

# Digital Reputation Management as a Low-Cost Innovation for MSME Economic Resilience: Evidence from Google Maps

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## Abstract

*Purpose:* This study aims to analyze the role of Google Business Profile management in building the digital reputation of the Dokter Xiaomi – Servicehpjogja.id MSMEs, with particular emphasis on business visibility, user engagement, and the influence of customer ratings and reviews.

*Methodology:* This research employs a qualitative approach using a descriptive single-case study design. Data were collected from Google Business Profile performance reports during the observation period from September to December 2025, encompassing metrics such as impressions, traffic sources, user interactions, search queries, ratings, and customer reviews. The data were analyzed descriptively by aggregating and interpreting patterns in digital performance indicators.

*Results:* The findings indicate that the business profile generated 11,524 views and 821 interactions, with 35.15% of the views originating from active searches, demonstrating alignment between profile information and user search intent. Furthermore, the Dokter Xiaomi – Servicehpjogja.id MSMEs achieved an average rating of 4.8 out of 5 based on 802 customer reviews, which function as a strong credibility signal and enhance consumer trust and preference.

*Applications/Originality/Value:* The study confirms that integrating local search optimization with systematic customer review management is a low-cost yet effective digital marketing strategy that strengthens the reputation and competitiveness of service-based MSMEs. This research contributes to the digital marketing management literature by providing empirical insights from a micro-enterprise context and offers practical guidance for MSMEs in developing sustainable digital reputation management strategies.

## Introduction

The digital revolution has fundamentally changed the global business landscape, driving a shift from conventional marketing models to digitally integrated strategies (Iskandar, 2025). The development of digital technology has driven significant changes in how MSMEs build their image and reach consumers, particularly on location-based platforms such as Google Maps (Peer et al., 2025). Google Maps offers customer ratings and reviews, transforming it not only into a navigation tool but also into a strategic tool for building a digital reputation that influences consumer trust and purchasing decisions (Borrego & Comalat Navarra, 2020). With increasingly fierce business competition, digital reputation has become an intangible asset that determines business sustainability (McMillan & Joshi, 1997). Therefore, managing digital reputation through rating and review strategies is a crucial issue for MSMEs, including repair service MSMEs like Dokter Xiaomi – Servicehpjogja.id.

Despite Google Maps strategic role in shaping digital reputation, many MSMEs are unable to manage customer ratings and reviews optimally and sustainably (Setiawan et al., 2024). This problem arises from limited digital literacy, a lack of review response strategies, and the underutilization of customer feedback to improve service quality, particularly among MSMEs (Hermansyah et al., 2025). This situation raises important questions about how a Google Maps rating and review management strategy can effectively build MSMEs digital reputation. This research is crucial to address the need for a digital reputation management model that is applicable and tailored to the characteristics of local MSMEs.

To comprehensively examine these impacts, this study draws on several relevant conceptual frameworks. The primary framework is digital marketing, with an emphasis on Local Search Engine Optimization (Local SEO), a crucial strategy for brick-and-mortar businesses to reach consumers in their local areas (Iskandar, 2025). In the context of Local SEO, Google Business Profile serves as a strategic instrument in managing a business's digital presence and reputation across Google services (Septiani et al., 2024). The platform's performance is generally evaluated through two leading indicators: digital visibility, which reflects a business's discoverability in online searches, and customer engagement, which reflects the intensity of user interaction with the business profile (Borrego & Comalat Navarra, 2020). Furthermore, the adoption of Google Business Profile by MSMEs can be explained through the Technology Acceptance Model (TAM), which emphasizes that perceived ease of use and perceived usefulness are key determinants of technology acceptance and utilization (Iskandar, 2025).

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Based on the problem background and identified research gaps, this study aims to analyze and quantify the extent to which the use of Google Business Profile increases interaction and digital visibility for the Dokter Xiaomi - Servicehpjogja.id MSMEs. In more detail, this qualitative research with a case study approach is designed to answer several main research questions, namely: (1) how many views were generated by the Dokter Xiaomi - Servicehpjogja.id Google Business Profile during the observation period September-December 2025; (2) how is the distribution of traffic sources that direct users to the business profile, reviewed by search channels (Google Search and Google Maps) and devices used (mobile and desktop); (3) what search queries are most effective in helping potential customers find the Dokter Xiaomi - Servicehpjogja.id business profile; (4) analysis of search keywords; and (5) reviews and ratings.

