

## **The Influence of Social Media Marketing and Service Quality on Customer Satisfaction Mediated by Price at PT Master Tritunggal Pratama**

Galuh Al Birra<sup>1</sup> ; Ismail Razak<sup>2</sup> ; Partogi Saoloan Samosir<sup>3</sup>  
Master of Management Study Program, Krisnadwipayana University

Correspondent: galuhalbirra@gmail.com

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### **ABSTRACT**

*This study aims to: determine and analyze the influence of social media marketing on customer satisfaction at PT Master Tritunggal Pratama, determine and analyze the influence of service quality on customer satisfaction at PT Master Tritunggal Pratama, determine and analyze the influence of social media marketing on price at PT Master Tritunggal Pratama, determine and analyze the influence of social media marketing on price at PT Master Tritunggal Pratama, determine and analyze the influence of price on customer satisfaction at PT Master Tritunggal Pratama, determine and analyze the indirect influence of social media marketing on customer satisfaction through price at PT Master Tritunggal Pratama, determine and analyze the indirect influence of service quality on customer satisfaction through price at PT Master Tritunggal Pratama. The author wants to conduct this research due to the importance of social media's role in customer satisfaction nowadays. In this era of digitalization, the use of social media should naturally be utilized by business actors or companies to promote their products. The study was conducted at PT Master Tritunggal Pratama with a research sample of 65 respondents. The sampling technique used in this study was a saturated sampling technique. The data analysis method used descriptive analysis and path analysis. The results of the study show that: there is an influence of social media marketing on customer satisfaction at PT Master Tritunggal Pratama, there is an influence of service quality on customer satisfaction at PT Master Tritunggal Pratama, there is an influence of social media marketing on prices at PT Master Tritunggal Pratama, ) there is an influence of social media marketing on prices at PT Master Tritunggal Pratama, there is an influence of prices on customer satisfaction at PT Master Tritunggal Pratama, there is an indirect influence of social media marketing on customer satisfaction through prices at PT Master Tritunggal Pratama, there is an indirect influence of service quality on customer satisfaction through prices at PT Master Tritunggal Pratama.*

**Keywords:** *Social media Marketing, Service Quality, Customer Satisfaction, Price*

### **INTRODUCTION**

The shift from the Industrial Revolution 4.0 to the Social Era 5.0 has brought about many changes in various fields. Some of the areas affected by the Industrial

Revolution 4.0 to the Social Era 5.0 are cultured in society, economy, technology, business objectives, and other fields. This is due to the use of technology that supports all aspects of people's lives. The use of technology facilitates human activities and brings about various other positive benefits. One of the uses of technology in business is to increase efficiency and productivity, business competitiveness, and marketing strategies. Marketing is a process and management where each individual and group gets what they need and want through the creation, offering, and exchange of products that are valuable to others. (Kotler, 2005).

Marketing in companies needs to be developed to reach a wider range of customers. In the era of the Industrial Revolution 4.0, which has become the Social Era 5.0, marketing strategies can be carried out in various ways to increase customer satisfaction. One company that implements marketing strategies is PT Master Tritunggal Pratama. PT Master Tritunggal Pratama provides HVAC (Heating, Ventilation, Air Conditioning, Refrigeration) procurement and installation services for the industrial and commercial sectors. PT Master Tritunggal Pratama is located at Ruko Trivium Square No.7 Jalan Kemang Raya, Lippo Cikarang. Sukadami Village, South Cikarang District, Bekasi Regency, West Java. However, a number of customers have complained about technician delays, lack of post-purchase information, and minimal online communication, which has impacted customer satisfaction levels. Customer satisfaction is one of the keys to long-term business success. This is because customers who are satisfied with the products or services sold by a company will make repeat purchases. In addition, customers who are satisfied with the products or services can recommend the company's business to others. For this reason, it is important for companies to improve customer satisfaction. To improve customer satisfaction, companies can utilize social media marketing.

