

Social Media Marketing And Customer Satisfaction

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Abstract

Researcher This employs a scientific method. A case study at the Upnormal shop in Jatinangor, Sumedang Regency, served as the design for this project. This study intends to ascertain the impact of online delivery services and social media marketing on consumer satisfaction. The study was carried out between April and July 2023. The Upnormal Shop in Jatinangor, Sumedang Regency, which houses a number of MSMEs, particularly in the food sector, was chosen as the study's venue. Consumers who buy food in Jatinangor, Sumedang Regency, make up the study's population.

Keywords: Customer Satisfaction, Online Delivery, Social Media

Abstrak

Peneliti Ini menggunakan metode ilmiah. Studi kasus di toko Upnormal di Jatinangor, Kabupaten Sumedang, menjadi desain proyek ini. Penelitian ini bermaksud untuk mengetahui dampak layanan pengiriman online dan pemasaran media sosial terhadap kepuasan konsumen. Penelitian dilaksanakan pada bulan April hingga Juli 2023. Toko Upnormal di Jatinangor Kabupaten Sumedang yang menaungi sejumlah UMKM khususnya di bidang pangan dipilih sebagai tempat penelitian. Konsumen yang membeli makanan di Jatinangor Kabupaten Sumedang menjadi populasi penelitian.

Kata Kunci : Kepuasan Pelanggan, Pengiriman Online, Media Sosial

1. INTRODUCTION

Growingly sophisticated technological advancements have a big impact on society. a new, digital world where everything is easily and swiftly accessible. The internet has made life easier for everyone. Users can benefit from the internet in everyday activities including food shopping, news reading, and leisure. Today's advanced digital world has a wide range of platforms that are helpful for daily life, from social media platforms to online purchasing platforms. These digital platforms can be utilized as one shutter in entrepreneurship thanks to their existence, notably as a way to market or sell the goods that are sold by SMEs and even by big businesses. West Java Province has the district of Sumedang. Bandung City serves as the capital. Sumedang Regency is centered at Jatinangor. Excellent communication between the administrative and culinary centers. one that demonstrates Jatinango's status as a key gastronomic hub during the Regency In Jatinangor, there are a lot of eateries. The Cibiuk restaurant, Saung Nini, Saung Indra, Elok, and Saung Rangun restaurants are just a few of the eateries in Jatinangor. Even if these restaurants are in a convenient and strategic position, the

fierce business competition has made it a major problem for the food vendors in Jatinangor eateries. The tendency for a person to stay at home as much as possible, particularly in this new normal era, is something that can lower the income of these food sellers. Numerous strategies are employed to address this and boost consumer happiness, one of which is the use of social media. One approach to marketing and selling goods is through the use of digital platforms like social media. Social media marketing is used to advertise a variety of goods. To win over customers, landlords simultaneously post films, images, and even reviews [3]. In addition to social media sites, online delivery services are another tool used by dealers to facilitate sales. Especially in light of the epidemic, when many people are hesitant to visit a store directly, this internet delivery service is a great aid to businesses in reaching their customers. Consumers and businesses both benefit greatly from online meal delivery. Online delivery services like GoFood, GrabFood, and ShopeeFood are often used.

Use Of Social Media

Social media has grown in importance in today's culture. People can express themselves in new ways thanks to social media. Social media can also be used for business purposes, including marketing products using social media, often known as social media marketing. Social media marketing refers to a tool or set of tools used in marketing to promote and market a company's goods and services using social media. Social media and digital marketing are constantly linked and intertwined, as is the current reality. It is more efficient to carry out marketing efforts while using social media. The connection between selecting a social media platform is crucial. Because it has to do with compatibility with the target market. The social media channels we employ to sell will always have an impact on their effectiveness. Social media marketing is a very effective tool for business growth. such as examining the target market and engagement reach. Facebook, Instagram, Twitter, and Tik Tok are social media channels that are frequently utilized in product promotion.