This study presents a novel element by integrating quantitative performance data into a qualitative case study framework, a methodological approach relatively rarely applied in Google My Business studies of MSMEs in Indonesia. This study makes a theoretical contribution by expanding management studies, particularly in digital marketing, to include digital reputation management in service MSMEs. This study also provides the latest empirical evidence regarding the role of Google Maps ratings and reviews in shaping MSMEs' digital reputation (Mayndarto et al., 2025). Furthermore, this study fills the gap in the limited literature discussing digital reputation management strategies for local MSMEs on location-based platforms (Septiani et al., 2024). Practically, the research findings are expected to serve as a strategic reference for MSMEs to increase competitiveness through effective digital reputation management (Mo et al., 2015).

## Literature Review

Digital reputation is the collective perception of a business's credibility and quality, formed from online information, particularly customer reviews (Schreiber & Noy, 2025). In the context of digital marketing, digital reputation is influenced by electronic word of mouth (e-WOM) spread through review-based digital platforms (Hermansyah et al., 2025). Google Maps serves as a location-based reputation platform that integrates geographic information with user ratings and reviews (Borrego & Comalat Navarra, 2020).

Research conducted by Borrego & Comalat Navarra (2020) shows that ratings and reviews significantly influence consumer trust and purchase intentions in service businesses on digital platforms. Other research has found that high ratings on Google Maps are positively correlated with increased visits and business performance, especially for MSMEs that may not yet have a strong digital presence. Google Maps can create a fairer playing field and help them compete with larger companies (Phuangsuwan et al., 2024). In the context of MSMEs in developing countries, the adoption of digital platforms such as Google Maps continues to face challenges in terms of strategy and consistency in reputation management (Díaz-Arancibia et al., 2024). This study also provides the latest empirical evidence regarding the role of Google Maps ratings and reviews in shaping a business's digital reputation (Schreiber & Noy, 2025).

Digital reputation plays a crucial role in building and enhancing customer trust in MSMEs, with businesses with a positive digital image tending to achieve more optimal marketing performance (Probohudono et al., 2025). In this context, Google Maps offers an efficient and relatively low-cost alternative promotional medium, enabling MSMEs to expand their market reach and sustainably increase their competitiveness (Borrego & Comalat Navarra, 2020).

This research contributes to theory by expanding management studies, particularly in digital marketing, to include digital reputation management in service MSMEs. This study also provides the latest empirical evidence regarding the role of Google Maps ratings and reviews in shaping MSMEs' digital reputation (Mayndarto et al., 2025). Furthermore, this research fills a gap in the limited literature discussing digital reputation management strategies for local MSMEs on location-based platforms (Septiani et al., 2024). In practice, the research findings are expected to serve as a strategic reference for MSMEs to increase competitiveness through effective digital reputation management (Mo et al., 2015).

Previous research has examined the influence of customer ratings and reviews on consumer decisions. However, most are limited to the general context of MSMEs and have not explicitly addressed the service sector, particularly in Indonesia (Mathayomchan & Taecharunroj, 2020). Furthermore, studies highlighting digital reputation management strategies for service MSMEs using Google Maps are relatively limited, despite the platform's crucial role in shaping consumer perceptions and increasing the visibility of local businesses (Khan & Loan, 2022). These limitations indicate a research gap regarding how service MSMEs can strategically leverage Google Maps to strengthen their digital reputation and economic resilience.

This study proposes implementing an integrated digital reputation management strategy through Google Maps, emphasizing active, professional involvement in managing customer reviews, consistent service quality, and using customer feedback as a basis for continuous evaluation and service improvement. This approach is expected to improve ratings, strengthen a positive business image, and build long-term consumer trust. Through this strategy, MSMEs like Dokter Xiaomi can maximize Google Maps' role not only as an information provider but also as a strategic tool for marketing and digital reputation management.

## **Methodology**

This research employs a qualitative approach with a descriptive single case study Design. This design was chosen for its ability to generate an in-depth, comprehensive, and contextual understanding of contemporary phenomena in real-world settings, particularly when the boundaries between the phenomenon under study and its environmental context are not clearly defined. The use of a single case study is considered relevant because this research focuses on an intensive exploration of a single illustrative case, namely the use of the Google Business Profile platform by a specific MSME, which has the potential to reveal detailed empirical findings that are difficult to capture through large-scale research. Thus, this approach allows researchers to explain in depth how and to what extent the use of Google Business Profile affects the research subjects' digital visibility.

This study uses primary data derived from user's digital activity traces. The platform automatically generates this data and provides an objective and non-reactive record of user interactions. Specifically, the data was obtained from performance reports available on the Google Business Profile analytics dashboard of the Dokter Xiaomi - Servicehpjogja.id MSMEs. The use of primary data collected directly from the platform ensures high validity and reliability, as it does not rely on the perceptions, interpretations, or memories of the study respondents.

