

## Service Quality and Digital Marketing's Effect on Service Use Choices and Their Consequences for PT. Flobamor

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**Abstract:** The purpose of this study is to investigate the influence of digital marketing and service quality on the decision to use services and its implications on the satisfaction of service users of PT. Flobamor. The study used random sampling with a sample of 100 respondents. The research method is quantitative with a survey approach. The data collection techniques used in this study are questionnaires, observations, and documentation. Based on the results of the hypothesis test, it is known that digital marketing and service quality are directly influenced by the decision to use it. Similarly, digital marketing, service quality, and service quality affect satisfaction. The findings also revealed that use decisions, digital marketing, and service quality indirectly affect service quality through use decisions. So it can be concluded that the better these two factors are, the higher the rate of service use.

**Keywords:** Digital Marketing, Service Quality, Service Use Decision, Service User Satisfaction.

### INTRODUCTION

Developments in the current technological era prove that there are many great advances. Many things in life use existence rather than technology. Technological advances are inevitable in today's life, because advances in technology can follow advances in science. In each innovation, it is presented to provide positive benefits, present many conveniences, and as a new way to carry out activities in people's lives. Especially in the field of technology, humans have been able to enjoy the various benefits that are present in various innovations born in this era.

Along with the development of technology and information, the internet has an important role for humans. The internet is a network that connects computers around the world (Chaffey *et al.*, 2022). The internet is able to access all information in all fields such as social, economic, technological and cultural. The internet is also able to turn offline buying and selling activities into an online buying and selling system. Based on the latest reports *We Are Social*, in 2022 it was stated that there were 233.4 million Internet users in Indonesia. Compared to the previous year, there was an increase of 17% or 34 million internet users in this country. Based on total population Indonesia, which has 272.1 million people, means that 72% or more than half of the Indonesian population has felt access to cyberspace. The high number of internet users in Indonesia makes manufacturers interested in marketing their products through the internet. Currently, online buying and selling sites have mushroomed. In addition to increasing a person's income, the internet is able to meet people's desires in doing business practically, namely by shopping *Online* (Darwanti, 2021; Halilintar, 2018; Zulher & Ratnasih, 2021).

The development of digital technology has changed marketing to MSMEs which used to be carried out conventionally and to digital that utilizes the use of social media and the use of websites by marketing their

products. The use of digital media has become the right choice for entrepreneurs in developing their business. Without a technology, a seller can lose an opportunity and even a business. A digital marketing strategy can help a seller analyze customers and make a decision.

The quality of service for companies engaged in the service sector, therefore the quality of service is formed from the consumer's perception of the services provided. As said by Lewis and Booms in Wijaya (2011) regarding service quality, which is a measure of how good the level of service provided is able to meet customer expectations. One of the service businesses that is also widely found. By providing good service to all customers will have a great influence on sales and purchases.

The Decision to Use is a person's awareness of objects, people, problems, or situations that are related to him. This means that interest must be seen as a consciousness. Therefore, interest is a psychological aspect of a person to pay high attention to a particular activity and encourage it to do. Customer satisfaction is a post-purchase evaluation, where the purchased alternative is at least equal to or exceeds customer expectations. Customer satisfaction has a very important goal. In a highly competitive market, customer satisfaction is only a weak prediction of customers who remain persistent (Ratnasih, 2023).

In this case, the author took a case study on PT. Flobamor which is a Regionally Owned Enterprise (BUMD) owned by the East Nusa Tenggara Provincial Government. From the above information, the phenomenon faced by PT. Flobamor is a digital reach spread across the Kupang area which is still not as big as the big cities on the island of Java, which makes the digital reach in Kupang still not so much, both the Kupang community and MSMEs in Kupang. This affects the quality of service which is slightly less than in big cities. Human resources who do not fully understand the digital world make the quality of

services less than in big cities on the island of Java. Of the two problems above, there is a lack of people in

using the services of PT. Flobamor in January – August 2024.