Social media marketing is a marketing strategy that utilizes social media platforms to reach a wider audience. According to Hauer (2013), social media is any form of interactive communication media that enables two-way interaction and feedback. Social media marketing is part of an integrated marketing strategy along with direct selling, public relations, and sales promotions, which support each other to create brand awareness and customer loyalty. Social media allows companies to interact with customers directly and in real time. PT Master Tritunggal Pratama also has an official website, [mastercool.id](http://mastercool.id), which displays the company profile, HVACR products offered, and a list of reference projects. The importance of social media marketing for HVAC companies is crucial. Social media marketing for HVAC companies aims to connect companies with potential customers, build relationships with customers, and promote the company's products and services. Social media allows companies to reach a wider target market, interact directly with potential customers, build a strong brand image, and increase business visibility.

In addition, social media can also be an effective platform for increasing brand awareness among customers by promoting various HVAC company products

and services through image and video posts on social media. Furthermore, social media marketing can help companies shape their brand identity among customers by focusing on the customer experience with the products used to build customer loyalty. Examples of platforms that HVAC companies can use to promote their services include Facebook, TikTok, Instagram, and YouTube. These platforms allow users to share photos and short videos and are frequently used by Indonesians. Therefore, companies can use these platforms to promote their HVAC services.

Based on research conducted by Alicia (2020), social media marketing has a positive and significant effect on customer satisfaction at PT Plaza Toyota Gading Serpong. Furthermore, another study by Umar et al. (2024) shows that, partially, social media marketing has a positive and significant effect on consumer satisfaction.

One factor that influences customer satisfaction is service quality. According to (Kotler, 2001:25), service quality is the totality of the characteristics of goods and services that demonstrate their ability to satisfy customer needs, both apparent and hidden. For companies engaged in the service sector, providing quality service to customers is an absolute must if the company wants to achieve success. Good service quality is believed to increase customer satisfaction. A company's service quality can include the speed of the company's response to customer complaints, the friendliness of staff, ease of access to the products offered, and the company's ability to handle customer complaints. Good service quality can create a positive experience for customers when using the company's products or services.

PT Master Tritunggal Pratama is a company engaged in Heating, Ventilating, Air Conditioning, and Refrigeration (HVACR) services. In conducting its business, it prioritizes customer needs and desires, but in recent years it has had problems with its services that have directly impacted the achievement of the company's goals and targets. Based on research conducted by Alicia (2020), it was found that service quality has a positive and significant effect on customer satisfaction at PT Plaza Toyota Gading Serpong. Furthermore, another study by Umar et al. (2024) shows that service quality has a positive and significant effect on customer satisfaction.

Another factor that customers consider when purchasing products and services is price. Price is one of the important factors in determining purchasing decisions. Prices that are competitive with competitors and in line with the selling value of products or services can increase customer satisfaction. Conversely, if the prices offered by the company are considered too expensive and not in line with the quality provided, customer satisfaction may decrease. This study will examine how price influences the relationship between social media marketing, service quality, and customer satisfaction.

## LITERATURE REVIEW

In this study, the researchers used the theory proposed by Hovland et al. (1957), namely Contrast Theory. This theory focuses on how consumers evaluate

product performance based on their pre-formed expectations. When consumers encounter a product, they will compare what they receive with their expectations. If the product's performance is greater than or equal to expectations, customers will feel satisfied. This can happen when the product not only meets expectations but also provides advantages, such as additional quality or excellent service. Conversely, if the product's performance is lower than expected, consumers will feel dissatisfied. In this situation, consumers feel disappointed because the experience they get does not meet the expectations, they have set beforehand (Tjiptono & Chandra, 2016:205). Contrast theory is a logical basis for explaining how people's perceptions of the differences between their expectations and the reality of the services provided by these three variables will shape their level of satisfaction with the services provided. In other words, the service received by the public is the main factor determining public satisfaction. Therefore, to create public satisfaction, it is important for public service agencies to understand, meet, and even exceed the expectations of the public. This is the reason why contrast theory is relevant to use in examining the issues in this study.