Delivery Services Online

A service for transporting things from one location to another is known as an online delivery service, or simply online delivery service. Online orders for this delivery service can be placed through a variety of programs. This delivery service is employed not only for moving products from one location to another but also for the sale of a variety of snacks and meals. Gofood, Grabfood, and Shopeefood are in charge of the majority of online food delivery businesses. We can order food through this app, and it will be delivered to our location. In every

application, there is an online payment option. It is incredibly simple for customers to order the meals they want with this application. Previously, a number of businesses, including McD's, KFC, and Pizza Hut, have introduced delivery order innovation along with drive-through services. Customers call a hotline number to place a delivery order, and service representatives, fleet, and drivers from each company then handle the delivery.

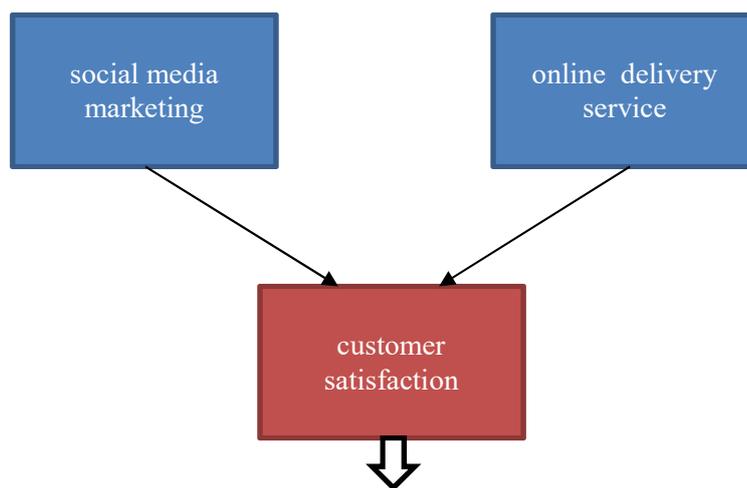
Kepuwishes Of The Customer

To construct a firm that grows and succeeds, customer satisfaction is crucial. A corporation or business that consistently receives positive consumer feedback will typically outperform its rivals. This is consistent with the quality offered.

Se The following are the traits of happy customers:

1. Happy clients are more likely to remain devoted. Products that brands have already purchased will be repurchased.
2. There is effective word-of-mouth advertising. Positive word-of-mouth advertising includes praising the product and recommending it to other potential customers.
3. When acquiring other things, the location of the company or place of business will be the key factor.

State Of The Art



The rise of MSMEs in the new normal era

Figure 1. State of the Art

(Source: developed in this research)

II. STUDY METHODS

The study was carried out between March 2022 and August 2022.

Site choice Create Research: This Study conducted using a quantitative methodology. The case study approach used in this study was conducted at an upmarket stall in Jatinangor. The goal of this study is to ascertain the impact of online delivery services and social media marketing on consumer satisfaction at upmarket stalls in Jatinangor.

In Jatinangor, there are 5 restaurants. Consumers who make purchases at Jatinangor's Upnormal stalls make up the study's population. Because it is unknown how many there are, the population is endless. Since there is no limit to the size of the population, 108 samples drawn from a population of 4800 individuals have nearly the same estimation accuracy as 108 samples drawn from a population of 200 million people. The sample is a component of the study's main topic. The sampling method employs an accidental sampling strategy, which is accomplished by collecting data from a number of populations inadvertently or by chance without the use of any special planning, and it is determined that the collected data is appropriate for use as a data source. The study's sample consisted of 108 customers who had bought food at Five restaurants may be found in Ungaran City. Regency of Sumedang

III. RESULT AND DISCUSSION

Social media marketing that is anti-customer satisfaction

According to the Hypothesis test, consumer satisfaction is positively and significantly impacted by the link between social media marketing variables. This is evident from the coefficient value, which indicates a substantial unidirectional link and a significance value of 0.000 0.05. Accordingly, increasing the social media marketing variable by one unit will boost customer satisfaction. According to the hypothesis test's findings, social media marketing increases consumer satisfaction. Restaurant visits will rise as a result of effective social media promotion, and visitors will feel satisfied after eating there.