**Table 1.** Data on the use of ferry services of PT. Flobamor in January – August 2024

Month	Type of vessel	Number of Ferry Users	Number of People
January	KMP Sirung and KMP Pulau Sabu	23 Ships	4508
February	KMP Sirung and KMP Pulau Sabu	32 Ships	6272
March	KMP Sirung and KMP Pulau Sabu	34 Ships	6664
April	KMP Sirung and KMP Pulau Sabu	16 ships	3136
May	KMP Sirung and KMP Pulau Sabu	19 Ships	3732
June	KMP Sirung and KMP Pulau Sabu	15 Ships	2940
July	KMP Sirung and KMP Pulau Sabu	13 Ships	2548
August	KMP Sirung and KMP Pulau Sabu	8 Ships	1568
<b>TOTAL</b>		<b>160 ships</b>	<b>31,368 people</b>

Data Source: PT. Flobamor

From the data above, we can see that there is a decrease from March to the month after until August. From the data above, the most ferry service users were in March with a total of 34 ships and a total of 6664 people. While the smallest umlah occurred in August with a total of 8 ships and a total of 1568 people, this is due to the political year and the lack of marketing in the digital section which causes the quality of service to be disrupted. This has a great impact on PT. Where the value of using the services of PT. Flobamor is declining. This has an impact on the value of consumer satisfaction who use the services of PT. Flobamor.

Based on the background of the problem, it is very important to investigate the influence of digital marketing and service quality on the decision to use services and its implications on the satisfaction of PT. Flobamor. This can provide insights, knowledge, references and contributions related to factors that can affect consumer satisfaction. The results of this research are expected to contribute to the development of science and as a reference when further research is held. This research is expected to provide an overview of PT. Flobamor to find out how consumers perceive the existing services. This is expected to provide an overview of the taste of PT. Flobamor.

## LITERATURE REVIEW

### Digital Marketing and Social Media

Digital Marketing is a form of marketing using a digital channel to reach customers with relevant, cross-effective and personal techniques. Marketing activities will be carried out intensively using computer media technology as well as mobile phones and similar electronic goods, as well as through offering products, their delivery and payment (Az-Zahra & Sukmalengkawati, 2022; Suryoprato & Jaelani, 2022). Ardani (2022) E-Marketing or called digital marketing is defined as the use of digital technology in achieving a marketing goal. The opinion put forward by (Apriliani *et al.*, 2023; Hayati *et al.*, 2023) explains that technology in marketing can reduce costs and have such a big impact or the term is low budget, and more effect.

According to Masruroh *et al.* (2023), the role of social media in marketing can provide an identity about the product to be offered in order to build engaged customers or the quality of interaction. There are four Digital Marketing Indicators according to Nasdini (2022), namely interactive, program incentives, site design, and cos. These four indicators are aimed at becoming an advantage that is able to provide positive value that supports progress for the company. The literature found that there is an influence of digital marketing, product quality, and service quality on consumer satisfaction (Apriliani *et al.*, 2023; Masruroh *et al.*, 2023; Metallici *et al.*, 2022)

### Service Quality, Usage Decisions, and Customer Satisfaction

Quality, according to Keller and Kotler (2018), is the overall characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs. Cicih Ratnasih and Randhy Toar Kadang (2019), explained more deeply that good service quality is the result of perception of the results of the comparison between customer expectations and actual service performance. Utami (2015) revealed that the quality of service must be able to meet consumer expectations by providing the best service to consumers. The characteristics of service quality include services that are intangible, inseparable, services can vary, and easily disappear or cannot be stored because the possibility of demand for services can change over time and meet consumer needs. Some of the factors that can improve service quality are identifying the main determinants of service quality, managing customer expectations, managing evidence, developing information systems, and educating consumers about services so that the process can be effective and efficient. More deeply, the influencing indicators include reliability, responsiveness, assurance, empathy, and direct evidence (Tjiptono, 2019). The quality of the service has a direct positive influence on the decision to use the service. These findings have been revealed in several studies conducted by Hutabrat *et al.* 2022; Novitasari and Hari, 2022; Hendrawan and Mas'ud, 2023).

Consumer behavior as actions that are directly involved in the effort to acquire, determine products and services, including the process of making decisions on use (Al-Kharis & Sri, 2014; Astuti, 2020; Fahrudin, 2015; Nugroho & Lubis, 2014). The factors that affect the decision to use services are product, location, motivation, perspective, attitude formation, and integrity (Kotler & Ketler, 2018, Nugroho & Lubis, 2014). While the indicators are problem recognition, information search, alternative evaluation, and decision to save, and behavior after use.

Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product they think of against the expected performance (or results) (Sassongko, 2021; Suhardi *et al.*, 2022; Nanincoya, 2019; Zalelawati *et al.*, 2023). The importance of customer satisfaction according to Angraini (2023) is that it can encourage the creation of customer loyalty and allow the creation of word-of-mouth recommendations that are beneficial for the company so that more and more people will buy and use the company's products. The indicators consist of performance, product characteristics, availability, conformity with certain specifications, and attractiveness. Previous studies have found a direct and significant influence of service quality on satisfaction (Ratnasih, *et al.*, 2022' Yolanda *et al.*, 2019)

## METHOD

The research method is quantitative with a survey approach. In the implementation of research to obtain the required data, research was conducted at PT. Flobamor which is located in Naikolan, Maulafa District, Kupang City, Nusa Tenggara Tim. 85142, East Nusa Tenggara. This research will start from January 2024 to August 2024. The data collection techniques used in this study are questionnaires, observations, and documentation. The population in this study is 31,368 people who use the services of PT. Flobamor. The number of samples used was 100 respondents with random sampling techniques. The likert scale used in this study is a likert scale of 1-5. The data analysis method used in this study is multiple linear regression analysis using the SPSS (*Statistical Package for Social Science*) program. The results of the validity and reliability test can be researched to have met the criteria so that it is considered valid and reliable. Taking validity and reliability tests must meet certain criteria where the calculation  $>_{\text{the table}}$  (Sigiyono, 2012; Ghozali, 2011). Similarly, the classical assumption test has met the requirements to proceed to the hypothesis test based

on the purpose of this study, which is to investigate the influence of digital marketing and service quality on the decision to use services and its implications for the satisfaction of PT. Flobamor.

## RESULT AND DISCUSSION

PT. Flobamor is a Regionally Owned Enterprise (BUMD) owned by the East Nusa Tenggara Provincial Government, which is engaged in the world of crossing business. PT. Flobamor is located on Jl Teratai N0 5 RT 20 RW 08, Naikolan Village, Maulafa District, Kupang City, East Nusa Tenggara.

As a business venture in crossings, PT. Flobamor has 3 (three) units of roro ferries (GT min 750) trying to provide as much service as possible to the community, especially regions or pioneer tracks. As is known, PT. Flobamor has a core business business in the field of crossing motor boats (KMP).

The company's current business is Crossing Services. The determination of this business field is carried out by taking into account the Shareholders' Decision, the Company's Articles of Association and applicable laws. The determination of the Crossing Services business as the company's core business not only meets the legality elements mentioned above but is also in line with the strength of the company's resources, administrative resources, and human resources.

From the results of the sobel carried out, a value of **3.95367369** was obtained because this value is greater than the r value of the table based on the number of samples 100 and the predetermined significance level of 5% 2.10, it can be concluded that the Usage Decision variable can mediate between the Digital Marketing Variable and Satisfaction. Similarly, the value of the X2 sobel test against Z through Y, this value is greater than the r value of the table based on the number of samples 100 and the predetermined significance level of 5% 2.10, it can be concluded that the Usage Decision variable can mediate between the Digital Marketing Variable and Satisfaction. The results of the individual (partial) test or the T test in get a Sig value of 0.000, where the Sig value of 0.000 is less than 0.05 or [0.000 < 0.05], then Ho is rejected Ha is accepted, meaning that the path analysis coefficient is significant. So, all independent variables have a significant effect on the Usage Decision.

The *goodness of fit test* is to test whether the proposed model has a fit with the data or not (Riduwan & Engkos (2012),

**Table 2.** Model Summary Structure 1

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788a	.643	.623	5.43655
a. Predictors: (Constant), Digital Marketing, Service Quality				
b. Dependent Variable: Usage Decision				

Source : Research Results (processed data) 2024

**Table 3.** Model Summary Structure 2

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776a	.677	.617	5.36241
a. Predictors: (Constant), Digital Marketing, Service Quality, Usage Decisions				
b. Dependent Variable: Satisfaction				

Source : Research Results (processed data) 2024

So the total diversity of data that can be explained by the model is measured by:

$$R2m = 1 - (1 - R^2)^1 \cdot (1 - R^2)^2 \cdot \dots \cdot (1 - R^2)^p$$

$$R2m = 1 - (1 - 0.643) \times (1 - 0.677)$$

$$R2m = 1 - (0.357) \times (0.323)$$

$$R2m = 1 - 0.115311$$

$$R2m = 0.8847$$

An R2m value of 0.8847 means that the diversity of data that can be explained by the model is 88.47% or in

