

Impact Of Marketing Events On Customer Satisfaction Mediated By Digital Marketing And Moderate Green Marketing On MSMEs In Banyumas District

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ABSTRACT. With the help of digital marketing and green marketing, the purpose of this study is to investigate the influence that marketing events have on customer satisfaction in micro, small, and medium-sized enterprises (MSMEs) located in the Banyumas Regency. The method of sampling is known as simple random sampling. This is due to the fact that the population is quite huge, which means that the samples are taken depending on the convenience that is discovered. To estimate the appropriate size of the sample for this investigation, the Slovin formula was utilized. (0.1) is the absolute maximum percentage of the sample limit that can still be allowed. The distribution of questionnaires to micro, small, and medium-sized enterprises (MSMEs) in the Banyumas Regency was carried out by sending a link to a Google form. The findings of this study indicate that marketing events have an effect on the level of satisfaction experienced by consumers, that digital marketing acts as a mediator during the interaction between marketing events and consumer satisfaction, and that green marketing acts as a moderator during the relationship between marketing events and consumer satisfaction.

Keyword: Marketing Events; Digital Marketing; Green Marketing; Consumer Satisfaction

JEL Classification: M1, M2, M3

INTRODUCTION

Marketing is an important element in business strategy, especially for Micro, Small and Medium Enterprises (MSMEs) (Krishen et al., 2021) operating in Banyumas Regency. Marketing events, such as trade shows, product launches, and special promotions, play a vital role in attracting consumer attention and increasing brand awareness (Hendricks & Mwapwele, 2024). However, the impact of these marketing events on customer satisfaction cannot be viewed in isolation. In today's digital era, digital marketing has become a key factor mediating the relationship between marketing events and customer satisfaction (Gupta et al., 2024; Hunt & Madhavaram, 2020). By utilizing digital platforms, MSMEs can expand their reach, interact directly with customers, and provide a more personal and interactive experience. Digital marketing not only strengthens the messages conveyed during marketing events but also extends their impact through ongoing campaigns on social media and other online platforms (Kraiwanit et al., 2023).

Apart from that, green marketing is also an increasingly important moderating factor for MSMEs (Gołab-Andrzejak, 2023; Kumar & Sharma, 2022) in Banyumas Regency. Today's consumers are increasingly aware of environmental issues and tend to support businesses that demonstrate a commitment to sustainability and environmentally friendly practices (Jain et al., 2022). By integrating green marketing elements into marketing events and digital marketing strategies, MSMEs can not only attract customers who care about the environment but also increase their satisfaction by demonstrating values that are in line with consumers' concern for the environment (Moradi & Dass, 2022). Green marketing functions as an equalizer that strengthens the positive impact of marketing events and digital marketing on customer satisfaction (Kumar & Sharma, 2022; Sharma et al., 2020). Therefore, research on the impact of marketing events on customer satisfaction, which is mediated by digital marketing and moderated by green marketing, is very relevant to understand these dynamics in the MSME context (Mikalef et al., 2023) Banyumas Regency.

The main problem faced by MSMEs in Banyumas Regency is how to ensure that the marketing events they carry out can truly increase customer satisfaction (Behera et al., 2024). Although marketing events such as trade shows and product launches can attract initial attention, often their impact is not long-lasting without the support of an effective digital marketing strategy (Shams et al., 2024). Apart from that, in the context of consumers who are increasingly concerned about environmental issues, MSMEs also need to consider implementing green marketing to attract and retain customers who are more environmentally conscious (Singh, 2024). Without integration between event marketing, digital marketing and green marketing, MSMEs risk losing opportunities to continuously increase customer satisfaction and meet growing market expectations (Baumüller et al., 2023).

The urgency of this research lies in the urgent need for MSMEs in Banyumas Regency to adapt their marketing strategies to remain relevant and competitive in the digital and sustainable era. With increasingly fierce business competition and more selective consumers, MSMEs need to ensure that every marketing event they carry out is able to create a sustainable positive impact on customer satisfaction (Wilendra et al., 2024). Digital marketing offers a way to expand reach and increase consumer engagement, but many MSMEs have not fully exploited this potential. On the other hand, increasing environmental awareness among consumers makes green marketing an important

factor that cannot be ignored. This research is urgently needed to provide strategic guidance for MSMEs in effectively integrating event marketing, digital marketing and green marketing (Andreopoulou et al., 2014).

The novelty of this research lies in a holistic approach that combines the influence of marketing events with digital marketing mediation and green marketing moderation in increasing customer satisfaction. While many studies have examined each of these aspects separately, this research offers a new perspective by examining the interaction of these three elements simultaneously in the context of MSMEs (Cho et al., 2023) in Banyumas Regency. In addition, this research will provide empirical insight into how a combination of traditional and modern marketing strategies can meet increasingly complex and diverse consumer needs (Ahuja & Khazanchi, 2016). Thus, the results of this research will not only provide a significant academic contribution but also offer practical recommendations that can be directly implemented by MSMEs to improve their business performance in a dynamic and rapidly changing environment.

