THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA MARKETING AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT JASTIPWITHLUV

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ABSTRACT
This study seeks to ascertain the impact of social media marketing and service quality on customer satisfaction. The research adopts a quantitative approach, employing both descriptive and verification methods. The population for this research comprised 350 customers who made purchases through Jastipwithluv in 2023. From this population, a sample size of 20% was selected, resulting in 70 respondents. Primary data was collected through questionnaires distributed to customers. Data analysis was conducted using various statistical tests, including validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination, all performed using the SPSS software. The findings indicate that social media marketing and service quality significantly and positively influence customer satisfaction at Jastipwithluv, accounting for 52.4% of the variation. This demonstrates that both social media marketing and service quality can effectively enhance customer satisfaction.
Keywords: *Social Media Marketing, Service Quality, Customer Satisfaction*

INTRODUCTION

The personal shopper business is a new and rapidly growing industry, where individuals both domestically and internationally offer purchasing services for goods consumers need (Rifa'i et al., 2020). This business is a third-party connecting business operators and their targeted products with customers. It also offers transaction time flexibility, allowing customers to make purchases anytime and anywhere. However, the competition in the personal shopper business is becoming increasingly intense over time, requiring business operators to sustain their ventures. To compete with similar businesses, operators must understand what satisfies customers when using the services offered. Customer satisfaction serves as a benchmark for a business's success in winning market competition. By fulfilling consumers' needs, wants, and expectations, businesses can create customer comfort and security during transactions.

Customer satisfaction or dissatisfaction with a product or service reflects the value built by consumers, which impacts their comparison with competitors. Customer satisfaction occurs when products and services meet or exceed consumer expectations (Mirella et al., 2022). Khasanah & Syahrani (2022) add that customer satisfaction can be measured through consistent repeat purchases and good communication between the business and the consumer. One method to measure customer satisfaction is through surveys, which are useful for gathering consumer perspectives and helping companies improve customer satisfaction (Prasetyawan & Gatra, 2022). This research uses a customer satisfaction survey as a preliminary study to evaluate the satisfaction level of Jastipwithluv's customers.

A preliminary customer satisfaction study was conducted in January 2024 by distributing questionnaires to 27 Jastipwithluv customers. According to the theory presented by Tjiptono (2015), the indicators of customer satisfaction include expectation alignment, interest in returning, and willingness to recommend. Before conducting the preliminary study, the researcher interviewed one of Jastipwithluv's customers. The interview revealed that the customer was dissatisfied due to the long delivery time from Jastipwithluv after the product arrived in Indonesia, as well as the discrepancy between the Instagram captions stating that Jastipwithluv uses express shipping with an estimated one-week delivery, which sometimes exceeded the stated estimate. This is corroborated by the preliminary study results, as shown in the following table.

Table 1. Customer Satisfaction Level at Jastipwithluv

Indicator	Average Indicator	Median Indicator	Category
Expectation alignment	3.7		Good
Interest in returning	3.2	3.3	Poor
Willingness to recommend	3.3		Good

The table above shows that the customer satisfaction level at Jastipwithluv is still in the poor category, particularly regarding the indicator of interest in returning. This is due to several issues, such as prices being too high compared to competitors, delivery not matching the estimated time stated in the Instagram captions, consumer

products being swapped with other customers, slow complaint responses, lack of transparency regarding order status, inactivity in offering products in group orders and interacting with Instagram followers, not creating engaging content, and lacking attractive offers such as providing freebies during product promotions. Among the mentioned problems, the dominant issues lie in social media marketing and service quality.

This aligns with Tjiptono's theory, which states that several factors affect customer satisfaction, including 1) Product quality, 2) Service quality, 3) Price, 4) Emotional factors, and 5) Ease of access. Of these factors, the researchers used social media marketing and service quality variables. Through social media marketing, companies can measure customer satisfaction using various metrics and insights that help in evaluating customer perceptions and experiences. Additionally, by utilizing social media, consumers can feel assisted by the service and updated information they receive, thus enhancing customer satisfaction (Lokananta & Aquinia, 2023). Moreover, service quality is also a benchmark for customers' evaluation of the service level they receive ((Zikri & Harahap, 2022). Good service quality that meets expectations will positively influence customer perceptions and lead to satisfaction.

