
The Influence Of Service Quality, Product Quality And Social Media Marketing On Sound System Customer Satisfaction (AR PRO Nganjuk Case Study)

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Abstract

Research objectives: The objective of this research is to ascertain and analyze the significant influence of service quality, product quality, and social media marketing on customer satisfaction with the AR Pro Nganjuk sound system partially and simultaneously.

Design/Method/Approach: This research is a type of quantitative research with a causality approach. The population of this study was all customers in the AR Pro Nganjuk sound system, this research instrument used a questionnaire involving 40 customer respondents in the AR Pro Nganjuk sound system. The sampling technique uses nonprobability sampling (incidental sampling), and the data analysis technique uses multiple linear regression tests. Data processing is carried out using SPSS 23.

Research Findings: The findings of this research demonstrate that service quality, product quality, and social media marketing collectively and individually influence customer satisfaction to a noteworthy degree in the AR Pro Nganjuk sound system.

Theoretical Contribution: This research contributes to the understanding and provides insight related to improving the quality of products, services, and social media marketing in order to achieve success in the market.

Policy Implications: For companies, this research can be an overview in the company's quality improvement strategy. So as to minimize the risks that may occur.

Research Limitations: This study focuses on service quality, product quality and Social Media Marketing as independent variables, as well as customer satisfaction as the dependent variable. This research was conducted on customers who purchased Nganjuk's AR Pro Sound System product directly.

Keywords: service quality, product quality, social media marketing, and Customer satisfaction

1. Introduction

The Covid-19 pandemic situation that occurred a few years ago still has an impact on people's way of life, especially for Micro, Small and Medium Enterprises (UMKM). More than 59% of them admitted to having difficulty in marketing their products or services because the tourism sector was closed during the pandemic, resulting in a lack of visitors. The imposition of Large-Scale Social Restrictions (PSBB) in certain areas and the advice to stay at home during the pandemic have caused sudden disruptions to economic activities, leading to a decrease in demand and disrupting supply chains around the world[1].

One medium-sized company that also received this impact was a sound system service company. Customer satisfaction has declined over the past few years. This decline can occur due to three things, namely The quality of services, the quality of products, and social media marketing quality. Quality items are very important to win the competition in the market[2]. Companies must ensure that the products they offer are better than competitors' products. The quality of the product must be well tested so that customers prefer the company's products over other similar products. Quality products can also help companies thrive amidst intensifying competition business competition and create a good brand image in the eyes of customers. Another thing related to service quality, service quality is the company's ability as a producer to provide good service to customers, such as caring attitudes towards customers [3]. This attitude is very important because it can make customers feel comfortable and satisfied in buying the company's products. To provide good service, companies need to show a polite, friendly, and indifferent attitude towards customers. Especially in the current era of digitalization, which allows manufacturers to provide maximum service quality. Maximum service can be achieved by innovating such as implementing Social Media Marketing. This is done so that customers can easily provide feedback so that service quality can be achieved properly through Social Media Marketing [4].

AR Pro Sound System Nganjuk is a micro, small and medium enterprise (UMKM) that specializes in renting musical instruments, especially sound systems. AR Pro Sound Systems have also been significantly affected by the presence of new competitors in the sound system business industry. The address of AR Pro Nganjuk is located in Tawang Hamlet, Kampungbaru Village, Tanjunganom District, Nganjuk Regency, East Java, 64482. The increasing presence of sound system businesses, including AR Pro Nganjuk, in various regions with their distinctive appeal is a real trend. One example is the sound system industry located in Nganjuk Regency. This fact can be validated by analyzing the operational data of the sound system business in Nganjuk:

Table 1. Sound system business data in Nganjuk

No.	Company	Address
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1.	Safira Audio System	Klaten, Gemenggeng, Pace sub-district, Nganjuk Regency
2.	Kartolo Audio System	Bagor Wetan, Sukomoro sub-district, Nganjuk regency
3.	KJ Audio Sound System	Karanganyar, Drenges, Kertosono sub-district, Nganjuk regency
4.	VD Audio	Wates, Tanjunganom sub-district, Nganjuk regency
5.	Jordan Audio	Sidoarjo, Tanjunganom sub-district, Nganjuk regency
6.	AH Pro	Kampungbaru, Tanjunganom sub-district, Nganjuk regency
7.	Son of Pegasus Sound System	Drenges, Kertosono sub-district, Nganjuk regency
8.	Sound System BR	Kelutan, Ngronggot sub-district, Nganjuk regency
9.	DC Audio Production	Warujayeng, Tanjunganom sub-district, Nganjuk district
10.	PB Audio Sound System	Sugihwaras, Prambon sub-district, Nganjuk district