The inclusion criteria for this study include all quantitative metrics available in the Google Business Profile performance report of the Dokter Xiaomi - Servicehpjogja.id MSMEs during the observation period from September 1 to December 31, 2025, especially data relevant to the research questions, such as the number of impressions, impression sources (search and maps; mobile and desktop devices), interaction rates, and search queries, as well as the number of customer reviews and ratings. The unit of analysis for this study is the Google Business Profile performance of a single business entity, with the subject of the study being the Dokter Xiaomi - Servicehpjogja.id MSMEs, a service-based MSME that has begun adopting low-cost digital marketing strategies. Data analysis was conducted using a descriptive qualitative approach, encompassing data aggregation, traffic-source distribution analysis, and search-query frequency analysis, to describe patterns of user visibility and interaction systematically.

## **Results and Discussion**

### ***Results***

This section presents the results of a descriptive quantitative analysis based on primary data obtained from the Google Business Profile performance report of the Dokter Xiaomi - Servicehpjogja.id MSMEs. The analyzed data cover a four-month observation period, from September 1 to December 31, 2025. The presentation of the research results is systematically structured following the research questions, to report the findings objectively without analytical interpretation. Structured data presentation through tabulation and descriptive statistics is an important methodological step in establishing a basis for analysis before drawing further conclusions.

### ***Online Visibility and Profile Reach***

Digital visibility, typically measured in marketing analytics by metrics such as impressions, is a key indicator of how often a digital asset is displayed to users (Saura et al., 2017). This metric serves as an important proxy for assessing reach and brand awareness early in the consumer journey. The analysis shows that during the four-month observation period, the Google Business Profile of the Dokter Xiaomi - Servicehpjogja.id MSMEs was displayed to 11,524 unique users who discovered and accessed it through the Google ecosystem. Furthermore, the data indicates that this business profile appeared 4,051 times in search results, triggered by keywords relevant to the products and services offered.

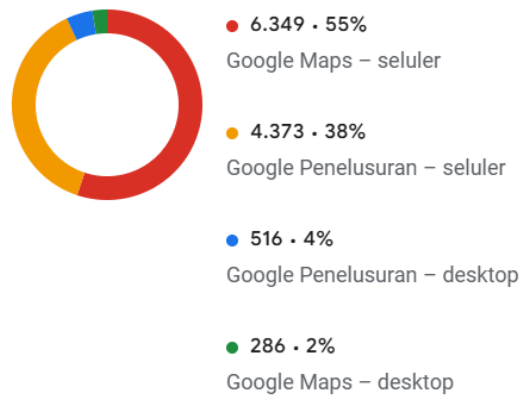
11.524

👁️ Orang melihat Profil Bisnis Anda

**Figure 1.** Online visibility on the Google Business Profile platform

***Distribution of User Visit Sources***

Traffic source analysis was conducted to identify the channels and device types used by users to find business profiles (Fegghi & Leith, 2016). Differentiating access via Google Search and Google Maps provides insight into user intent, whether driven by active search intent or location-based discovery. The analysis also reflects contemporary consumer behavior trends, which are dominated by mobile device usage. Performance data shows that mobile access is the primary driver of the Google Maps platform, accounting for 55% of total views.



**Figure 2.** Platform and device description view

Engagement levels reflect the actions users take after accessing a business profile, thereby indicating a deeper level of interest than mere visual exposure (Jansen, 2022). In the Google Business Profile report, this metric is categorized as interactions, which is the accumulation of several user activities, such as website clicks, requests for directions, and phone calls. This series of actions represents the consumer’s shift from the awareness stage to the consideration stage in the decision-making process. During the observation period, 821 interactions were recorded on the Dokter Xiaomi - Servicehpjogja.id MSMEs's Google Business Profile.



**Figure 3.** Business profile interaction image display

## Search Query Analysis

Search query analysis aims to identify the specific terms users enter into Google that trigger the display of a business profile (Bonart et al., 2019). Keyword performance is a crucial indicator for assessing the relevance of the information presented in a business profile to the audience's needs and intentions (Putri & Prabowo, 2023). The analysis results show that during the observation period, the business profile received 11,524 user views, indicating a relatively high level of digital visibility. Of these, 4,051 views, or approximately 35.15%, came from searches that directly displayed the business profile in search results. This finding indicates that a significant portion of users discovered the profile through active search mechanisms, demonstrating the relevance of the profile information to the audience's needs and search intentions. In the context of Google Business Profile management, this significant proportion of searches reflects the effectiveness of profile optimization in supporting visibility and increasing opportunities for user engagement early in the consumer journey.