Sinambela (2010:3) states that everyone certainly wants to be served well in any situation. Moenir (2006:17) defines service as the process of fulfilling needs through other people, carried out directly. Another opinion is expressed by Harbani Pasolong (2007:4), who defines service as the activities of a person, group, and/or organization, either directly or indirectly, to fulfill needs.

Service quality can be manifested in meeting consumer needs and expectations and the accuracy of delivery to match consumer expectations. Lovelock and Wirtz (2007) explain that service quality is a long-term cognitive evaluation by consumers of the services provided by a company. Zeithaml, Bitner & Gramler (2009) state that "service quality, the customer's perception of the service component of a product, is also a critical determinant of customer satisfaction." This means that service quality is the customer's perception of a set of services for a product unit, and is also an important determinant in obtaining customer satisfaction.

Meanwhile, according to Sinambela (2010:6), quality usually describes the direct characteristics of a product, such as performance, reliability, ease of use, aesthetics, etc. Thus, it can be concluded that quality is something that is able to meet the desires or needs of customers.

Waykof (in Purnama, 2006:19) defines service quality as the expected level of perfection and control over that perfection to meet customer desires. Meanwhile, according to Parasuraman et al. (Purnama N, 2006:19), service quality is a comparison between the service perceived by customers and the service quality expected by customers. If the perceived service quality is equal to or exceeds the expected service quality, then the service is said to be of high quality and satisfactory.

There are several indicators that can be used as a reference in assessing service quality. In this study, the researcher used five indicators proposed by Zeithaml et al. (in Hardiyansyah, 2011:46), which include: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

Social media marketing is a development in marketing strategy that utilizes social media to market a product. Social media can serve as a channel for many marketing activities, including customer relationship management, customer service, buyer research, prospect acquisition, sales promotion delivery channels, paid advertising channels, and branding. Branded social campaigns provide additional touch-points to encourage ongoing interaction between consumers and brand stories throughout the day (Brighton & Brighton, 2020).

Kingsnorth (2016) defines social media in general as websites or platform applications that allow users to create and share content for specific purposes. Kotler (2017) defines social media as electronic media used by users based on a combination of text, images, sound, and video containing information, whether used personally or commercially.

Social media marketing, as proposed by Tuten & Solomon (2018), is a marketing activity carried out by utilizing digital technology, electronic channels, and social media software with available features aimed at creating communication, delivery, exchange, and agreed-upon offers between sellers and buyers.

Gunelius (2011) argues that social media marketing works as indirect marketing, which is a form of marketing that is not intended to generate immediate purchases, but focuses primarily on long-term opportunities for brand building through four steps, namely (1) awareness, which is the awareness of the existence of a brand or business, (2) recognition, which is the acknowledgment of the existence of a brand or business by the general public, (3) memory, which is the existence of a brand or business being remembered by the general public, and (4) spreading the word, which is a brand or business becoming a topic of conversation, thereby gaining a good reputation, which indirectly becomes word of mouth marketing. The indicators used in social media marketing in this study are according to (Bruno et al., 2016) as follows: Entertainment, Interaction, Trendiness, Customization, and Forward Information.

Day in Tse and Wilton, as cited by Fandy Tjiptono (2008:24), states that customer satisfaction/dissatisfaction is the customer's response to the evaluation of disconfirmation felt between prior expectations (or other performance norms) and the actual performance of the product felt after use.

Meanwhile, Wilkie, as cited by Fandy Tjiptono (2008:24), defines it as an emotional response to the evaluation of the consumption experience of a product or service. Then Engel, et al, quoted by Fandy Tjiptono (2008:24), stated that customer satisfaction is a post-purchase evaluation where the chosen alternative is at least equal to or exceeds customer expectations, while dissatisfaction arises when the outcome does not meet expectations.

