

# THE INFLUENCE OF ONLINE MARKETING AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT SMK PASUNDAN 3 BANDUNG

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## Abstract

This study aims to examine and analyze the influence of online marketing and service quality on customer satisfaction. The research method is survey research, which involves distributing questionnaires to customers. The population in this study is students at one of the private vocational high schools in the city of Bandung. The sample in this study is 100 people. In this study, primary data is used, namely data from questionnaires and interviews. The variables in this study are online marketing and service quality as independent variables and customer satisfaction as the dependent variable. The questionnaire used has been tested for validity and reliability. The data analysis techniques used in this study are descriptive analysis and regression analysis. Descriptive analysis is used to determine the characteristics of the respondents, and regression analysis is used to test the influence of online marketing and service quality on customer satisfaction. The results of this study indicate that online marketing and service quality have a positive and significant impact on customer satisfaction.

Keywords: Online Marketing, Service Quality, Customer Satisfaction

## 1. Introduction

Customer satisfaction is crucial for businesses because it directly impacts their sustainability and growth. Satisfied customers tend to return repeatedly to use products or services, helping to increase customer retention and reduce marketing costs for acquiring new customers. Satisfied customers are also likely to provide valuable feedback, which companies can use to identify areas that need improvement and to develop better products or services. However, there is often a gap between customer expectations and the experience they receive from a product or service. When customers feel that the service they receive does not meet their expectations, it can lead to dissatisfaction. Understanding and minimizing this gap is essential for improving service quality and customer satisfaction. This gap may occur if management does not fully understand what customers expect from their products or services, often due to a lack of customer research or an inaccurate understanding of market needs. If left unaddressed, dissatisfied customers are likely to share their negative experiences with others, either directly or through online reviews.

SMK Pasundan 3 Bandung is one of the private vocational high schools in Bandung. As a private school, it faces challenges in attracting prospective students, which requires an effective marketing strategy to compete with other vocational schools. According to the data obtained by the author, the number of students each academic year both increases and decreases.

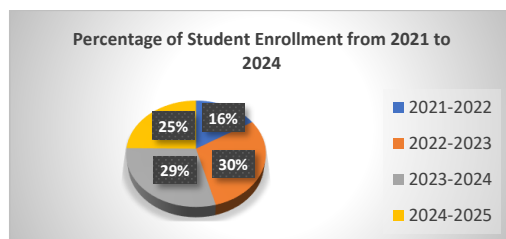


Figure 1. Percentage of Student Enrollment from 2021 to 2024

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V. Mardiansyah and R. A. E. V. Targa Sapanji (eds.), *Proceedings of the 1st Widyatama International Conference on Management, Social Science and Humanities (ICMSSH 2024)*, Advances in

Social Science, Education and Humanities Research 886,

[https://doi.org/10.2991/978-94-6463-608-6\\_30](https://doi.org/10.2991/978-94-6463-608-6_30)

Based on the data in the image above, the number of students per period/academic year fluctuates. This development has piqued the author's interest in researching how online marketing and service quality impact customer satisfaction at SMK Pasundan 3 Bandung.

### 2. Theoretical Review

Philip Kotler says customer satisfaction is "the level of a person's feelings after comparing the perceived performance or results with their expectations." If the performance of a product or service exceeds expectations, the customer will be satisfied, but if the service falls short, the customer will be disappointed. Customer satisfaction indicators typically include various factors used to measure the level of satisfaction with the products or services they receive. According to Philip Kotler, some common indicators include: a) Product Quality: How customers evaluate the quality of a product based on their expectations. b) Price: Customers perceive the price and whether the product or service is worth the money spent. c) Service: The quality of interaction between customers and service providers, including speed, friendliness, and employee competence. d) Convenience and Accessibility: How easy it is for customers to access the product or service. Factors that influence customer satisfaction include online marketing and service quality. According to Kotler (2016), online marketing refers to the use of the Internet and related digital technologies to achieve marketing objectives, such as building brand awareness, increasing sales, or attracting new customers. He emphasizes the importance of interaction between companies and consumers through various digital platforms, including social media, websites, email, and mobile apps.

The following are some online marketing indicators commonly used to measure the success and effectiveness of digital marketing strategies according to Philip Kotler and Kevin Lane Keller (2016): Website Traffic: The number of visits to a website, including traffic sources, visit duration, and pages viewed. Conversion Rate: The percentage of visitors who take a desired action, such as making a purchase or registering. Engagement Rate: The level of user engagement with digital content, such as interactions on social media. Cost Per Acquisition (CPA): The cost incurred to acquire one customer or conversion.