Relationship Marketing Theory is the main theory used in this research. This theory emphasizes the importance of building and maintaining long-term, mutually beneficial relationships between a business and its customers (Rishi et al., 2024). In the context of MSMEs in Banyumas Regency, this theory is relevant because event marketing, digital marketing and green marketing all focus on creating closer and more sustainable relationships with customers (Cassia & Magno, 2022). By integrating direct marketing activities through events, interactive digital strategies, and environmentally friendly approaches, MSMEs can strengthen emotional ties and trust with their customers (Mukhopadhyay et al., 2024). Relationship marketing also highlights the importance of obtaining customer feedback and continuously innovating based on their needs, which is in line with the research objective of increasing customer satisfaction through a comprehensive marketing strategy (Esfahbodi et al., 2022).

The aim of this research is to identify and analyze how marketing events can increase MSME customer satisfaction in Banyumas Regency by mediating the role of digital marketing and moderating the role of green marketing. This research aims to understand the extent to which digital marketing can extend and deepen the positive impact of marketing events on customer satisfaction. In addition, this research will explore how the application of green marketing can strengthen the relationship between marketing events and customer satisfaction, especially in the context of consumers who are increasingly concerned about environmental issues. Thus, this research not only seeks to provide theoretical insights but also offers practical recommendations for MSMEs to develop effective and sustainable marketing strategies.

Relationship Marketing Theory

Relationship Marketing Theory is a concept in marketing that focuses on building and maintaining long-term, mutually beneficial relationships between businesses and customers (Affandi et al., 2024). Rather than simply pursuing one-off transactions, this theory emphasizes the importance of customer loyalty and satisfaction that can be generated through consistent interactions, personalization of service, and attention to customer needs. By building strong and sustainable relationships, businesses can increase customer retention, obtain valuable feedback, and create brand advocacy among their customers (Erdmann & Ponzoa, 2021; Hagen et al., 2022). The main

principles of Relationship Marketing Theory involve two-way communication, trust, commitment, and continuous delivery of value to customers (Wang, 2020).

The Relationship Marketing Theory focuses on developing strong, long-term relationships between companies and customers, where trust, satisfaction, and loyalty are key factors in maintaining those relationships. In the context of the research examining the impact of marketing events on customer satisfaction, this theory is highly relevant. Marketing events, as a form of direct interaction, can strengthen the emotional bond between MSMEs and consumers in Banyumas. Digital marketing acts as a mediator, as through digital platforms, these interactions can be expanded and personalized, increasing customer engagement (Wang, 2020). Additionally, green marketing, as a moderating variable, plays a crucial role in enhancing this relationship amidst the growing environmental awareness of consumers. By emphasizing environmentally friendly business practices, MSMEs can build deeper connections with consumers who care about sustainability, potentially increasing customer satisfaction and loyalty.

In the context of this research, Relationship Marketing Theory is very relevant because it can explain how marketing events, digital marketing and green marketing together can increase customer satisfaction for MSMEs in Banyumas Regency. Marketing events create deep initial interactions with customers, introducing products and brand values directly (Wang, 2020). Digital marketing then strengthens and extends these interactions through ongoing communication and personalization of service on digital platforms, ensuring that relationships built at marketing events remain strong and relevant. Green marketing, by emphasizing MSMEs' commitment to sustainable business practices, adds a layer of trust and loyalty among customers who are increasingly concerned about environmental issues (Shankar et al., 2022). By integrating these three strategies through the lens of Relationship Marketing Theory, this research seeks to provide insight into how to increase customer satisfaction in a holistic and sustainable manner, which ultimately supports the growth and sustainability of MSMEs in Banyumas.

Marketing Events

A marketing event is an activity or series of activities designed to promote a product, service or brand to a target audience through direct interaction. Marketing events can take the form of trade shows, product launches, open houses, workshops, seminars, and other promotional events that involve direct involvement with potential and existing customers (Pandey et al., 2020). The main goal of event marketing is to create an immersive positive experience for consumers, introduce them to new products or services, build brand awareness, and encourage interactions and long-term relationships with customers. In the digital era, marketing events are not only limited to physical meetings but can also be held virtually through webinars or live streaming, which allows a wider audience reach (Masrianto et al., 2022).

In the context of this research, marketing events have an important role in increasing MSME customer satisfaction in Banyumas Regency. Marketing events serve as the initial point of contact where MSMEs can present the value of their products directly to consumers, creating a strong first impression and building an emotional connection (Kannan & Li, 2017). This research examines how the effectiveness of marketing events can be strengthened through digital marketing mediation, which helps extend the impact of marketing events through sustainable online strategies. In addition, this research also assesses how green marketing can moderate the

relationship between marketing events and customer satisfaction, by demonstrating MSMEs' commitment to environmentally friendly business practices, which are highly valued by modern consumers (Kumar & Sharma, 2022). Thus, this research seeks to provide insight into how this combination of marketing strategies can synergistically increase customer satisfaction and support the growth of MSMEs in Banyumas (Mukhopadhyay et al., 2024).

