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The Influence of Digital Marketing and Service Quality on Customer Satisfaction at Lion Parcel Expedition Services in Kabanjahe

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Abstract

This study aims to analyze and map the relationship between digital marketing strategies and service quality on customer satisfaction at Lion Parcel, Kabanjahe branch. Amidst increasingly intense competition in the logistics industry, understanding the factors that drive customer satisfaction is crucial for business sustainability. The research employs an associative quantitative approach to examine the influence between variables. The population for this study includes all customers who transacted during the November 2024 period, totaling 479 individuals. Using the Slovin formula at a specific precision level, a representative sample of 83 respondents was determined. Data collection was conducted through the distribution of questionnaires, which were subsequently processed using statistical analysis. The results indicate that, partially, both digital marketing and service quality have a significant influence on customer satisfaction. Furthermore, simultaneous testing confirms that these two factors together have a positive and significant impact on shaping customer satisfaction at Lion Parcel Kabanjahe. These findings imply the importance of integrating digital-based promotional strategies with operational excellence in physical services to create an optimal customer experience.

Keywords: Digital Marketing, Service Quality, Customer Satisfaction.

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INTRODUCTION

The rapid growth of online shopping in the digital era has triggered a significant surge in the logistics industry, demanding both efficiency and punctuality. Lion Parcel, representing the Lion Group, has emerged as a key player committed to providing reliable delivery services across the Indonesian archipelago, including the Kabanjahe region.

In this era of digital transformation, delivery service providers are required to be more than just fast; they must excel in digital interaction and operational quality. The use of digital communication channels and applications plays a vital role in customer retention. This must be supported by tangible service quality ranging from schedule certainty to a seamless transaction process to ensure comprehensive customer satisfaction.

Satisfaction is formed through customer evaluation of service quality and the efficiency of interactions on digital platforms, such as online tracking features and social media campaigns. Previous research consistently shows that these factors have a strong correlation with customer loyalty. Lion Parcel's comparative advantage lies in its distribution speed to remote areas and its consistency in package pickup services. Consequently, this study aims to evaluate the impact of digital marketing tactics and service quality on the perceived satisfaction of Lion Parcel users.

Digital marketing is defined as an interactive promotional tool that allows users to engage and customize information according to their needs (Belch & Belch, 2015). Implementing this strategy is crucial for creating customer satisfaction, particularly regarding the transparency of distribution information. With digital support, consumers experience higher satisfaction as they can monitor the status of their shipments at any time.

Furthermore, customer satisfaction depends heavily on how a business entity presents its service quality. This aligns with the definitions provided by Lovelock and Wright (2002) and Wayan (2012), who state that quality service is one that successfully aligns customer expectations with the reality received. Poor quality directly triggers dissatisfaction, therefore, continuous quality improvement is a mandatory strategy for companies to maintain customer retention amidst fierce competition.

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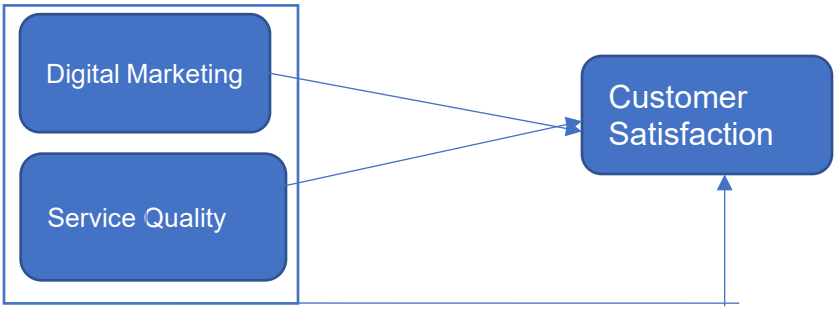


Figure 1: Conceptual Framework

The research hypotheses for this study are as follows:

H_1: Digital marketing affects customer satisfaction of Lion Parcel in Kabanjahe.

H_2: Service quality affects customer satisfaction of Lion Parcel in Kabanjahe.

H_3: Digital marketing and service quality simultaneously affect customer satisfaction of Lion Parcel in Kabanjahe.

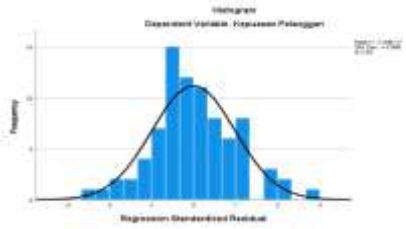
RESEARCH METHODOLOGY

This research utilizes a quantitative design with an associative approach to analyze causal relationships between variables. The study was conducted in November 2025 at Lion Parcel Kabanjahe with a population of 479 consumers. Using the Slovin formula and an accidental sampling method, a sample of 83 active customers was selected. Data were collected through questionnaires using a 1-5 Likert scale and subsequently analyzed using multiple linear regression.

