The Influence of Mobile Experience Design on Brand Satisfaction

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Abstract

The Influence of Mobile Experience Design is one of the most potential strategies to be carried out in the current digital era. Mobile Experience Design in social media can be a fast, broad, and targeted marketing solution, and most importantly, it doesn't take up too much of the company's budget. This study aims to determine the social media strategy used by company, how the impact of Mobile Experience on Brand Satisfaction and Customer Engagement. In further studies, hopefully, this research can be a reference or inspiration for other business actors in building their Mobile Experience Social Media Marketing to create Brand Awareness and Increase Customer Engagement. Based on the results of the discussion, company has 4 Social Media Marketing Strategies to build Brand Awareness and 5 social media marketing strategies to increase customer engagement.

Keywords
UI/UX, mobile experience, social media marketing

1.   Introduction

UI/UX Designer and Engineer is a fundamental division in terms of the technical development of a digital product (Mispa et all., 2019). Both are influential in making an optimal digital product to suit the target market and be liked by users. There needs to be a strong collaboration between the two divisions. There are still UI/UX Designers or Engineers who still don't work well together. There are still designers who make designs but ignore the influence of their creations on product performance.

Therefore, a UI/UX Designer needs to make a design according to the existing data. This will also help Engineers to create digital products with maximum performance (Putra et all., 2017). If you don't make a design according to the data, it will significantly affect product performance, such as making a website or application slow, consuming many data, etc. (Scholtz et all., 2016). According to data submitted quoted from DoubleClick stated that 53% of users will leave the application (mobile) if they must wait more than 3 seconds for the application to work (Kunath and Winkler,

2019). This will make the user experience of the digital product built to be ugly.

Based on the results of the preliminary research, it can be said that the problem that company has a e-commerce on the user experience. According to Dotugo Design Agency (2017), User Experience (UX) is the experience of customers or users with certain products, for purposes, websites, apps, and software. Interface design, usability, information, architecture, navigation, comprehension, learning ability, and visual hierarchy (Remy et all., 2018). All combined to create UX, whether it's positive or negative. The goal of UX is to make sure the product design brand solves the right problem in an effective and fun way. So, the frequent occurrence of errors in the application, difficulty signing up, difficulty checking out, frequent crashes on the application, being disturbed by advertisements that appear, confusing visuals from the application, and not being user friendly are indicators of a bad or damaged user experience (Rangraz et all., 2020).

2.   Literature Review

A bad or damaged user experience felt by consumers will have an impact on company e-commerce. A bad user experience will affect consumer satisfaction in using the company Mobile Application, which causes consumers to be dissatisfied with their brand. According Fennedy brand satisfaction (Fennedy and Lee, 2019) is a positive affective reaction to the results of previous experiences. If the experience felt by the consumer is negative, the consumer will have an effective adverse response. Negative affective responses will cause consumers to be dissatisfied.

Quoted from similarweb.com, the traffic from elevenia.co.id in February 2018 was around 6,360,000 visits (similarweb.com, 2018). So far, Companies has captured as many as 54,000 merchants or sellers. The products sold have reached more than eight million products of various types. The number of members recorded on the shopping site is already more than five million members.

According to Shopee's Chief Executive Officer, Chris Feng, "Shopee is an online shopping platform that carries a social concept, where users are not only focused on buying and selling, but also being able to interact with other users via direct instant messaging, share, timeline, hashtags, like the product, and can follow the seller (Schuh and Schenk, 2015). February 2018 was about 32.630,000 visits (www.similarweb.com, 2018). Figure 1 shows the design experience on the website of Sociolo Instagram.

Figure 1 Design experience at Sociolo Instagram (source: website Sociolo)

Both, the company are marketplaces. One was founded in March 2014, and another was founded in December 2015. However, in terms of website traffic and mobile application, there is a considerable distance between each other company, even though both were found in not many different years. Figure 2 shows a Beauty Vlogger on website of social media Sociollo.