After looking at the above definitions, it can be seen that basically the definition of customer satisfaction includes the difference between customer expectations and perceived performance or results. This understanding is based on Oliver's disconfirmation paradigm in Engel, et al; Pawitra, as cited by Fandy Tjiptono (2008:24). From the several definitions mentioned above, it can be concluded that customer satisfaction is a feeling or emotional assessment of customers regarding the use of a product or service where their expectations and

needs are met. According to Wilkie (2006:66), the indicators used to measure customer satisfaction include the following: Expectations, Performance, Comparison, Confirmation or Disconfirmation, and Discrepancy.

According to Kotler in Sunyoto (2019:131), price is the amount of money charged for a particular product. Another definition states that price is the value expressed in a currency or medium of exchange for a particular product (Indriyo Gitosudarmo in Sunyoto 2019:131). Simamora (2002) defines perception as how we see the world around us or, formally, as a process by which a person selects, organizes, and interprets stimuli into a meaningful and comprehensive picture of the world. Monroe (in Harjati and Venesia, 2015) states that perception basically involves the process of categorization. That is, we tend to place new experiences into existing classifications of familiar experiences. Thus, it can be concluded that price is the amount of money paid by buyers to obtain the products offered. Pricing is adjusted to consumer preferences by considering factors such as cost, profit, competitors, and market changes (Swastha in Riyono and Budiharja, 2016: 100).

According to Alma (2018: 171), price is the value of an item expressed in money. Price is the amount of money charged for a product or service. Price is also the value exchanged to obtain a profit on a product or service (Kotler in Herlambang, 2014: 47). According to Rusyidi (2018: 40), price is the first aspect that sellers consider in their efforts to market their products. From the buyer's perspective, price is one of the aspects that determines their choice to satisfy their needs. Price is the amount of compensation (money or goods, if possible) needed to obtain a combination of goods or services.

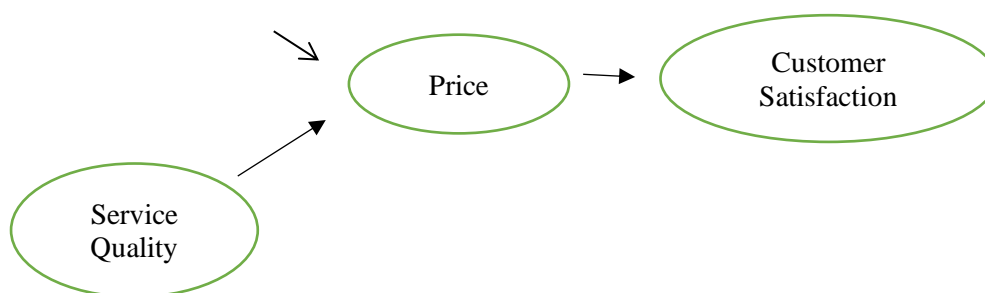
According to Tjiptono in Amilia (2017: 662), price is the amount of money and services or goods available that buyers exchange to obtain various choices of products and services provided by sellers. More broadly, price is the amount of value that consumers exchange to obtain the benefits of owning or using a product or service. So, based on a number of definitions from several references, price is the only element of the marketing mix that generates sales revenue. Meanwhile, the other elements clearly involve costs.

According to Bannet in Rusyidi (2018: 47), the indicators used in measuring price include the following: rates, discount suitability, price promotions, prices that are very affordable for all groups, and prices that are very appropriate for the quality.

## METHOD

### Framework





Customer satisfaction is influenced by social media marketing because social media reaches a wider network. Service quality also affects customer satisfaction because better service makes customers happy. Likewise with price, affordable pricing will also impact customer satisfaction.

#### Population

According to Sugiyono (2019), a sample is a part of the total number and characteristics of a population. The population in this study is all customers of PT Master Tritunggal Pratama.

#### Sample

Suharsimi (2009:131) defines a sample as a part or representative of the population being studied. The sample size is 65 customers in the Procurement Department. The sampling technique used is saturated sampling. Sugiyono (2011:68) defines saturated sampling as a sampling technique where all members of the population are used as samples.

