

SOCIAL MEDIA ANALYSIS AND SERVICE QUALITY ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER LOYALTY AT PT. KATIGA RITEL STRENGINDO (K3 MART) MEDAN

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Abstract

The retail industry in Indonesia has undergone a significant transformation, triggered by the penetration of the internet and social media, which have changed consumer behavior. This study aims to analyze how social media and service quality affect customer satisfaction and loyalty at PT. Katiga Ritel Strengindo (K3 Mart) Medan. This study examines the relationship between social media marketing activities, service quality, customer satisfaction, and loyalty using a quantitative approach with a sample of 83 K3 Mart Medan consumers. Data were obtained through a survey and then analyzed using the Partial Least Squares (PLS) method. The results show that social media has a positive effect on customer satisfaction and loyalty, with satisfaction acting as a mediator that strengthens the relationship between social media and loyalty. In addition, service quality has a significant effect on customer satisfaction and loyalty, with satisfaction also acting as a mediator. This study provides a theoretical contribution to enriching the literature on the relationship between social media, service quality, satisfaction, and customer loyalty in the modern retail sector, particularly in the context of lifestyle marts in Indonesia. Practically, the results of this study provide recommendations for K3 Mart management to increase interaction on social media, improve service quality, and improve the physical aspects of the store in order to continuously increase customer satisfaction and loyalty.

Keywords: *Social Media, Service Quality, Satisfaction, Loyalty*

INTRODUCTION

The retail industry in Indonesia has undergone significant changes in recent years, in line with the increasing penetration of the internet and social media, which have changed consumer behavior. Consumers no longer interact only in physical stores, but also establish relationships with brands through digital channels such as Instagram, TikTok, and Facebook. According to Rahman et al. (2022), an omnichannel retailing strategy that integrates online and offline interactions can increase customer engagement and strengthen loyalty if the experience obtained by consumers is consistent across all service channels.

Social media is currently one of the most effective marketing communication tools for retail companies to establish emotional connections with consumers. Social media marketing activities (SMMA), which include elements of entertainment, interaction, trendiness, customization, and word of mouth, have been proven to increase customer satisfaction and loyalty (Kim & Ko, 2021). Research by Setiawan and Suhendra (2023) shows that social media marketing activities on the Tokopedia platform have a significant effect on customer loyalty, both directly and through the mediation of consumer trust and satisfaction. A similar finding was also expressed by Aji & Hartono (2024), that customer engagement on social media (social media engagement) is the main bridge connecting digital promotional activities with brand loyalty.

In addition to social media, another factor that is equally important in building loyalty is service quality. Parasuraman, Zeithaml, and Berry (in Lupiyoadi, 2021) emphasize that service quality is a company's ability to consistently meet consumer needs and desires. Recent research by Sari and Nugroho (2022) found that dimensions of service quality such as reliability, responsiveness, assurance, empathy, and tangibles have a positive effect on customer satisfaction and an indirect impact on loyalty. This is also reinforced by a meta-analysis conducted by Lestari et al. (2025), which concluded that service quality and perceived value have a significant positive relationship with customer loyalty, with satisfaction as the dominant mediating variable.

Another study by Pratama and Yusuf (2023) on the Shopee Indonesia platform shows that digital service quality (e-service quality), which includes ease of transaction, speed of response, and consumer data security, has a significant influence on satisfaction and repurchase intention. On the other hand, research by Harahap & Simanjuntak (2024) in the context of physical retail found that customer satisfaction plays an important role in strengthening the relationship between service quality and customer loyalty. Thus, both in the online and offline contexts, consumer satisfaction has been proven to be the main mediator between service quality and loyalty.

In the local context, PT Katiga Ritel Strengindo (K3 Mart) is a lifestyle mart chain operating in Medan with a modern retail concept that offers an "overseas-like" shopping experience, complete with a DIY ramen area and on-site dining. This concept makes K3 Mart not just a shopping destination, but also a high-potential lifestyle destination for building customer relationships through social media. However, the challenge lies in ensuring that the positive perception formed from social media activities aligns with the quality of service at the store. If these two aspects are not in harmony, customer satisfaction may decline, which will ultimately affect loyalty.