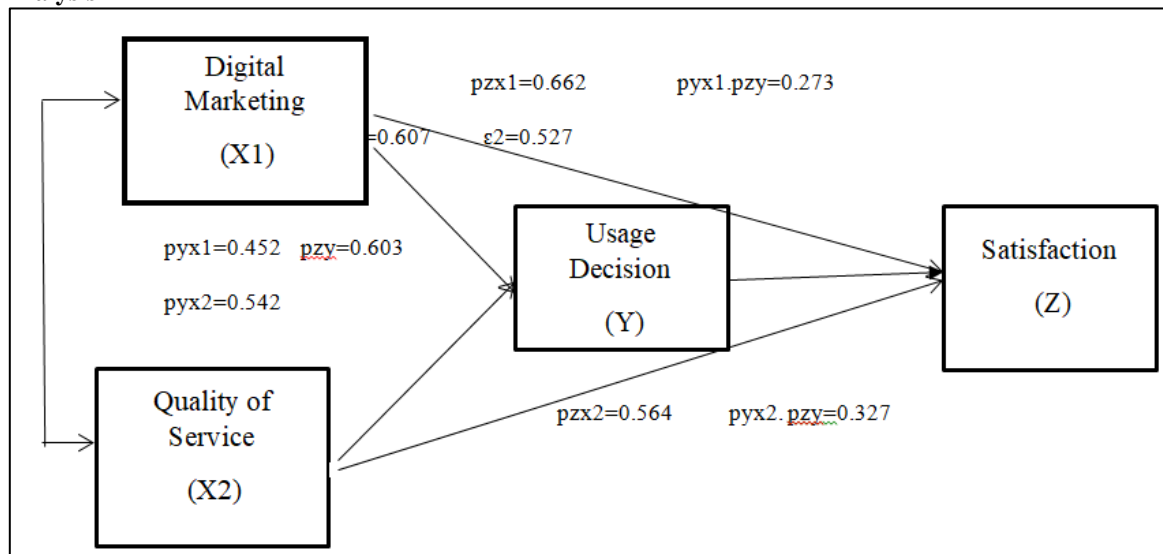
other words, the information contained in the data is 88.47% that can be explained by the model. While the remaining 11.53% is explained by other variables outside the model.

The results of the path analysis can be described as a whole which explains the influence of Digital Marketing and Service Quality on Usage Decisions on Satisfaction, which can be concluded in the figure below:

**Table 4.** Coefficients, Direct and Indirect Influence

Influence Variables	of	Influence of Clause		
		Immediately	Indirect Through Y	Total
X1 to Y		0.452	-	0.452
X2 Against Y		0.542	-	0.542
X1 To Z		0.662	0.452	0.273
X2 Against Z		0.564	0.542	0.327
Y Against Z		0.603	-	-
E1		0.607	-	-
E2		0.527	-	-

**Path Analysis**



**Figure 1.** Results of Path Analysis

Path Analysis Equation for Sub Structure 1 :

$$Y = \rho_{yx1} X_1 + \rho_{yx2} X_2 + \rho_{y\epsilon_1}$$

$$Y = 0.467 X_1 + 0.732 X_2 + 0.612 \epsilon_1$$

Path Analysis Equation for Sub Structure 2 :

$$Z = \rho_{zx1} X_1 + \rho_{zx2} X_2 + \rho_{zy} Y + \rho_{z\epsilon_2}$$

$$Z = 0.567 X_1 + 0.525 X_2 + 0.533 Y + 0.609 \epsilon_2$$

Based on the results of the calculation, it can be explained as follows:

The first hypothesis that Digital Marketing has a direct effect on the Decision to Use is accepted. Based on the results of the analysis, the path coefficient of variable  $X_1$  (Digital Marketing) to variable  $Y$  (Decision to Use) was obtained to be 0.452 or 45.2% with a significance of 0.000. This means that the better the Digital Marketing provided, of course, can increase the use of these services.

The second hypothesis that the Quality of Service has a direct effect on the Decision to Use is accepted. Based on the results of the analysis, the coefficient of variable  $X_2$  (Service Quality) to variable  $Y$  (Decision to Use) was obtained to be 0.542 or 54.2% with a significance of 0.000. This means that the better the level of Service, of course, can improve the Usage Decision.