According to Kotler and Keller (2009), service quality involves the ability to meet or exceed customer expectations. Service quality is also influenced by aspects such as the interaction between staff and customers and the physical environment in which the service is provided. According to Kotler and Keller (2009), service quality indicators include Service Speed: How quickly the service is delivered. Customer Satisfaction: The extent to which the service meets or exceeds customer expectations. Ease of Access: How easily customers can access the services provided.

### 3. Theoretical Framework

In this study, there are two types of variables: independent variables and dependent variables. The independent variables consist of Online Marketing (X1) and Service Quality (X2), while the dependent variable is Customer Satisfaction (Y).

The theoretical framework established is as follows:

- H1: Online Marketing has a positive and significant effect on customer satisfaction at SMK Pasundan 3 Bandung.
- H2: Service Quality has a positive and significant effect on customer satisfaction at SMK Pasundan 3 Bandung.
- H3: Online Marketing and Service Quality have a positive and significant effect on Customer Satisfaction at SMK Pasundan 3 Bandung.

Based on the theoretical foundation explained the theoretical framework of this research is as follows:

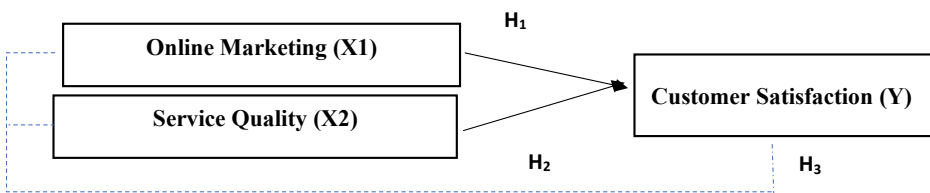
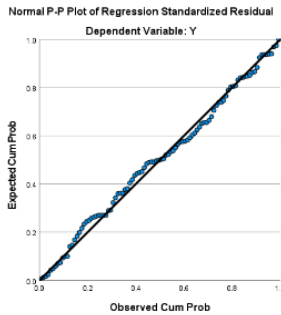


Figure 2. Research Paradigm

**4. METHODOLOGY**  
**Normality Test**



**Figure 3. Normal P-Plot of Regression Standardized Residual**

The results of the normality test can be observed from the P-P Plot. The P-P Plot above indicates that the data points are distributed around the regression line. The P-P Plot illustrates that the data spreads around the diagonal line and follows its direction, indicating that the regression model is normally distributed (Sugiyono, 2023).

**Multicollinearity Test**

**Table 1. Multicollinearity Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.282	3.044		3.378	.001		
Online Marketing	.317	.084	.316	3.749	.000	.344	2.904
Service Quality	.464	.065	.597	7.081	.000	.344	2.904

a. Dependent Variable: Customer Satisfaction

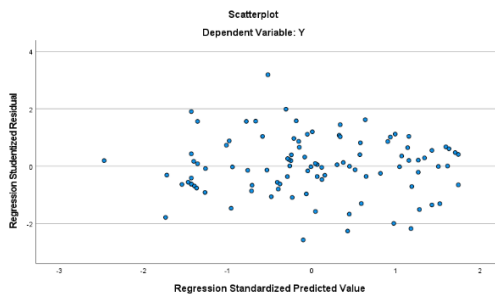
Based on the calculation data, it can be concluded that:

**Table 2. The VIF and Tolerance Value**

Variable	Tolerance	VIF
X1	0.344	2.904
X2	0.344	2.904

If the VIF value is below 10 and the Tolerance value is above 0.1, then there is no multicollinearity.

**Heteroscedasticity Test**



**Figure 4. Scatterplot**

From the figure, it can be seen that the points are scattered randomly and distributed both above and below the value of 0 on the Y-axis. Therefore, it can be concluded that there is no heteroscedasticity in the regression model in this study.

**Multiple Linear Regression Test**

**Table 3. Multiple Linear Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.282	3.044		3.378	.001		
Online Marketing	.317	.084	.316	3.749	.000	.344	2.904
Service Quality	.464	.065	.597	7.081	.000	.344	2.904

a. Dependent Variable: Customer Satisfaction

From the table, the multiple regression equation can be formulated as follows

$$: Y = 10.282 - 0.317 X1 + 0.464 X2 + c$$

Regression interpretation:

1. Constant value of 10.282 The constant value of 10.282 indicates that if the variables Online Marketing and Service Quality are held constant, the average Customer Satisfaction will decrease by 10.282 units.
2.  $b_1 = 0.317$  The regression coefficient for Online Marketing ( $X_1$ ) is 0.317, which is positive. This means that the more accessible Online Marketing becomes, the more Customer Satisfaction will increase.
3.  $b_2 = 0.464$  The regression coefficient for Service Quality ( $X_2$ ) is 0.464, which is positive. This indicates that the higher the Service Quality, the more Customer Satisfaction will increase.