From the issues addressed in this research, support is also provided by previous studies conducted by Ismail & Yusuf (2021) and Silalhi et al. (2022), which indicates that Instagram social media marketing positively influences customer satisfaction. In this case, social media platforms each have their own characteristics that shape consumer buying desires, thereby affecting customer satisfaction. With effective social media marketing, customer satisfaction can be enhanced. Meanwhile, previous research on service quality and customer satisfaction suggests that good service quality also contributes to increased customer satisfaction (Lusiah et al., 2019).

Therefore, the researchers are interested in investigating the research problem. They aim to examine whether there is an influence of social media marketing and service quality on customer satisfaction at Jastipwithluv. The research results are expected to provide insights into the significant role of Instagram social media marketing and service quality in enhancing customer satisfaction at Jastipwithluv.

RESEARCH METHODS
Research Approach
Based on the identified issues, the research method used in this study is a quantitative research method with a descriptive and verificative approach. The quantitative method is based on concrete data in the form of numbers that have been measured using statistics as a tool to conclude (Siddik et al., 2022).

A descriptive approach is a research approach aimed at describing the characteristics of variables or phenomena under study by collecting data in the form of words, pictures, or numbers, and then analyzing them quantitatively or qualitatively (Sugiyono, 2019). Meanwhile, the verificative approach is used to test hypotheses from descriptive research results using statistical calculations to obtain proof that shows whether the hypotheses can be accepted or rejected.

Research Object
The chosen object of this study is the personal shopper business Jastipwithluv, located in Bulak Perwira, North Bekasi. Jastipwithluv is a service business that acts as a third party in purchasing foreign or domestic products that are not accessible to customers. This business was founded by Salmah Hayati on May 22, 2018, but started consistently operating as a personal shopper service on July 22, 2020. Jastipwithluv operates as a zero-capital business where customers can make full payments or through a Down Payment system when making purchases. The reason researchers chose this object is due to easy access to supporting data for research purposes. This study is also interesting due to the prevalent use of social media as a marketing tool, and the researchers aim to investigate how Instagram social media marketing and service quality influence customer satisfaction in this context.

Population and Sample
The population used in this study consisted of 350 consumers who made purchases in the year 2023. According to Arikunto (2017), when the research subjects are fewer than 100 people, it is advisable to include all of them; if the subject count is large, around 10%-15% or 20%-25% can be sampled. In this research, the sample studied consists of 70 samples, which is 20% of the total population.

Types and Sources of Data
The data to be used in this study are primary data obtained from distributing questionnaires to respondents. The questionnaire instrument that the researcher will use is a data collection technique involving questions presented to respondents to answer using a Likert scale. The basis for the questionnaire questions is derived from the indicators of each variable. To clarify the explanation of these three research variables, refer to the table on the operational variables.

Table 2. Operational Variables

Variable	Indicator		Scale
Customer Satisfaction (Y)	a)	Expectation alignment	Ordinal
	b)	Interest in Returning	
	c)	Willingness to recommend	

			Ordinal
Social Media Marketing (X1)	a) Customisation b) Entertainment c) Trendiness d) Interaction		Ordinal
Service Quality (X2)	a) Reliability b) Responsiveness c) Assurance d) Empathy e) Tangible		Ordinal