Data are presented in table 1. shows that there is a significant competitor in the sound system industry in Nganjuk. This can be attributed to the high demand for skilled human resources in Nganjuk Regency. The level of intense competition was mainly driven by the establishment of AR Pro Nganjuk, a sound system company located in the district. Its strategic location allows for easy accessibility for customers from various locations. Sound system services have gained immense popularity in Nganjuk, offering a variety of rental options to meet diverse business needs. The charming beauty and melodious instruments produced by this sound system have positioned them as a superior commodity in Nganjuk City.

The quality of Nganjuk's AR Pro products directly impacts its brand reputation. Brands that are known for quality products will tend to garner customer support and loyalty. In addition, in terms of service quality, high-quality service increases customer satisfaction. Satisfied customers are more likely to give positive feedback, recommend products, and stay true to the brand. Finally, with regard to marketing through social media, it allows service companies to reach consumers from different regions, and social media presence indirectly enhances the company's brand. By combining quality products, services, and social media marketing, companies can create a positive holistic experience for consumers, strengthen brand presence, and increase their competitiveness in the market [5].

In this particular context, it can be concluded that customer satisfaction stands as the main goal and tool used in marketing strategies [6]. Companies should strive to increase their focus on customer satisfaction levels, as today's internet gives customers the means to quickly share positive or negative news globally, which can have a huge impact on the business being conducted. In addition, the purpose of setting up a business is to maximize

profits, but customers must also be satisfied with the products provided to ensure their continued use and prevent them from switching to other manufacturers. It is also expected to attract new customers. Again, customer satisfaction serves as a goal and tool in marketing [7].

Research conducted by (Lokananta & Aquinia, 2023) entitled "Examining the Effect of Service Quality, The quality of products and social media marketing's impact on customer satisfaction (Case Study of PT. Nasmoco Kaligawe in Semarang City)" is very relevant to this research. In this study, researchers tried to find, study, and investigate whether there was a significant influence on service quality, product quality, and social media on AR Pro Nganjuk customer satisfaction. Then, the gap in this research is first that the services contained in AR Pro Nganjuk have been professional since the 1990s. Second, the products or musical instruments used in AR Pro Nganjuk always have updates every year. Finally, the social media owned by AR Pro Nganjuk is considered lacking in marketing products and brands. The things mentioned above in addition to being gaps in research, also distinguish this research from previous research.

Researchers believe that the title chosen and the topic are closely related because There exists a robust correlation between the quality of service, product quality, and social media marketing in terms of customer satisfaction. This research takes an innovative approach by considering factors such as trust and service quality in influencing customer satisfaction. Therefore, this research has the potential to make a significant contribution to the field of satisfaction marketing [8].

1.1 Problem Statement

Based on the explanation described above, a problem formulation was obtained, namely "Is there a significant influence on The quality of services, the quality of products, and social media *Marketing* on customer satisfaction of the AR Pro Nganjuk sound system partially and simultaneously?"

1.2 Research Objectives

The aim of this research is to ascertain and analyze the significant influence of service quality, product quality, and Social Media Marketing on customer satisfaction of AR Pro Nganjuk sound system partially and simultaneously.

2. Method

The research approach applied in this study is a numerical method. According to Sugiyono (2019), research involving numerical data defined as a research approach grounded in the positivist philosophy, which emphasizes objective phenomena and is analyzed quantitatively. This approach is used to investigate a specific population or sample, utilizing research tools for data gathering, followed by quantitative or statistical analysis, and the aim is to test predetermined hypotheses. Then, related to the population used are all AR Pro Nganjuk customers whose exact number is unknown. Population itself is the sum or The entirety of each element under examination possessing similar attributes, which could encompass individuals within a group, occurrences, or subjects under scrutiny

(Handayani, 2020). According to Roscoe in Sugiyono (2019), If the study involves multivariate analysis, such as correlation or multiple regression, then the sample size should ideally be at least ten times the number of variables being analyzed. For instance, if there are five research variables (including both independent and dependent variables), the sample size would need to be must be at least $10 \times 5 = 50$ people. So, because this study involved 4 variables, the number of respondents needed was $10 \times 4 = 40$ people.

