

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY AND SOCIAL MEDIA MARKETING TOWARDS CUSTOMER SATISFACTION IN CV CIPTA PRIMA MOBIL, PEKANBARU

(xvi+82 pages; 6 figures; 52 tables; 6 appendixes)

In the company of CV Cipta Prima Mobil, Pekanbaru has a significant decreased of customer satisfaction. The purpose of the research is investigating whether service quality and social media marketing have effect on customer satisfaction in CV Cipta Prima Mobil, Pekanbaru.

Service quality and social media have an important role in shaping customer satisfaction. Service quality and social media are highly connected with customer satisfaction and company profitability.

This research was conducted using quantitative, descriptive, and causal. The total of population and sample is 113 customers through convenience sampling. Data is collected by distributing questionnaires, interview and documentation.

The result of the hypothesis test shows that Service quality and social media marketing have effect on customer satisfaction in CV Cipta Prima Mobil, Pekanbaru. Furthermore, Service quality and social media marketing have 56.9 influence on customer satisfaction. This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, linearity test, multiple linear regression test and the equation is Customer Satisfaction = 6.910+ 0.458 Service Quality + 0,378 Social Media + e.

Recommendations for the PT. Star Multi Exchange, Medan can improve by adding experienced mechanics and ensuring their performance precisely and quickly by always providing objective supervision and routing activities and promotional programs on social media, especially Instagram and TikTok.

Keywords: Service Quality, Social Media Marketing, Customer Satisfaction

References: 29 (2017-2022)

ABSTRAK

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**PENGARUH KUALITAS LAYANAN DAN PEMASARAN MEDIA SOSIAL
TERHADAP KEPUASAN PELANGGAN DI
CV CIPTA PRIMA MOBIL, PEKANBARU**

(xvi+82 halaman; 6 gambar; 52 tabel; 6 lampiran)

Di perusahaan CV Cipta Prima Mobil, Pekanbaru mengalami penurunan kepuasan pelanggan yang signifikan. Tujuan dari penelitian ini adalah menyelidiki apakah kualitas layanan dan pemasaran media sosial berpengaruh terhadap kepuasan pelanggan di CV Cipta Prima Mobil, Pekanbaru.

Kualitas layanan dan pemasaran media sosial memiliki peran penting dalam membentuk kepuasan pelanggan. Kualitas layanan dan pemasaran media sosial sangat berkaitan dengan kepuasan pelanggan dan profitabilitas perusahaan.

Penelitian ini dilakukan dengan menggunakan metode kuantitatif, deskriptif, dan kausal. Jumlah populasi adalah 157 pelanggan dan sampel adalah 113 pelanggan melalui convenience sampling. Data dikumpulkan dengan menyebarkan kuesioner, wawancara dan dokumentasi.

Hasil uji hipotesis menunjukkan bahwa kualitas layanan dan pemasaran media sosial berpengaruh terhadap kepuasan pelanggan di CV Cipta Prima Mobil, Pekanbaru. Selain itu, kualitas layanan dan pemasaran media sosial memiliki pengaruh 56,9 terhadap kepuasan pelanggan. Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heteroskedastisitas, uji linieritas, uji regresi linier berganda dan persamaan kepuasan pelanggan = $6,910 + 0,458 \text{ kualitas pelayanan} + 0,378 \text{ media sosial} + e$.

Rekomendasi untuk PT. Star Multi Exchange, Medan dapat ditingkatkan dengan menambahkan mekanik yang berpengalaman dan memastikan kinerjanya secara tepat dan Cepat dengan selalu memberikan pengawasan yang obyektif dan kegiatan program promosi di media sosial, terutama Instagram dan TikTok.

Kata Kunci: Kualitas Pelayanan, Social Media Marketing, Kepuasan Pelanggan
Referensi: 29 (2017-2022)