



THE INFLUENCE OF SERVICE QUALITY AND SOCIAL MEDIA ON CONSUMER SATISFACTION

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Abstract: Consumer Satisfaction is part of the elements inherent in consumers. Currently, there are several alternatives to ensure customer satisfaction, including Service Quality and Social Media. The purpose of this research is to find out how Service Quality, Social Media, and Consumer Satisfaction are applied by the Selly Keyboard at the Dreamscometrue Online Business Community. And to find out how much influence Service Quality has on Consumer Satisfaction, Whatsapp Business Social Media on Consumer Satisfaction, and the influence of Service Quality and Social Media on Consumer Satisfaction. This research is a sample study where consumers are respondents in the study, for data collection using a questionnaire with a total of 88 respondents. The method used is a quantitative method with descriptive analysis and verification analysis. The analysis technique uses path analysis and hypothesis testing. The results of the study stated that Service Quality was in a good category, Social Media was in the quite good category, and Consumer Satisfaction was in a good category. The T-Test results show that Service Quality has an effect on Consumer Satisfaction, Social Media has an effect on Consumer Satisfaction. The F-test shows that Service Quality and Social Media affect Consumer Satisfaction.

Keywords: Consumer Satisfaction; Service Quality; Social Media

INTRODUCTION

Competition in the business world today is seen as very tight, therefore business actors are expected to have strong capabilities in various fields such as finance, marketing, operations, and human resources as well as service quality. Various business factors must be seen to increase their performance. This can be done by business actors so that the services provided can run according to their objectives by implementing good decision-making.

Similar companies, whether small, medium, or large, need a mechanism to implement and control decision-making services in achieving goals and dealing with existing developments. Entrepreneurs must be ready to compete by having good management. The important task of management is to create a company that survives and has good and effective performance. The rapid advancement of technology has brought business actors to take advantage of and maximize the existing potentials.

All fields can be facilitated with the advancement of technology. One of them is in terms of marketing, small, medium, and large entrepreneurs also increase their sales volume in the digital world. It is inseparable from the existence of online-based services that also help to facilitate the goals of business development in the digital world and when viewed as a country, Indonesia is one of the countries that use the internet, which develops quite quickly every year. Currently, business actors need to learn more about the rapid changes in consumer attitudes and habits that are more dominantly active in the online world. This is because the internet has its own "part" in everyday life that cannot be seen but can be felt. There are a lot of online business people in this country, ranging from individuals, communities, to large institutions such as banks, cooperatives, companies, and so on. One of the online business communities that continues to grow rapidly every year in Indonesia is the Dreamscometrue online business community



specifically for the millennial generation, and this is the result of the ideas of professional online business practitioners who were founded in 2012 which gave birth to many young people or millennial generations who its success has been proven, with a specific target market of young people, Dreamscometrue has a vision of creating a million entrepreneurs from the millennial generation in 2030. "The main activity that continues to be carried out is educating people who join this community so they learn how to build a business online, the next is how these millennial generations have the character, mental attitude, and mindset of an entrepreneur or businessman, therefore this Dreamscometrue apart from being a forum for young entrepreneurs, also provides meetings such as seminars, workshops, and provides a business opportunity for young entrepreneurs. people For those who want to start or learn to build a business venture with the products that have been provided, one of the best-selling products in this community is a product that is engaged in the beauty and health sector" (said one of the Founders of Dreamscometrue).

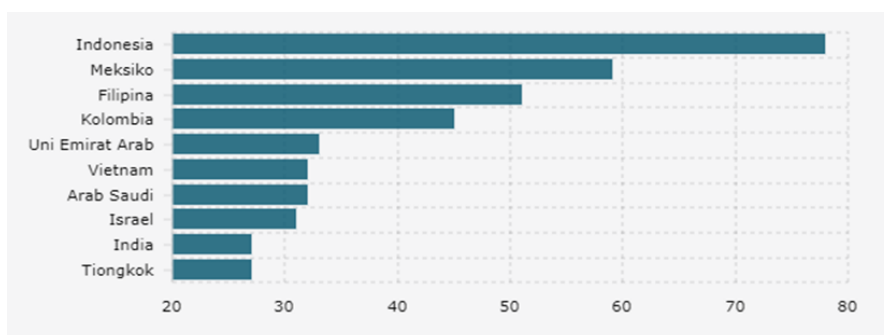


Figure 1. Ten Countries With the Fastest E-Commerce Growth

Source: Databoks.katadata.co.id (2019)

The list of ten countries with the fastest-growing E-Commerce in the world was released by the UK-based institution Merchant Machine, from the ranks of these countries, Indonesia leads with 78% growth in 2018. When viewed from these data, the importance of business or business actors must be increasingly improved all aspects of effective management, because it provides all excellent quality for its potential customers. Online business is all business activities to obtain economic benefits that are carried out online in the digital world. Apart from the marketing aspect, business actors are also forced to be able to provide good and fast service to responders to provide satisfaction for their consumers. One of them is the support for the "Selly" keyboard application to provide fast service and increase effectiveness, and users can solve specific problems.