3. Results and Discussion

3.1 Results

The data collection of this study was obtained by distributing questionnaires to respondents through Google Forms share links. Association measurement techniques (measures of associations) are useful for measuring the strength of a relationship between two (or more) variables. Population In this study, a sample of 40 people who had used the services of AR Pro Nganjuk. The data collection method The data utilized in this study comprises primary and secondary sources for data collection, so that researchers will use Data collection instruments in the form of surveys, observations, document studies. The analysis of data involves employing Descriptive Statistics, conducting Validity and Reliability Tests, as well as applying Simple Linear Regression, Multiple Linear Regression, and Correlation Coefficient techniques (R) and Coefficient of Determination (KP/R²).

Reliability Test

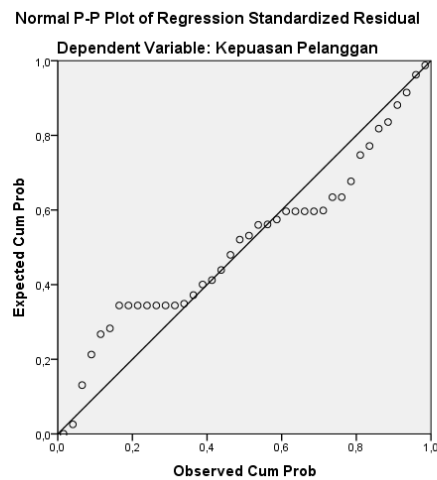
Table 2. Reliability test results

Variable	Alpha Cronbach	Alpha Critical	Information
Quality of Service (X1)	0.930	0.6	Reliable
Product Quality (X2)	0.918	0.6	Reliable
<i>Social media marketing</i> (X3)	0.922	0.6	Reliable
Customer Satisfaction (Y)	0.890	0.6	Reliable

Source : SPSS output from processed primary data (2023)

Based on table 2 reliability Test results indicate that all variables exhibit Cronbach's Alpha values surpassing 0.60. Thus, From this, it can be inferred that the question items from the questionnaire of product, price, place, promotion and customer decision variables the findings suggest reliability, indicating the questionnaire's suitability as a measuring instrument.

Normality Test



Source: SPSS output from processed primary data (2023)

Figure 1. Chart Analysis Normality Test Results

The normality test results, conducted through graphical analysis, reveal that the data points on the graph adhere to a diagonal pattern. Therefore, it can be inferred that the data exhibit a normal distribution and satisfy the classical assumption test.

Multicollinearity Test

Table 3. Multicollinearity test results

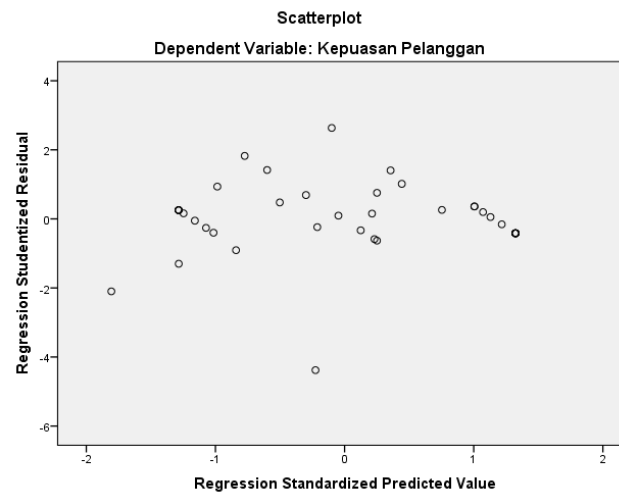
		Coefficient	
		Collinearity	Statistics
Pattern		Tolerance	VIF
1	Quality of Service	.420	2.381
	Product Quality	.311	3.210
	Social media marketing	.332	3.011

Dependent Variable: Customer Impulse

Source : SPSS output from processed primary data (2023)

In this study, it was found that the results of the VIF value of service quality variables were $2,381 < 10$, product quality was $3,210 < 10$, and social media marketing quality was $3,011 < 10$, service quality tolerance values were $0.420 > 0.1$, product quality was $0.311 > 0.1$, and social media marketing was $0.332 > 0.1$. Hence, it can be inferred that there is an absence of multicollinearity among these independent variables. Based on the requirements for the classical assumption of linear regression, good linear regression models are free of multicollinearity. Thus, the above model is said to be free from multicollinearity.