The research gap arises because most previous studies have focused on the e-commerce, banking, or digital services sectors, while research combining the influence of social media and service quality on satisfaction and loyalty in the context of lifestyle marts in the city of Medan is still very limited. However, based on the results of studies by Rahman et al. (2022) and Lestari et al. (2025), customer satisfaction plays an important role as a mediating variable that bridges the relationship between digital communication strategies and customer loyalty in the retail industry. Therefore, this study is important to comprehensively analyze how social media activities and service quality affect satisfaction and its impact on customer loyalty at K3 Mart Medan.

Theoretically, this study is expected to enrich the literature on the relationship between social media marketing, service quality, customer satisfaction, and customer loyalty in the context of modern retail in Indonesia. Practically, the results of this study can be used as consideration for K3 Mart Medan management in designing digital communication strategies and service improvements to be more effective in building customer satisfaction and loyalty in a sustainable manner.

LITERATURE REVIEW

Loyalty

Definition of Loyalty

Kotler & Keller (2022) define loyalty as a strong commitment to repurchase or subscribe to preferred products/services in the future despite situational influences and competitors' marketing efforts.

Indicators of Loyalty

According to Kotler & Keller (2022), indicators of loyalty consist of:

- 1) Repeat purchases or customer retention.
- 2) Resistance to switching to other brands/providers.
- 3) Recommendations or advocacy from customers.
- 4) Positive attitudes toward the brand reflecting commitment.

Satisfaction

Understanding Satisfaction

Kotler & Keller (2021) define customer satisfaction as a feeling of pleasure or disappointment that arises after comparing perceived performance (results) with expectations.

Satisfaction Indicators

Kotler & Keller (2021) explain that customer satisfaction can be measured through an evaluation of the consumption experience, namely the extent to which the product/service meets customer expectations. The indicators include the following aspects:

- 1) Expectation Matching
Customer satisfaction arises when the performance of a product/service meets or exceeds customer expectations. Expectations are usually formed from previous experiences, promotions, or recommendations from others.
- 2) Product/Service Quality
Quality indicates the ability of a product or service to fulfill customer functions and needs. The higher the perceived quality, the greater the chance of satisfaction.
- 3) Perceived Value
Perceived value is the comparison between the benefits received and the costs or sacrifices made by customers (money, time, energy). The product provides added value compared to competitors.
- 4) Customer Emotions

Satisfaction is also emotional, not just rational. When customers feel happy, comfortable, or proud after a purchase, it means they are experiencing emotional satisfaction.

5) Loyalty or Repurchase Intent

High satisfaction usually results in loyalty, which is the desire of customers to repurchase and recommend products to others.

Service Quality

Tjiptono (2020) defines service quality as "the level of excellence expected and control over that level of excellence in order to meet customer needs/desires." This definition emphasizes the suitability of service to the standards expected by customers.

Service Quality Indicators

According to Tjiptono (2020), there are five indicators of service quality, namely:

- 1) Physical Evidence
Tangible evidence of service, including facilities, equipment, visuals, and staff appearance.
- 2) Reliability
The ability of a company to provide services in a timely, accurate, and consistent manner as promised.
- 3) Responsiveness
The willingness and speed of employees in assisting customers.
- 4) Guarantee
The knowledge, competence, courtesy, and ability of employees to provide customers with a sense of security.
- 5) Empathy
Genuine concern and personalized service for every customer.

Social Media

Understanding Social Media

Social media, according to Kaplan & Haenlein (2020), is a group of internet-based applications built on the ideology and technology of Web 2.0, which enables the creation and exchange of user-generated content (UGC).

Social Media Indicators

- 1) Social networking
Social media is used to build relationships and networks between users.
- 2) Content-sharing communities
Social media is used to upload, share, and discover content such as videos, photos, and music.
- 3) Microblogging
Social media is used to share short messages or status updates quickly.
- 4) Online journals
Social media is used to express ideas or opinions in the form of long writings.

