

SOCIAL MEDIA MARKETING'S EFFECT ON CUSTOMER SATISFACTION

Frans Sudirjo*, I Nyoman Tri Sutaguna², Rina Sovianti², Arief Yanto Rukmana³, PA.
Andiena nindya putri⁴

¹ Universitas 17 Agustus 1945 Semarang, ² Universitas Udayana

³ Universitas Bhayangkara Jakarta Raya, ⁴ Sekolah Tinggi Ilmu Ekonomi STAN IM

⁵ ITB stikom Bali

*Email korespondensi: frans_sudirjo@untagsmg.ac.id

Abstract

Human wants are limitless. Primary needs, secondary needs, and tertiary needs are the three sorts of needs that humans have. All of these requirements, especially basic requirements, are critical to human survival. The fundamental necessities themselves are food, clothing, and shelter, i.e. the need for important goods like clothing, food, and shelter. The most crucial element is the necessity for a place to live, a place to dwell or what we often refer to as home, as a place for us to take refuge and socialise with the environment. As a result, many people desire a suitable place to reside. This study took a quantitative approach, with 195 persons chosen utilising the Accidental Sampling technique. Multiple regression analysis reveals that all independent factors (product quality and price) have a positive effect on purchase intent.

Keywords: Social Media, Marketing, Customer Satisfaction

1. INTRODUCTION

In this age of globalization, which has given rise to a new reality characterized by limitless markets, the state of the revolution in communication technology, the revolution in information technology, and the nature of consumer discrimination against goods and services, quality has emerged as the aspiration of everyone, including both consumers and producers. Customers who care about quality frequently ask salespeople which brand is the highest-quality and most worthwhile to purchase, providing proof that a higher-quality product is more popular. Quality is described as "a dynamic condition associated with products, services, people, and the environment that satisfies or exceeds expectations" by Goetsch Davis in Yuzian Hamit (2001:8). According to Goetsch Davis' methodology, quality also pertains to human beings, process quality, and environmental quality in addition to the features of the final product, such as products and services. Without quality people and procedures, it is difficult to produce quality goods and services.

More emphasis is placed on the words customer, service, quality, and level in the quality of service. The best constant strategy to meet customer expectations is to provide the greatest post-customer service and quality of social media marketing. Yamit (2010:22) cited by Collier (2017). Customers utilize five dimensions of characteristics to assess the quality of

services, according to Zeithmal, Berry, and Parasuraman (2015) in the book *Zulian Yamit* (2010:10–11). These researchers did numerous studies on various types of services and were successful in identifying these qualities. The five social media marketing dimensions are verifiable proof, dependability, responsiveness, assurance, and empathy. (Empathy). 2010:10 in the Book of Yamit.

Pt. Property Administration Bandung is a business that engages in real estate in the form of homes or homes that provide straightforward, opulent, cozy, and complete amenities in the heart of Bondung at costs that consumers in the middle class and lower can afford. PT. The Building is situated at Muararajeun 51.

Based on the Formulation of the problem

Background described above, the formulation of the research problems is as follows:

- 1) Does social media marketing have a partial and simultaneous effect on customer satisfaction at Pt. Bandung Property Administration.
- 2) Is there a dominant variable that influences customer satisfaction at Pt. Bandung Property Administration.

Research purposes

The objectives of the implementation of this research are:

- 1) To determine the effect of social media marketing partially and simultaneously on customer satisfaction at Pt. Bandung Property Administration.

2. LITERATURE REVIEW

A. Use of social media

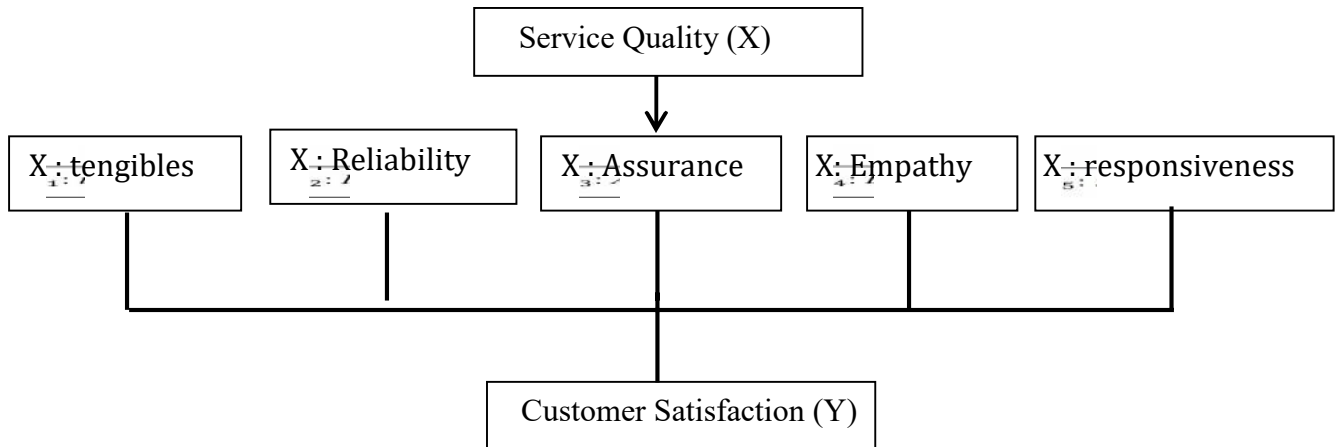
(Muhammad Yusuf, 2021:5) defines social media marketing as a comprehensive system of commercial operations carried out within social media with the objective of organizing, pricing, advertising, and dispersing goods and services that cater to the demands of both current and potential customers.