Heteroscedasticity Test



Source: SPSS output from processed primary data (2023)

Figure 2. Heteroscedasticity Test Results

The scatterplot graph shows that The data points are dispersed both above and below the zero mark on the Y-axis. This indicates the absence of heteroscedasticity in the regression model. So It can be inferred that there is an absence of heteroscedasticity in this study.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Results

Pattern	Coefficient			
	Unistandard coefficient		Standard Coefficient	
	B	Error Std.	Beta	
1	(Constanta)	-4.137	2.821	
	Quality of Service	.363	.087	.407
	Product Quality	.432	.132	.370
	Social media marketing	.232	.102	.238

Dependent Variable: Customer Satisfaction

Source: SPSS output of processed primary data

$Y = -4.137 + 0.363 + 0.432 + 0.232 = e$ The constant value of Customer Decision (Y) is -3.11, implying that in the absence of alterations in the quality variables of service, product, and social media marketing, Customer Decision is -3.11.

The coefficient of the regression for service quality is 0.363, This implies that if there is an increase in the service quality variable by 1% assuming the product, social media marketing, and constant variables are 0, then customer decisions increase by 0.363. This

indicates that the quality of service variables contribute positively to customer contentment. The numerical outcome of the product he coefficient of quality regression represents 0.432, This implies that if product quality variable increases by 1% assuming the service quality, social media marketing, and constant variables are 0, customer decisions increase by 0.432. This shows that product variables contribute positively to customer satisfaction. The numerical representation of social media marketing Coefficient of regression is 0.232, meaning that if the social media marketing When the variable rises by 1% assuming the variables of service quality, product quality, and constant are 0, onsequently, customer satisfaction goes up by 0.232. This indicates that social media marketing variables contribute positively to customer satisfaction.

Coefficient of Determination (R²)

Table 5. Test Results of Coefficient of Determination (R²)

Modelb Overview				
Pattern	R	R square	Customized R Aquare	Std. Forecast Error
1	.925a	.856	.844	1.465

a. Predictor : (Constant), Service Quality, Product Quality, Social Media Marketing

b. Dependent Variable: Customer Satisfaction

Source : SPSS output of processed primary data

Based on table 5, it is found that the Modified R Square value is 0.844. This demonstrates that the quality of service, product quality, and social media marketing have an influence of 84.4% on impulsive customers, while the remaining 15.6% are influenced By additional variables not explored in this research.

Hypothesis Testing

T Test

Table 6. T Test Results Coefficient

Pattern		t	Sig
1	(Constant)	-1.466	.151
	Quality of Service	4.168	.000
	Product Quality	3.259	.002
	Social media marketing	2.165	.037

Dependent variable: Customer satisfaction

Source: SPSS output of processed primary data

Based on table 6, the t-test produces the following results:

1. The variable X1 (Quality of Service) has a significant value of 0.000 which The value is less than 0.05, indicating that service quality variables exert a notable impact on customer satisfaction.

2. The variable X2 (Product Quality) has a significant value of 0.002 which
3. The value is less than 0.05, indicating that product quality variables exert a significant influence on customer satisfaction.
4. The variable X3 The significance level of (Social Media Marketing) is 0.037 which is smaller than 0.05. This indicates that Social Media Marketing variables have a significant effect on customer satisfaction.

F Test

**Table 7. F test result
ANOVAa**

Pattern		F	Sig
1	Regression	71.238	.000
	Remnant		
	Entire		

- a. Dependent variable: Customer satisfaction
- b. Predictor: (Constant), Quality of Service, Product Quality, Social Media Marketing

Source: SPSS output of processed primary data

From table 7, It can be inferred that the F count exceeds the F table ($71.238 > 2.87$), so H_0 is accepted. Based on the level of significance, it can be seen that the significance is less than or equal to 0.05 ($0.000 \leq 0.05$), so H_0 is also accepted. Therefore, It can be inferred that the quality of service, product quality, and social media marketing together influences customer satisfaction.

