



The Influence of Service Quality and Social Media Marketing on Consumer Satisfaction

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ABSTRACT

The purpose of this study was to determine the effect of service quality and social media marketing on customer satisfaction. The sample in this research is 100 consumer employees. With the sampling technique using purposive sampling, namely the technique of determining the sample with certain considerations. Data analysis using multiple regression test. The results of his research show that there is an influence of service quality on customer satisfaction, there is an influence of social media marketing on customer satisfaction and there is an influence of service quality and social media marketing on customer satisfaction.

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INTRODUCTION

The development of business ventures in the current era of globalization is increasingly rapid, marked by the level of competition between companies that is getting higher and tighter (Fadhli & Pratiwi, 2021). This situation causes companies in general to try to maintain survival, develop the company, obtain optimal profits and be able to strengthen their position in the face of competing companies where achieving these goals cannot be separated from marketing efforts that must be thought out and planned. Realizing this, marketing is one of the main activities carried out by the company to achieve its goals. Activities such as product development, communication research, distribution, pricing and service are at the core of marketing activities.

Companies through marketing activities which are processes by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return. This relates to the role of marketing and managers to keep the company's marketing running (Mawardi, 2018). The marketer's job is to understand what goes on in the buyer's consciousness from an external stimulus to a purchase decision. Meanwhile, the manager's task is to understand what happens in purchasing consciousness between the arrival of outside stimulation and the purchase decision.

Consumer purchasing decisions are influenced by consumer behavior. Consumer behavior is the actions that are directly involved in obtaining, consuming, and spending products and services, including the decision processes that precede and follow these actions. The buying decision-making process for everyone is basically the same, but the decision-making process will be colored by personality traits, age, income and lifestyle. In general, the purchase decision is the selection of two or more alternative options.

According to Kotler & Keller (2018) Satisfaction is a person's feelings of pleasure or disappointment arising from comparing a product's perceived performance or results against one's expectations. If the performance is below expectations, the consumer is dissatisfied, if it meets expectations, the consumer will be satisfied, if it exceeds expectations, the consumer is very satisfied. Many studies examining consumer satisfaction are influenced by various factors. As research conducted by Hanaysha (2017) consumer satisfaction can be influenced by social media marketing. Then there are also other studies that try to predict consumer satisfaction that is influenced by Digital Marketing, Product Quality, And Emotional (Fadhli & Pratiwi, 2021). So that from the combination of the two studies a new model can be found, namely consumer satisfaction can be influenced by social media marketing and service quality.

Service quality also plays an important role in attracting consumers to make purchases. Satisfying service quality will encourage consumers to purchase the product in question or to make a repeat purchase. According to Sid (2018) Service quality reflects the comparison between the level of service delivered by the company compared to customer expectations. Service quality is realized through fulfilling customer needs and desires as well as the accuracy of delivery to match or exceed expectations. If a company is able to provide good service, directly or indirectly, its service image will be widespread because the satisfaction felt by its customers will be conveyed by one customer to another in a chain.

PT. Putra Rinjani is one of the official Honda motorbike dealers under the auspices of PT. Astra Honda Motor (AHM), based in Jakarta, is engaged in sales, service and spare parts (3S) that can compete in the automotive industry market. Honda Motor Coy continues to build itself into a "global brand loved around the world" and a company that has confidence and pride through producing innovative and outstanding motorcycles in every era. Honda's slogan "One Heart" is the company's commitment to always create innovation by producing high-quality products that can provide benefits to the wider community and are environmentally friendly.

Likewise at PT. Putra Rinjani who is trusted to be the main dealer for Honda motorbikes in the North Sumatra and Aceh regions. In the company's marketing activities, it has not yet obtained maximum results, which among other things occurred due to a decrease in product sales, which is indicated by various factors, such as product quality that has not been maximized and the poor quality of service provided, so that purchasing decisions have decreased. Putra Rinjani who is trusted to be the main dealer for Honda motorbikes in the North Sumatra and Aceh regions.

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Several empirical studies have examined the effect of service quality and social media marketing on consumer satisfaction, as found by Rusdi, Parawangi, & Malik (2021) who found that there is an effect of service quality on customer satisfaction. Then the research findings from Putranto, Kumara, & Syahria, (2021) service quality partially has a positive and significant effect on customer satisfaction. On the other hand the findings from Fajri & Ma'ruf (2017) in his research social media marketing has a positive effect on consumer satisfaction. Meanwhile Mawardi (2018) found that social media marketing has no significant effect on purchasing decisions and service quality has a significant effect on purchasing decisions.