Data Analysis

This research examines two independent variables, namely social media marketing (X1) and service quality (X2), and a single dependent variable, customer satisfaction (Y). To evaluate the interrelationships among these variables, the researcher employed multiple regression analysis utilizing the SPSS statistical software. However, before executing the multiple regression analysis, it is imperative to conduct classical assumption tests. These tests are essential to ensure that the regression model is reliable in its estimations, unbiased, and consistent. In the context of multiple regression analysis, the classical assumption tests encompass normality, multicollinearity, and heteroskedasticity assessments. The multiple linear regression equation is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:
Y: Customer satisfaction (dependent variable)
a: Constanta
b: Regression coefficients
X_1: Social media marketing (independent variable)
X_2: Service quality (independent variable)
e: Error Term (standard error)

RESULTS AND DISCUSSIONS
Research Instrument Test

In this study, both validity and reliability tests were implemented to ascertain the accuracy and dependability of the questionnaires designed by the researcher. These tests were applied across all research variables, encompassing 64 questionnaire statements that required respondent input.

The validity test results revealed that 63 statements were valid across the variables examined. However, one statement related to the customer satisfaction variable was deemed invalid, as its r-value was below the r-table value of 0.235. Conversely, the reliability test outcomes demonstrated that each variable attained a Cronbach's Alpha value exceeding 0.6, indicating that all statement items were considered reliable.

Descriptive Statistical Analysis

Descriptive statistical analysis is a methodological approach utilized to examine data by summarizing and depicting the collected information. Presented below are the outcomes of the descriptive statistical analysis for the three research variables.

Table 3. The Result of Descriptive Statistical Analysis

Variable	Indicator	Mean	Median	Category
Social Media Marketing	Customization	3.93	3.25	Good
	Entertainment	3.22		Poor
	Trendiness	3.29		Good
	Interaction	3.17		Good
Service Quality	Reliability	3.50	3.37	Good
	Responsiveness	3.25		Poor
	Assurance	3.37		Good
	Empathy	3.35		Poor
	Tangible	3.43		Good
Customer Satisfaction	Expectation alignment	3.27	3.27	Good
	Interesting in returning	3.27		Good
	Willingness to recommend	3.33		Good

The descriptive statistical analysis of the social media marketing variable shows that two indicators received a poor category, entertainment with a mean value of 3.22 and interaction with a mean value of 3.17. These two indicators have mean values below the median value. This is due to the lack of appeal of the Instagram account @jastipwithluv, primarily because there is no distinctive design for feeds and stories, and the features of Instagram are not optimally utilized. For example, the Instagram reels feature is not used to create sales-related content that aligns with audience preferences, and sales content is not combined with relevant social media trends. Additionally, the Instagram account is only used for sales purposes. When there are no products offered, the Instagram account becomes inactive, leading to a lack of interaction with followers.

In the service quality variable, two indicators received a poor category, responsiveness and attention, which have mean values below the median value. The responsiveness indicator shows a mean value of 3.25, while the attention indicator shows a mean value of 3.35. This is due to the limited human resources available to Jastipwithluv.

In the customer satisfaction variable, there are no indicators that received a poor category. However, there are indicators with a mean value equal to the median value, namely the expectation conformity and willingness to recommend indicators, each with a mean value of 3.27.

Overall, the mean values of the three variables fall into the good category. This indicates that the Instagram marketing strategy used by Jastipwithluv and the service quality provided by Jastipwithluv meet consumer expectations.

Classic Assumption Test

The normality test, conducted using the non-parametric Kolmogorov-Smirnov (K-S) statistical technique, yielded a significance value of 0.200, which exceeds the threshold of 0.05. This result confirms that the residuals are normally distributed. In the multicollinearity test, the Variance Inflation Factor (VIF) values were all

below 10, and the tolerance values for the independent variables surpassed 0.10. These findings suggest an absence of multicollinearity among the variables. Additionally, the heteroscedasticity test revealed that the significance values for both the social media marketing and service quality variables were above 0.05, indicating no presence of heteroscedasticity in this study.