Kotler defines marketing as a social process whereby people and organizations create, offer, and freely exchange valuable things with one another in order to fulfill their needs and wants.

Social media marketing, according to Laksana (2018:4), is any action that provides a product inside the context of social media in order to satisfy customers' requirements and aspirations. The goal of marketing is to supply, plan, price, promote, and distribute goods and services to suit the requirements and wants of the consumer and to satisfy both the seller and the consumer.

B. Customer Contentmen

Figure 2
Research Thinking Framework



Social media marketing is centered on the effort to meet the needs and desires of consumers and the accuracy of their delivery to balance the expectations of customers. The result of such satisfaction or dissatisfaction after seeing the fulfillment of these five dimensions, then the customer develops a supporting attitude or vice versa.

Hypothesis

Based on the framework of thought, it can

The hypothesis is as follows:

- 1) Social media marketing. Building Property Administration provides satisfaction to its customers partially and simultaneously.
- 2) It is assumed that there are dominant variables that influence customer satisfaction in PT. Building Property Administration.

3. RESEARCH METHOD

A. Validity Test

Validity is a measure indicating the levels of validity or validity of an instrument. (Yusi,2009:88). A valid or valid instrument has a high validity; on the contrary, a less valid instrument means that it has a low validity. The instrument has validity, when it can really measure what it wants to be measured. To test the validity of a scale, it is often used in several ways, such as by looking at the previous validity, by asking for the opinion

of experts or by using other free criteria that are composite effects on the item that the scale wants to make.

B. Test reliability

A meter is said to be reliable when it produces consistent results. A reliable instrument is a robust instrument that works well at different times and under different conditions. (Yusi,2017:90

4. RESEARCH RESULTS AND DISCUSSI

A. Research Result

Social media marketing, according to Muhammad Yusuf (2021:5), is a comprehensive system of commercial activities carried out within social media with the aim of planning, setting prices for, advertising, and distributing products and services that meet the needs of both current and potential customers.

In order to satisfy their needs and desires, people and organizations produce, offer, and freely exchange valued products with one another in the process known as marketing.

According to Laksana (2018:4), social media marketing is any action that involves offering a product within the environment of social media in order to meet the needs and goals of clients. The objective of marketing is to provide, plan, price, advertise, and distribute goods and services in a way that satisfies both the vendor and the customer.

B. Customer satisfaction

Customer happiness may benefit a company in a number of ways, including through strengthening relationships with customers, creating the conditions for recurring business, and encouraging customer loyalty that truly meets consumers' requirements. Customer satisfaction is described as follows:

The level of feelings experienced when comparing the performance of a service or good delivered with what was anticipated is what Kotler (in Lupiyoadi, 2013:228) refers to as satisfaction.

According to Zethaml and Bitner in Marketing (2012:19), customer satisfaction is defined as the discrepancy between a client's assessment of the service they received and their expectations before to using the service.

Consumer satisfaction is influenced by aspects such as product strategy, price, promotion, location, staff services, facilities, and atmosphere, all of which are attributes of the

organization. According to Fandy Tjiptono (2016:61), strategies affect customer satisfaction.

Multiple Linear Regression Analysis

Data obtained from respondents in this study were analyzed using multiple linear regression models with the aim of knowing the magnitude of the contribution of the independent variables in this study, namely Education (X1) and Training (X2) to predict the Employee Performance variable (Y) as the dependent variable, so that it can also be explained about the independent variables that have the most influence on the dependent variable. Data management is carried out using the SPSS 22.0 program with the results as shown in the following table:

Table 4.2 Regression Coefficient Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1	(Constant)	10,826	5,932	7,668	,000
	Quality	,359	,267	,144	,000
	Service	,260	,242	,060	,001

a. Dependent Variable: CUSTOMER SATISFACTION

Source: SPSS V 22.0 data processing results

Table 4.2 can be explained as follows:

Column B shows the values of the regression coefficient for the constant and the respective free variables (X1 and X2) columns (std. Error) indicates the value of the raw error for the regression physical parameters, column (beta) shows the magnitude of a regression coefficient that is in the backbone or shows the path coefficient, columns (t) indicate the t-calculated value for each parameter of the column coefficient (sig) shows how much the chance of error occurs.

$$Y' = a + b_1 X_1 + b_2 X_2$$

$$Y' = 10,826 + 0,359 X_1 + 0,260 X_2$$

where :

Y = customer satisfaction

X1 = Quality of Service

X2 = Quality of Service

A = constant

b1 b2 = coefficient of regression

Considering the double linear regression equation, the regression coefficient value of each free variable indicating the amount of value contributed by each free Variable to its non-free variable with the assumption of other free variables is considered constant. The value of a coefficient that has a positive mark means that if the free variable is increased or increased, it will drive the increase of the value of the non-free variable, and vice versa.

The detailed description of each variable is as follows:

- a. The constant number of the unstandardized coefficient that in this study was 5,038 is a constant number that has a meaning: if the variable of the work and communication discipline is 0, then the total performance is 5.038
- b. The regression coefficient X1 is 0.127. This number means that for every 1% of discipline added, the performance will increase by 0.127%
- c. The X2 regression coefficient is 0645. This number means that for every 1% communication added, the performance will increase by 0.645%.

Testing Individually (Uji T)

The t test shows how much the influence of the free variables consisting of leadership (X1) and motivation (X2) have a significant individual (partial) influence on job satisfaction. (Y). In this case to find out whether the partial scale of the variable commitment and social media marketing significantly affects or does not affect the quality of the customer. Testing using a significant level of 0.05.

Tabel 4.24
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
1 (Constant)	10,826	5,932		7,668	,000
Service quality	,359	,267	,144	4,598	,000
	,260	,242	.060	3,248	,001

a. Dependent Variable: Customer Satisfaction

1) Quality variable test (b1) with the hypothesis:

H0 = the regression coefficient (quality) partially has no impact on customer satisfaction

H1 = the regression coefficient (quality) partially affects customer satisfaction

Based on the result of the output t count obtained as 2,843. To find a t table at a significant 0.05 with a degree of freedom $df = n-k-1$ or $100-2-1 = 97$ then obtain a value for t table of 1.984. Because t counts (2843) > t table (1,984), then H1 is rejected, H0 is accepted, meaning that service satisfaction partially affects customer satisfaction.

2) Testing of service variables (b2) with the hypothesis:

H0 = the regression coefficient (quality) partially does not affect customer satisfaction. H1 = the regression coefficient (quality) partially affects customer satisfaction.

Based on the result of the output t counted as 4.116. To find 00,5 with the quality degree $df = n-k-1$ or $100-2-1=97$ then obtain the value for t table of 1,984. Since t counts (4,116) > t table (1,984), when H0 is rejected, H1 is accepted, meaning that service satisfaction partially affects customer satisfaction.

Test Together (Uji F)

The F-test or regression coefficient test is jointly used to determine whether a joint variable is dependent. In this case to find out whether satisfaction and service variables have a significant impact on customer satisfaction or not. The test uses a significant level of 0.05.

Table 4.7 ANOVA
ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4,645	2	2,323	7,185	,000 ^b
	residual	226,593	18	12,588		
	Total	231,238	20			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Service Quality

H0: $b_1, b_2 = 0$, meaning that there is no positive and significant impact of the free variable (X1, X2) on customer satisfaction as a bound variable. (Y).

H1 : $b_1, b_2 \neq 0$, meaning collectively against the positive and significant influence of the free variable (X1, X2) that is, service to customer satisfaction as a bound variable. (Y).

Based on the result of the output F count is obtained at 5,732. To find F table at a significance of 0.05 with a degree of freedom $df = n-k-1$ or $100-2-1 = 97$ then obtain the value for F table of 3,087. Since F counts (5,732) > F table (3,087), then H0 is rejected, H1 is accepted, meaning that satisfaction and service together (simultaneously) affect customer satisfaction.

Summary and Saran Summary

The following conclusions can be taken from this research based on how the research problems were formulated, how the data were analyzed, and how they were discussed in the preceding chapter:

- 1) The study's findings, based on a partial analysis, suggested that all independent factors (social media marketing) have a favorable effect on the dependent variable, customer satisfaction. Customers believe that these two independent criteria are crucial to customer happiness.
- 2) The research's findings, which were based on simultaneous testing, revealed that all independent factors (social media marketing) simultaneously have a significant impact on the dependent variable, customer satisfaction.
- 3) Double regression analysis demonstrates a favorable relationship between customer satisfaction and all independent variables (social media marketing). The price variable, which is represented by the value of the regression factor at 0.288, has the second-largest positive impact on customer satisfaction, which is on the social media marketing variable (X2), as evidenced by the regression coefficient value of 0.417.

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