The third hypothesis that Digital Marketing has a direct effect on satisfaction is accepted. Based on the results of the analysis, the path coefficient of the variable  $X_1$  (Digital Marketing) to the variable  $Z$  (Satisfaction) was 0.662 or 66.2% with a significance of 0.000. This means that the better Digital Marketing that the company provides, of course, it can increase Satisfaction.

The fourth hypothesis that Service Quality has a direct effect on satisfaction is accepted. Based on the results of the analysis, the coefficient of variable  $X_2$  (Service Quality) to the  $Z$  variable (Satisfaction) was 0.564 or 56.4% with a significance of 0.000. This means that the higher the quality of service carried out, of course, can increase satisfaction.

The fifth hypothesis that the Decision to Use has a direct effect on Satisfaction is accepted. Based on the results of the analysis, the coefficient of the  $Y$  variable (Decision to Use) to the  $Z$  variable (Satisfaction) was 0.603 or 60.3% with a significance of 0.000. This means that the better the Usage Decision is given, the higher the Satisfaction.

The sixth hypothesis that the magnitude of the indirect influence of Digital Marketing on Satisfaction through Usage Decisions is accepted. Based on the results of the analysis, the coefficient of the  $X_1$  variable (Digital Marketing) to the  $Z$  variable (Satisfaction) through the Use Decision was 0.273 or 27.3%.

The seventh hypothesis that the magnitude of the indirect influence of Service Quality on Satisfaction through the Decision to Use is accepted. Based on the results of the analysis, the coefficient of the  $X_2$  variable (Service Quality) to the  $Z$  variable (Satisfaction) through the Use Decision was 0.327 or 32.7%.

The previous study was conducted by Apriliani *et al.*, (2023) in their research entitled "The Influence of Digital Marketing, Product Quality and Service on Consumer Satisfaction of Batrisyia Herbal". Stating that there is a direct influence of digital marketing on consumer satisfaction. Hendrawan & Mas'ud (2023) with the title "The Influence of Service Quality and Trust on the Decision to Use Brimo on Bank BRI Tangerang Branch Customers Mediated by Customer Satisfaction". Stating that the decision to use has a positive and significant influence on Satisfaction. Al-Kharis & Sri W (2014), explained that the decision to use is a stage when a person decides to buy a product or use a certain service, this can be influenced by two factors, namely the influence of other people and situational factors. Zalelawati *et al* (2023) stated that consumer satisfaction is the level at which the assumption that product performance will be in accordance with a consumer's expectations. If the performance of the product is much lower than consumer expectations, the buyer is not satisfied. On the other hand, if the performance is in line with expectations or exceeds expectations, the buyer feels satisfied or feels very happy.

Thus, it can be understood that service quality has a direct positive influence on Satisfaction. Similarly to digital marketing, service quality has an indirect positive influence on satisfaction through use decisions.

## CONCLUSION

Based on the results of the Hypothesis Test using Path Analysis for each variable both through Simultaneous Tests and Partial Tests, the following conclusions were obtained as a whole. First, Digital Marketing has a direct effect on the Decision to Use received. Second, Service Quality has a direct effect on the Decision to Use accepted. This means that the better the level of Service, of course, can improve the Usage Decision. Third, Digital Marketing has a direct effect on the satisfaction received. Fourth, Service Quality has a direct effect on the satisfaction received. Fifth, the Decision to Use has a direct effect on the satisfaction received. Thus, if these factors are improved, of course, it can increase customer satisfaction.

The indirect influence of Digital Marketing on Satisfaction through Usage Decisions was accepted. Because the results of the analysis obtained the coefficient of the  $X_1$  variable (Digital Marketing) to the  $Z$  variable (Satisfaction) through the Use Decision is 0.273 or 27.3%. Similarly, the indirect influence of

Service Quality on Satisfaction through the Decision to Use was accepted. Based on the results of the analysis, the coefficient of the  $X_2$  variable (Service Quality) to the Z variable (Satisfaction) through the Use Decision was 0.327 or 32.7%.

This research is expected to help the next author as a learning material and reference material in the future if the author wants to take research in the field of Marketing, so that this research is expected to be a provision for the next researcher to research in the field of Marketing with the variables of Digital Marketing, Service Quality, Usage Decisions and Satisfaction.

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