Conceptual Framework

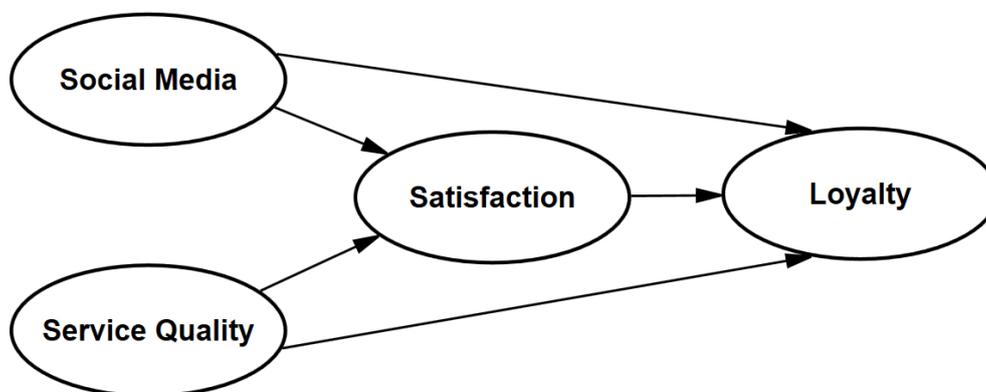


Figure 1. Conceptual Framework

Research Hypothesis

- H₁ : Social media has a positive and significant effect on customer satisfaction at K3 Mart Medan.
H₂: Social media has a positive and significant effect on consumer loyalty at K3 Mart Medan.
H₃: Service quality has a positive and significant effect on customer satisfaction at K3 Mart Medan.
H₄: Service quality has a positive and significant effect on customer loyalty at K3 Mart Medan.

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H₅ : Customer satisfaction has a positive and significant effect on customer loyalty at K3 Mart Medan

H₆: Social media has a positive and significant effect on customer loyalty through customer satisfaction at K3 Mart Medan

H₇ : Service quality has a positive and significant effect on customer loyalty through customer satisfaction at K3 Mart Medan

RESEARCH METHOD

Type of Research

The type of research used by the researcher is quantitative research. According to Sugiyono (2022), quantitative research can be defined as a method based on positivism philosophy, used to study a specific population or sample, with sampling techniques generally conducted randomly, data collection using research instruments, and quantitative/statistical data analysis with the aim of testing predetermined hypotheses. This type of quantitative research was conducted to create a study aimed at adjusting a study and analyzing social media and service quality in relation to satisfaction and its impact on consumer loyalty at K3 Mart Medan.

Research Location and Time

The research location was at K3 Mart Setiabudi, Medan Sunggal sub-district, Medan, with the research subjects being K3 Mart consumers who had made purchases. The research was conducted over a period of 3 months, from October to December 2025.

Population and Sample

According to Sugiyono (2022), the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions are drawn. In this study, the number of consumers was around 500 people per week. The sampling method used in this study was the Slovin formula. Thus, the sample size in this study was 83 customers.

Research Data Sources

The data sources in this study are everything that the researcher refers to in order to obtain the information needed for the study. These data sources can be individuals, groups, documents, or specific phenomena that are the objects of the study. The data sources used in this study are primary data. Primary data are data generated by the researcher himself, either through surveys, interviews, or experiments, which are specifically designed to understand and solve the research problems encountered.

RESULTS AND DISCUSSION

Outer Model Analysis

Outer Model Analysis using the PLS Algorithm produced the following results:

Validity Test

Table 1. Outer Loadings Values

	Loyalty	Satisfaction	Service Quality	Social Media
X1.1				0.901
X1.2				0.910
X1.3				0.904
X1.4				0.899
X2.1			0.883	
X2.2			0.906	
X2.3			0.944	
X2.4			0.966	
Y.1	0.874			
Y.2	0.867			
Y.3	0.857			
Y.4	0.903			

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	Loyalty	Satisfaction	Service Quality	Social Media
Z.1		0.897		
Z.2		0.898		
Z.3		0.887		
Z.4		0.934		

Source: Smart PLS Output, 2025

Based on the values in Table 1 above, which show the results of outer model testing through loading factor/outer loadings values, all indicators in each variable have a loading value ≥ 0.70 . This indicates that each indicator is measured validly and strongly. Therefore, it can be concluded that all items in the questionnaire have met the validity criteria, as shown in the following figure.