According to Chase (2006) in Komara (2013), the quality of electronic services is the service provided to consumers through the internet network from the ability of a site to facilitate purchasing, distribution activities effectively and efficiently, and shopping. The quality of electronic services that have been favored by consumers for online shopping has a good impact on companies, besides that, it also helps the development of communication media in Indonesia, it turns out that this electronic messaging service provides convenience in buying and selling in the online market.

According to experts such as Laughey and Mc Quail quoted by Nasrullah (2017) explaining that social media is a communication tool. It can be understood that social media is a tool used in communicating activities, social media is defined as the best context in the industrial media paradigm, a site that has made a place for people to communicate with other individuals in it. Social media has several dimensions that



influence each other, according to Nasrullah (2017) social media has several dimensions that support and influence social media, these dimensions are interrelated with each other, the following dimensions of social media are: (1) Social Presence, The first dimension of social media is social presence. Social presence can be interpreted as contact that occurs when the respondent's research communication process occurs on the dimension of social presence, namely social media interaction; (2) Media Richness. The second dimension of social media is media richness. Media richness can be interpreted by reducing ambiguity and the inconvenience of information through the communication process; (3) Self Disclosure, This dimension is defined as developing close relationships through self-disclosure such as feelings, likes, dislikes, and thoughts. Through social media, consumers can express their disclosures.

Likewise, Dreamscotrue's online business community always prioritizes service quality to increase customer satisfaction, so if the service provided to consumers is the best, it has a positive influence on customer satisfaction. But businesspeople in the online business community Dreamscotrue have problems in serving their customers, for example: in serving their customers, message delivery is often done automatically with a text that has been created, so consumers are not satisfied with the message that has been received.

Then consumer satisfaction is a high level of one's feelings when receiving a product or service that has been received and comparing a performance that has been received. Following the perception of consumer satisfaction will be different and the desires, needs of these consumers. According to Lovelock and Wirtz quoted by Fandy Tjiptono & Chandra (2016) Satisfaction is an attitude that is decided based on the experience gained. Research is needed to prove whether there is a prior expectation that is an important part of the satisfaction. Then according to Kotler & Keller (2016) Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations. According to Kotler & Armstrong (2015), Customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations the customers are dissatisfied. If performance matches expectations, the customers are satisfied. If performance exceeds expectations, the customers are delighted”.

Consumer satisfaction built from social media is also considered, one of which is by providing services through WhatsApp business so that it is easier for consumers to submit any complaints or consultations, and it is hoped that this can answer consumers' questions. But this makes consumers less satisfied, with only the answer to a message that has been set automatically making consumer satisfaction not too maximal. Therefore the quality of service is very encouraging to customer satisfaction to establish a strong relationship with a company.

The relationship between service quality and social media with consumer satisfaction is a strong bond that influences one another. This is because the quality of service in the digital system can provide convenience to consumers with speed for every need so that consumers get their satisfaction. In the era of globalization, problems in service quality, social media, and customer satisfaction are very important, so they must complement each other. In every company, there will be advantages and disadvantages that are created from solving each obstacle and problem. Ulfah (2017) conducted a study on the effect of service quality and consumer trust on customer satisfaction through social media. There is an effect of service quality and consumer trust on customer satisfaction through Instagram social media simultaneously with significant values.

Based on background, the researchers are interested in conducting a study with the title The Influence of Service Quality and Social Media on Consumer Satisfaction.



