

The Influence of Social Media Marketing Activities and Service Quality on Consumer Satisfaction at the Rava Nailart Business in South Lampung

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Abstract

This research aims to analyze the influence of social media marketing activities as well as service quality on consumer satisfaction at the Rava NailArt business in South Lampung. In facing the ever-growing era of digitalization, beauty businesses such as Rava NailArt encounter new challenges and opportunities in expanding their market reach. Social media marketing activities have become an essential marketing strategy, allowing companies to interact with potential consumers, promote products, and build brand image. This factor is considered crucial in supporting the growth of local beauty businesses amidst increasingly fierce competition. Apart from social media marketing activities, service quality also plays an important role in influencing consumer satisfaction. In service industries such as beauty salons, customer experience and quality service can be a key determinant of retaining and attracting consumers. Therefore, this research not only explores the impact of social media marketing activities on consumer satisfaction, but also assesses the extent to which service quality can shape consumers' positive perceptions of Rava NailArt's business. This research method uses a quantitative approach which collects data through questionnaires and then distributes them to Rava NailArt consumers. Regression analysis will be used to measure the extent to which social media marketing activities and service quality contribute to consumer satisfaction.

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The results of this research are that social marketing activities and service quality have a significant effect on consumer satisfaction.

Keywords: Social media marketing; Service quality; Consumer satisfaction

INTRODUCTION

In the era of ever-growing digitalization, the use of social media has become an increasingly significant marketing strategy for various types of businesses. Likewise in the world of the beauty care business, as experienced by the Rava NailArt business in South Lampung. The current millennial generation and generation Z don't want to bother applying for jobs. The majority of them aspire to be business owners, that's the reason. According to the 2021 Asia Pacific Young Entrepreneur Survey conducted by Herbalife Nutrition, 72% of millennials and Generation Z in Asia Pacific want to start their own company or become entrepreneurs. Based on the survey, almost nine out of ten respondents (87 percent) think that starting a business should be done before the age of forty, with an average age of 27 years being ideal.

Teenagers still face challenges to manage and comply with strict regulations. As a result, they will get bored and isolated. Therefore, becoming an entrepreneur is now an option. because you can schedule time with their activities in the most flexible way (Lesmana & Ratnasari, 2019). Many young people, including children, are entrepreneurs and are now working. They divide their time between the two, trying to be fair (Aulijaafr et al., 2019). This is usually done to increase income. They cannot just be fired even if their income does not meet expectations because they do not work where they work.

Nails by Rava is a beauty business in the nail art sector that is being pursued by generation Z (Dewirahmadanirwati, 2020). This business has been around since November 2022. For almost a year now, the nail art business has been carried out in the South Lampung area, specifically in Ketapang, Sumber Nadi, where there are not many nail art businesses in that area. This nail art business was founded by Eva Wulan Safitri, where she had graduated from college majoring in management and did not have a permanent job, so this entrepreneur took the initiative to open this nail art business (Zakaria & Sulaksono, 2020). In the Ketapang area of South Lampung, this proves that in this area there are many people interested in doing this nail art, every month this



business experiences quite a good increase but there are also times when it experiences a decline, making this entrepreneur make a profit from this business (Hou & Elliott, 2016).

Social media marketing activities are an important focus in efforts to increase visibility and reach potential consumers. Apart from that, service quality is also a crucial aspect in maintaining customer satisfaction. Therefore, this research aims to reveal and analyze the influence of social media marketing activities as well as service quality on consumer satisfaction at the Rava NailArt business in South Lampung (cung & Rizki, 2019). By involving these factors, this research hopes to provide in-depth insight into the dynamics of interactions between social media, service quality and consumer satisfaction in the context of the local beauty industry (Rahmi et al., 2017).

