

## ABSTRAK

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### **PERAN SOSIAL MEDIA DALAM OPERASI RETAIL DAN PEMASARAN TERHADAP KEPUASAN PELANGGAN PADA TRANSMART**

(xiii + 88 halaman, 8 gambar, 29 tabel, 3 lampiran)

Seiring berkembangnya teknologi, membuat operasi retail mengubah model bisnis mereka agar bisa mendapatkan konsumen baru serta bisa mempertahankan konsumen yang sudah lama. Banyak faktor yang menjadi perhatian retailer untuk mengembangkan model bisnisnya. Ulasan konsumen di media sosial, hubungan penjual dan konsumen, dan kepuasan konsumen menjadi bahan perhitungan oleh peretail untuk merancang model bisnis dengan layanan dan pemasaran yang unik agar dapat meningkatkan loyalitas konsumennya. Penelitian ini dilakukan dengan tujuan untuk menginvestigasi pengaruh dari *social media review*, *service operation*, *brand satisfaction*, dan *promotion* terhadap *customer satisfaction*. Metode analisis yang digunakan dalam penelitian ini yaitu, SmartPLS 3.0. Jenis pengambilan sampel menggunakan *purposive (judgement) sampling* dengan jumlah responden sebanyak 221 orang. Hasil dari penelitian ini menyimpulkan bahwa *social media review* tidak berpengaruh positif terhadap *customer satisfaction*, *service operation* tidak berpengaruh positif terhadap *customer satisfaction*, sedangkan *brand satisfaction* berpengaruh positif terhadap *customer satisfaction*, interaksi antara *social media review* dan *promotion* tidak berpengaruh positif terhadap *customer satisfaction*, dan interaksi antara *service operation* dan *promotion* tidak berpengaruh positif terhadap *customer satisfaction*.

Referensi: 71 (2000-2020)

Kata kunci: Review social media, operasi retail, kepuasan merek, promosi, dan kepuasan konsumen.

## ABSTRACT

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### **ROLE OF SOCIAL MEDIA IN RETAIL NETWORK OPERATIONS AND MARKETING TO ENHANCE CUSTOMER SATISFACTION**

(xiii + 88 pages, 8 figures, 29 tables, 3 appendix)

As technology develops, retail operations change their business models in order to find new customers and retain existing customers. There are many factors that concern retailers in developing their business models. Customer reviews on social media, seller-customer relationships, and customer satisfaction are calculated by retailers to design business models with unique services and marketing in order to increase customer loyalty. This research was conducted with the aim of investigating the effect of social media reviews, service operations, brand satisfaction and promotion on customer satisfaction. The analytical method used in this research is SmartPLS 3.0. This research used purposive (judgement) sampling with a total of 221 respondents. The result of this research concluded that social media review has no positive effect on customer satisfaction, service operations have no positive effect on customer satisfaction. Then, brand satisfaction has a positive effect on customer satisfaction, the interaction between social media review and promotion has no positive effect on customer satisfaction. Last, interaction between service operation and promotion have no positive effect on customer satisfaction.

References: 71 (2000-2020)

Keyword: *social media review, service operation, brand satisfaction, promotion, customer satisfaction.*