The purpose of this research is to find out how Service Quality, Social Media, and Consumer Satisfaction are applied by the selly keyboard at Dreamscometrue online business community. And to find out how much influence Service Quality has on Consumer Satisfaction, Whatsapp Business Social Media on Consumer Satisfaction, and the influence of Service Quality and Social Media on Consumer Satisfaction The hypothesis in this study: (1) The quality of selly keyboard service on the Dreamscometrue online business community is good; (2) WhatsApp business social media in the Dreamscometrue online business community is quite good; (3) Consumer satisfaction in Dreamscometrue's online business community is good; (4) The quality of selly keyboard service has an effect on consumer satisfaction in the online business community Dreamscometrue; (5) The quality of WhatsApp business social media has an effect on consumer satisfaction in the Dreamscometrue online business community; (6) The quality of selly keyboard service and Whatsapp business social media has an effect on consumer satisfaction in the Dreamscometrue online business community.

METHODS

In a study, researchers will use certain research. The research method is the main method used by researchers to achieve a goal and determine the answer to the problem posed. According to Sugiyono (2018), the research method is a scientific way to obtain data with certain goals and uses. The purpose of this research method is to provide an overview to researchers about how research is carried out so that problems can be solved. The type of research method used is descriptive and verification methods. The method used in this study is a quantitative method with descriptive analysis and verification analysis. The analysis technique uses path analysis and hypothesis testing.

Sources of data in this study are: (1) Primary data is data collected by researchers directly from the main source, namely the informant. There are several ways to obtain primary data, these methods include interviews, observations, or questionnaires; (2) Secondary data is data that comes from the results of other people's research made for different purposes. The data is obtained, but the data that can be obtained in a ready-made form has been collected and processed by other parties, including through literature studies, journals, theses, literature related to the problem, as well as other documentation information that can be retrieved through the online system. (Internet).

Data collection techniques in this study using a questionnaire. Questionnaires are an efficient data collection technique if the researcher knows with certainty the variables to be measured and knows what to expect from the respondents. To analyze data on the quality of Selly keyboard service and WhatsApp business social media on consumer satisfaction through the online business community of Dreamscometrue consumers. The population in the study is the consumers of the Dreamscometrue online business community. While for a sample of 88 respondents who are expected to represent the population.

Respondents selected in the current study are consumers of the Dreamscometrue online business community, including the following: (1) Inclusion Criteria is the criteria or characteristics that must be met by each member of the population to be sampled. In this study the criteria and characteristics that must be met by the sample are: (a) Age of respondents 18 years and over, (b) Never bought a Dreamscometrue product, (c) Consumers who have bought more than 3 times, (d) Willing to be involved in research or willing to be a research respondent; (2) Exclusion Criteria are removing or eliminating some subjects who meet the inclusion criteria from the study due to certain criteria and reasons. In this study, the exclusion criteria included: (a) The age of the respondent is



under 18 years old, (b) Never buy a dreamscometrue product, (c) Consumers who never buy more than 3 times, (d) Not willing to be involved in research or not willing to be a research respondent.

RESULTS AND DISCUSSION

Descriptive Research Results

Based on the distribution of questionnaires conducted to 88 respondents regarding the Service Quality variable, the results of the respondent's answers to the statements that have been submitted in the questionnaire that the Service Quality variable is measured through 9 statement items. The following is a recapitulation of respondents' responses regarding service quality:

Table 1. Recapitulation of Respondents' Responses Regarding Service Quality

Dimensions/ Sub Variables	No	Statements	Actual Score	Ideal Score	Average	Category
Website Design	1.	The appearance of the Dreamscometrue Online Business Community website is attractive	377	440	4,29	Very good
	2.	The type of font used in the Dreamscometrue Online Business Community is interesting to read	373	440	4,24	Very good
Reliability	3.	Dreamscometrue Online Business Community has secure data information protection	375	440	4,26	Very good
	4.	Dreamscometrue Online Business Community has the ability to handle consumer problems	383	440	4,32	Very good
Response	5.	Dreamscometrue Online Business Community electronic services have reliability in accordance with consumer needs	384	440	4,36	Very good
	6.	Dreamscometrue Online Business Community electronic services have speed in handling consumer complaints	369	440	4,19	Good
Trust	7.	The Dreamscometrue Online Business Community guarantees the suitability of orders received	355	440	4,03	Good
Personalization	8.	Dreamscometrue Online Business Community provides alternative transactions provided to consumers	353	440	4,01	Good
	9.	Dreamscometrue Online Business Community is willing in helping consumers	357	440	4,05	Good
Total Category			3323	3960	4,19 Good	Good

Source: Questionnaire data processing (2021)

Based on table 1 above, it can be seen that the Service Quality variable consists of 9 statements that have varying results, but on average it shows that the service quality is declared good.