LITERATURE REVIEW

Social media is a platform that is the foundation for digital marketing strategies. This platform provides space for users to share various content, ranging from product offers to guides and general information (Alfrian et al., 2020). Through social media, companies can build their online presence, interact directly with their audience, and promote their products or services. Apart from that, social media is also an effective communication channel for collecting feedback from consumers and increasing brand engagement (Pramesti & Dwijayanti, 2021).

Service quality refers to the level of excellence and adequacy of a service provided by an organization to customers and users. This understanding includes various aspects, including responsiveness, reliability, speed, ease of access, and the ability to meet customer needs or expectations (Armanto, 2018). Service quality is not only about the product or service provided, but also includes how the service is delivered and the overall experience felt by the customer (Fatimah, 2019).

Consumer satisfaction refers to the subjective level of satisfaction or satisfaction felt by customers after they experience or use a company's products or services (Hong et al., 2019). It includes an overall evaluation of the customer experience, including satisfaction with product quality, customer service, price, availability, and other factors that may influence a consumer's positive or negative perception of a brand or company. Consumer satisfaction is often understood as an important indicator in measuring the



extent to which an organization has succeeded in meeting customer expectations and needs (Kannaiah & Shanti, 2015).

RESEARCH METHODS

Quantitative research is a research method that uses a quantitative approach in collecting, analyzing and interpreting data. This method is usually used to research phenomena that can be measured quantitatively, and is done by collecting data from a certain population or sample. This quantitative approach is based on the philosophy of positivism, namely the view that knowledge can be obtained through objective empirical observation and testing. Sugiyono (2019). Quantitative research is a type of research method used to test theories or hypotheses by measuring certain variables and analyzing the relationships between these variables. Quantitative research usually involves collecting measurable data in the form of numbers or statistics, and applying statistical analysis techniques to test hypotheses. (Hardani et al., 2020).

RESULTS AND DISCUSSION

Tabel 1. Persentase Jenis Kelamin

<u>Jenis Kelamin</u>	<u>Frekuensi</u>	<u>Persentase</u>
Perempuan	78	90,48%
Laki Laki	8	9,52%
Total	86	100%

Sumber: Olah Data 86 Responden *Actual - Test (2024)*

Table 1 describes the distribution of respondents based on gender in this study. Of the total 86 respondents involved, the majority were women, 78 people (90.48%), while men comprised 8 respondents (9.52%). With the dominant participation of women, it can be concluded that women have a greater contribution in providing views on the influence of social media marketing activities and service quality on consumer satisfaction at Rava NailArt South Lampung. The existence of significant differences in the number of respondents based on gender can influence the results of the analysis, and this research will provide special insight into their perceptions and preferences for the services offered by the business.



Tabel 2. Persentase Usia

Usia	Frekuensi	Persentase
15 – 25 tahun	78	90,48%
25 – 30 tahun	6	6,96%
30 – 40 tahun	2	2,32%
Total	86	100%

Sumber: Olah Data 86 Responden *Actual - Test*(2024)

Table 2 shows the distribution of respondents based on age groups in this study. Of the total 86 respondents, the majority of respondents were in the 1525 year age group, 78 people (90.48%). Meanwhile, the 2530 year age group had 6 respondents (6.96%), and the 3040 year age group included 2 respondents (2.32%). ..

Tabel 3. Persentase Berdasarkan Alamat

Alamat	Frekuensi	Persentase
Tulang Bawang	1	1,16%
Ketapang Sumber Nadi	70	81,20%
Lampung Selatan	13	15,08%
Pematang Pasir	1	1,16%
Sidoasih	1	1,16%
Total	86	100%

Sumber: Olah Data 86 Responden *Actual - Test* (2024)

Table 3 shows the distribution of respondents based on address in this study. Of the total 86 respondents, the majority came from Ketapang Sumber Nadi with a frequency of 70 respondents (81.20%). Meanwhile, respondents from Tulang Bawang, South Lampung, Pematang Pasir, and Sidoasih each had a lower frequency, namely 1 respondent each (1.16%)



Tabel 4. Persentase Pendidikan

Pendidikan	Frekuensi	Persentase
SMA	62	71,92%
Diploma	5	5,80%
S1/S2/S3	19	22,04%
Total	86	100%

Sumber: Olah Data 86 Responden *Actual* - *Test*(2024)

Table 4 provides an overview of the distribution of respondents based on education level in this study. Of the total 86 respondents, the majority had a high school education level, reaching 62 respondents (71.92%). The Diploma education level included 5 respondents (5.80%), while the S1/Master/S3 education level had a frequency of 19 respondents (22.04%).