3.2 Discussion

In this study about the impact of service quality, products, and social media marketing on customer satisfaction AR Pro Nganjuk. In Test T, it was found that service quality plays a significant role value of 0.000 which The value is less than 0.05. This indicates whether the variable of service quality exerts a notable impact on customer satisfaction. Then on product quality has a significant value of 0.002 which The value is less than 0.05. This indicates that product quality variables significantly influence customer satisfaction. Finally, the variable of social media marketing holds a noteworthy significance of 0.037 which is smaller than 0.05. This shows that Social Media Marketing variables significantly impact customer satisfaction.

The results of the research described above show that all variables of service quality, products, and social media marketing are variables that affect the dependent variable, namely customer satisfaction. More details about the impact of service quality, products and the influence of social media marketing on customer decisions will be discussed as follows:

The Effect of Service Quality (X1) on Customer Satisfaction (Y)

From the results of regression calculations, it is obtained that The service regression coefficient holds a value of 0.363, indicating that when the service quality variable increases by 1% assuming product variables, social media marketing, and constants of 0, then customer decisions increase by 0.363. This indicates that the quality of service variables contribute positively to customer contentment.

The Effect of Product Quality (X2) on Customer Satisfaction (Y)

From the outcomes of the regression calculation, The product regression coefficient has a value of 0.432, indicating that when the service variable increases by 1% assuming the variables Product Quality, social media marketing, and constant by 0, then customer decisions increase by 0.432. This shows that service variables contribute positively to customer satisfaction.

The Effect of Social Media Marketing (X3) on Customer Satisfaction (Y)

From the regression calculation, the numerical value of the product regression coefficient is 0.232, which means that if the social media marketing the variable experiences an increase of 1% assuming the quality variable of service, product, and constant is 0, then customer decisions increase by 0.232. This shows that social media marketing variables contribute positively to customer satisfaction.

4. Conclusion

Drawing from the findings of the study and discussion, It can be inferred that the quality of the product, service quality, and social media marketing partially and simultaneously have a notable impact on customer satisfaction because using AR Pro Sound System services and these three variables have a positive relationship. This relationship indicates that the variables of product quality, service quality, and social media marketing have a good relationship with customer satisfaction.

Based on the F Test it is obtained that F count is greater than F table ($71.238 > 2.87$), so H_0 is accepted. Based on the level of significance, it can be seen that the significance is less than or equal to 0.05 ($0.000 \leq 0.05$), so H_0 is also approved. This implies that service quality, product quality, and social media marketing collectively influence customer satisfaction. In the T Test, it can also be concluded that all variables show significance or positive value to customer satisfaction. From the results of the determination coefficient or R square (r^2) which shows that only 85.6% of buyer decisions are influenced by the quality of products, services, and social media variables. The remaining 14.4% was influenced by other factors. This phenomenon is strengthened by the influence between the influence of product quality, service quality, and social media marketing on customer satisfaction. With this influence, it shows that the occurrence of variations in customer satisfaction can be explained by the quality of products, services, and social media.

In the research that has been done, it can provide deep insight into how the quality of products, services, and social media marketing directly affects the level of customer satisfaction. It can also be further research in this and related fields. The results of this research can help medium-sized companies out there in applying these principles to their

business strategies. Thus, research Regarding the impact of product quality, service, and social media marketing on customer satisfaction has a significant impact on the development of science and practice in various industrial fields. Over time, research on the influence of product quality, service, and social media marketing on customer satisfaction continues to be improved and developed and produces new findings. Novelty can be customer experience from physical and functional aspects, as well as emotional elements. Then from the global context where this research pays more attention to cultural differences in understanding how Customer satisfaction is influenced by the quality of products, services, and social media.

This research certainly has limitations in terms of data preparation and processing. In the research process, researchers have a limited population and sample. Researchers also realized that responses from respondents had a tendency to give answers. In the future or in further studies, researchers expect a larger scale of population and sample so that the results or findings obtained are more in-depth.

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