To describe how respondents respond to Service Quality, we use a continuum line, which is as follows:

$$\begin{aligned} \text{Maximum Index Value} &= 5 \times 9 \times 88 = 3960 \\ \text{Minimum Index Value} &= 1 \times 9 \times 88 = 792 \\ \text{Presentation Score} &= (\text{Total Score} : \text{Maximum Score}) \times 100\% \\ &= (3323 : 3960) \times 100\% \\ &= 83,9\% \end{aligned}$$

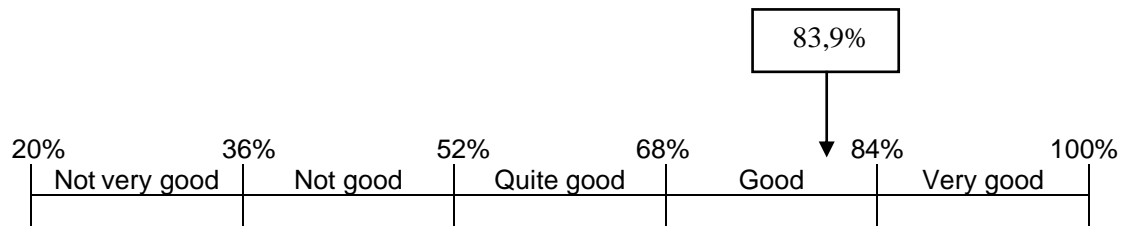


Figure 2. Continuum Line of Service Quality Variables

Source: Questionnaire data processing (2021)

The score obtained is 83,9%, seen from the assessment criteria, including the good category. Thus, it can be concluded that the service quality of the Selly keyboard is generally good. If it is associated with the number one hypothesis which states that the Service Quality of the Selly keyboard is good, then the conclusion is that the hypothesis is accepted because it is following the results of data processing obtained in the study.

The measuring tool regarding the Whatsapp Business Social Media variable in this study was measured using 3 dimensions which were operationalized into 9 statements. The following is a recapitulation of respondents' responses regarding service quality:

Table 2. Recapitulation of Respondents' Responses Regarding Social Media

Dimensions / Sub Variables	No	Statements	Actual Score	Ideal Score	Average	Category
Social presence	1.	The influence of communication between the seller and the buyer plays an important role	324	440	3,68	Good
	2.	Consumers feel satisfied when interacting actively with business actors	308	440	3,50	Good
	3.	Dreamscomtrue Online Business Community provides convenience for consumers regarding two-way communication	313	440	3,56	Good
Media Richness	4.	Dreamscomtrue Online Business Community always conveys clear information through the internet	318	440	3,61	Good
	5.	Dreamscomtrue Online Business Community has good communication with consumers	297	440	3,37	Quite good
	6.	Messages that are always conveyed by business actors to consumers are easy to reach	302	440	3,43	Good
Self-disclosure	7.	Business actors have ownership of consumers	275	440	3,12	Quite good



8. Always good service in giving expression to consumers	256	440	2,99	Quite good
9. In delivering information, the Dreamscometrue Online Business Community establishes close relationships with consumers	220	440	2,50	Not good
Total	2613	3960	3,3	Quite good
Category	Quite good			

Source: Questionnaire data processing (2021)

Based on table 2 above, it can be seen that the Whatsapp Business Social Media variable consists of 9 statements that have varying results, but on average it shows that the Whatsapp Business Social Media is declared quite good.

To illustrate how respondents respond to Social Media, we use a continuum line, which is as follows:

$$\text{Maximum Index Value} = 5 \times 9 \times 88 = 3960$$

$$\text{Minimum Index Value} = 1 \times 9 \times 88 = 792$$

$$\begin{aligned} \text{Presentation Score} &= (\text{Total Score} : \text{Maximum Score}) \times 100\% \\ &= (2613 : 3960) \times 100\% \\ &= 66,0\% \end{aligned}$$

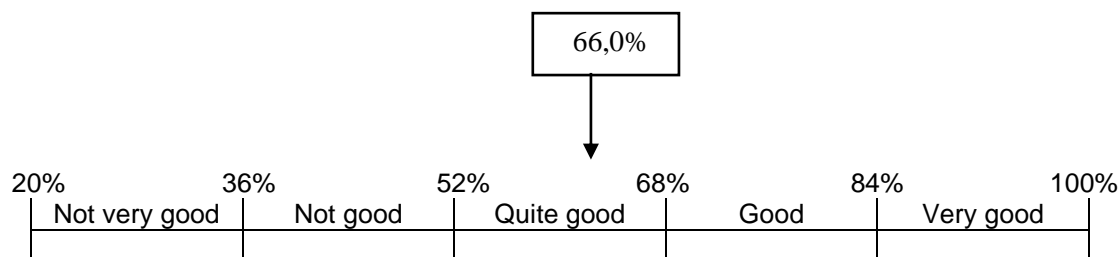


Figure 3. Continuum Line of Social Media Variables

Source: Questionnaire data processing (2021)