Tabel 5. Persentase pekerjaan

Pekerjaan	Frekuensi	Persentase
Wiraswasta	6	6,96%
Mahasiswa	14	16,24%
Ibu Rumah Tangga	2	2,32%
Bekerja	1	1,16%
Optik	1	1,16%
Tani	1	1,16%
Siswa	46	53,36%
Karyawan Swasta	7	8,12%
Guru	2	2,32%
Penjahit	1	1,16%
Sales	3	3,48%
Promotor	2	2,32%
Total	86	100%

Sumber: Olah Data 86 Responden *Actual* - *Test*(2024)

Table 5 shows the distribution of respondents based on work in this study. Of the total 86 respondents, the majority were students with a frequency of 46 respondents



(53.36%). Other occupations included students with 14 respondents (16.24%), entrepreneurs with 6 respondents (6.96%), private employees with 7 respondents (8.12%), and sales with 3 respondents (3.48%). Other occupations such as housewife, worker, optician, farmer, teacher, criminal, and promoter each have lower frequencies.

Tabel 6. Persentase Penghasilan

<u>Penghasilan</u>	<u>Frekuensi</u>	<u>Persentase</u>
4 - 6 juta	56	56%
2 - 4 juta	21	21%
> 6 juta	21	21%
< 2 juta	2	2%
Total	50	100%

Sumber: Olah Data 100 Responden *Actual - Test*(2024)

Table 6 provides an overview of the distribution of respondents based on income ranges in this study. Of the total 100 respondents, the majority had an income of between 4 and 6 million with a frequency of 56 respondents (56%). The income range of 2 to 4 million covers 21 respondents (21%), while income above 6 million also reaches 21 respondents (21%). In contrast, there were only 2 respondents with an income of less than 2 million (2%).

Tabel 7. Persentase Kerapihan

<u>Kerapihan</u>	<u>Frekuensi</u>	<u>Persentase</u>
Ya	86	100%
Tidak	0	0%
Total	86	100%

Sumber: Olah Data 86 Responden *Actual - Test*(2024)

Table 7 shows the distribution of respondents based on the level of neatness in this study. Of the total 86 respondents, all respondents stated that they felt neat in this study, with a frequency of 86 respondents (100%). There were no respondents who stated that they did not feel neat.



Tabel 8. Persentase Tahan Lama

Tahan Lama	Frekuensi	Persentase
Ya	81	93,96%
Tidak	5	5,8%
Total	86	100%

Sumber: Olah Data 86 Responden *Actual – Test*(2024)

Table 8 shows the distribution of respondents based on level of resilience in this study. Of the total 86 respondents, 81 respondents (93.96%) stated that they felt they had a good level of resilience, while 5 respondents (5.8%) stated the opposite, namely they did not feel they had a good level of resilience.

