

THE INFLUENCE OF SOCIAL MEDIA PROMOTION, CONSUMER REVIEWS AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF NDALEM MANTEN WEDDING ORGANIZER

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Abstract

The development of the service industry in Indonesia shows a significant growth trend in line with the increasing public demand for various forms of professional services. Increasingly complex social and economic dynamics, rapid urbanization, and the increasing influence of social media have changed people's preferences in selecting and using services. This study aims to determine: (1) the influence of social media promotion on customer satisfaction at Ndalem Manten Wedding Organizer; (2) the influence of consumer reviews on customer satisfaction at Ndalem Manten Wedding Organizer; (3) the influence of service quality on customer satisfaction at Ndalem Manten Wedding Organizer; (4) the influence of social media promotion, consumer reviews, and service quality simultaneously on customer satisfaction at Ndalem Manten Wedding Organizer. The research design is based on a quantitative approach. The sample size used in this study is the entire population, namely 145 Ndalem Manten Wedding Organizer customers. In this study, the researcher used saturated sampling. The variables in this study were the independent variable (X) (social media promotion, consumer reviews, and service quality) and the dependent variable (Y) (Consumer Satisfaction). The analysis used in this study used multiple linear regression analysis.

Keywords: *Social Media Promotion, Consumer Reviews, Service Quality, Customer Satisfaction*

A. INTRODUCTION

The development of the service industry in Indonesia shows a significant growth trend in line with the increasing public need for various forms of professional services. Increasingly complex social and economic dynamics, rapid urbanization, and the increasing influence of social media have changed people's preferences in choosing and using services. This is characterized by the emergence of various types of services that adapt to the needs and lifestyles of modern consumers.

One service sector that is experiencing rapid development is wedding services or wedding organizers. The public's need for wedding planning services is not only driven by the desire to hold a memorable and organized event, but also by limited time, energy and technical ability to manage the entire series of wedding activities independently. Arranging a wedding concept is not a simple thing, because it involves many parties, budgets, and coordination that must be done carefully so that the final result is satisfying and meets the expectations of the bride and groom.

In the midst of changing lifestyles and increasing demands for efficiency, wedding organizers are here as a practical and strategic solution that can help prospective brides and grooms in designing, organizing and executing the entire wedding concept according to their personal expectations and cultural values. The increasing use of these services encourages increasingly tight competition between service providers, so that the aspect of consumer satisfaction becomes the main point of attention that must be fulfilled optimally. In this context, service providers are not only required to provide good and professional technical services, but must also be able to build strong relationships with customers through effective digital communication, transparency of consumer reviews, and delivery of a comprehensive and authentic user experience.

One of the main factors that currently greatly influences consumer satisfaction is social media promotion. Social media promotion is one of the interesting promotional methods or interesting marketing strategies in introducing and offering brands, goods and services online, by utilizing all advances in electronic technology, communication media and various internet platforms. Social media promotion is promotional activities using the internet (Pirendra, 2017).

Social media promotion is a marketing strategy that uses social media platforms to promote products, services, or brands. The goal is to increase brand awareness, build interaction with the audience, and encourage conversions (Ningrum, 2021). Promotion via social media has several advantages, including wide reach, relatively low costs, two-way interaction with customers, and the ability to target specific audiences. According to Rahmiati (2023), social media promotion indicators are promotional reach, quality of updates in the media and message quality.

Apart from social media promotions, another variable that has an important role in shaping satisfaction is consumer reviews. Consumer reviews are assessments submitted in writing by customers via digital platforms which function as a reflection of their satisfaction with the services received (Fauzan Abdillah & Pramesti, 2024). These reviews can be found in the form of stars or scores as well as evaluative narratives on Google Reviews, social media, vendor official sites, or third party applications that provide review features.

B. METHODS

This type of research is quantitative. The number of samples used in this research was 145 Ndalem Manten Wedding Organizer consumers. In this study, researchers used saturated sampling. The variables in this research are the independent variable (X) (social media promotion, consumer reviews and service quality) and the dependent variable (Y) (Consumer Satisfaction). The analysis used in this research uses multiple linear regression analysis).