The score obtained is 66,0%, judging by the assessment criteria, it is in the quite good category. Thus, it can be concluded that Whatsapp Business Social Media is generally good enough. If it is associated with hypothesis number two which states that Whatsapp Business Social Media is quite good, then the conclusion is that the hypothesis is accepted because it is following the results of data processing obtained in the study.

The measuring instrument regarding the variable of consumer satisfaction in this study was measured using five dimensions which were operationalized into twelve relevant statement items. The following is a recapitulation of respondents' responses regarding customer satisfaction:



Table 3. Recapitulation of Respondents' Responses Regarding Consumer Satisfaction

Dimension s/ Sub Variables	No	Statements	Actual Score	Ideal Score	Average	Category
Product quality	1.	Dreamscometrue Online Business Community displays products on social media according to reality	308	440	3,50	Good
	2.	The benefits of the products sold are in accordance with what is conveyed to consumers	334	440	3,80	Good
Price	3.	The prices listed are in accordance with the quality of the products sold	342	440	3,88	Good
	4.	Dreamscometrue Online Business Community has a good service in providing added value	337	440	3,83	Good
Service quality	5.	Dreamscometrue Online Business Community electronic services are of high quality	328	440	3,73	Good
	6.	Dreamscometrue Online Business Community is always willing to serve questions from consumers	334	440	3,79	Good
Emotional factor	7.	Consumers feel proud when using quality products from the Dreamscometrue Online Business Community	339	440	3,85	Good
	8.	Consumers are satisfied with the benefits of Dreamscometrue Online Business Community products	342	440	3,88	Good
Cost and convenience	9.	Consumers always get the convenience of service from the Dreamscometrue Online Business Community	338	440	3,84	Good
	10.	Consumers are more efficient in spending to get products	316	440	3,59	Good
	11.	It is very easy for consumers to get information from the Dreamscometrue Online Business Community	329	440	3,73	Good
	12.	Consumers are satisfied with shopping more effectively and efficiently at Dreamscometrue Online Business Community	330	440	3,75	Good
Total Category			3977	5280	3,76	Good

Source: Questionnaire data processing (2021)

Based on the table above, it can be seen that the Consumer Satisfaction variable consists of 12 statements that have varying results, but on average it shows that Consumer Satisfaction is declared good.

To describe how respondents respond to consumer satisfaction, we use a continuum line, which is as follows:

$$\text{Maximum Index Value} = 5 \times 12 \times 88 = 5.280$$

$$\text{Minimum Index Value} = 1 \times 12 \times 88 = 1.056$$

$$\begin{aligned} \text{Presentation Score} &= (\text{Total Score} : \text{Maximum Score}) \times 100\% \\ &= (3977 : 5.280) \times 100\% \\ &= 75,3\% \end{aligned}$$

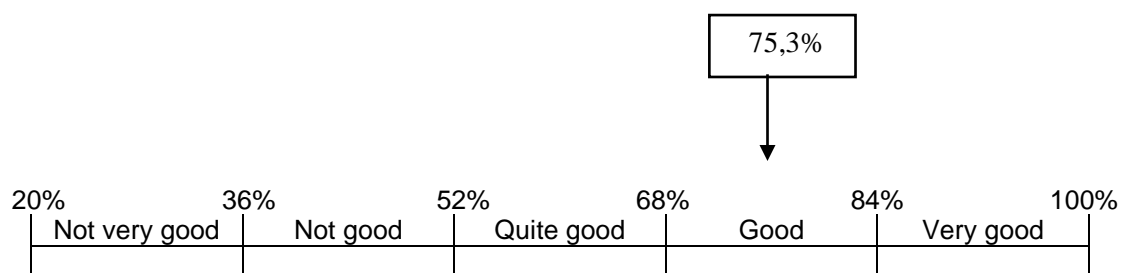


Figure 4. Continuum Line of Consumer Satisfaction Variables
 Source: Questionnaire data processing (2021)

The score obtained is 75,3%, judging from the assessment criteria, it is in a good category. Thus it can be concluded that consumer satisfaction is generally good. If it is associated with hypothesis number three which states that consumer satisfaction is good, then the conclusion is that the hypothesis is accepted because it is following the results of processing data obtained in the study.