Tabel 9. Variabel Aktivitas Sosial Media Marketing

No Item	STS		TS		N		S		SS		Jumlah	
	F	%	F	%	F	%	F	%	F	%	F	%
X1.1	0	0,0	0	0,0	1	1,2	30	34,9	55	64,0	86	100%
X1.2	0	0,0	0	0,0	4	4,7	22	25,6	60	69,8	86	100%
X1.3	0	0,0	1	1,2	5	5,8	22	25,6	58	67,4	86	100%
X1.4	0	0,0	2	2,3	4	4,7	21	24,4	59	68,6	86	100%
X1.5	0	0,0	1	1,2	5	5,8	21	24,4	59	68,6	86	100%
X1.6	0	0,0	1	1,2	9	10,5	22	25,6	54	62,8	86	100%
X1.7	1	1,2	1	1,2	8	9,3	23	26,7	53	61,6	86	100%
X1.8	0	0,0	0	0,0	8	9,3	22	25,6	56	65,1	86	100%
X1.9	4	4,7	1	1,2	6	7,0	28	32,6	47	54,7	86	100%

Sumber: Olah data 86 Responden *Actual-Test* (2024)

The results of this descriptive analysis provide an overview of respondents' perceptions of various aspects of the company's social media marketing activities. Percentage distribution helps identify success and potential improvements in a



company's marketing strategy on social media. This information is the basis for understanding consumer expectations and formulating more effective marketing strategies in today's digital era.

Tabel 10. Variabel Kualitas Pelayanan

No Item	STS		TS		N		S		SS		Jumlah	
	F	%	F	%	F	%	F	%	F	%	F	%
X2.1	0	0,0	1	1,2	5	5,8	18	20,9	62	72,1	86	100%
X2.2	0	0,0	1	1,2	4	4,7	27	31,4	54	62,8	86	100%
X2.3	0	0,0	0	0,0	3	3,5	28	32,6	55	64,0	86	100%
X2.4	0	0,0	0	0,0	6	7,0	22	25,6	58	67,4	86	100%
X2.5	0	0,0	0	0,0	4	4,7	28	32,6	54	62,8	86	100%
X2.6	0	0,0	2	2,3	5	5,8	20	23,3	59	68,6	86	100%
X2.7	0	0,0	0	0,0	6	7,0	24	27,9	56	65,1	86	100%
X2.8	0	0,0	1	1,2	8	9,3	24	27,9	53	61,6	86	100%
X2.9	0	0,0	0	0,0	6	7,0	27	31,4	53	61,6	86	100%
X2.10	0	0,0	0	0,0	5	5,8	21	24,4	60	69,8	86	100%
X2.11	0	0,0	0	0,0	4	4,7	21	24,4	61	70,9	86	100%
X2.12	0	0,0	0	0,0	6	7,0	25	29,1	55	64,0	86	100%
X2.13	0	0,0	1	1,2	5	5,8	19	22,1	61	70,9	86	100%
X2.14	0	0,0	0	0,0	8	9,3	22	25,6	56	65,1	86	100%

Sumber: Olah data 86 Responden *Actual-Test* (2024)

The results of this descriptive analysis provide an overview of respondents' perceptions of various aspects of the quality of service provided by the company. Percentage distribution helps identify strengths and potential improvements in a company's services. This information becomes the basis for formulating service improvement strategies that are in line with consumer expectations.



Tabel 11. Variabel Kualitas Pelayanan

No Item	STS		TS		N		S		SS		Jumlah	
	F	%	F	%	F	%	F	%	F	%	F	%
Y.1	0	0,0	0	0,0	4	4,7	25	29,1	57	66,3	86	100%
Y.2	0	0,0	0	0,0	4	4,7	26	30,2	56	65,1	86	100%
Y.3	0	0,0	0	0,0	7	8,1	25	29,1	54	62,8	86	100%
Y.4	0	0,0	0	0,0	4	4,7	23	26,7	59	68,6	86	100%
Y.5	0	0,0	0	0,0	6	7,0	17	19,8	63	73,3	86	100%
Y.6	0	0,0	0	0,0	6	7,1	21	24,7	58	68,2	86	100%
Y.7	0	0,0	0	0,0	3	3,5	29	33,7	54	62,8	86	100%
Y.8	0	0,0	0	0,0	4	4,7	26	30,2	56	65,1	86	100%
Y.9	0	0,0	0	0,0	7	8,1	24	27,9	55	64,0	86	100%
Y.10	0	0,0	0	0,0	6	7,0	26	30,2	54	62,8	86	100%
Y.11	0	0,0	0	0,0	3	3,5	24	27,9	59	68,6	86	100%