Hypothesis Test
Multiple Linear Regression Analysis
    The following is the multiple linear regression analysis in this study, resulting in the following equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$
$$Y = 9,456 + 0,219X_1 + 0,359X_2 + e$$

From the equation above, the explanation is as follows:
a. The constant value of 9.546 implies that, in the absence of both the Social Media Marketing (X1) and Service Quality (X2) variables, the Customer Satisfaction (Y) would be 9.546.
b. The regression coefficient for Social Media Marketing (X1) is 0.219, indicating a positive relationship. This suggests that a one-unit increase in the Social Media Marketing (X1) variable will result in a 0.219 increase in the Customer Satisfaction (Y) variable, assuming other variables remain unchanged.
c. The regression coefficient for Service Quality (X2) is 0.359, also indicating a positive relationship. This means that a one-unit increase in the Service Quality (X2) variable will lead to a 0.359 increase in the Customer Satisfaction (Y) variable, assuming other variables remain constant.

Partial Test (T-Test)
    A partial test (t-test) was used to assess the individual influence of the factors on customer satisfaction, namely social media marketing and service quality. The decision criterion compares the t-value to the crucial t-table value at a 95% confidence level ($\alpha = 0.05$). The findings of the partial test (t-test) in this investigation are as follows:

Table 4. The Result of Partial Test (T)

Model	T	Sig.
Social Media Marketing	6.060	0.001
Service Quality	7.843	0.001

Source: Data processed using SPSS (2024)

a. The Effect of Social Media Marketing (X1) on Customer Satisfaction
    The t-test findings in Table 4 show that the significant value for Social Media Marketing (X1) is 0.001, which is less than the 0.05 threshold, and the t-value is 6.060, which exceeds the t-table value of 1.996. This illustrates that Social Media Marketing (X1) has a positive and significant effect on Customer Satisfaction (Y) at Jastipwithluv.

b. The effect of Service Quality (X2) on Customer Satisfaction
    As illustrated in Table 4, the results of the t-test indicate that the p-value for Service Quality (X2) is 0.001, which is less than the 0.05 significance level. Furthermore, the t-value is 7.834, surpassing the critical t-value of 1.996. These findings suggest that Service Quality (X2) exerts a positive and statistically significant influence on Customer Satisfaction (Y) at Jastipwithluv.

F Test
    The F test is utilized to determine whether all independent variables collectively have a significant effect on the dependent variable. The results of the F test performed in this study are presented below:

Table 5. The Result of F Test

Model	F	Sig.
Regression	36.194	<,001[b]

Source: Data processed using SPSS (2024)

As presented in Table 5, the calculated F-value of 36.914 surpasses the critical F-value of 3.13 at a significance level (F) of 0.001, which is below the 0.05 threshold. Consequently, it can be concluded that Social Media Marketing (X1) and Service Quality (X2) together have a positive and statistically significant effect on Customer Satisfaction (Y).

Coefficient of Determination

Table 6. The Result Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.724	0.524	0.510	3.78897

Source: Data processed using SPSS (2024)

    As indicated in Table 6, the coefficient of determination (R^2) for this study is 0.524, or 52.4%. This implies that 52.4% of the variation in the Customer Satisfaction variable (Y) can be explained by Social Media Marketing (X1) and Service Quality (X2). The remaining 47.6% is accounted for by other variables not considered in this research.

Discussion
    The data analysis results indicate that social media marketing and service quality variables exert a positive and significant effect on customer satisfaction at Jastipwithluv. As a result, the hypothesis stating that social media marketing and service quality influence customer satisfaction is accepted. The coefficient of determination test reveals that these variables account for 52.4% of customer satisfaction at Jastipwithluv. The remaining 47.6% is influenced by other factors not examined in this study, such as product quality, emotions, and price (Tjiptono, 2015).