H1 = Marketing events influence customer satisfaction

Customer Satisfaction

Customer satisfaction is the feeling or attitude of customers towards a product or service after they use it, which reflects the extent to which their expectations have been met or even exceeded (Wang, 2020). Customer satisfaction is not only related to the quality of the product or service itself, but also to the entire customer experience, starting from the initial interaction, purchasing process, product use, to after-sales service (Mukhopadhyay et al., 2024). Customer satisfaction levels greatly influence their loyalty, their likelihood to return to purchase, and their recommendations to others. Therefore, customer satisfaction is an important indicator of business success, because satisfied customers tend to be more loyal and become valuable brand advocates (Kumar & Sharma, 2022).

In the context of this research, MSME customer satisfaction in Banyumas Regency is the main focus that is measured to assess the effectiveness of marketing, digital marketing and green marketing events. This research explores how marketing events can create positive first impressions that are important for customer satisfaction (Varadarajan et al., 2022). Digital marketing then plays a role in extending and deepening relationships with customers through continuous communication and personalized interactions. In addition, implementing green marketing can add more value to customers who are increasingly concerned about environmental issues, thereby increasing their satisfaction with companies that demonstrate social and environmental responsibility. Thus (Giotopoulos et al., 2022), this research seeks to show that this combination of marketing strategies can significantly increase customer satisfaction, which in turn supports the growth and sustainability of MSMEs in Banyumas.

Digital Marketing

Digital marketing is a marketing strategy that uses digital platforms and the internet to promote products or services to consumers. It includes various techniques and tools such as social media, search engines, email marketing, content marketing, and online advertising to reach and interact with target audiences (Giotopoulos et al., 2022). The main advantage of digital marketing is its ability to reach a wide and diverse audience at relatively low costs and provide in-depth data analysis of consumer behavior and preferences. By using digital marketing strategies, companies can target consumers more precisely, create customized campaigns, and monitor the results in real-time to make necessary adjustments (Andreopoulou et al., 2014).

In the context of this research, digital marketing plays an important mediating role that strengthens the impact of marketing events on MSME customer satisfaction in Banyumas Regency. While marketing events such as trade shows and product launches can attract attention and create positive initial interactions, digital marketing allows MSMEs to extend and deepen those relationships through ongoing and personalized communications (Massa et al., 2023). For example, through social media and email marketing campaigns, MSMEs can continue to interact with customers,

provide additional information, offer special promotions, and get feedback. This not only increases customer engagement but also ensures that the message and value of the marketing event remains relevant and remembered by customers (Diaz et al., 2022). Thus, this research shows that integration between marketing events and digital marketing strategies can significantly increase customer satisfaction, support the growth and sustainability of MSMEs in Banyumas.

H2 = Digital marketing mediates the relationship between marketing events and consumer satisfaction

Green Marketing

Green marketing is a marketing strategy that emphasizes the promotion of environmentally friendly and sustainable products or services (Ianenko et al., 2022). This strategy involves efforts to minimize negative impacts on the environment through the use of environmentally friendly materials, sustainable production practices, as well as communications that highlight the company's commitment to sustainability. Green marketing does not only focus on economic profits but also on social and environmental responsibility. In its implementation, green marketing can include various aspects such as recyclable packaging, use of renewable energy, as well as initiatives to reduce the company's carbon footprint (Ke et al., 2024).

In the context of this research, green marketing acts as a moderating factor that strengthens the relationship between marketing events and customer satisfaction of MSMEs in Banyumas Regency. This research examines how implementing green marketing can increase the positive impact of marketing events on customer satisfaction, especially among consumers who are increasingly environmentally conscious (Fitriani et al., 2023). By integrating green marketing elements in marketing events and digital strategies, MSMEs can demonstrate their commitment to sustainable business practices, which can attract and retain customers who care about environmental issues (Lee & Song, 2012). This not only increases customers' positive perception of the brand but also strengthens their emotional connection and loyalty (Jatmika et al., 2024). Thus, this research aims to provide insight into how green marketing can be used effectively to increase customer satisfaction and support the sustainable growth of MSMEs in Banyumas.