RESEARCH RESULTS

Normality Test

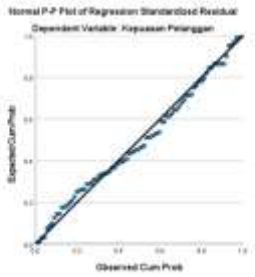
To ensure that the research conclusions remain unbiased, the data must be verified to follow a normal distribution through normality testing. The detailed results of the normality tests conducted are presented below



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This graph shows that the data is normally distributed, which is mirrored by the symmetrical and bell-shaped curve of the histogram.



The normality of the model is further confirmed by the Normal P-P Plot of Regression Standardized Residuals. As shown in the figure, the points are clustered around the diagonal line and do not deviate significantly, which signifies a normal distribution of the data.

Table 1. One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			83
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		4.67405067
Most Extreme Differences	Absolute		.065
	Positive		.065
	Negative		-.055
Test Statistic			.065
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.502
	99% Confidence Interval	Lower Bound	.489
		Upper Bound	.515

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

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d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 624387341.

Based on the results in Table 1, the Sig. value is 0.200, higher than the required 0.05. Therefore, it can be concluded that the data follows a normal distribution.

Multicollinearity Test

To ensure a robust regression model, a multicollinearity test was performed. Multicollinearity is detected using Tolerance and Variance Inflation Factor (VIF) values; a VIF < 10 or Tolerance > 0.1 signifies that no multicollinearity exists within the model. The test results are detailed below:"

Table 2. Multicollinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.034	1.456		2.771	.007		
	Digital Marketing	.230	.065	.288	3.553	.001	.874	1.144
	Service Quality	.462	.064	.583	7.210	.000	.874	1.144
a. Dependent Variable: Kepuasan Pelanggan								

Table 2. shows that the tolerance values are greater than 0.1 and the VIF values for the digital marketing and service quality variables are less than 10. Consequently, the multicollinearity test indicates that there is no correlation between the independent variables."

Heteroscedasticity Test

This test is used to identify the presence of unequal variance among residuals in the regression model. Its purpose is to verify that the model fulfills the classical regression assumptions.

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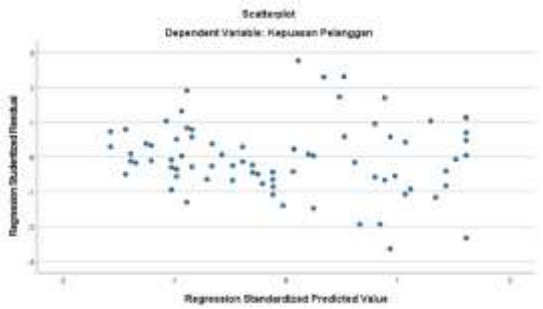


Figure 3. Scatterplot

The figure above shows that the data points are spread randomly without a clear pattern along the Y-axis and do not cluster in one place. This indicates that there is no heteroscedasticity in the regression model.

Table 3. Gletjer Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.061	.874		1.213	.229
	Digital Marketing	.066	.039	.193	1.706	.092
	Service Quality	.070	.039	.206	1.825	.072
a. Dependent Variable: RES2						

Table 3 above shows that the significance value for the Digital Marketing variable is 0.092 > 0.05, and for the Service Quality variable is 0.072 > 0.05. Therefore, it can be concluded that no heteroscedasticity issues were detected.

Research Model

Multiple linear regression is a statistical technique used to model the relationship between one dependent variable and two or more independent variables. This method aims to predict the outcome of the dependent variable based on a combination of the independent variables' values. The multiple regression model is formulated as follows:

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Table 4. Multiple linear regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.034	1.456		2.771	.007
	Digital Marketing	.230	.065	.288	3.553	.001
	Service Quality	.462	.064	.583	7.210	.000
a. Dependent Variable: Customer Satisfaction						

Customer Satisfaction = 4.034 + 0.230 Digital Marketing + 0.462 Service Quality

The constant of 4.034 represents the value of customer satisfaction when both independent variables are constant at zero. For every 1% increase in digital marketing, customer satisfaction is expected to increase by 0.230 (or 23%). For every 1% increase in service quality, customer satisfaction is expected to increase by 0.462 (or 46.2%).

Coefficient of Determination

The coefficient of determination indicates the extent to which the independent variables can explain the majority of the variation in the dependent variable. The results for the coefficient of determination are as follows:

Table 5. Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736a	.542	.531	4.732
a. Predictors: (Constant), Service Quality, Digital Marketing				
b. Dependent Variable: Customer Satisfaction				

Table 5 shows that customer satisfaction can be explained by the variations in digital marketing and service quality by 53.1%. Meanwhile, the remaining 46.9% (100% - 53.1%) is explained by other variables not examined in this study, such as price, trust, and others.

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Simultaneous Hypothesis Testing (F-Test)

The F-test is employed to test the research hypothesis simultaneously. The procedure for the F-test is as follows:

Table 6. Anova[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2120.229	2	1060.115	47.342	.000b
	Residual	1791.433	80	22.393		
	Total	3911.663	82			

a. Predictors: (Constant), Service Quality, Digital Marketing

b. Dependent Variable: Customer Satisfaction

Table 6 shows that the calculated F-count (47.342) is greater than the F-table (3.11) and the significance value is 0.000 < 0.05. This means that H3 is accepted, indicating that digital marketing and service quality simultaneously influence customer satisfaction of Lion Parcel in Kabanjahe.