Sumber: Olah data 86 Responden *Actual-Test* (2024)

The results of this descriptive analysis provide an overview of respondents' perceptions of consumer satisfaction with the company's products or services. Percentage distribution helps identify aspects that have succeeded in satisfying consumers as well as areas that may need to be improved to increase consumer satisfaction levels. This information becomes the basis for formulating strategies to improve product or service quality to better meet consumer expectations.



Tabel 12. Hasil Uji Validitas Aktivitas Sosial Media Marketing

Variabel	Nilai Sig	Std	Kesimpulan
ASMM.1	0.000	0,05	<i>Valid</i>
ASMM.2	0.000	0,05	<i>Valid</i>
ASMM.3	0.000	0,05	<i>Valid</i>
ASMM.4	0.000	0,05	<i>Valid</i>
ASMM.5	0.000	0,05	<i>Valid</i>
ASMM.6	0.000	0,05	<i>Valid</i>
ASMM.7	0.000	0,05	<i>Valid</i>
ASMM.8	0.000	0,05	<i>Valid</i>
ASMM.9	0.000	0,05	<i>Valid</i>

Sumber: Olah data 86 Responden *Actual-Test* (2024)

The validity test results show that for each indicator tested, the Sig value is .000 < .05. Thus, it can be concluded that all Social Media Marketing Activity items are statistically valid, because a low Sig value indicates that there are no items that need to be removed.

Tabel 13. Hasil Uji Validitas Kualitas Pelayanan

Variabel	Nilai Sig	Std	Kesimpulan
KP.1	0.000	0,05	<i>Valid</i>
KP.2	0.000	0,05	<i>Valid</i>
KP.3	0.000	0,05	<i>Valid</i>
KP.4	0.000	0,05	<i>Valid</i>
KP.5	0.000	0,05	<i>Valid</i>
KP.6	0.000	0,05	<i>Valid</i>
KP.7	0.000	0,05	<i>Valid</i>
KP.8	0.000	0,05	<i>Valid</i>
KP.9	0.000	0,05	<i>Valid</i>
KP.10	0.000	0,05	<i>Valid</i>
KP.11	0.000	0,05	<i>Valid</i>
KP.12	0.000	0,05	<i>Valid</i>
KP.13	0.000	0,05	<i>Valid</i>
KP.14	0.000	0,05	<i>Valid</i>

Sumber: Olah data 86 Responden *Actual-Test* (2024)

The validity test results show that for each indicator tested, the Sig value is .000 < .05. The standard value (Std) of 0.05 indicates that this significance level is in accordance with the specified limits. The conclusion that can be drawn is that all KP indicators are statistically significant and valid.

Tabel 14. Hasil Uji Validitas Kepuasan Konsumen

Variabel	Nilai Sig	Std	Kesimpulan
KK.1	0.000	0,05	Valid
KK.2	0.000	0,05	Valid
KK.3	0.000	0,05	Valid
KK.4	0.000	0,05	Valid
KK.5	0.000	0,05	Valid
KK.6	0.000	0,05	Valid
KK.7	0.000	0,05	Valid
KK.8	0.000	0,05	Valid
KK.9	0.000	0,05	Valid
KK.10	0.000	0,05	Valid
KK.11	0.000	0,05	Valid

Sumber: Olah data 86 Responden *Actual-Test* (2024)

The validity test results show that for each indicator tested, the Sig value is .000 < .05. The standard value (Std) of 0.05 indicates that this significance level is in accordance with the specified limits. The conclusion that can be drawn is that all KK indicators are statistically significant and valid.

