



# Service Quality As A Mediating Variable Of The Influence Of Digital Marketing Variables On Customer Satisfaction

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## How to Cite :

Mariana, B., Syafei, Y. M., Narimawati, U. (2025). Service Quality As a Mediating Variable Of The Influence Of Digital Marketing Variables On Customer Satisfactiob. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(2). DOI: <https://doi.org/10.37676/ekombis.v13i2>

## ARTICLE HISTORY

Received [10 January 2025]

Revised [17 February 2025]

Accepted [03 March 2025]

## KEYWORDS

Digital Marketing, Customer Satisfaction, Service Quality.

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## INTRODUCTION

Digital marketing is a promotion and market search conducted through online digital media by using various tools, such as social networks. The virtual world can now connect people with devices and other people around the world. Digital marketing, which usually consists of interactive and integrated marketing, helps producers, market intermediaries, and potential consumers interact with each other (Sudaryo 2020). With digital marketing, business people can meet the needs and desires of potential consumers more easily. On the other hand, potential consumers, who can only surf the internet, have the ability to search and obtain information about products. Purchase decisions made by buyers are now based on their search results. Digital marketing can reach people wherever they are without time or location constraints (Mistriani and Putra 2023). While digital media is always a topic of conversation among the public or audience, traditional media is more planned and strategic in targeting consumer market share and has a better understanding of consumers. As a result, the advantages of social media today allow companies and consumers to communicate with each other better (Laksana and Dharmayanti 2018). Consumers often look for digital marketing, or often referred to as digital marketing. Therefore, having a website is a must for all business owners. Digital marketing can be defined as the activity of marketing or promoting goods or services with a certain brand through digital media (Ustadriatul Mukarromah, Mirtan Sasmita, and Lilis Rosmiati 2022). The

## ABSTRACT

This research is a quantitative study with an explanatory approach, namely an approach that uses a number of previous studies as the main material for analyzing each hypothesis formulated in this article. The data used in this article is primary data that researchers obtained from interviews with Indomaret employees spread throughout Indonesia digitally. The data obtained were analyzed using the smart PLS 4.0 analysis tool.

goal of this marketing is to reach as many customers as possible in an efficient, relevant, and efficient way. If traditional marketing uses print media as its medium, digital marketing uses a lot of online media. There are several types of digital marketing that are commonly used, including: Website, Social Media Marketing, Content Marketing, and Influencer Marketing (Akbar et al. 2022). Digital marketing can increase public trust in products listed on various platforms by displaying the advantages and functions of the product on social media and websites. Through the right digital marketing strategy, market potential can reach a wider market because it can reach customers in all regions (Laksana and Dharmayanti 2018).

Digital marketing is a promotional activity in the process of finding a market through online digital media by using several means such as social networks (Aprilia and Arifin 2023). The decision to use digital marketing as a business strategy must be adjusted to the characteristics of the business being run. This will help determine the level of need to implement the strategy to be used (Diana Rapisari, 2016). Based on the explanation above, researchers believe that Digital Marketing can have a positive relationship direction and a significant influence on Customer Satisfaction. Satisfaction can be defined as a feeling of satisfaction, pleasure, matters (things that are satisfying, pleasure, relief, and so on). Satisfaction can be defined as a feeling of satisfaction, pleasure, and joy of a person because consuming a product or service has received satisfactory service (Chaffey 2020).

Customers are every person who uses goods or services available in society, either for their own interests, family, other people, or other living things and not for trade. In general, the level of consumer feelings after comparing what they receive with what they expect (Chaffey 2008). Become a loyal customer by assessing customer satisfaction and increasing their expectations. Consumers will definitely feel satisfied if what they receive meets their expectations. Every company hopes that its customers are satisfied. To survive, customer satisfaction can provide a greater advantage than competitors (Komalasari, Pramesti, and Harto 2020). According to (Kotler 2019), Customer satisfaction is a person's feeling of pleasure or disappointment after comparing the results (performance) of a product that is thought of with the expected results. If the company fulfills consumer desires in the expected way, consumers will feel satisfied. Customers become more satisfied if the product has added value, and the likelihood that they will continue to buy the product for a long time increases (Kotler 2009). There are a number of previous studies showing (Arimbi 2020); (Rifki Nur Azizah 2024); (Narto and Hotimah 2024) & (ASTIANTO 2005). Unlike the four studies above, this article adds the Service Quality variable as a mediating variable that is believed to be able to mediate the influence of the Digital Marketing variable on Customer Satisfaction.

## LITERATURE REVIEW

### Digital Marketing

The definition of human resource information system according to Jogiyanto, is an information system to support activities in the human resource function, the function was formerly called the personnel department function, now it has been renamed to the human resource function to show that humans in the organization are important economic resources (Suwatno 2011a). According to Veithzal Rivai Zainal, et al., the human resource information system is a systematic procedure for collecting, storing, maintaining, retrieving, and validating data needed by a company to improve its human resource decisions. In other words, the human resource information system has the ability to obtain the information needed or the choices of many people that are more related to human resource planning activities (Rivai 2011). Thus, the human resource information system will be effective if it is able to produce healthy human resource decisions (Suwatno 2011b).