According to Sugiyono (2010:137), primary data sources are data sources that directly provide data to data collectors. Primary data was obtained through observation and interviews with customers and employees of PT Master Tritunggal Pratama. Meanwhile, according to Sugiyono (2010:137), secondary data is a data source that does not directly provide data to data collectors or researchers (for example, through third parties such as websites, evidence, records or annual reports that have been compiled in archives or documentary data) that are published and unpublished, as well as company profiles. In collecting primary and secondary data, the researcher used the following data collection methods: Field Research, Interviews, Observation, and Questionnaires.

#### Data Analysis Techniques

##### Research Instrument Testing

##### Validity Testing

Validity is a measure that indicates the level of validity or accuracy of an instrument. An instrument is said to be valid if it is able to accurately reveal data from the variables being studied. In this study, instrument validity was achieved

through internal validity testing. According to Masrum, as cited by Sugiyono (2001), the minimum requirement for validity is usually  $r = 0.30$ . Therefore, if the instrument is less than 0.30, it is considered invalid. Validity testing is carried out by looking at the correlation between the scores of each question item and the total score.

### Reliability Test

Reliability refers to the understanding that the instruments used in research to obtain the desired information can be trusted as data collection tools and are capable of revealing the actual information in the field. A reliable instrument is one that, when tested repeatedly on the same group, will produce the same data, assuming there are no psychological changes in the respondents. High reliability indicates that the indicators (observed variables) have high consistency in measuring their latent variables. Slovin in Husein Umar (2008:77) states that the reliability test of a questionnaire is a test of the consistency of the measuring instrument in measuring the same phenomenon. In this study, the reliability test was conducted using the Cronbach's alpha technique.

### Normality Test

The normality test aims to determine whether the regression model, both the dependent and independent variables, has a normal data distribution. In this study, the normality test was used to test whether the regression model had a normal distribution or not. The normality test in this study used the Kolmogorov-Smirnov Test (K-S) Test, with the following criteria: if the significance value (Asymp. Sig. 2-tailed) is greater than 0.05, then the data is said to be normally distributed. Conversely, if the significance value is less than or equal to 0.05, then the data is not normally distributed.

### Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds correlations between independent variables. A good regression model should not have correlations between independent variables. To detect multicollinearity, we look at the tolerance value and its counterpart, the Variance Inflation Factor (VIF). If the Tolerance value is  $\leq 0.10$  and the VIF value is  $\geq 10.00$ , we can conclude that there is no multicollinearity between the independent variables in the regression model (Ghozali, 2016: 107).

### Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality between variables from one observation to another in the regression model. To detect the presence or absence of heteroscedasticity, the Glejser test is used. The Glejser test is used to detect the presence or absence of heteroscedasticity. If the Glejser test results show a significant probability with a value above the confidence level of

5%, it can be concluded that there is no heteroscedasticity in the regression model. Several testing methods can be used, including looking at the plot graph between the predicted value of the dependent variable, ZPRED, and its residual, SRESID. The detection of heteroscedasticity can be done by looking at whether there is a certain pattern in the scatterplot graph between SRESID and ZPRED. The basis for analysis is as follows: 1) If there is a certain pattern, such as points forming a specific regular pattern (wavy, widening, then narrowing), this indicates that heteroscedasticity has occurred. 2) If there is no clear pattern, and the points are scattered above and below 0 on the vertical and horizontal axes, then heteroscedasticity has not occurred.

### Descriptive Analysis

Descriptive analysis is statistical data used to analyze data by describing or illustrating the collected data, and is not intended to make general conclusions or generalizations (Sugiyono, 2019: 206). Descriptive analysis provides an overview or description of data in terms of mean, standard deviation, variance, maximum, minimum, sum, range, kurtosis, and skewness or distribution skewness (Ghozali, 2016: 19). The analysis used in this study is descriptive percentage. Descriptive analysis in this study is used to provide an overview of the distribution of the research results for each variable.

