

THE ROLE OF DIGITAL MARKETING AND CUSTOMER EXPERIENCE IN INCREASING NON-TAX STATE REVENUE

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Abstract : This study aims to provide an overview of the role of digital marketing and customer experience to increase revenue by using the appropriate literature. Digital marketing has been widely used in the private sector, but still rarely in government. Further research is needed to determine the role of digital marketing in government, especially in increasing non-tax state revenue. Non-tax state revenue is one of the important sectors in supporting government performance. This study uses a literature review with the stages of conducting a review of the research scope, extracting articles from journals, quality assessment and article analysis, and reports. The result of this study is a proposed model in the form of a relationship between digital marketing, customer experience, and non-tax state revenue with the dimensions associated with it. This model is generated after reviewing the relevant literature as a whole in the field of digital marketing and customer experience that affects non-tax state revenue. This model is expected to help generate recommendations in developing a marketing strategy for the government.

Keywords: Customer Experience, Digital Marketing, Non-tax State Revenue.