Figure 2, Beaty Vlogger social media Sociollo

3.   Methodology

The approach used in this paper is qualitative. Meanwhile, the method used is a descriptive method and discourse analysis. Figure 3 describes the sequence of activities in this study.
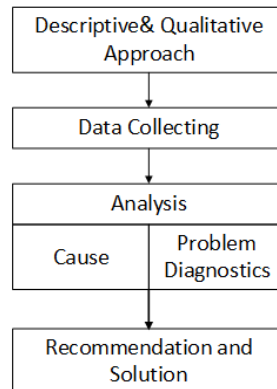

Figure 3. Methodology Research

Discourse analysis is a method used to uncover the meaning or communication messages contained in a text, both textually and contextually. The meaning extracted from a text or communication message is not only seen from the clearly written text. Discourse analysis is one of the studies that examines, or analyses language used naturally both in spoken and written. Conceptually, discourse analysis refers to an effort to examine the language arrangement of sentences. Examines broader linguistic units. Discourse analysis is the study of the structure of message in communication

The writing of this paper seeks to explore the Social Media Marketing strategy implemented by one of the company marketplaces, such as Elevenia and Shopee. Both company in building brand awareness and increasing customer engagement. The data collection technique itself uses the literature study method to obtain secondary data. Secondary

data in writing this article is from written materials derived from previous research, journals, books, theses, dissertations, and various digital information on the internet.

4.   Result and Discussion

In this case, I want to discuss the influence of mobile experience design on a brand, for example, comparing Elevenia with Shopee. A bad user experience will affect consumer satisfaction in using the Elevenia Mobile Application, which causes consumers to be dissatisfied with the Elevenia brand. Brand satisfaction is a positive affective reaction to the results of previous experiences. If the experience felt by the consumer is negative, the consumer will have a negative affective reaction. Negative affective reactions will cause consumers to be dissatisfied. Quoted from similarweb.com, the traffic from elevenia.co.id in February 2018 was around visits.

Elevenia has captured as many as 54,000 merchants or sellers. The products sold have reached more than eight million products of various types. The number of members recorded on the shopping site is already more than five million members. While February 2018 was around 32,630,000 visits(www.similarweb.com,2018). This happens because Shopee is an online shopping platform that carries a social concept, where users are focused on buying and selling and being able to interact with fellow users through direct instant messaging, share, timelines, hashtags, product lines, and can share messages. Table 1 identify the causes and problems diagnosis in the case.

Problem Analysis:

- **Problem definition**
   UI/UX Designer and Engineer is a fundamental division in terms of the technical development of a digital product. Both are influential in making an optimal digital product to suit the target market and be liked by users. There needs to be a strong collaboration between the two divisions, but there are still designers who make designs but ignore the influence of their plans on product performance.

- **Problem statement**
   - There are still designers who make designs but ignore the influence of their creations on product performance.
   - UI/UX Designer or Engineer who still does not work well together.

Table 1. Causes and problems Diagnosis

Problem	Cause	Evidence	Impact
There are still designers who make designs but do not pay attention to the influence of their designs on product performance.	Frequent application errors, difficulty signing up, difficulty checking out, frequent crashes on the application, being disturbed by advertisements that appear, confusing visuals from the application, and not being user friendly are indicators of a bad or damaged user experience.	A bad user experience will affect consumer satisfaction in using the Elevenia Mobile Application which causes consumers to be dissatisfied with the Elevenia brand.	Decreased customer/user satisfaction with the brand.
UI/UX Designer or Engineer who still doesn't work well together.	Not making designs according to data.	there are still UI/UX Designers or Engineers who still don't work well together. There are still designers who make designs but do not pay attention to the influence of their designs on product performance.	It will greatly affect product performance such as making websites or applications slow, consuming a lot of data, etc.

Brand satisfaction is a positive affective reaction to the results of previous experiences. If the experience felt by the consumer is negative, the consumer will have an effective adverse response. Negative affective responses will cause consumers to be dissatisfied. And a UI/UX Designer needs to make it. It helps Engineers to create digital products

with maximum performance. If you don't make a design according to the data, it will significantly affect product performance, such as making a website or application slow, consuming many data, etc.

5.   Conclusion

Social Media Marketing is very influential in the formation of Brand Awareness and Increasing Customer Engagement because there are so many features in social media that can be used to reach a broader market. The Social Media strategy carried out by Elevenia, and Shoppee is proven to form a strong image, where the name of the store will appear in our minds when looking for beauty products that are guaranteed to be original in the eyes of their customers. Not only that, through Social Media Marketing, has also succeeded in building engagement through regular and consistent interactions on social media pages, be it games or giveaways.

This Social Media Marketing strategy can be studied, adopted, or even developed by other businesspeople to build brand awareness and customer engagement, especially for new, small businesses. Social media can be a suitable marketing alternative because it does not require too much money.

Acknowledgments

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Biography

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