indicate that innovation-supportive leadership and an open organizational culture play a crucial role in the successful implementation of digital marketing strategies. This supports previous studies stating that transformational leadership enhances employee motivation in adopting new technologies (Bass, 1990).

2. Digital Marketing Effectiveness and Competitiveness

Effective use of social media, SEO, and email marketing has improved brand visibility and customer engagement. This aligns with Chaffey and Ellis-Chadwick (2012), who stated that social media marketing enhances brand awareness and customer engagement.

3. Employee Involvement

Employee involvement in digital marketing decision-making increases motivation and innovation, consistent with participation theory (Locke & Schweiger, 1979).

4. Data-Driven Marketing Strategy

The use of customer data in digital campaigns has improved targeting accuracy, leading to increased sales and competitiveness.

5. Challenges

Despite positive outcomes, challenges such as limited advertising budget and intense digital competition still exist. Continuous innovation is needed to maintain competitiveness.

Summary of Findings

Overall, the study shows that positive organizational behavior—particularly supportive leadership and effective internal communication—significantly influences digital marketing effectiveness. Structured digital marketing strategies have successfully improved brand visibility, customer engagement, and competitiveness of Nine Café & Resto.

CONCLUSIONS AND SUGGESTION

Conclusion

This study concludes that positive organizational behavior has a significant influence on the effectiveness of digital marketing strategies. Supportive leadership, internal communication, and employee involvement are key factors in improving marketing performance. Digital marketing implementation has successfully increased visibility, customer engagement, and competitiveness of Nine Café & Resto in the local market.

Suggestions

1. Strengthen transformational leadership and innovation-oriented organizational culture.
2. Increase employee involvement in digital marketing decision-making.
3. Optimize the use of customer data and market analytics for targeted marketing strategies.
4. Improve budget allocation for digital advertising to expand market reach.
5. Continuously adapt to digital marketing trends to maintain competitiveness.

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