4.051

Q Penelusuran menampilkan Profil Bisnis Anda di hasil penelusuran

Figure 4. Number of keywords

## Search Keyword Analysis

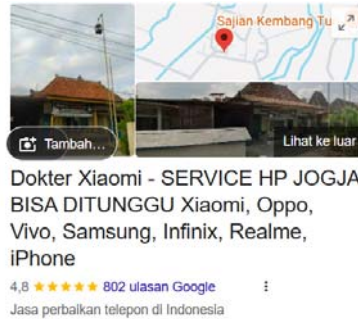
The findings indicate that profile discovery via search is dominated by a few key keywords, reflecting the most common market demand patterns. Further analysis revealed that the top five keywords accounted for 20% of the 11,524 profile appearances in search results. Details of the five highest-performing keywords on the Google Business Profile of the Dokter Xiaomi - Servicehpjogja.id MSMEs are presented in Figure 5.

1.	xiaomi	676
2.	xiaomi service center	625
3.	service center xiaomi	449
4.	service hp terdekat	321
5.	service center xiaomi terdekat	275

Figure 5. Search query description

## Reviews and Ratings

Customer reviews on Google Maps have been shown to play a significant role in shaping consumer purchasing decisions, consistent with Iskandar (2025) research on AB Frame Gallery MSMEs. Based on business profile data, Dokter Xiaomi MSMEs received an average rating of 4.8 out of 5, supported by 802 customer reviews, indicating very positive satisfaction and service experience. The combination of a high rating score and a large volume of reviews serves as a credibility signal to potential customers, helping reduce perceived risk before a visit or transaction. In the context of local searches, consumers tend to use ratings and reviews as primary heuristics in evaluating service alternatives, especially when faced with numerous choices with asymmetric information. Therefore, Dokter Xiaomi's high digital reputation not only increases the visibility of the business profile but also directly strengthens consumer trust and preference in the purchasing decision-making process, in line with the concept of electronic word of mouth (e-WOM), which emphasizes the influence of user experience on digital consumer behavior.



**Figure 6.** Number of reviews and ratings

## Discussion

### *Discussion*

The results of this study clearly address the research problem by showing that using Google Business Profile significantly increases the Dokter Xiaomi - Servicehpjogja.id MSMEs's visibility and digital engagement. During the four-month observation period, the business profile recorded 11,524 user views and 821 interactions, indicating the platform's effectiveness in positioning businesses at the early stages of the marketing funnel, particularly in consumer awareness and interest, which are important prerequisites for customer acquisition. The 57% increase in discoveries through Google Maps driven by specific keywords indicates that Google Business Profile does not merely function as a passive directory, but rather as a proactive tool for capturing established market demand.

The findings indicate that Dokter Xiaomi - Servicehpjogja.id MSMEs's use of Google Business Profile resulted in high digital visibility, reflected in 11,524 profile views during the observation period. The 35.15% share of views from active searches indicates that the profile information aligns with the user's search intent, thereby effectively building brand awareness in the early stages of the consumer journey. The dominance of a few key keywords that significantly shaped the profile's appearance underscores the importance of managing relevant keywords as part of a Local Search Engine Optimization (Local SEO) strategy to better align consumers' needs with the services offered (Feghhi & Leith, 2016).

In addition to visibility, digital reputation has also been shown to be a determining factor in purchasing decisions (Mayndarto et al., 2025). An average rating of 4.8 out of 5, supported by 802 customer reviews, serves as a strong credibility signal and strengthens consumer trust in a competitive local search context. Customer reviews on Google Maps act as electronic word of mouth (e-WOM) that can reduce risk perception and increase consumer preference for MSMEs (Nuseir, 2019). These findings confirm that integrating search optimization and digital reputation management is a low-cost but significant strategy in increasing the competitiveness of service-based MSMEs. The implications of this research finding cover various stakeholders. For MSME practitioners, the research results emphasize the importance of proactively managing and optimizing Google Business Profiles, with a focus on complete profile information and selecting relevant keywords to maximize visibility, especially on mobile devices. For policymakers, these findings suggest that digital literacy programs for MSMEs should be directed not only at conceptual understanding but also at practical technical training in using free digital marketing tools with a significant impact (Noerchoidah et al., 2025).

For future research, several development directions can be considered, including comparative studies across multiple MSMEs within the same industrial sector, longitudinal research with an observation period of more than 1 year, and the implementation of a mixed-methods approach combining Google Business Profile analytics data with sales data and in-depth interviews. This approach is expected to provide a more comprehensive understanding of the relationship between the digital performance of the Dokter Xiaomi - Servicehpjogja.id MSMEs and its offline business performance.

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