METHODS

This type of quantitative research is "research by examining how much influence the independent variable has on the dependent variable." (Haryanti, 2019). Quantitative research methods can be interpreted as "research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical in nature with the aim of testing established hypotheses" (Sugiyono, 2018).

The type of research in this research is descriptive quantitative, namely statistics that function to describe or give an overview of the object under study (Sugiyono, 2018). Thus, the research conducted is a type of quantitative research using descriptive analysis, which aims to describe objective conditions regarding the influence of service quality and social media marketing on customer satisfaction.

In this study, researchers used two types of data, namely primary data and secondary data as follows.

1. Primary data

In this study using primary data obtained from primary sources. Primary sources are data sources that directly provide data to data collectors (Haryanti, 2019). The questionnaire is a data collection technique that is carried out by giving a set of written questions to the respondents to answer, data on service quality, social media marketing and consumer satisfaction.

2. Secondary Data

In this study using secondary data obtained from secondary sources. Secondary sources are sources that do not directly provide data for data collection, for example through other parties or through documents (electronic or printed). (Creswell, 2018). Secondary data in this study is documentation obtained from PT Putra Rinjani Blitar.

The data collection method in this study used a questionnaire. Questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer (Creswell, 2018). The reason the author uses data collection techniques using questionnaires is because apart from being efficient the researcher will know with certainty the variables to be measured and know what to expect from the respondents, it is also suitable for respondents who are quite large and spread over a wide area and this can also be in the form of questions or statements. closed or open can be given to respondents directly or sent by post.

Population refers to the entire group of people, events, or things of interest that the researcher wants to investigate (Sekaran & Bougie, 2020). The population used in this study is all consumers at PT Putra Rinjani Blitar. According to Darmawan & Mulyadi (2019) says "a sample is part of the number and characteristics possessed by the population". In this study to determine the number of samples to be taken, because of the amount population cannot be detected, so the sampling in this study used purposive sampling. The sample in this study is 100 respondents according to theory Frankel & Wallen (2019) which states that the minimum sample size for research is 100 respondents. In this study the sample used is employees at PT Putra Rinjani. In this study, researchers used a non-probability sampling technique with a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2018). In this study the considerations in determining the sample to shorten time and save research costs, the researchers took a sample of 100 employees.

Variable operationalization is needed to determine the types and indicators of the variables involved in this study. Operational variables aim to determine the scale of measurement of each variable, so that hypothesis testing using tools can be done properly. In more detail the operationalization of the variables in this research can be seen in the following table:

Table 1 Variable Operational Definitions

No	Variable	Definition	Indicator	Scale
1	Quality of service (X1) Tjiptono	Service quality is the expected level of excellence and control over that level of excellence to	1. reliability 2. <i>responsiveness</i> , 3. <i>assurance</i> 4. <i>empathy</i>	Likert

2	(2018) Social media marketing (X2) Syahbani & Widodo (2017)	meet customer desires <i>Social media marketing</i> is a form of direct or indirect marketing used to build awareness, recognition, retention and action for a brand, business, product, person or other entity and is carried out using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing	5.tangible 1. Context (context) 2. Communication 3. Collaboration (collaboration) 4. Connection (connection)	Likert
3	Consumer Satisfaction (Y) (Kotler & Keller, 2018)	Consumer satisfaction is the level of one's feelings after comparing perceived performance or results compared to expectations	1. Overall Customer Satisfaction 2. Dimensions of Customer Satisfaction 3. Confirmation of Expectation 4. Repurchase Intent 5. Willingness to Recommend (Willingness to Recommend)	Likert

Source: Processed by Researchers (2022)

Data analysis technique using multiple regression analysis is used when the researcher wants to predict how the condition (rise and fall) of the dependent variable (Criterion), multiple regression analysis is used if the number of independent variables is at least two.