H3 = Green marketing moderates the relationship between marketing events and consumer satisfaction

METHODS

Through the use of digital marketing and green marketing as moderators, the purpose of this study is to investigate the impact that marketing events have on the level of pleasure experienced by consumers. Whereas marketing events serve as the independent variable, digital marketing serves as the mediating variable, green marketing serves as the moderating variable, and customer happiness serves as the dependent variable. Specifically, marketing events will serve as the independent variable, digital marketing will serve as the mediating variable, green marketing will serve as the moderating variable, and customer satisfaction will serve as the dependent variable. The preliminary step of this research will involve the collecting of data relating to the variables that will be investigated. After the data has been gathered by means of surveys or interviews with customers who engage with micro, small, and medium-sized enterprises (MSMEs) in Banyumas, an analysis will be carried out in order to investigate the connections that exist between these

factors. To begin, we will investigate the direct influence that marketing events have on the level of satisfaction experienced by customers. A mediation study will then be carried out in order to ascertain whether or not digital marketing acts as a mediator between the influence of marketing events and the level of satisfaction experienced by consumers. Moderation testing is the final stage, which entails analyzing green marketing to see whether it strengthens or lessens the influence of marketing events on consumer satisfaction through digital marketing. This is done in order to determine green marketing's effectiveness. The outcomes of these stages will provide further in-depth insights into the role that digital and green marketing play in enhancing the influence that marketing events have on the satisfaction of customers.

Through the distribution of questionnaires to business owners and managers of micro, small, and medium enterprises (MSMEs) in the Banyumas Regency, this research was carried out on MSMEs. According to the Banyumas Regency Cooperatives and MSMEs Service, there were 8733 micro, small, and medium-sized enterprises (MSMEs). The method of sampling is known as simple random sampling. This is due to the fact that the population is quite huge, which means that the samples are taken depending on the convenience that is discovered. To estimate the appropriate size of the sample for this investigation, the Slovin formula was utilized. (0.1) is the absolute maximum percentage of the sample limit that can still be allowed. By applying Slovin's formula in the research described above, the researchers hope to arrive at a sample size that is typical of the population that is being investigated. This method is especially helpful when dealing with a big population since it enables the researcher to avoid picking a sample that is either too small or too large. This helps to ensure that the study results appropriately reflect the population. A margin of error of ten percent is selected in order to give flexibility, particularly in situations where resources or time are restricted. Taking into account a margin of error of ten percent, the researcher concedes that the findings of the study may be off by as much as ten percent from the actual situation of the population. When conducting social research, it is typical practice to make this tradeoff when the primary objective is to investigate the correlations between variables rather than to achieve very exact conclusions. All in all, there were at least 98 people that responded to the poll. The distribution of questionnaires to micro, small, and medium-sized enterprises (MSMEs) in the Banyumas Regency was carried out through the provision of a link to a Google form, which was then disseminated to responders. A period of one month is scheduled for the sampling.

In the course of this investigation, the Partial Least Square (PLS) model analysis was utilized. The decision to conduct the research using the Partial Least Squares (PLS) method was made for a number of reasons that are pertinent to the setting of the investigation. To begin, Partial Least Squares (PLS) is a statistical analytic method that is based on Structural Equation Modeling (SEM). This method is appropriate for investigating complex interactions between variables, particularly when mediation and moderation variables are involved, as is the case in this research. Due to the fact that PLS is able to handle models that contain several latent variables and indicators while still functioning effectively with very small sample sizes, it is an excellent choice for research that has limited resources. Second, PLS does not necessitate the assumption of a normal distribution, which makes it more adaptable when working with data that might not be normally distributed. When it comes to social and business research, where the data frequently do not follow a normal distribution, this is a significant consideration. In addition, PLS makes it possible for researchers to model the causal linkages that exist between variables. This includes assessing both direct and

indirect effects, such as those that include mediation and moderation variables, which are the primary focus of this investigation.

Following that, a questionnaire that featured a Likert scale and five different responses was distributed. As a measure of success, a validity test with a loading factor and an Average variance Extracted (AVE) greater than 0.5 is performed. In order to determine how effectively the reliability test functions, composite reliability characteristics that are greater than 0.6 are utilized (Ghozali, 2015). This concept was put to the test by employing the PLS SEM approach. When attempting to determine the nature of the connection between latent variables, inner models, R-square values, and path coefficients are useful tools. Next, a statistical bootstrap test is performed to continue the testing. When all of the study questions have been answered, the results will show after the data has been processed.