### Path Analysis

Path analysis is used to test whether there is a direct effect of the independent variable on the dependent variable. Path analysis also explains whether there is an indirect effect of the variable through the intervening variable on the dependent variable. Path analysis in this study will use SPSS.

## RESULT AND DISCUSSION

### Validity Test Results

Based on research data obtained from questionnaires distributed to 65 respondents, data was obtained regarding the validity test of each variable of social media marketing, service quality, price, and customer satisfaction, which is presented in the following table:

**Table 4.1 Results of Social Media Marketing Validity Test (X1)**

No	Statemnet Item	Sig (2 tailed)	significance	Description
1	Item 1	0,00	<0,05	Valid
2	Item 2	0,00	<0,05	Valid
3	Item 3	0,00	<0,05	Valid
4	Item 4	0,00	<0,05	Valid
5	Item 5	0,00	<0,05	Valid
6	Item 6	0,00	<0,05	Valid

7	Item 7	0,00	<0,05	Valid
8	Item 8	0,00	<0,05	Valid
9	Item 9	0,00	<0,05	Valid
10	Item 10	0,00	<0,05	Valid

Source: Research data processed in 2025

Table 4.1 presents the results of the validity test for 10 items of social media marketing variable statements (X1) analyzed using SPSS Software Version 25 involving 65 respondents. All items showed a significance value (Sig. 2-tailed) of 0.000, which is below the threshold of 0.05. In accordance with the criteria proposed by Ghozali (2016), a significance value  $< 0.05$  indicates that the item is valid. Thus, all statement items are declared valid and suitable for use as a measurement instrument for the social media marketing variable in this study, as they are appropriate for measuring the level of social media marketing in this study.

**Table 4.2 Results of the Service Quality Questionnaire Validity Test (X2)**

No.	Statement Item	Sig (2 tailed)	significance	Description
1	Item 1	0,00	<0,05	Valid
2	Item 2	0,00	<0,05	Valid
3	Item 3	0,00	<0,05	Valid
4	Item 4	0,00	<0,05	Valid
5	Item 5	0,00	<0,05	Valid
6	Item 6	0,00	<0,05	Valid
7	Item 7	0,00	<0,05	Valid
8	Item 8	0,00	<0,05	Valid
9	Item 9	0,00	<0,05	Valid
10	Item10	0,00	<0,05	Valid

Source: Research data processed in 2025

Table 4.2 presents the results of the validity test of the service quality variable questionnaire (X2) analyzed using SPSS version 25 software based on data from 65 respondents. All statement items, from item 1 to item 10, showed a significance value (Sig. 2-tailed) of 0.000, which is smaller than the significance threshold of 0.05. Based on the criteria proposed by Ghozali (2016), an item is considered valid if the significance value is  $< 0.05$ . Thus, all statement items in the service quality variable questionnaire are considered valid and suitable for use as a measurement instrument in this study.

**Table 4.3 Results of Customer Satisfaction Questionnaire Validity Test (Y1)**

No.	Statement Item	Sig (2 tailed)	significance	Description
1	Item 1	0,00	<0,05	Valid
2	Item 2	0,00	<0,05	Valid
3	Item 3	0,00	<0,05	Valid
4	Item 4	0,00	<0,05	Valid

5	Item 5	0,00	<0,05	Valid
6	Item 6	0,00	<0,05	Valid
7	Item 7	0,00	<0,05	Valid
8	Item 8	0,00	<0,05	Valid
9	Item 9	0,00	<0,05	Valid
10	Item 10	0,00	<0,05	Valid

Source: Research data processed in 2025

Table 4.3 presents the validity test results for 10 items of customer satisfaction variable statements (Y1) analyzed using SPSS version 25 software involving 65 respondents. All items obtained a significance value (Sig. 2-tailed) of 0.000, which is smaller than the significance level of 0.05. Referring to the criteria proposed by Ghazali (2016), an item is considered valid if the significance value is  $< 0.05$ . Therefore, all statement items in the customer satisfaction variable are considered valid and suitable for use as a measurement instrument in this study.