C. RESULTS AND DISCUSSION

RESEARCH RESULT

Descriptive Analysis

Descriptive statistics is a statistical analysis that provides a general description of the characteristics of each research variable as seen from the average (mean), maximum and minimum values (Sugiyono, 2022). Descriptive data analysis in this research is described in the following table:

Tabel 1. Data Description Results

<i>Descriptive Statistics</i>	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>
Social Media Promotion	145	24.00	37.00	31.3586	3.64896
Consumer Reviews	145	25.00	39.00	31.5241	3.10931
Service Quality	145	30.00	47.00	37.9103	3.47794
Customer Satisfaction	145	21.00	35.00	28.0690	2.84960
Valid N (<i>listwise</i>)	145				

Source: Primary data processed (2025)

Based on the results of the data description analysis in the table above, it can be seen that:

- For the social media promotion variable, the mean value was 31.3586 with a standard deviation value of 3.64896. The minimum value is 24 and the maximum value is 37.
- For the consumer review variable, the mean value was 31.5241 with a standard deviation value of 3.10931. The minimum value is 25 and the maximum value is 39.
- For the service quality variable, the mean value was 37.9103 with a standard deviation value of 3.47794. The minimum value is 30 and the maximum value is 47.
- For the consumer satisfaction variable, the mean value was 28.0690 with a standard deviation value of 2.84970. The minimum value is 21 and the maximum value is 35.

Multiple Linear Regression Line Analysis

Moderated Regression Analysis or interaction test is a special application of linear multiple regression where the regression equation contains elements of interaction (multiplication of two or more independent variables) (Ghozali, 2021). The regression equation in this research can be seen in the following table:

Table 2. Results of Multiple Linear Regression Line Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.265	1.072		3.046	.002
	Social Media Promotion	.183	.044	.235	4.182	.000
	Consumer Reviews	.486	.079	.531	6.183	.000
	Service Quality	.339	.067	.468	5.068	.000

a. *Dependent Variable:* Customer Satisfaction

Source: Primary data processed (2025)

Based on the table above, the multiple linear regression line equation obtained in this research is as follows:

$$\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + e_i$$

$$\hat{Y} = 3,265 + 0,183X_1 + 0,486X_2 + 0,339X_3 + e_i$$

In accordance with the regression equation obtained, the regression model can be interpreted as follows:

- a. Constant value = 3.265. The constant value shows a positive value of 4.602. This shows that if the variables social media promotion, consumer reviews, service quality, and ei (another variable not researched) are constant (0), then consumer satisfaction for Ndalem Manten Wedding Organizer is 3.265.
- b. The coefficient value $b^{-1} = 0.183$, meaning that if the value of the social media promotion variable (X1) increases by one point, while the other independent variables are constant, then consumer satisfaction for Ndalem Manten Wedding Organizer will increase by 0.183.
- c. The coefficient value $b^{-2} = 0.486$, meaning that if the value of the consumer review variable (X2) increases by one point, while the other independent variables are constant, then consumer satisfaction for Ndalem Manten Wedding Organizer will increase by 0.486.
- d. The coefficient value $b^{-3} = 0.339$, meaning that if the value of the service quality variable (X3) increases by one point, while the other independent variables are constant, then consumer satisfaction for Ndalem Manten Wedding Organizer will increase by 0.339.

T test

The t test (t-test) tests the regression coefficient partially. This test is carried out to determine the effect of the independent variable on the dependent variable. The results of the t test analysis in this study are as follows:

Table 3. T Test Analysis Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.265	1.072		3.046	.002
	Social Media Promotion	.183	.044	.235	4.182	.000
	Consumer Reviews	.486	.079	.531	6.183	.000
	Service Quality	.339	.067	.468	5.068	.000

a. *Dependent Variable:* Customer Satisfaction

Source: Primary data processed (2025)

Based on the results of the data analysis in the table above, it can be concluded as follows:

- a. In the social media promotion variable (X1) $t_{count} > t_{table}$, namely $4.182 > 1.981$ with a significance of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. This means that partially the social media promotion variable (X1) has a positive and significant influence on consumer satisfaction of Ndalem Manten Wedding Organizer, so the first hypothesis is accepted.
- b. In the consumer review variable (X2) $t_{count} > t_{table}$, namely $6.183 > 1.981$ with a significance of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. This means that partially the consumer review variable (X2) has a positive and significant influence on consumer satisfaction of Ndalem Manten Wedding Organizer, so the second hypothesis is accepted.
- c. In the service quality variable (X3) $t_{count} > t_{table}$, namely $5.068 > 1.981$ with a significance of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. This means that partially the service quality variable (X3) has a positive and significant influence on consumer satisfaction of Ndalem Manten Wedding Organizer, so the second hypothesis is accepted.