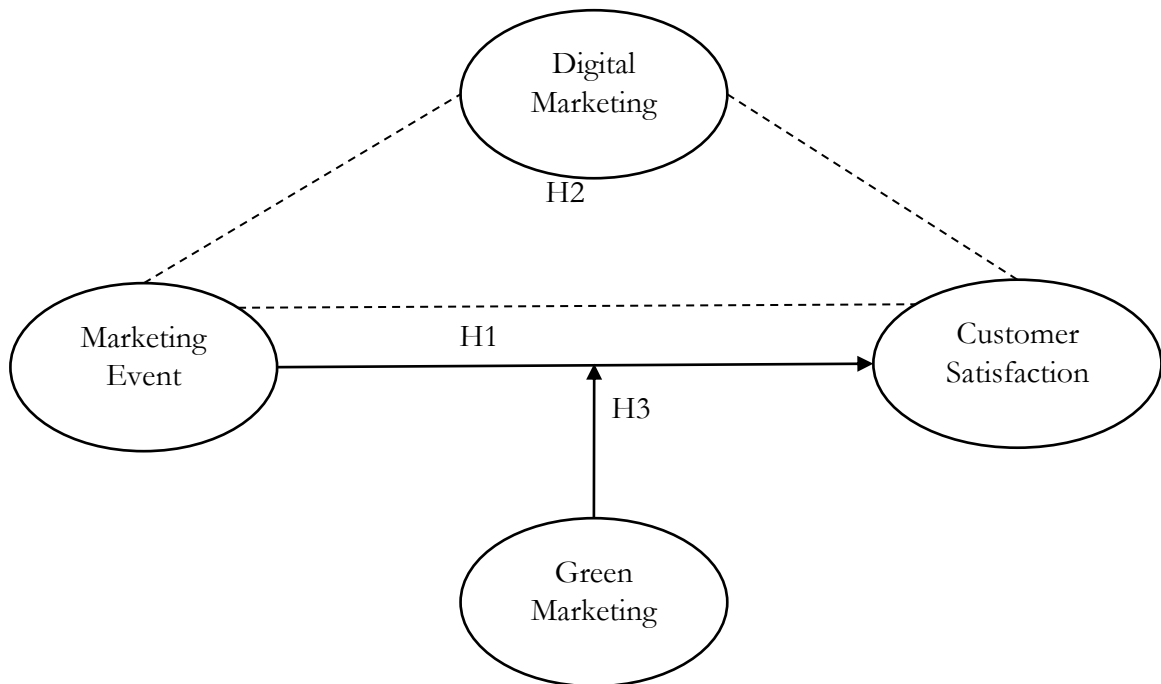
Table 1. Conceptual Definitions

Variable	Definition	Indicator
Marketing Events	An activity or series of activities designed to promote a product, service, or brand to a target audience through direct interaction. Marketing events can take the form of trade shows, product launches, open houses, workshops, seminars, and other promotional events that involve direct involvement with potential and existing customers. (Ianenکو et al., 2022)	<ol style="list-style-type: none"> 1. Number of Participants 2. Brand Awareness Level 3. Leads generated 4. Level of Interaction 5. Feedback. (Ianenکو et al., 2022)
Digital Marketing	A method of advertising goods and services to customers through the widespread usage of the internet and other digital media. Social media marketing, search engine optimization, email marketing, content marketing, and online advertising are all part of it. (Ianenکو et al., 2022)	<ol style="list-style-type: none"> 1. Reach 2. Engagement Rate 3. Conversion 4. Conversion Costs 5. Cancellation Rate 6. Retention Rate. (Ianenکو et al., 2022)
Green Marketing	A marketing strategy that emphasizes the promotion of environmentally friendly and sustainable products or services. This strategy involves efforts to minimize	<ol style="list-style-type: none"> 1. Use of environmentally friendly materials 2. Energy Efficiency 3. Waste Management 4. Emission Reduction

	negative impacts on the environment through the use of environmentally friendly materials. (Ianenko et al., 2022)	5. Consumer Engagement. (Ianenko et al., 2022)
Customer Satisfaction	Customers' feelings or attitudes toward a product or service after they have used it, reflecting the extent to which their expectations have been met or even exceeded. Customer satisfaction is not only related to the quality of the product or service itself, but also to the overall customer experience. (Ianenko et al., 2022).	1. Matching Expectations 2. Interest in Returning 3. Willingness to Recommend. (Ianenko et al., 2022)

Source: Processed by researchers

Figure 1. Empirical Model



Source: Processed by researchers

Information:

- = Direct Relationships
- = Indirect Relationships

H1 = Marketing events influence customer satisfaction

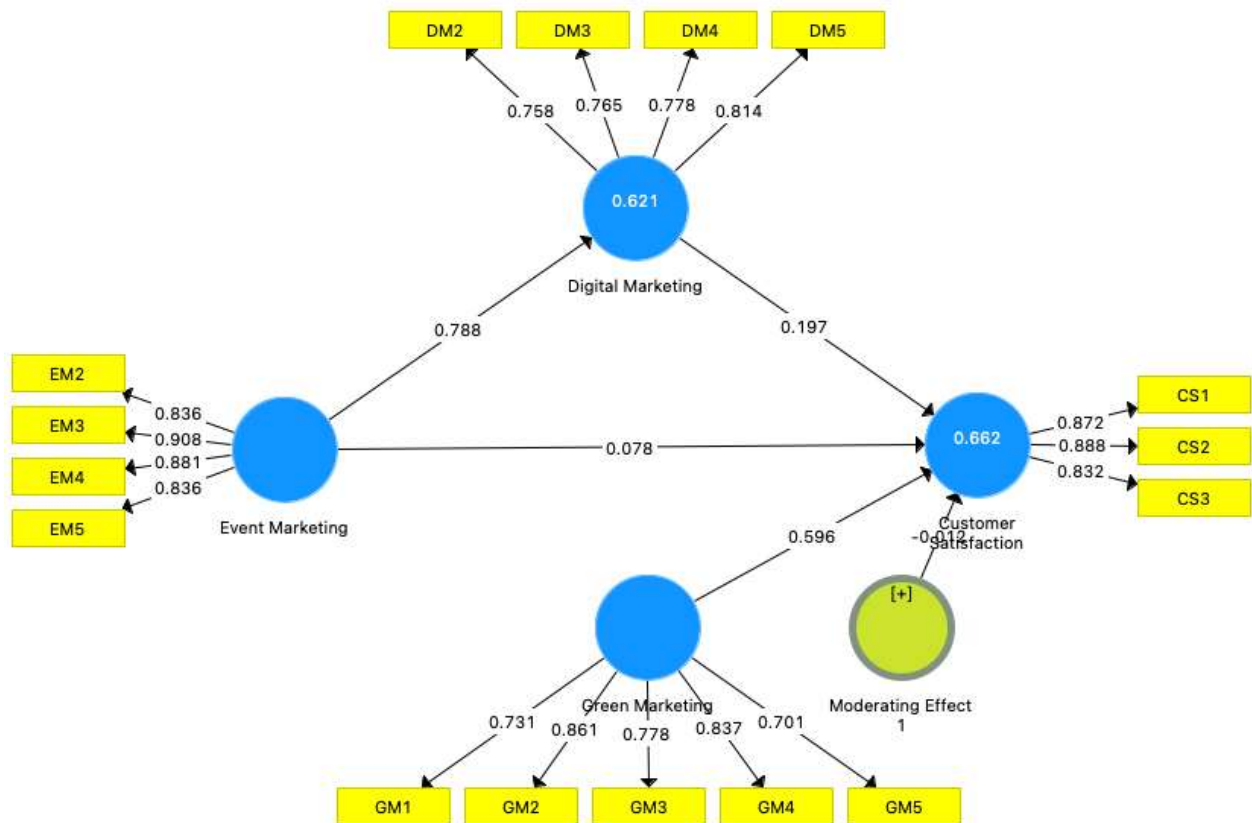
H2 = Digital marketing mediates the relationship between marketing events and consumer satisfaction

H3 = Green marketing moderates the relationship between marketing events and consumer satisfaction

RESULT AND DISCUSSION

First, the outer model is evaluated in order to determine the validity and dependability of the indicators. This is the first stage that is conducted. It is necessary for the loading factor value to be larger than 0.7, and if the correlation value is lower than 0.7, the indicator will be eliminated. All of the indicators are higher than 0.7, as demonstrated by the results of the test. It is clear from looking at Figure 2 and Table 2 that the construct possesses a high level of convergent validity given this information.

Figure 2. Loading Factor



Source: Processed by researchers

Table 2. Variables, Indicators, Loading Factors

Variables	Indicators	Loading Factors Running
Event Marketing	EM2	0,836
	EM3	0,908
	EM4	0,881
	EM5	0,836

Digital Marketing	DM2	0,758
	DM3	0,765
	DM4	0,778
	DM5	0,814
Green Marketing	GM1	0,731
	GM2	0,861
	GM3	0,778
	GM4	0,837
	GM5	0,701
Customer Satisfaction	CS1	0,872
	CS2	0,888
	CS3	0,832

Source: Processed data, 2024

An examination of the reliability construct value of each variable constitutes the second phase in the process. Within the context of this reliability construct, the criteria are greater than 0.6. If the value of the dependability construct that is calculated for each variable is greater than 0.6, then the model construct is considered to be of high quality. It is possible to observe this in table 3.

Table 3. Reliability Construct

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Event Marketing	0,888	0,890	0,923	0,750
Digital Marketing	0,784	0,784	0,861	0,607
Green Marketing	0,841	0,847	0,888	0,615
Customer Satisfaction	0,831	0,833	0,899	0,747

Source: Processed data, 2024

As can be seen in the table that is located above, it is possible to assert that the value of all constructions for each variable is greater than 0.6, which means that it is possible to assert that it possesses a good construct.

The next thing that needs to be done is to examine the R-square statistic in order to test the projected association between the structural models or hidden variables. Both the structural model and the R-square values are displayed in Table 4, which can be found in Figure 3. It can be deduced from the fact that the R-square value for the customer satisfaction variable is 0.662, which is equivalent to 66.2%, that the event marketing, digital marketing, and green marketing variables all have a simultaneous influence on customer satisfaction of 66.2%, while the remaining 33.8% is influenced by other variables that are not included in this model.