The system usually uses computers and other sophisticated technologies to process data so that it can reflect the daily activities of a company that are produced in the form of

information to facilitate decision makers. But according to Veithzal Rivai, et al., the human resource information system does not need to be too complicated or even computerized, the human resource information system can be just salary records or attendance cards for small companies or formally as a computerized human resource data bank from large companies (Supriyanto 2019).

Digital marketing involves leveraging digital technologies to foster stronger connections with the market, promoting products and services through online channels, such as databases, to engage with the market (consumers) on a personal level in a cost-effective manner, employing integrated, targeted, and measurable communication. Hitt et al., (2017) also conveyed that a company can achieve strategic competitiveness by formulating and implementing a specific value with a strategy. This aligns with Wandebori, (2019), who defines strategy as an integrated collection of commitments, actions, and decisions to explore superior competencies in gaining competitive advantage and strategies

### **Customer Satisfaction**

Performance comes from the word job performance or actual performance (work achievement or actual achievement achieved by someone). The definition of performance (work achievement) is the work results in terms of quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. Performance refers to employee achievement as measured based on standards or criteria set by the company (Neksen, Wadud, and Handayani 2021).

According to (Mangkunegara 2006), employee performance is the quality and quantity of work results achieved by an employee in carrying out tasks according to the responsibilities they carry. According to (Mangkuprawira 2007) Performance is the work results that can be displayed or the work appearance of an employee.

Hasibuan (2018) states that Performance is the work results that can be achieved by a person or group of people in an organization according to their respective authorities and responsibilities in order to achieve the goals of the organization concerned legally without violating the law and in accordance with morals and ethics.

People in an organization in order to achieve organizational goals within a certain period of time. Performance refers to the level of achievement of tasks that form an employee's job. Performance is defined as the result of the work function/activities of a person or group in an organization that is influenced by various factors to achieve organizational goals within a certain period of time (Mangkunegara 2006).

### **Service Quality**

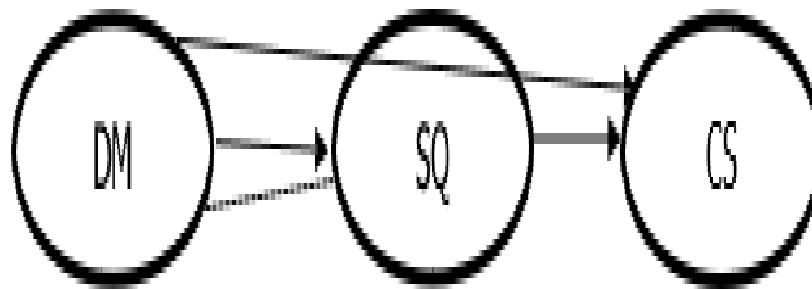
The definition of service quality according to (Sinambow and Trang 2015) is "a word that for service providers is something that must be done well". Definition of service according to (Chandra 2005) is "an activity or series of invisible activities that occur as a result of interaction between consumers and employees or other things provided by the service provider company intended to solve consumer / customer problems". The definition above can be seen from the main characteristics of service, namely invisible and involving human efforts or other equipment provided by the service provider company. Public services provided by the private sector, service adaptability is very high. Service providers always try to respond to user desires because the user's bargaining position is very high. If the user's desires are not responded to, the user will switch to another service provider.

Thus, the nature of the service is a service controlled by the user (Nurhadi, Budiyanto, and Murtiyoko 2022). Service is a very important factor, especially for companies engaged in the service sector. Where this physical product is usually supported by various product initials (Trisnawati and Fahmi 2017).

The core product in question is usually a certain service. Therefore, it is important to know theoretically about the limitations, definitions and factors that influence the service itself. Related to service, there is one (1) term that needs to be known, namely servant according to (Mudfarikah and Dwijayanti 2022) quoted from the Complete Dictionary of Modern Indonesian, the meaning is as follows: "A servant is a person whose job is to serve" (Adhiputra 2017).

## METHODS

Figure 1 Model



Noted:

DM: Digital Marketing

CS: Customer Satisfaction

SQ: Service Quality

Based on the results of the analysis model above, it can be concluded convincingly that this article aims to analyze the influence of Digital Marketing on Customer Satisfaction. This objective is in line with a number of previous studies, namely (Arimbi 2020); (Rifki Nur Azizah 2024); (Narto and Hotimah 2024) & (ASTIANTO 2005). This research is a quantitative study with an explanatory approach, namely an approach that uses a number of previous studies as the main material for analyzing each hypothesis formulated in this article (Sugiyono 2019)kkua.

The data used in this article is primary data that researchers obtained from interviews with Indomaret employees spread throughout Indonesia digitally (Jonathan Sarwono 2016). The data obtained were analyzed using the smart PLS 4.0 analysis tool with the hypothesis below (Abdurahman 2016).