Partial Hypothesis Testing (t-Test)

The t-test is used to determine the individual effect of each independent variable on the dependent variable. The partial hypothesis testing procedure is as follows:

Table 7. t Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.034	1.456		2.771	.007
	Digital Marketing	.230	.065	.288	3.553	.001
	Service Quality	.462	.064	.583	7.210	.000

a. Dependent Variable: Customer Satisfaction

Digital marketing obtained a t count (3.553) > t table (1.990), with a significance of 0.001 < 0.05. This indicates that H1 is accepted, meaning that digital marketing partially

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has a significant effect on customer satisfaction at Lion Parcel Kabanjahe. Similarly, service quality obtained a t count (7.210) > t table (1.990) and a significance of 0.000 < 0.05, which means H2 is accepted, that service quality partially influences customer satisfaction at Lion Parcel Kabanjahe.

DISCUSSION

The Influence of Digital Marketing on Customer Satisfaction

The partial test results indicate that digital marketing has a significant partial effect on customer satisfaction at Lion Parcel Kabanjahe. This finding is consistent with the research conducted by Rismawan and Cahyono (2025), which also found that digital marketing partially influences customer satisfaction. Digital marketing has become a crucial strategy for increasing loyalty and direct interaction with consumers (Fadhli & Pratiwi, 2021). Furthermore, digital marketing facilitates access to product information, builds trust, and creates a positive brand image, all of which directly enhance customer satisfaction (Chandra, 2024). Digital marketing is one of the key factors affecting customer satisfaction. It is an element of the promotional mix that enables interactive or two-way communication, where users can participate in and modify the form and content of the information they receive in real-time (Belch & Belch, 2015). In this context, digital marketing influences customer satisfaction by allowing customers to track the real-time location and status of their shipments.

The Influence of Service Quality on Customer Satisfaction

The partial test results indicate that service quality has a significant partial effect on customer satisfaction at Lion Parcel Kabanjahe. This finding is consistent with the study conducted by Eleonora et al. (2024), which found that service quality partially influences customer satisfaction. High-quality service that is fast and friendly will enhance both customer satisfaction and loyalty (Apriliani et al., 2023). Conversely, poor service quality can lead to customer disappointment, a lack of repeat business, and potential damage to the company's reputation (Masruroh et al., 2023). The better the quality of service provided in terms of speed, friendliness, and cargo handling the higher the level of customer satisfaction in Kabanjahe. In regions like Kabanjahe, the role of active and responsive agents is a key driver of service quality, particularly in ensuring shipment security and delivery time certainty, which directly boosts customer satisfaction. To obtain more specific results, field research (distributing questionnaires to Lion Parcel Kabanjahe users) was conducted.

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The Influence of Digital Marketing and Service Quality on Customer Satisfaction

The simultaneous test results indicate that both digital marketing and service quality have a significant influence on customer satisfaction at Lion Parcel Kabanjahe. These findings are consistent with research conducted by Muhammad (2022) and Yani et al. (2025), which demonstrated that digital marketing and service quality partially and significantly affect customer satisfaction. The utilization of digital marketing through social media platforms (such as Instagram, TikTok, or Facebook) to promote Lion Parcel services (including COD options and shipping promos) makes it easier for consumers in Kabanjahe to access information and services, thereby increasing satisfaction. Digital marketing and service quality have a positive and significant impact on Lion Parcel's customer satisfaction. Excellent service, characterized by responsiveness and reliability, enhances satisfaction, while effective digital marketing expands reach and strengthens the brand image. The combination of these two factors has a direct impact on increasing customer loyalty.

CONCLUSION

Based on the research findings, several conclusions can be drawn. First, digital marketing has a significant partial effect on customer satisfaction at Lion Parcel Kabanjahe, indicating that digital promotional strategies effectively meet customer needs. Second, service quality also shows a significant partial influence on customer satisfaction, suggesting that the reliability and responsiveness of the service are vital factors for consumers. Finally, the simultaneous test results confirm that digital marketing and service quality collectively impact customer satisfaction at Lion Parcel Kabanjahe. These results demonstrate that the integration of effective digital marketing and high-quality service standards is essential for maximizing customer satisfaction in the region.

Based on the research findings, several recommendations are proposed. First, for Lion Parcel Kabanjahe, it is suggested to enhance digital marketing strategies by combining national service advantages with a local approach, focusing on social media visibility, Google presence, and collaborations with local SMEs. Furthermore, service quality should be improved by prioritizing speed, security, and local hospitality to strengthen customer trust. Second, for future researchers, it is expected that the scope of study be expanded by incorporating other relevant independent variables, such as price and trust, to enrich the theoretical model. Lastly, for Prima Indonesia University, this research is intended for scientific publication to provide a solid academic foundation for future studies regarding the variables examined in this research.

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