Entrepreneurs frequently exploit social media's advantages, which are popular among young people, to promote a variety of goods. Social media platforms like Instagram, Facebook, and TikTok are cited as examples. The impact of more sophisticated technical innovations on society is substantial, particularly in Indonesia. This new era, when anything can be acquired instantly and rapidly, has had a remarkable impact. The internet has made life easier for everyone. This is consistent with Saepudin's (2022) view that social media use is significant for

society. People can express themselves in new ways thanks to social media.

Customers' satisfaction with online delivery services is impacted by

According to the Hasil Hypothesis Test, there is a positive and significant relationship between the online delivery service variables and customer satisfaction. The coefficient and significance value of 0.000 0.05 show that this relationship is unidirectional and significant, meaning that increasing the online delivery service variable by one unit will boost customer satisfaction. Customer satisfaction is positively and significantly impacted by online delivery services. Online delivery services will have an impact on variables that can lead to an increase in restaurant visits and satisfied patrons.

The public's usage of the internet can benefit its users in their daily activities, including purchasing food, shopping, reading the news, and finding pleasure. There are several platforms in this advanced digital environment that are helpful in daily life. Rice for online delivery is included to support this. This supports Erdomuş and İçek (2012)'s assertion that ordering food, goods, and other items will be simpler and more accessible thanks to internet delivery services. People can satisfy their demands without leaving the house thanks to the fairly wide range of online delivery providers. Given that many businesses today use social media as a means of advertising and customer service, the usage of social media in the business sector is also not always for the personal benefit of employees (Saravanakumar and Sugantha Lakshmi, 2012).

Table 1
results of model calculations with SPSS 23
model Summary

model R	R Square	Adjusted R Square	Searlier. Error of the
.190a	.536	.516	5,892

a. Predictors: (Constant), Online Delivery Service, Social Media Marketing

Sum of Squares	model	df	Mean Square	F	Sig.
Regression	126,169	2	63,085	1817	.168b
Residual	3367.621	97	34,718		
Obtain	3493.790	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Online Delivery Service, Social Media Marketing

Coefficientsa

Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
model B				
(Constant)		16,137	5,169	3,122
Ssocial Media Marketing	.662	.139	.688	1,881
Online Delivery Service	.461	.133	.446	.457

Customer satisfaction is influenced by social media marketing and online delivery services.

According to the results of the simultaneous test (F test), social media marketing and online delivery services have a combined impact on consumer satisfaction. To make things simpler for them and to make them feel fulfilled, clients who utilize technology on their cell phones will use it to go to restaurants, use social media, or place online delivery orders.

Both small and large organizations have found the internet to provide a number of advantages for their operations. Both small and large businesses have used the Internet to help with their operations. There is even a name for the type of online firm where the Internet serves as the sole source of revenue. A lot of businesses, especially those that use online commerce, have connected their Web sites with back-office systems such as databases, accounting software, stock control, and customer tracking (Saepudin, 2023). The applicability of the developed target market can be affected by the social media platform that is chosen; therefore, doing so is crucial. The social media platforms we employ will always have an impact on the effectiveness of a marketing campaign. This is in line with Kurhayadi's (2022) assertion that using social networks can help small businesses locate customers and search for future customers. Using social media, you can conduct a search based on the closest location if you're looking for customers nearby the dealer. Social media networks can be used to locate potential customers who can be contacted about business promotions. Customer happiness is crucial for establishing a business and ensuring its growth and development, according to Lopyadi (2001).

IV. CONCLUSION

1. Social media marketing has the highest beta value and has an impact on customer happiness in Sumedang Regency restaurants. Effective social media marketing will raise customer satisfaction.
2. The Sumedang Regency restaurants' online delivery service, which has the lowest beta value and has an impact on customer happiness, would improve customer satisfaction.
3. Online delivery services and social media marketing have a positive and considerable impact on patron satisfaction at Sumedang Regency restaurants.

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