Table 4. Value of R Square

	R Square	Adjusted R Square
Customer Satisfaction	0,662	0,648

Source: Processed data, 2024

Figure 2. Structural Equation Model

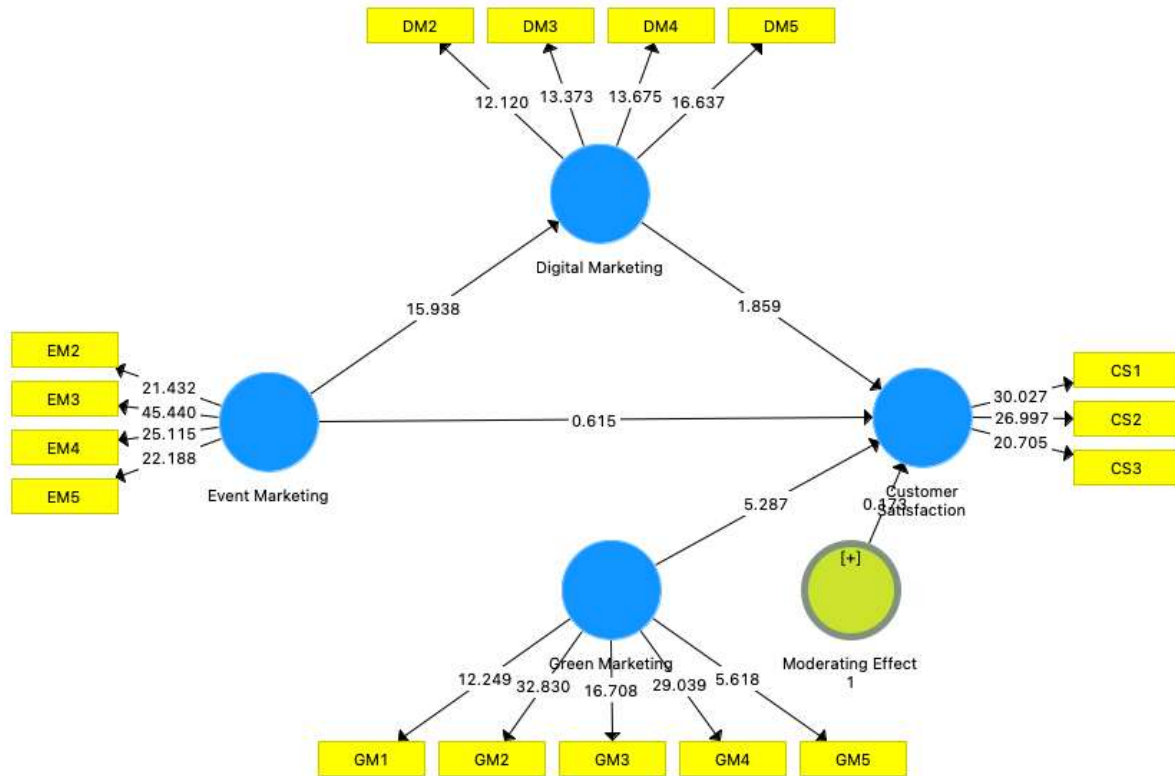


Table 5. Hypothesis Test

Hypothesis	Relationships	Original Sample	T.Statistics	P-Value	Result
1	Event Marketing -> Customer Satisfaction	0,788	15,938	0,000	Accepted
2	Mediating Event Marketing -> Digital Marketing to Customer Satisfaction	0,355	3,875	0,000	Accepted
3	Moderating green marketing -> event marketing to customer satisfaction	0,596	5,287	0,000	Accepted

Source: Processed data, 2024

DISCUSSION

Marketing events on consumer satisfaction

Due to the fact that the P-Value value of 0.000 is smaller than the alpha value of 0.05, the first hypothesis, which claims that marketing events have an influence on consumer happiness, is proven.

In Banyumas Regency, marketing events play a crucial role in increasing consumer satisfaction in Micro, Small and Medium Enterprises (MSMEs). Marketing events such as trade fairs, local bazaars, and other promotional events not only provide platforms for MSMEs to showcase their products but also create opportunities to interact directly with consumers. This interaction allows MSMEs to directly listen to feedback from consumers regarding their products, identify preferences, and capture ongoing market trends. Thus, marketing events not only build brand awareness but also deepen MSMEs' understanding of customer needs and expectations, which is essential for increasing consumer satisfaction.

Additionally, the presence of MSMEs at marketing events provides an opportunity for consumers to experience the product firsthand, which often increases their trust and confidence in the quality and value offered. This can help reduce purchase barriers related to consumer uncertainty regarding MSME products. Additionally, the atmosphere created at marketing events often promotes more personal interactions between producers and consumers, building stronger emotional bonds and increasing consumer loyalty to local brands. In the context of MSMEs in Banyumas, where togetherness and trust within the local community are very important, marketing events serve as a platform to strengthen these relationships, which in turn has a positive impact on consumer satisfaction.