**Table 4.4 Results of the Price Questionnaire Validity Test (Z)**

No.	Statement Item	Sig (2 tailed)	significance	Description
1	Item 1	0,00	<0,05	Valid
2	Item 2	0,00	<0,05	Valid
3	Item 3	0,00	<0,05	Valid
4	Item 4	0,00	<0,05	Valid
5	Item 5	0,00	<0,05	Valid
6	Item 6	0,00	<0,05	Valid
7	Item 7	0,00	<0,05	Valid
8	Item 8	0,00	<0,05	Valid

Source: Research data processed in 2025

Table 4.4 presents the validity test results for the 8 items of the price variable (Z) analyzed using SPSS version 25 software involving 65 respondents. All items obtained a significance value (Sig. 2-tailed) of 0.000, which is smaller than the significance level of 0.05. Referring to the criteria proposed by Ghazali (2016), an item is considered valid if the significance value is  $< 0.05$ . Therefore, all statement items in the price variable are considered valid and suitable for use as a measurement instrument in this study.

Based on Tables 4.8 to 4.11, the results of the instrument research on 65 respondents were analyzed using Pearson's product moment correlation with the help of IBM SPSS version 25. It was found that all items from the variables of social media marketing, service quality, price, and customer satisfaction were valid and could be used in the research for all respondents.

### Reliability Test

Based on research data obtained from questionnaires distributed to 65 respondents, data was obtained regarding the reliability test for each variable of social media marketing, service quality, price, and customer satisfaction, which is presented in the following table:

**Table 4.5 Reliability Test Results**

No	Variable	Cronbach's Alpha	Significance	Description
1	Social Media Marketing (X1)	0,788	>0,60	Reliable
2	Service Quality (X2)	0,786	>0,60	Reliable
3	Price (Z)	0,756	>0,60	Reliable
4	Customer Satisfaction (Y)	0,768	>0,60	Reliable

Source: Research data processed in 2025

Based on the table of research instrument results from 65 respondents, analyzed using the alpha formula with the help of IBM SPSS Program version 25, Cronbach's Alpha was obtained at 0.787 for the Social Media Marketing variable (X1) was 0.788, for the Service Quality variable (X2) was 0.786, for the Price variable (Z) was 0.756, and for Customer Satisfaction (Y) was 0.768. Thus, each variable has a significance above 0.60, making it reliable as a research instrument.

**Descriptive Analysis**

Descriptive analysis aims to describe the research results of each variable so that they are easy to understand and provide meaningful information. In this study, the variables of social media marketing, service quality, price, and customer satisfaction will be described using descriptive analysis, which will be discussed in detail as follows:

**Table 4.6 Descriptive Analysis Results**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Marketing	65	25	50	37.42	10.350
Service Quality	65	29	50	41.85	8.273
Price	65	24	40	36.75	3.211
Customer Satisfaction	65	29	50	46.88	4.159
Valid N (listwise)	65				

Source: Research data processed in 2025

Based on Table 4.6, it is known that the social media marketing variable has a minimum value of 25, a maximum value of 50, and an average value of 37.42.

Furthermore, the service quality variable has a minimum value of 29, a maximum value of 50, and an average value of 41.85. Then, the price variable has a minimum value of 24, a maximum value of 40, and an average value of 36.75. Finally, the customer satisfaction variable has a minimum value of 29, a maximum value of 50, and an average value of 46.88.

## DISCUSSION

The effect of social media marketing on customer satisfaction at PT Master Tritunggal Pratama shows positive and significant results. The study shows that the positive B value of 0.270 and Sig. value of 0.000, which is less than 0.05, confirms the direct effect of social media marketing on customer satisfaction. These results are consistent with other studies, which show that social media marketing has a positive impact on customer satisfaction.