F Test

The aim of the Simultaneous F Test is to check whether there is a simultaneous influence between the independent variable and the dependent variable. The results of the F test analysis in this research are as follows:

Table 4 F Test Analysis Results

<i>ANOVA^a</i>						
Model		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	772.246	3	257.415	91.410	.000 ^b
	<i>Residual</i>	397.064	141	2.816		
	<i>Total</i>	1169.310	144			

a. *Dependent Variable:* Customer Satisfaction

b. *Predictors:* (Constant), Service Quality, Social Media Promotion, Consumer Reviews

Source: Primary data processed (2025)

Based on the results of the data analysis in the table above, it can be concluded that the calculated F result is 91.410 with a significance of $0.000 < 0.05$ (5%). This shows that there is an

influence of social media promotion, consumer reviews and service quality on consumer satisfaction of Ndalem Manten Wedding Organizer (Ndalem Manten Wedding Organizer Consumer Case Study), so the fourth hypothesis is accepted.

Determination Coefficient (R²)

According to Sugiyono (2022), the coefficient of determination (R²) is used to determine how much the independent variable can explain the dependent variable. The proportion of this contribution is called the coefficient of multiple determination, with the symbol R². The coefficient of determination value in this research can be seen in the following table:

Table 5. Multiple Determination Coefficient Table

Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.928 ^a	.861	.857	1.984

a. Predictors: (Constant), Service Quality, Social Media Promotion, Consumer Reviews

b. Dependent Variable: Customer Satisfaction

Source: Primary data processed (2025)

Based on the table above, the results obtained are that the Adjusted R Square value is close to 1, namely 0.861, meaning there is a strong influence between the independent variable and the dependent variable. The percentage contribution of the influence of social media promotions, consumer reviews and service quality on Ndalem Manten Wedding Organizer consumer satisfaction (Case Study of Ndalem Manten Wedding Organizer Consumers) is as follows:

$$R^2 \times 100\% = 0.861 \times 100\% \\ = 86.1\%$$

The percentage influence of social media promotions, consumer reviews and service quality on Ndalem Manten Wedding Organizer consumer satisfaction (Case Study of Ndalem Manten Wedding Organizer Consumers) is 86.1%. Meanwhile, the remaining 13.9% is influenced by other independent variables not examined in this research.

DISCUSSION

The Influence of Social Media on Consumer Satisfaction

The first discussion is about the influence of e-WOM on consumer satisfaction of Ndalem Manten Wedding Organizer (Consumer Case Study of Ndalem Manten Wedding Organizer). Based on the results of data analysis using the t test, the results obtained for the social media promotion variable (X1) $t_{count} > t_{table}$, namely $4.182 > 1.981$ with a significance of $0.000 < 0.05$, means that H_0 is rejected and H_a is accepted. This means that partially the social media promotion variable (X1) has a positive and significant influence on consumer satisfaction of Ndalem Manten Wedding Organizer, so the first hypothesis is accepted. This shows that the higher the social media promotion, the consumer satisfaction of Ndalem Manten Wedding Organizer will also increase.

Based on the results of the questionnaire that has been analyzed, it shows that some respondents answered that they saw the latest posts on Ndalem Manten Wedding Organizer's social media and also Ndalem Manten Wedding Organizer had interesting advertisements on social media. Apart from that, the reach of social media from small scale to global audiences makes it easy to get information about Manten Wedding Organizer.

The Influence of Consumer Reviews on Consumer Satisfaction

The second discussion is about the influence of consumer reviews on consumer satisfaction of Ndalem Manten Wedding Organizer (Consumer Case Study of Ndalem Manten Wedding Organizer). Based on the results of data analysis using the t test, the results obtained in the consumer review variable (X2) $t_{count} > t_{table}$ are $6.183 > 1.981$ with a significance of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. This means that partially the consumer review variable (X2) has a positive and significant influence on consumer satisfaction of Ndalem Manten Wedding Organizer, so the second hypothesis is accepted. This shows that the higher the consumer reviews, the consumer satisfaction of Ndalem Manten Wedding Organizer Madiun will also increase.