RESULTS AND DISCUSSION

1. Validity test

Validity test is a measure that shows the levels of validity and validity of an instrument. The instrument is said to be valid if it can reveal the variable data studied correctly (Arikunto, 2017). The method often used to provide an assessment of the validity of the questionnaire is the moment product correlation (pearson correlation) between the scores of each question item and the total score, so it is often referred to as the inter item-total correlation. (Arikunto, 2017). Provisions for the validity of the instrument are valid if the results of r count $>$ r table. Following are the results of the validity test presented in the form of table 2 below:

Table 2 Validity Test Results

Variable	statemen t	r Count	r Table	Conclusion
Quality of Service (X1)	Item_1	0.441	0.3061	Valid
	Item_2	0.799	0.3061	Valid
	Item_3	0.483	0.3061	Valid
	Item_4	0.679	0.3061	Valid
	Item_5	0.852	0.3061	Valid
	Item_6	0.839	0.3061	Valid
	Item_7	0.524	0.3061	Valid
	Item_8	0.783	0.3061	Valid
	Item_9	0.852	0.3061	Valid
	Item_10	0.667	0.3061	Valid
Social Media Marketing (X2)	Item_1	0.486	0.3061	Valid
	Item_2	0.602	0.3061	Valid
	Item_3	0.628	0.3061	Valid
	Item_4	0.732	0.3061	Valid
	Item_5	0.514	0.3061	Valid
	Item_6	0.583	0.3061	Valid
	Item_7	0.399	0.3061	Valid
	Item_8	0.446	0.3061	Valid
Consumer Satisfaction	Item_1	0.881	0.3061	Valid
	Item_2	0.873	0.3061	Valid

(Y)	Item_3	0912	0.3061	Valid
	Item_4	0.831	0.3061	Valid
	Item_5	0.769	0.3061	Valid
	Item_6	0.727	0.3061	Valid
	Item_7	0.334	0.3061	Valid
	Item_8	0.381	0.3061	Valid
	Item_9	0.510	0.3061	Valid
	Item_10	0.362	0.3061	Valid

Source: Primary data processed with SPSS, 2022.

Table 2 shows that of all the variables and statement items, all questions are declared valid, because the r count is greater than the r table.

2. Reliability Test

The reliability test refers to an understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is good (Arikunto, 2017). Instruments that can be trusted, which are reliable will produce data that can be trusted too. To obtain the reliability index of questions using one shot, namely measurement only once and then the results are compared with other questions or those that measure the correlation between the answers to the questions.

SPSS provides facilities for measuring reliability with the Cronbach Alpha (α) statistical test, a variable is said to be reliable if it gives a Cronbach Alpha value (α) > 0.60. And this is in accordance with what was stated by Triton as quoted by Sujianto if the scale is grouped into five classes with the same battens, then the alpha stability measure can be interpreted as follows:

- Cronbach's Alpha value of 0.00 – 0.20 means it is less reliable
- Cronbach's Alpha value of 0.21 – 0.40 means it is somewhat reliable
- Cronbach's Alpha value of 0.41 – 0.60 means it is quite reliable
- Cronbach's Alpha value of 0.61 – 0.80 means reliable
- Cronbach's Alpha value of 0.81 – 1.00 means it is very reliable (Morissan, 2019)

Reliability test seen from the value of Cronbach's alpha instrument is said to be reliable if it has a reliability of 0.60 or more. The results of the reliability test for the two variables are presented in table 3 below:

Table 3 Reliability Test Results

Variable	Cronbach's Alpha
Quality of Service (X1)	0.877
Social Media marketing (X2)	0.638
Consumer Satisfaction (Y)	0.877

From the results of the reliability test of the questionnaire in table 3, it shows that the Cronbach's alpha value data is > 0.60. So it can be interpreted that of all variables, namely all variables are reliable.

1. Classical Assumption Testing

a. Normality test

Normality test to see whether the variable data tested is normally distributed and feasible to be tested statistically with the Kolomogorof-Smirnof test, the following conditions are obtained: Sig value < 0.05, data distribution is not normal. Sig value > 0.05, normal data distribution. The results of the Normality Test can be seen in table 4 as follows:

**Table 4. Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		100
Normal Parameters, b	Means	.0000000

	std. Deviation	2.16453162
Most Extreme Differences	absolute	.102
	Positive	.056
	Negative	-.102
Test Statistics		.102
asymptotic Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the results of data analysis in the Appendix, it is known that the asymptotic Sig (2-tailed) from the Kolmogorov-Smirnov test for Asymptotic Sig. (2-tailed) of 0.200 is greater than the value of α of 0.05, so it can be concluded that the standardized residual values are declared normally distributed or the data is normally distributed.

b. Multicollinearity Test

Test Multicollinearity is a way to find out and detect whether or not there is a close linear relationship between the independent variables in the calculation. If there is high multicollinearity, it will be difficult to distinguish and separate the effect of each independent variable on the dependent variable. One way to see this relationship is to look at the covariance coefficient matrix from the results of data processing. The greater the covariance coefficient, the higher the multicollinearity, the closer the relationship between the two independent variables.