Digital marketing mediates the relationship between marketing events and consumer satisfaction

With a P-Value of 0.000, which is less than the alpha value of 0.05, the second hypothesis—that digital marketing mediates the association between marketing events and consumer satisfaction—is proved.

In Banyumas Regency, digital marketing plays a crucial role in mediating the relationship between marketing events and the level of consumer satisfaction in Micro, Small and Medium Enterprises (MSMEs). Marketing events such as trade shows and local promotional events provide opportunities for MSMEs to directly interact with consumers, introduce their products, and create a strong first impression. However, the positive effects of marketing events can be strengthened and extended through the use of digital marketing strategies.

The use of digital marketing, such as social media campaigns, email marketing, and other digital content, allows MSMEs to continue communicating with consumers after the marketing event ends. Social media, for example, allows MSMEs to maintain engagement with audiences through direct interactions, product updates and special promotions. In addition, email marketing can be used to send the latest information about products or services, respond to consumer questions, and invite them back to participate in future activities or promotions. Thus, digital marketing not only mediates the initial interaction between MSMEs and consumers but also maintains ongoing relationships that contribute to increasing consumer satisfaction.

Digital marketing also allows for more in-depth data collection about consumer preferences and behavior. Analysis of this data can help MSMEs to better understand the needs of the local market in Banyumas, identify consumer trends, and design marketing strategies that are more effective and targeted. By leveraging this data, MSMEs can optimize customer experiences, increase the relevance of marketing messages, and provide better solutions to meet consumer needs. Thus, digital marketing is not only a tool to expand reach and increase interaction, but also a powerful tool to increase consumer satisfaction and strengthen the position of MSMEs in the local market.

Green marketing moderates the relationship between marketing events and consumer satisfaction

With a P-Value of 0.000, which is less than the alpha value of 0.05, the third hypothesis—that green marketing moderates the association between marketing events and consumer satisfaction—is verified. It follows that the hypothesis is accepted.

In Banyumas Regency, green marketing plays an important role in moderating the relationship between marketing events and consumer satisfaction in Micro, Small and Medium Enterprises (MSMEs). In an era where awareness of environmental issues is increasing, consumers tend to prefer environmentally friendly products. Therefore, MSMEs that apply green marketing principles in their marketing events can attract the attention of consumers who care about sustainability. For example, by using recyclable packaging materials, reducing the carbon footprint in the production process, and promoting products with environmentally friendly certification, MSMEs can build a positive and sustainable brand image.

Green marketing not only improves brand image but also deepens the emotional connection between MSMEs and consumers. In marketing events, MSMEs that highlight their commitment to sustainable business practices can create more meaningful experiences for consumers. For example, by holding workshops on sustainability or displaying environmentally friendly products specifically at exhibitions, MSMEs can educate and inspire consumers to care more about environmental issues. This not only increases consumer awareness and support for the brand, but also strengthens their loyalty, because consumers feel connected to the values that MSMEs uphold.

Green marketing can also strengthen the impact of digital marketing and the interactions that occur during marketing events. By utilizing social media and digital campaigns to communicate sustainability initiatives, MSMEs can reach a wider audience and strengthen the message that they are part of the solution to environmental problems. Content related to environmentally friendly practices, such as videos about sustainable production processes or customer testimonials supporting green products, can increase consumer engagement and trust. Thus, green marketing becomes a key element that not only moderates but also strengthens the relationship between marketing events and consumer satisfaction, supporting MSMEs in Banyumas to grow and be sustainable in an increasingly environmentally conscious market.

CONCLUSION

The aim of this research is to examine the impact of marketing events on consumer satisfaction which is mediated by digital marketing and moderated by green marketing. The results of this research are that marketing events influence consumer satisfaction, digital marketing mediates the relationship between marketing events and consumer satisfaction and green marketing moderates

the relationship between marketing events and consumer satisfaction. The limitation in this research is that the number of samples is still relatively small so it is still possible that data management may not be optimal. Apart from that, the generalization in this research concerns areas that only focus on MSMEs in Banyumas Regency. The suggestion that researchers can give for future research is to increase the number of samples in future research, then the area can be wider, not only in one district, but in a residency or province.

The managerial implications of this research suggest that to enhance customer satisfaction, MSME managers should actively organize effective marketing events that foster emotional connections with consumers. Additionally, leveraging digital marketing should be strengthened to mediate and amplify the positive effects of these events on customer satisfaction. Furthermore, incorporating green marketing practices can enhance the relationship between marketing events and consumer satisfaction, especially in an era where environmental concerns are increasingly important to consumers. Managers are encouraged to broaden their scope beyond a single district and consider expanding their research to a larger region or even a province to gather more comprehensive data and achieve more generalizable insights.

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