Tabel 15. Hasil Uji Realibilitas

Cronbach's Alpha	Jumlah
0,841	9
0,925	14
0,773	12

Sumber: Olah data 86 Responden *Actual-Test* (2024)

Table 15 shows the results of the Reliability Test for the Social Media Marketing Activity (ASMM) variable, with a Cronbach's Alpha value of .841 and a total of 9 items tested, the Service Quality (KP) variable, with a Cronbach's Alpha value of .925 and a total of 14 items tested, and the Consumer Satisfaction (KK) variable, with a Cronbach's Alpha value of .773 and a total of 12 items tested. A Cronbach's Alpha value that approaches or exceeds 0.70 is generally considered an indicator of high reliability in a measurement instrument.

Tabel 16. Hasil Uji Normalitas

Nilai Sig	Std	Kesimpulan
0,200	0,05	Berdistribusi Normal

Sumber: Olah data 86 Responden *Actual-Test* (2024)

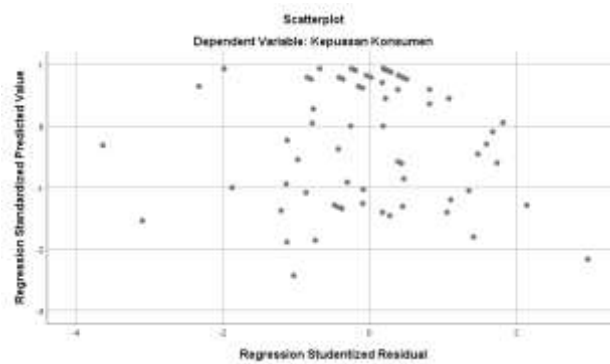
In the normality test, the basis for decision making is if the sig value is $> .05$ until the conclusion is reached that the data is normal. In this study, the sig value was $.2 > .05$ so that the data in this study could be categorized as normal.

Tabel 17. Hasil Uji Multikolinearitas

Nilai VIF	Std	Nilai Tolerance	Std	Kesimpulan
3,348	< 10	0,299	$> 0,10$	Tidak Terjadi Multikolinearitas

Sumber: Olah data 86 Responden *Actual-Test* (2024)

For the multicollinearity test, the basis for decision making is if the VIF value is < 10 and the Tolerance value is $> .10$, it can be said that the data does not experience symptoms of multicollinearity. In this research, the VIF value was $3.348 < 10$ and the Tolerance value was $.299 > .10$ so it could be concluded that there were no symptoms of multicollinearity.



In the heteroscedasticity test, data was obtained that if the graph shows scattered dots then it can be said that there are no symptoms of heteroscedasticity, but if the dots on the heteroscedasticity graph gather at one point then it can be concluded that there are symptoms of heteroscedasticity. In this research, there is no heteroscedasticity because the points on the graph are spread out.



Tabel 19. Hasil Uji t

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
1	(Constant)	6.648	2.643		2.515	.014
	Aktivitas Sosial Media Marketing	.117	.109	.102	1.668	.028
	Kualitas Pelayanan	.610	.074	.792	8.294	.000

a. Dependent Variable: Kepuasan Konsumen

Sumber: Olah data 86 Responden *Actual-Test* (2024)

In the T test analysis, the basis for decision making is if the sig value is $< .05$ and the calculated T value is $> T$ table, it can be concluded that there is an influence between one variable and another variable. In this research, the significance value for the social media marketing activity variable is $.028 < .05$ and the calculated T value is $1.668 > 1.660$, so it can be concluded that there is an influence between the social media marketing activity variable (X1) and consumer satisfaction (Y). The service quality variable has a sig value of $.000 < .05$ and a calculated T value of $8.294 > T$ table 1.660 so it can be concluded that the social media marketing activity variables (X1) and service quality (X2) have an influence on consumer satisfaction (Y).