Table 5 Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		tolerance	VIF
1	(Constant)		
	service quality	.828	1.208
	Social media marketing	.828	1.208

a. Dependent Variable: consumer satisfaction

Based on the table above, it can be seen that the two parameters used to detect multicollinearity are the tolerance value and the VIF (Variance inflation factor) value, where the Tolerance value is > 0.10 and the VIF value must be $VIF < 10$. From the calculation results above, a tolerance value of > 0.1 where the value is > 0.1 and the VIF value is not less than 10.00, meaning that multicollinearity is not detected.

c. Test Heteroscedasticity

The heteroscedasticity test is used to determine whether or not there is an indication of variance between inhomogeneous residuals which results in the estimated value obtained being no longer efficient. Heteroscedasticity occurs when there is a correlation coefficient of each independent variable that is significant at the 5% significance level. A good regression model is one that does not have heteroscedasticity. There are several ways to detect the presence or absence of heteroscedasticity, one of which is by looking at the scatter plot. A good regression model is obtained if the residual scatter diagram does not form a certain pattern and if the data radiates around zero (on the Y axis). In addition, there is no specific pattern on the chart, such as gathering in the middle, narrowing then widening and vice versa.

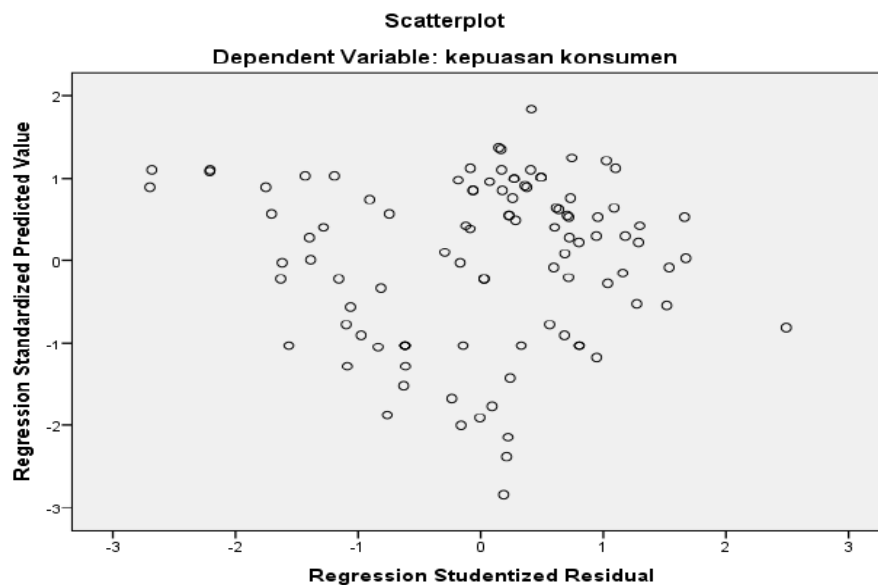


Figure 1 Heteroscedasticity Test

Source: Results of Data Processing Using the SPSS 22.0 Software Program for Windows

Figure 1 explains that the scattered data does not form a specific pattern and spreads around the zero point on the Y axis. That is, it can be concluded that the data to be examined fulfills the assumption of heteroscedasticity.

2. Multiple Linear Regression

Multiple linear regression is used to determine the magnitude of the effect of differences from one variable to another. The results of multiple linear tests can be seen in the coefficients table as follows:

Table 6 Results of Multiple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	11,472	4,492		2,554	.012
	service quality	.511	.115	.358	4,455	.000
	Social media marketing	.948	.165	.463	5,757	.000

a. Dependent Variable: consumer satisfaction

Based on the results of the regression analysis obtained in table 4.7, the regression equation can be written as follows:

$$Y = a_1 + b_1X_1 + b_2X_2 + e$$

$$Y = 11.472 + 0.511 + 0.948 + 4.492$$

From the regression equation above it can be interpreted as follows:

- 1) $\alpha = 11,472$ shows that if the value of X_1 and X_2 remains (does not change), then the value of the constant Y is 11,472.
- 2) $b_1 = 0.511$ states that if X_1 increases, then Y will increase by 0.511 assuming there is no addition of the constant value of X_2 .
- 3) $b_2 = 0.948$ states that if X_2 increases, then Y will increase by 0.948 assuming there is no addition of the constant value of X_1 .