Based on the descriptive analysis of the social media marketing variable, customization and trendiness are the most influential indicators of customer satisfaction, with mean values of 3.93 and 3.29, respectively, which are higher than the median value and categorized as good. Customization involves the extent to which social media can provide information, services, content, or products tailored to the needs and preferences of each individual, while trendiness refers to the extent to which the company provides up-to-date information and follows the latest trends that can attract customers' attention (Liu et al., 2021). According to Ding & Keh (2016); Seo & Park (2018), the customization indicator can create customer satisfaction through business interactions tailored to each individual. On the other hand, trendiness can also create customer satisfaction by following the latest trends, which can increase the attractiveness and trust of customers in the brand, as it is considered always up-to-date and innovative Solomon (2018).

The descriptive analysis of the service quality variable shows that reliability, assurance, and physical evidence are the most influential indicators of customer satisfaction. This is because the reliability indicator has a mean value of 3.50, assurance of 3.37, and physical evidence of 3.43. All these values are higher than the median value, thus categorized as good. Reliability pertains to the capability to deliver the promised service in a timely, precise, and satisfactory manner (Tjiptono & Chandra, 2017). Fulfilling promises demonstrates the company's commitment to serving consumers. If the promise of service is fulfilled earnestly, customer satisfaction will be achieved (Silaningsih et al., 2021). Assurance refers to the politeness, knowledge, and skills of employees to build consumer trust in the company (Tjiptono & Chandra, 2017). By providing assurance, consumers will have a high level of trust in the company, so they will not hesitate to choose the desired product. This will impact the increased desire of consumers to return because they are satisfied with the attitude and product knowledge possessed by employees (Pratama et al., 2017). Physical evidence encompasses tangible elements or attributes related to the physical appearance, equipment, personnel, and communication materials utilized in service delivery (Tjiptono & Chandra, 2017). It represents a company's capacity to demonstrate its presence to external stakeholders. In the context of service products, physical evidence is typically perceived by consumers following their purchase of the service. Consumer satisfaction is achieved when the physical evidence aligns with their expectations (Panjaitan, 2016).

Partial test results indicate that among the two research variables, service quality (X2) has the most significant impact on customer satisfaction.

This aligns with the theory proposed by Tjiptono & Chandra (2017) which asserts that high service quality directly enhances customer satisfaction. Service quality not only functions as a marketing strategy but also serves as a means of upholding consumer rights by providing appropriate reciprocity (Slack & Singh, 2020). In essence, excellent service involves actively striving to meet and exceed customer expectations, ensuring customer satisfaction. Previous research by Pertiwi et al. (2022) supports this finding, demonstrating that service quality significantly influences customer satisfaction. Their study further notes that service quality is crucial in shaping consumers' perceptions of the performance of goods and services, which affects customer satisfaction.

Thus, the research results reveal that both social media marketing and service quality enhance customer satisfaction. This indicates that the implementation of social media marketing and the quality of service provided by Jastipwithluv are effective in improving customer satisfaction at Jastipwithluv.

CONCLUSION AND SUGGESTION

An analysis of the social media marketing variable reveals that the overall average value is categorized as good, with the customization indicator achieving the highest value and the interaction indicator the lowest. In contrast, the service quality variable exhibits an overall average value that falls into the fairly good category, with reliability as the highest-scoring indicator and responsiveness as the lowest. The customer satisfaction variable demonstrates an overall average value that is also fairly good, with all individual indicators classified within the good category.

The findings of this study demonstrate that the variables of social media marketing and service quality significantly and positively affect customer satisfaction at Jastipwithluv. This implies that improvements in social media marketing and service quality are associated with higher levels of customer satisfaction at Jastipwithluv.

This study implies that to improve customer satisfaction, Jastipwithluv must improve the indicators categorized as poor in the social media marketing and service quality variables. If improvements and enhancements are not made, customer satisfaction at Jastipwithluv will decline further. In the social media marketing variable, indicators that need improvement include entertainment and interaction. Meanwhile, in the service quality variable, indicators that need improvement include responsiveness and attention.

In this study, there are other variables that were not examined but may also affect customer satisfaction, such as product quality, emotional factors, and price. Therefore, future research

focusing on customer satisfaction can consider these variables for analysis.

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