## RESULTS AND DISCUSSION

Digital marketing is a promotion and market search conducted through online digital media by using various tools, such as social networks. The virtual world can now connect people with devices and other people around the world. Digital marketing, which usually consists of interactive and integrated marketing, helps producers, market intermediaries, and potential consumers interact with each other (Sudaryo 2020). With digital marketing, business people can meet the needs and desires of potential consumers more easily. On the other hand, potential consumers, who can only surf the internet, have the ability to search and obtain information about products. Purchase decisions made by buyers are now based on their search results.

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### **Validity Test**

The stages of validity testing, reliability testing, and path coefficients are a series that are related to each other and must be passed sequentially. In accordance with its sequence as the first, this stage aims to ensure that the data collected from Indomaret employees through an online questionnaire is valid or not. The following are the results of the validity test in this article (Hair 2010):

**Table 1 Validity Test**

Variable	Question Item	Loading Factor
Digital Marketing (X1)	Digital Marketing can make it easier for consumers to find out about a product	0.852
	Digital marketing can increase product demand	0.858
	Digital marketing can make products better known to the wider community	0.872
	Digital marketing can make reach out wider	0.869
	Digital marketing can affect customer satisfaction	0.866
	Digital marketing can improve service quality	0.879
Customer Satisfaction (Y)	Customer satisfaction can be influenced by good digital marketing	0.922
	Customer satisfaction can be influenced by Service Quality	0.918
	Customer satisfaction can be influenced by how easy it is for consumers to access products	0.932
	Customer satisfaction can be influenced by the friendliness of a waiter	0.922
	Customer satisfaction can be influenced by the calmness of a waiter	0.941
	Customer satisfaction can be influenced by good customers and how easy it is for products to be accessed at the same time	0.967
	Service Quality (Z)	One form of quality service is a product that is easily accessible
One form of quality service is a product that has a wide reach		0.908
Service quality can affect customer satisfaction		0.919
Service quality is the most important thing for an entrepreneur to have in marketing a product		0.925

### Reliability Test

The next stage is the reliability test stage, the second stage which is also the stage in the middle has a different function from the validity test stage. This stage aims to ensure that each variable used in this article, namely the Validity Test variable, Reliability test, and Path Efficiency (Sarstedt et al. 2014):

**Table 2 Reliability Test**

Variable	Composite Reliability	Cronbach Alfa	Noted
Digital Marketing	0.915	0.876	Reliable
Customer Satsifaction	0.972	0.931	Reliablle
Service Quality	0.975	0.930	Reliablle

Reliable > 0.70

### Path Coefisien

The first, second, third, and fourth hypotheses used in this article must first be tested for their truth whether they can be accepted and lead to positive or vice versa with the statement that they cannot be accepted. Therefore, the following are the results of the path efficiency which will be presented more comprehensively below (Ghozali 2016):

**Table 3 Path Coefisien**

	Variable	P-Values	Noted
Direct Influence	DM->CS	0.023	Accepted
	DM->SQ	0.031	Accepted
	SQ->CS	0.005	Accepted
Indirect Influence	SQ*DM->CS	0.000	Accepted

Accepted & Significant Level < 0.05

Based on the column of the third table of the Path Coefficient above, it shows that each hypothesis used in this article has a positive direction and a significant influence. Starting from the first hypothesis, the Digital Marketing variable has a positive relationship direction and a significant influence on Customer Satisfaction because the P-Values are positive and below the significance level of 0.05, namely 0.023.

The same thing also happens in the second and third hypotheses where each P-Value is at 0.031 and 0.005. In the first, second, and third hypotheses, this is because Digital Marketing can make product access easier to reach which can make it easier for customers and even make them satisfied. Digital marketing that can make customers feel satisfied is one form of good service quality. In the last hypothesis, the influence given by the Digital Marketing variable on Customer Satisfaction is increasingly significant if mediated through the Service Quality variable. This is because the P-Values are positive and below the significance level of 0.05, which is 0.000. Thus, the first, second, third, and fourth hypotheses in this article can be accepted.

### CONCLUSION AND SUGGESTION

Based on the column of the third table of the Path Coefficient above, it shows that each hypothesis used in this article has a positive direction and a significant influence. Starting from the first hypothesis, the Digital Marketing variable has a positive relationship

direction and a significant influence on Customer Satisfaction because the P-Values are positive and below the significance level of 0.05, namely. 0.023. The same thing also happens in the second and third hypotheses where each P-Value is at 0.031 and 0.005. In the first, second, and third hypotheses, this is because Digital Marketing can make product access easier to reach which can make it easier for customers and even make them satisfied.

Digital marketing that can make customers feel satisfied is one form of good service quality. In the last hypothesis, the influence given by the Digital Marketing variable on Customer Satisfaction is increasingly significant if mediated through the Service Quality variable. This is because the P-Values are positive and below the significance level of 0.05, which is 0.000. Thus, the first, second, third, and fourth hypotheses in this article can be accepted.

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