3. Determination Analysis (R^2)

Multiple regression analysis was used to determine the effect between the independent variables consisting of service quality and social media marketing, to the dependent variable, namely consumer satisfaction. From calculations using the SPSS 22.0 for Windows program, the

regression results obtained the values of the multiple regression coefficients, which as a whole appear in the table as follows:

Table 7
Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.693a	.481	.470	4.26934

a. Predictors: (Constant), Social media marketing, service quality

Based on table 7 shows an R value of 0.911 which means that the correlation or relationship between the independent variables consisting of competence, work discipline and motivation has a strong relationship. The R Square value shows 0.481, this means that the influence of the independent variables consists of Social media marketing, service quality with the dependent variable consumer satisfaction is 48.1% while the rest is influenced by other factors.

Hypotheses t test

The t statistical test basically shows how far the influence of one explanatory or independent variable individually explains the variation of the dependent variable. Based on the analysis, the results of the analysis are as follows:

Table 8 Test t
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	11,472	4,492		2,554	.012
	service quality	.511	.115	.358	4,455	.000
	Social media marketing	.948	.165	.463	5,757	.000

a. Dependent Variable: consumer satisfaction

From the data above, the following analysis results are obtained:

a. Based on the results of the analysis above, the value of $t_{count} > t_{table}$ is $4.455 > 0.1975$ and a significance value of $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, so service quality has a positive and significant effect on customer satisfaction .

b. Based on the results of the analysis above, the value of $t_{count} > t_{table}$ is $5.757 > 0.1975$, and a significance value of $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, so that social media marketing positive and significant effect on consumer satisfaction .

Hypothesis F test

The effect of service quality and social media marketing on customer satisfaction in the test was carried out by Test F. The F test was intended to determine the effect of all variables X_1 and X_2 on variable Y. In this case, the effect of service quality and social media marketing on satisfaction consumers by using a comparison of F_{count} and F_{table} with a significance level of 5% and N 100, obtained F_{table} is 2,975 using a 95% confidence level, $\alpha = 5\%$, df_3 (number of variables -1) or $2-1 = 1$, and df_2 ($nk-1$) or $100-2-1 = 97$ (n is the number of respondents and k is the number independent variable). The results obtained from F_{table} are 3.09. Based on calculations with the help of the SPSS for Windows Versions 22.00 program, the following results are obtained:

Table 9 Simultaneous Test Results (F-Test)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1635350	2	817675	44,860	.000b
	residual	1768040	97	18,227		
	Total	3403,390	99			

a. Dependent Variable: consumer satisfaction

b. Predictors: (Constant), Social media marketing, service quality

Source: Research Data Processing Results (2022)

Table 9 shows that based on the output above the value of F_{count} with F_{table} , it can be seen that $F_{count} (44,860) > F_{table} (3.09)$ so that H_0 is rejected and H_4 is accepted. Hypothesis testing is also done by comparing the significance value with the significance level. The significance value of 0.000 is less than the significance level of 0.05, thus indicating that the independent variables together have a significant influence on the dependent variable. The accepted hypothesis is that there is an influence of service quality and social media marketing on customer satisfaction. Then the result is that H_0 is rejected, thus the result is significant. So in conclusion the independent variables used in this study jointly have an influence on the dependent variable.

Discussion

The effect of service quality on customer satisfaction

The results of his research show that there is an effect of service quality on customer satisfaction as evidenced by the results of the analysis show that the value of $t_{count} > t_{table}$ is $4.455 > 0.1975$ and a significance value of $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, so service quality has a positive and significant effect on customer satisfaction.

According to Tjiptono (2018) argues that quality as a dynamic condition which relates to products, services, people, processes and the environment that meets or exceeds expectations. According to Kotler & Keller (2018) "Satisfaction is a person's feelings of pleasure or disappointment that arise from comparing a product's perceived performance (or results) against their expectations." If performance fails to meet expectations, the customer will be dissatisfied. If performance matches expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be highly satisfied or delighted.

According to Tjiptono (2018) "Customer satisfaction is the buyer's cognitive situation regarding the commensurate or disproportion between the results obtained compared to the sacrifices made". Different from Lukman & Munawir (2018) which interprets quality as a promise of service so that those served feel benefited. Then Rusdi, Parawangi, & Malik (2021) see that quality is a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly or implicitly.