Verificative Results

In this section, verification analysis is performed using path analysis. Path analysis is used to determine the direct and indirect effects of a set of variables, as independent variables (X), on other variables which are dependent variables (Y) as variables. Because the method used is path analysis, it is necessary to calculate using Product Moment Correlation Coefficient first, this is done to know the relationship between X₁ and X₂, namely rx₁rx₂.

Table 4. Pearson Correlation

Correlations				
		x1	x2	y
x1	Pearson Correlation	1	.345**	.718**
	Sig. (2-tailed)		.001	.000
	N	88	88	88
x2	Pearson Correlation	.345**	1	.592**
	Sig. (2-tailed)	.001		.000
	N	88	88	88
Y	Pearson Correlation	.718**	.592**	1
	Sig. (2-tailed)	.000	.000	
	N	88	88	88

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data (2021)

The results of the correlation analysis are interpreted as follows: (1) The correlation value obtained between Selly Keyboard Service Quality (X₁) and Whatsapp Business Social Media (X₂) is 0.345. The correlation value is in the category of low relationship; (2) The correlation value obtained between Selly Keyboard's Service Quality (X₁) and Consumer Satisfaction (Y) is 0.718. The correlation value of 0.718 based on the guideline of interpretation of the correlation coefficient is included in the category of high relationship; (3) The correlation value obtained between Whatsapp Business Social Media (X₂) and Consumer Satisfaction (Y) is 0.592. The correlation value of 0.592



based on the coefficient interpretation guideline is included in the moderate relationship category. Based on calculations with SPSS ver 25, it can be seen that the results of the path coefficient calculations are as follows:

Table 5. Path coefficient

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-9.235	4.377		-2.110	.038
	x1	.973	.114	.583	8.514	.000
	x2	.596	.105	.390	5.701	.000

a. Dependent Variable: y

Source: Processed data (2021)

In the table above in the Standardized Coefficients column, there are respective path coefficients of the X_1 and X_2 variables to Y. The path coefficient of the Selly Keyboard Service Quality variable (X_1) on Consumer Satisfaction (Y) is β_{yx1} of 0.583 or 58.3%. Furthermore, the variable of Whatsapp Business social media (X_2) on Consumer Satisfaction (Y) is β_{yx2} of 0.390 or 39.0%.

Table 6. Coefficient of Determination

Model	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 ^a	.649	.641	3.729

a. Predictors: (Constant), x2, x1

Source: Processed data (2021)

The table above can be interpreted that the Service Quality of Selly Keyboard and Whatsapp Business Social Media has an effect on Consumer Satisfaction by 0.649 or 64.9% (R square) and is influenced by other factors not examined by 0.351 or 35.1%. While the magnitude of the influence received by Consumer Satisfaction (Y) from the Service Quality of Selly Keyboard (X_1) and Whatsapp Business Social Media (X_2) and variables outside X_1 and X_2 which are expressed by the residual variable.

To prove whether the Service Quality of Selly Keyboard and Social Media affects Consumer Satisfaction both simultaneously and partially, hypothesis testing is carried out. Testing starts from simultaneous testing and continues with partial testing.

Table 7. Simultaneous Testing of the Effect of Service Quality and Social Media Variables on Consumer Satisfaction

Model		ANOVA ^a				Sig.
		Sum of Squares	Df	Mean Square	F	
1	Regression	2187.443	2	1093.721	78.634	.000 ^b
	Residual	1182.273	85	13.909		
	Total	3369.716	87			

a. Dependent Variable: y

b. Predictors: (Constant), x2, x1

Source: Processed data (2021)



There is a distribution table for F with the following conditions, $\alpha = 0.05$ and dk the numerator of $k (2)$, and the denominator $dk = (n-k-1)$ or $88-2-1=85$, which is 3.10 . In the ANOVA table, the F value is 78.634 with a probability value (sig) = 0.000 , because the F_{count} value is greater than F_{table} ($78.634 > 3.09$). If presented in a graph the values of F_{count} and F_{table} can be seen as follows:

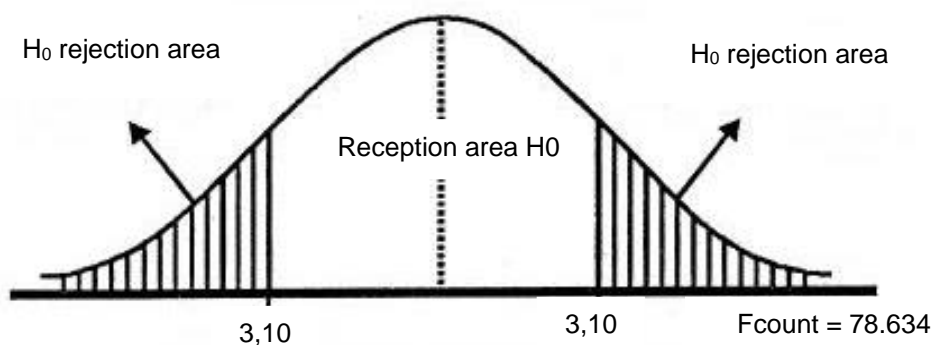


Figure 5. F-Test Curve
 Source: Processed data (2021)

So based on the hypothesis testing that has been carried out, it states that F_{count} is in the rejection area of H_0 or in other words that the Service Quality of Selly Keyboard and Whatsapp Business Social Media simultaneously affects Consumer Satisfaction. Based on these results, hypothesis No. 6 is suspected that the Service Quality of Selly Keyboard (X_1) and Whatsapp Business Social Media (X_2) has an effect on Consumer Satisfaction (Y) in the Dreamscometrue Online Business Community.

Table 8. Partial Testing of the Effect of Service Quality and Social Media Variables on Consumer Satisfaction

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-9.235	4.377		-2.110	.038
	x1	.973	.114	.583	8.514	.000
	x2	.596	.105	.390	5.701	.000

a. Dependent Variable: y

Source: Processed data (2021)

Based on the table on the previous page, it can be seen that the t_{count} of X_1 is $8,514$, X_2 is $5,701$. Furthermore, with $(nk-1)$, $88-2-1 = 85$ which is at the probability level (α) 0.05 , the t_{table} value is $1,988$, so the decision is T_{count} from X_1 which is $8,514$ which is greater than t_{table} , which is $1,985$, which means that there is an influence between X_1 and Y . The statement can be described as follows:

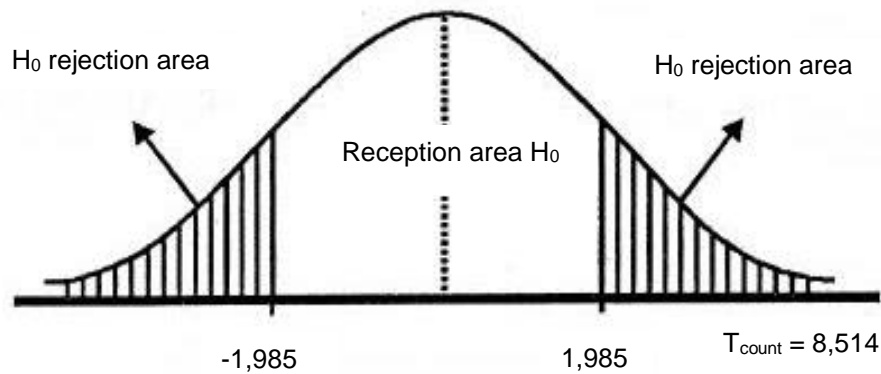


Figure 6. T-Test Curve For X1 Against Y
 Source: Processed data (2021)

Based on the picture on the previous page, it is known that, according to the test criteria, if $t_{count} \geq t_{table}$, then H_0 is in the rejection area, meaning that H_0 is accepted and X_1 and Y have an effect. Based on this, hypothesis No.4 is suspected that Service Quality X_1 has a partial effect on Consumer Satisfaction. Likewise, the t_{count} of X_2 , which is 5,701, is greater than the t_{table} of 1,988, which means that there is an influence between X_2 and Y . The statement can be described as follows:

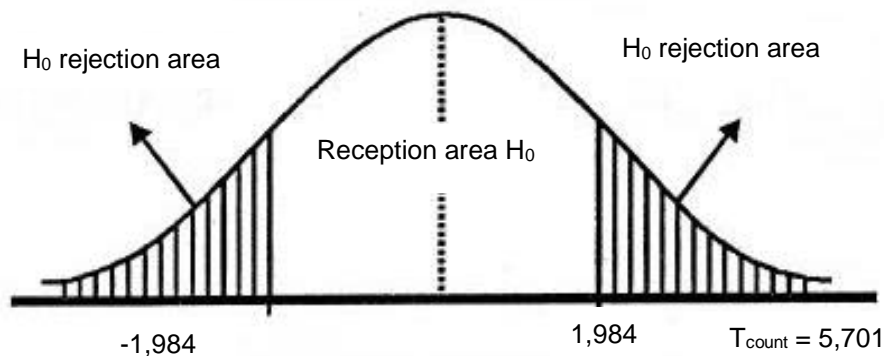


Figure 7. T-Test Curve For X2 Against Y
 Source: Processed data (2021)

Based on the picture above, it is known that according to the test criteria if $t_{count} \geq t_{table}$, then H_0 is in the rejection area, meaning that H_0 is accepted and X_2 and Y have an influence. Based on this, hypothesis No. 5 is suspected that Whatsapp Business Social Media X_1 has a partial effect on Consumer Satisfaction of the Dreamscometrue Online Business Community.



The Effect of Service Quality on Consumer Satisfaction

Based on the results of the partial analysis, the t-test statistics that have been carried out by researchers show that there is a positive influence between Selly Keyboard's Service Quality on Consumer Satisfaction, which then has an impact on increasing consumer engagement rates due to easy access related to the Dreamscometrue Online business community. Research that supports the partial effect of electronic service quality on consumer satisfaction is Ulfah's research (2017) which states that service quality influences consumer satisfaction.

The Effect of Social Media on Consumer Satisfaction

Social media is no less important than other technology applications in the process of online business activities. So that through the Whatsapp Business application, Dreamscometrue tries to accommodate the need for this information. The easier it is for consumers to find information related to a product or service, the more satisfied consumers are.

Research that supports the partial influence of Social Media on Consumer Satisfaction, one of which is research from Daffiq Afkari (2016) which states that there is a positive influence between Social Media and Consumer Satisfaction. This is also reinforced by the results of the partial statistical analysis of the t-test conducted by researchers which shows a positive influence between the two variables. Although not as significant as the influence of Selly Keyboard's Service Quality, social media still has an important role in bringing customer satisfaction.

The Influence of Service Quality and Social Media on Consumer Satisfaction

The service quality of Selly Keyboard and Whatsapp business Social Media has a simultaneous influence on consumer satisfaction, because, with the existence of both media that can accommodate the ease of carrying out all activities related to the Dreamscometrue Online business community by utilizing existing technology, consumers feel more "served". well," so that satisfaction is conveyed by consumers.

Research that supports the simultaneous influence of the three variables is research from Willianti & Oktaviani (2019) which states that in accommodating consumer satisfaction, it is important nowadays to maximize technology and other facilities such as applications and social media. The existence of the ease of information factor is also a positive benchmark for consumer satisfaction. Similar to previous research, this study also produces a simultaneous analysis of the f statistic test which shows that there is an influence between Selly Keyboard Service Quality and Whatsapp Business Social Media on Consumer Satisfaction.

So from the results of the research above, it can be seen that the influence of the Selly Keyboard Service Quality variable on Consumer Satisfaction is more dominant when compared to the influence of the Whatsapp Business Social Media variable on Consumer Satisfaction. The results of this study are supported by a study conducted by Anditya (2020) in the results of his research that uses regression analysis as the method produces a Social Media Marketing Coefficient Value of 0.200 which indicates that when social media marketing is built stronger, consumer satisfaction is stronger. Then the Service Quality Coefficient Value of 0.328 indicates that when the quality of service provided is getting better, the customer satisfaction is getting stronger. So that in this study Service Quality is more dominant when compared to Social Media on Consumer Satisfaction.



CONCLUSION

Based on the results of the analysis and discussion of the influence of Selly Keyboard's Service Quality and Whatsapp Business Social Media on Consumer Satisfaction of the Dreamscometrue Online business community, it can be concluded that Selly Keyboard's Service Quality is in a good category. Selly Keyboard's Service Quality partially affects the Consumer Satisfaction of the Dreamscometrue Online business community. For Whatsapp business social media, it is stated in the quite good category. Whatsapp Business Social Media partially affects the Consumer Satisfaction of the Dreamscometrue Online business community. then regarding Consumer Satisfaction stated in the good category. Taken together, Selly Keyboard's Service Quality and Whatsapp Business Social Media contribute and influence the Consumer Satisfaction of the Dreamscometrue Online business community.

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