In addition, the analysis also highlights the influence of service quality on customer satisfaction. The results show a positive B value of 1.196 and a Sig. value of 0.000, indicating that good service quality has a significant effect on customer satisfaction. Other studies also confirm that service quality can increase customer trust, encouraging them to recommend products to others.

Social media marketing also affects pricing. The results show a positive B value of 0.815 with a Sig. value of 0.000, indicating its impact on pricing. Social media marketing can be used to increase brand awareness and reduce customer price sensitivity. This gives companies the opportunity to set higher prices and increase profits. In conclusion, social media marketing and service quality have a positive and significant influence on customer satisfaction and price. These two elements are important for companies in building good relationships with customers and maximizing profits.

Based on the results of the study at PT Master Tritunggal Pratama, service quality has a positive and significant effect on price. The positive B coefficient of 0.318 and significance value of 0.000 indicate that service quality directly affects price. This is in line with previous studies which state that good service quality can increase customer satisfaction and loyalty, thereby enabling companies to set higher prices.

Furthermore, price also has a positive and significant effect on customer satisfaction, as reflected in the B coefficient of 0.301 and a significance value of 0.000. This means that there is a direct relationship between product price and customer satisfaction. Other studies show that a combination of affordable prices and good service quality can increase customer satisfaction and loyalty. Therefore, companies need to carefully consider their pricing strategies to improve customer satisfaction.

In addition, this study also explores the effect of social media marketing on customer satisfaction through price. The direct effect of social media marketing on customer satisfaction is 0.298, while the indirect effect through price is 0.699. The total effect of social media marketing on customer satisfaction is 0.997, which shows that the indirect effect is more significant than the direct effect. Previous studies also show that social media marketing has a positive effect on purchasing

decisions.

On the other hand, the analysis shows that service quality also affects customer satisfaction through price. The direct effect of service quality on customer satisfaction is 0.214 and the indirect effect through price is 0.218, resulting in a total effect of 0.432. This indicates that good service quality can improve customer perception of price and, in turn, increase customer satisfaction.

Overall, this study found that service quality, price, and social media marketing play an important role in influencing customer satisfaction. Efforts to improve service quality and appropriate pricing strategies can increase customer satisfaction at PT Master Tritunggal Pratama.

## CONCLUSION AND SUGGESTION

Based on the results of research conducted on the Influence of Social Media Marketing and Service Quality on Customer Satisfaction Mediated by Price at PT Master Tritunggal Pratama, the following conclusions were obtained: There is a positive and significant influence of social media marketing on customer satisfaction at PT Master Tritunggal Pratama. If social media marketing increases, customer satisfaction increases. There is a positive and significant effect of service quality on customer satisfaction at PT Master Tritunggal Pratama. If service quality increases, customer satisfaction increases. There is a positive and significant effect of social media marketing on price at PT Master Tritunggal Pratama. When social media marketing increases, price increases. There is a positive and significant effect of service quality on price at PT Master Tritunggal Pratama. When service quality increases, price increases. There is a positive and significant effect of price on customer satisfaction at PT Master Tritunggal Pratama. When prices increase, customer satisfaction increases. There is a positive and significant effect of social media marketing on customer satisfaction through price at PT Master Tritunggal Pratama. There is a positive and significant effect of service quality on customer satisfaction through price at PT Master Tritunggal Pratama.

Based on the analysis, this study provides recommendations for PT Master Tritunggal Pratama. Social media marketing and service quality are already good, but there are several indicators that are low. For social media marketing, it is necessary to address content that does not yet meet customer needs. It is recommended to conduct online surveys and discussions with the digital marketing team. In terms of service quality, the speed and accuracy of service must be improved by training staff in accordance with SOPs. For pricing, it is necessary to consider the right strategy to match product quality. Customer satisfaction indicators related to staff performance must also be improved through training. For future researchers, it is recommended to add other variables such as performance and online promotion, use various data collection techniques, and conduct similar research in other companies to check the consistency of the results.

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