The results of this study strengthen the research Rusdi, Parawangi, & Malik (2021) who found that there is an effect of service quality on customer satisfaction. Then research from Putranto, Kumara, & Syahria, (2021) service quality partially has a positive and significant effect on customer satisfaction.

The influence of social media marketing on consumer satisfaction

The results of his research show that there is an influence of social media marketing on consumer satisfaction as evidenced by analysis results that $t_{count} > t_{table}$, namely $5.757 > 0.1975$, and a significance value of $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, so social media marketing has a positive and significant effect on consumer satisfaction.

According to Taan, Radji, & Rasjid, (2021) Social media marketing consists of efforts to use social media to persuade consumers by an meaningful company, product or service, social media marketing is marketing that uses online communities, social networks, marketing blogs and others. *Social media marketing* is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion-sharing sites to meet communication goals. (Saragih & Wico J Tarigan, 2020). Social media marketing covers specific tactics such as sharing coupons or announcing sales on Facebook or Twitter, or it can cover broader brand building initiatives such as communicating with people or

creating engaging content on a blog, in a video uploaded to YouTube or in a shared presentation. share slides. Apart from that, social media marketing offers a great opportunity for entrepreneurs, small businesses, medium enterprises, and large companies to build their brand and their business.(Untari & Fajariana, 2018).

According to Hanaysha (2017) Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, retention and action for brands, businesses, products, people or other entities and is carried out using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing.

According to Kotler & Keller (2018) argues that: "Consumer satisfaction is the level of one's feelings after comparing the perceived performance or results compared to expectations". Customer satisfaction or dissatisfaction is the consumer's response to the perceived discrepancy or disconfirmation between previous expectations and the actual performance felt by the wearer. According to Tjiptono (2018) Customer satisfaction is an after-purchase evaluation in which the chosen alternative at least gives the same results or exceeds customer expectations, while customer dissatisfaction arises when the results (outcomes) are not as expected.

The results of this study strengthen the research Fajri & Ma'ruf (2017) in his research social media marketing has a positive effect on consumer satisfaction.

The effect of service quality and social media marketing on customer satisfaction

The results of his research show that there is an influence of service quality and social media marketing on consumer satisfaction based on the output above the Fcount value with Ftable, it can be seen that $F_{count} (44,860) > F_{table} (3.09)$ so that H_0 is rejected and H_4 is accepted. Hypothesis testing is also done by comparing the significance value with the significant level. The significance value of 0.000 is less than the significance level of 0.05, thus indicating that the independent variables together have a significant influence on the dependent variable. The accepted hypothesis is that there is an influence of service quality and social media marketing on customer satisfaction .

According to Tjiptono (2018) states that: "Service quality is the fulfillment of customer needs and desires and the accuracy of their delivery to match customer expectations. Thus, there are two main factors that influence service quality, namely expected service and perceived service.

According to Hanaysha (2017) Social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, retention and action for brands, businesses, products, people or other entities and is carried out with using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing.

Customers who are not satisfied will run away and never come back. Customers choose to change products or brands because of things such as: dissatisfaction with the available products, the emergence of other, better products, the influence of friends or relatives, customers who want to actually switch brands, dissatisfaction with the behavior of the owner, manager or the behavior of the company's employees.(Haryanti & Baqi, 2019). Basically the goal of a business is to create satisfied customers. The creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious, provide a good basis for repeat purchases, create customer loyalty for a particular product and form a word of mouth recommendation that is profitable for the company.

CONCLUSION

Based on the results of the data analysis described in Chapter 4, it can be concluded that the results of the study are as follows. There is an influence of service quality on customer satisfaction as evidenced by the results of the analysis show that the value of $t_{count} > t_{table}$ is $4.455 > 0.1975$ and a significance value of $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, so service quality has a positive and significant effect on customer satisfaction. There is an influence of social media marketing on consumer satisfaction as evidenced by analysis results that $t_{count} > t_{table}$, namely $5.757 > 0.1975$, and a significance value of $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, so social media marketing positive and significant



effect on consumer satisfaction. There is an influence of the influence of service quality and social media marketing on customer satisfaction based on the output above the value of F_{count} with F_{table} , it can be seen that $F_{count} (44,860) > F_{table} (3.09)$ so that H_0 is rejected and H_4 is accepted. Hypothesis testing is also done by comparing the significance value with the significance level. The significance value of 0.000 is less than the significance level of 0.05, thus indicating that the independent variables together have a significant influence on the dependent variable. The accepted hypothesis is that there is an influence of service quality and social media marketing on customer satisfaction.

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