**Test of the Coefficient of Determination**

**Table 4. Test of the Coefficient of Determination**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 <sup>a</sup>	.762	.758	4.81915

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

b. Dependent Variable: Customer Satisfaction

The coefficient of determination is measured based on the R Square value, which shows a result of 0.873. This means that the variables of Online Marketing and Service Quality contribute 87.3% to Customer Satisfaction, while the remaining 12.7% is influenced by other variables that were not examined in this study.

**T-Test**

**Table 5. T-Test (Partial) Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.282	3.044		3.378	.001		
Online Marketing	.317	.084	.316	3.749	.000	.344	2.904
Service Quality	.464	.065	.597	7.081	.000	.344	2.904

a. Dependent Variable: Customer Satisfaction

1. Based on the coefficient table above, the t-value for the Online Marketing variable is 3.749. The t-table value with  $\alpha = 0.05$ ,  $df = (n-k-1) = (100-2-1) = 97$  is 1.985, meaning ( $3.749 > 1.985$ ) with a significance

value of 0.021. Since the significance value is smaller than 0.05, it indicates that Online Marketing (X1) positively and significantly affects Customer Satisfaction.

2. Based on the coefficient table above, the t-value for the Service Quality variable is 7.081. The t-table value with  $\alpha = 0.05$ ,  $df = (n-k-1) = (100-2-1) = 97$  is 1.985, meaning  $(7.081 > 1.985)$  with a significance value of 0.021. Since the significance value is smaller than 0.05, it indicates that Service Quality (X2) positively and significantly affects Customer Satisfaction.

**F-Test**

**Table 6. F -Test (Simultaneous) ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7229.357	2	3614.679	155.642	.000 <sup>b</sup>
	Residual	2252.753	97	23.224		
	Total	9482.110	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant) Service Quality, Online Marketing

Based on the table above, the calculated F-value is 155.642 with a significance value of 0.000. With  $\alpha = 0.05$ , degrees of freedom for the numerator ( $k$ ) = 2, and degrees of freedom for the denominator =  $(n-k-1)$  or  $100-2-1 = 97$ , the F-table value is 3.09. Since the calculated F-value is greater than the F-table value  $(155.642 > 3.09)$  and the significance value is  $0.000 < 0.05$ , it means that both independent variables, Online Marketing and Service of Quality, have a significant simultaneous effect on Customer Satisfaction.

**5. DISCUSSION**

1. The Influence of Online Marketing on Customer Satisfaction  
The results of this study show that the Online Marketing variable has a significance level of 0.000 (less than 0.05), indicating that Online Marketing has a proven positive and significant influence on Customer Satisfaction.
2. The Influence of Service Quality on Customer Satisfaction  
The results of this study show that the Service Quality variable has a significance level of 0.000 (less than 0.05), indicating that Service Quality has a proven positive and significant influence on Customer Satisfaction.
3. The Influence of Online Marketing and Service Quality on Customer Satisfaction  
The results of this study show that the Online Marketing variable has a significance level of 0.000 (less than 0.05), which means that, simultaneously, Online Marketing and Service Quality have a positive and significant influence on Customer Satisfaction.

**6. SUGGESTIONS**

**a. Suggestion For Company**

1. The results of the study indicate that there is a simultaneous influence between interactions through social media visits, visitors registering, and user engagement with digital content on customer satisfaction at SMK Pasundan 3 Bandung.
2. The results of the study indicate that there is a simultaneous influence between staff (institution) interaction with customers and the physical environment or service facilities on customer satisfaction at SMK Pasundan 3 Bandung.
3. The results of the study show a positive and significant influence of Online Marketing and Service Quality on Customer Satisfaction. Therefore, it is advisable to always maintain and innovate in marketing strategies, particularly those related to customer satisfaction, to create a competitive advantage.

**b. For Future Research**

Based on the results of the study, the analysis of the coefficient of determination shows a result of 0.873, which means that the variables of Online Marketing and Service Quality contribute 87.3% to Customer Satisfaction, while the remaining 12.7% is influenced by other variables not studied. Therefore, future research should analyze and refine similar studies by including other variables that also influence customer satisfaction.

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