Tabel 20. Hasil Uji f

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1544.909	2	772.454	141.892	.000 ^b
	Residual	451.847	83	5.444		
	Total	1996.756	85			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Kualitas Pelayanan , Aktivitas Sosial Media Marketing

Sumber: Olah data 86 Responden *Actual-Test* (2024)

From the results of the F test, the data shows that it has a sig value of $.000 < .05$ so that the F count is $141,892 > F$ table, therefore it can be concluded that there is an influence between variables X1 and X2 for variable Y.



Tabel 21. Hasil Uji Koefisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.774	.768	2.333

a. Predictors: (Constant), Kualitas Pelayanan , Aktivitas Sosial Media Marketing

b. Dependent Variable: Kepuasan Konsumen

Sumber: Olah data 86 Responden *Actual-Test* (2024)

In the results of the determination test, data shows that the influence of social activity marketing media (X1) and service quality (X2) on consumer satisfaction (Y) of 0.774 or 77.4%. The remaining 22.6%.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results obtained, conclusions were obtained including:

1. Impact of the Social Media Marketing Activity Variable (X1) on Consumer Satisfaction Level (Y): Based on the t test analysis on the Social Media Marketing Activity variable (X1), a significance value of .028 was found, which is smaller than the limit value of .05. Apart from that, the calculated T value is 1.668, exceeding the T table value. These findings indicate that there is a significant influence between the Social Media Marketing Activity variables and Consumer Satisfaction. Furthermore, the F test also provides significant results (significance .000 < .05), strengthening the conclusion that Social Media Marketing Activities have a significant influence on Consumer Satisfaction.
2. Service Quality Variable (X2) on Consumer Satisfaction Level (Y): The results of the t test analysis of the Service Quality variable (X2) show a significance value of 0.000, which is less than the limit value of 0.05. Apart from that, the calculated T is 8,294, exceeding the T table value. These findings indicate that there is a significant influence between the Service Quality variables and the Level of Consumer Satisfaction. Furthermore, the significant F test results (significance



$0.000 < 0.05$) also strengthen the conclusion that Service Quality has a significant influence on Consumer Satisfaction Levels.

Suggestion:

Suggestions in this research include:

1. Optimize the Use of Social Media Marketing Activities: Considering the positive influence of Social Media Marketing Activities (X1) on Consumer Satisfaction (Y), it is recommended to further optimize the use of social media platforms. Companies or organizations can increase their presence across platforms, create engaging content, and actively interact with consumers to build stronger engagement.
2. Strengthen the Service Quality Dimensions: In an effort to increase Consumer Satisfaction (Y), it is necessary to pay attention to improvements in the Service Quality dimension (X2). Companies or service providers can conduct further training for employees to provide better service, ensure clarity and accuracy of information, and maintain high quality standards in every interaction with consumers.
3. Developing Employee Training Programs: Responding to the high reliability test results on the Service Quality (KP) variable, it is recommended to develop a more intensive employee training program. This aims to ensure consistency in providing high quality service, strengthen consumer trust, and provide a consistently positive experience.
4. Increasing Brand Awareness and Use of Influencer Marketing: Realizing that Social Media Marketing Activities (X1) have a significant impact, it is recommended to increase efforts to increase Brand Awareness (X2) through marketing strategies. Additionally, companies may consider further optimizing the use of Influencer Marketing as part of their marketing strategy, considering the significant influence that influencers can have in building consumer awareness and interest.
5. Validate Findings with Reference to Related Research: To support the development of more effective strategies, it is recommended to validate findings by referring to related research. Involving the literature and current research will



help strengthen the theoretical basis and contextualize the results of this research within a broader framework.

6. Continuous Monitoring and Evaluation: Implementation of the suggestions above needs to be followed by continuous monitoring and evaluation activities. Through careful monitoring of the performance of Social Media Marketing Activities and Service Quality, companies can quickly respond to changes in consumer preferences and identify areas for further improvement.

By implementing the suggestions above, it is hoped that companies can optimize the positive influence of Social Media Marketing Activities and Service Quality on Consumer Satisfaction, increase competitiveness, and build strong relationships with consumers.

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