Based on the results of the questionnaire that has been analyzed, it shows that consumer reviews for Ndalem Manten Wedding Organizer Madiun are in the good category. This can be seen from many of the respondents who answered that there were benefits related to the Ndalem Manten

Wedding Organizer review information on Google and consumer reviews that could shorten the time to choose the desired wedding organizer. And the reviews given by other consumers can be trusted and after seeing reviews from previous consumers, it can increase your confidence in making a decision on Ndalem Manten Wedding Organizer.

The Influence of Service Quality on Consumer Satisfaction

The third discussion is regarding the influence of service quality on consumer satisfaction of Ndalem Manten Wedding Organizer (Case Study of Ndalem Manten Wedding Organizer Consumers). Based on the results of data analysis using the t test, the results obtained in the service quality variable (X3) $t_{count} > t_{table}$, namely $5.068 > 1.981$ with a significance of $0.000 < 0.05$, means that H_0 is rejected and H_a is accepted. This means that partially the service quality variable (X3) has a positive and significant influence on consumer satisfaction of Ndalem Manten Wedding Organizer, so the third hypothesis is accepted. This shows that the higher the quality of service, the consumer satisfaction of Ndalem Manten Wedding Organizer will also increase.

Based on the results of the questionnaire that has been analyzed, it shows that the quality of service at Ndalem Manten Wedding Organizer is in the good category. This can be seen from many respondents who answered that Ndalem Manten Wedding Organizer provides fast service to customers and Ndalem Manten Wedding Organizer is able to provide relevant services.

The Influence of Social Media Promotion, Consumer Reviews and Service Quality on Consumer Satisfaction

The fourth discussion is regarding the influence of e-WOM, consumer reviews and service quality on consumer satisfaction of Ndalem Manten Wedding Organizer (Consumer Case Study of Ndalem Manten Wedding Organizer). Based on the results of data analysis using the t test, the calculated F result was 91.410 with a significance of $0.000 < 0.05$ (5%). This shows that there is an influence of social media promotion, consumer reviews and service quality on consumer satisfaction of Ndalem Manten Wedding Organizer (Ndalem Manten Wedding Organizer

Consumer Case Study), so the fourth hypothesis is accepted. This shows that with an increase in social media promotions, consumer reviews and service quality, Ndalem Manten Wedding Organizer consumer satisfaction has also increased.

Based on the results of the questionnaire that has been analyzed, it can be seen that consumer satisfaction for Ndalem Manten Wedding Organizer is in the good category. This can be seen from many respondents who answered that the services provided by Ndalem Manten Wedding Organizer are in accordance with customer needs so that they can satisfy customer desires. Ndalem Manten Wedding Organizer is also better than other WOs so Ndalem Manten Wedding Organizer has many customers.

D. CONCLUSION

Based on data analysis and discussion regarding the influence of social media promotion, consumer reviews and service quality on Ndalem Manten Wedding Organizer consumer satisfaction (Case Study of Ndalem Manten Wedding Organizer Consumers) it can be concluded as follows: 1) Partially the social media promotion variable (X1) has a positive and significant influence on Ndalem Manten Wedding Organizer consumer satisfaction, so the first hypothesis is accepted. 2) Partially the consumer review variable (X2) has a positive and significant influence on consumer satisfaction of Ndalem Manten Wedding Organizer, so the second hypothesis is accepted. 3) Partially, the service quality variable (X3) has a positive and significant influence on consumer satisfaction of Ndalem Manten Wedding Organizer, so the third hypothesis is accepted. 4) There is an influence of social media promotion, consumer reviews and service quality on Ndalem Manten Wedding Organizer consumer satisfaction (Case Study of Ndalem Manten Wedding Organizer Consumers), so the fourth hypothesis is accepted.

E. Suggestions

Based on the conclusions of this research, suggestions can be given to the Ndalem Manten Wedding Organizer to promote more frequently via social media using up-to-date data. For other researchers, consider the contribution of the influence of other independent variables that influence consumer satisfaction which are not examined in this research and take samples from different research objects so that different research results will be obtained.

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