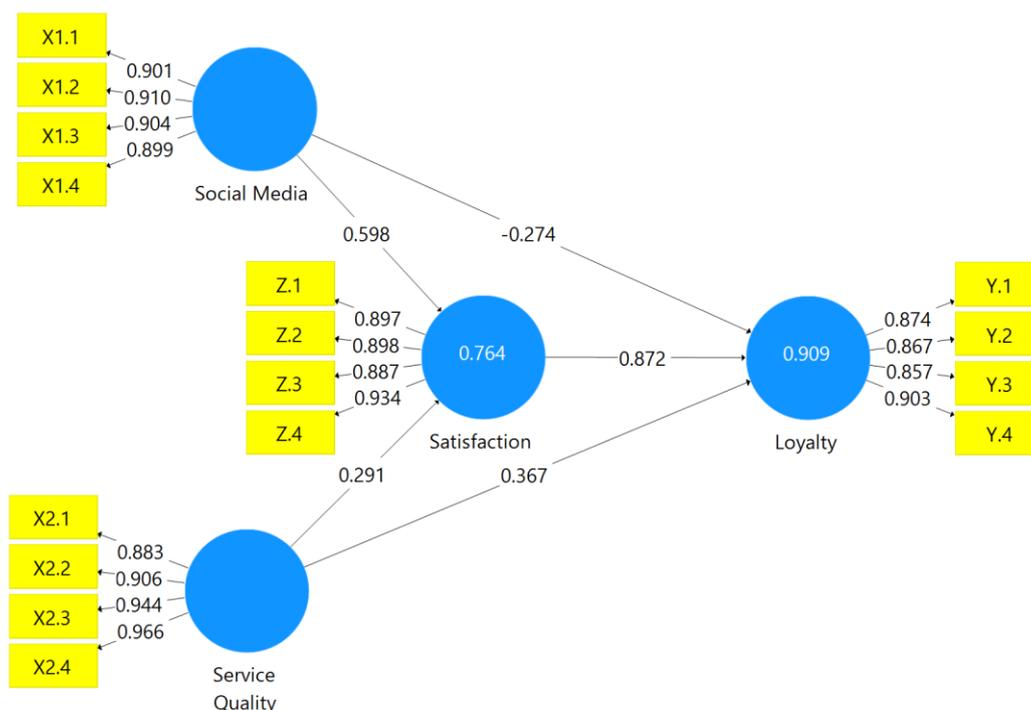


Figure 1. Outer Loading

Reliability Test

Table 2. Construct Reliability and Validity Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Loyalty	0.899	0.900	0.929	0.767
Satisfaction	0.925	0.928	0.947	0.817
Service Quality	0.943	0.946	0.960	0.856
Social Media	0.925	0.927	0.947	0.817

Source: Smart PLS Output, 2025

From Table 2 above, the reliability test results show that the Cronbach's Alpha and Composite Reliability values for all constructs are above 0.70. This indicates that all indicators have high internal consistency and are reliable in measuring their respective constructs. Thus, the research instrument is declared reliable and suitable for use in structural model testing.

Coefficient of Determination (R²)

In assessing the model with PLS, we begin by looking at the R-square for each dependent latent variable. The table below shows the R-square estimation results using SmartPLS.

Table 3. R Square Results

	R Square	Adjusted R Square
Satisfaction	0.764	0.760
Loyalty	0.909	0.907

Source: Smart PLS, 2025

Table 3 shows the R-square values for both dependent variables. For the customer satisfaction variable, the R-square value is 0.764, meaning that social media and service quality have a 76.4% influence, with the remainder attributable to other variables outside the model. For the customer loyalty variable, the R-squared value is 0.909, meaning that social media, service quality, and satisfaction have an influence of 90.9%, with the remainder attributable to other variables outside the model.

Structural Model Testing (Inner Model)

Hypothesis Testing

Direct Influence Between Variables

The direct effect between variables can be seen in the *path coefficients*. The data processing results show the direct effect values in the following table.

Table 4. *Path Coefficients* (Direct Effects)

	Original Sample	T Statistics	P Values	Conclusion
Social Media -> Loyalty	-0.274	3.062	0.002	Accepted
Social Media -> Satisfaction	0.598	4.750	0.000	Accepted
Service Quality -> Loyalty	0.367	3,689	0.00	Accepted
Service Quality → Satisfaction	0.291	2.476	0.014	Accepted
Satisfaction → Loyalty	0.872	15,265	0.000	Accepted

Source: Smart PLS Output, 2025

Table 4 shows the following direct effect values:

1. Social media has a positive and significant effect on customer loyalty with a t-statistic value of 3.062 above 1.96 and a significance of 0.002 below 0.05, meaning that social media has a real effect on customer loyalty because the significance value is below 0.05. The results of this study are in line with previous research findings, namely that social media has a positive and significant effect on loyalty (Surya et al., 2024).
2. Social media has a positive and significant effect on customer satisfaction with a t-statistic value of 4.750 above 1.96 and a significance of 0.000 below 0.05, meaning that social media has a significant effect on customer satisfaction because the significance value is below 0.05. The results of this study are in line with previous studies, namely that social media has a positive and significant effect on satisfaction (Hayati & Mesra, 2024).
3. Service quality has a positive and significant effect on customer loyalty with a t-statistic value of 3.689 above 1.96 and a significance of 0.000 below 0.05, meaning that service quality has a real effect on customer loyalty because the significance value is below 0.05. The results of this study are in line with previous studies, namely that service quality has a positive and significant effect on loyalty (Mesra et al, 2024).
4. Service quality has a positive and significant effect on customer satisfaction with a t-statistic value of 2.476 above 1.96 and a significance of 0.014 below 0.05, meaning that service quality has a real effect on customer satisfaction because the significance value is below 0.05. The results of this study are in line with previous studies, namely that service quality has a positive and significant effect on satisfaction (Topan & Mesra, 2024).
5. Satisfaction has a positive and significant effect on customer loyalty with a t-statistic value of 15.265 above 1.96 and a significance of 0.000 below 0.05, meaning that satisfaction has a real effect on customer loyalty because the significance value is below 0.05. The results of this study are in line with previous studies, namely that satisfaction has a positive and significant effect on loyalty (Sharma et al, 2020).

Indirect Effects Between Variables

The indirect effect between variables can be seen in the *specific indirect effects* value. The data analysis results show the indirect effect value in Table 5 below.

Table 5. *Specific Indirect Effects*

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	Original Sample	T Statistics	P Values	Conclusion
Social Media -> Satisfaction -> Loyalty	0.522	4.310	0.000	Accepted
Service Quality → Satisfaction → Loyalty	0.254	2.481	0.013	Accepted

Source: Smart PLS, 2025

Table 5 shows the indirect effects between variables, which will be explained as follows:

1. Social media has a positive and significant effect on loyalty through satisfaction with a t-statistic value of 4.310 above 1.96 and a significance value of 0.000 below 0.05, meaning that satisfaction acts as a mediating variable between social media and loyalty.
2. Service quality has a positive and significant effect on loyalty through satisfaction, with a t-statistic value of 2.481 above 1.96 and a significance value of 0.013 below 0.05, meaning that satisfaction acts as a mediating variable between service quality and loyalty.

3.

CONCLUSION

1. Social media has a negative and significant effect on customer satisfaction at K3 Mart Medan.
2. Social media has a positive and significant effect on consumer loyalty at K3 Mart Medan.
3. Service quality has a positive and significant effect on customer satisfaction at K3 Mart Medan.
4. Service quality has a positive and significant effect on customer loyalty at K3 Mart Medan.
5. Customer satisfaction has a positive and significant effect on customer loyalty at K3 Mart Medan.
6. Social media has a positive and significant effect on customer loyalty through customer satisfaction at K3 Mart Medan.
7. Service quality has a positive and significant effect on customer loyalty through customer satisfaction at K3 Mart Medan

RECOMMENDATIONS

1. Loyalty with the lowest statement being "I am satisfied with the service provided and would recommend it to others." Therefore, the recommendation for K3 Mart Medan is to implement a loyalty program that rewards loyal customers, such as exclusive discounts, reward points for each purchase, or access to special promotions, to encourage customers to feel valued and more likely to return for future purchases.
2. The lowest satisfaction rating was: "The products offered by K3 Mart provide better added value than competitors, both in terms of benefits received compared to costs (money, time, and energy) incurred." Therefore, the recommendation for K3 Mart is to increase product value by ensuring that the prices offered are commensurate with the quality of products and services received by customers. Additionally, introducing attractive promotions or discounts to add economic value for customers and provide a more profitable shopping experience, in terms of time, money, and effort spent.
3. The lowest statement regarding service quality is "The appearance and physical condition of the store (such as cleanliness, interior design, product neatness, and environmental comfort) at K3 Mart are in line with my expectations and create a pleasant shopping experience." The suggestion for K3 Mart is to improve the cleanliness and tidiness of the store on a regular basis, improve the interior design to make it more attractive and comfortable for customers, and ensure that products are well-organized and easily accessible. A neat store layout and clean environment will create a more enjoyable shopping atmosphere and increase customer satisfaction.
4. Social media with the lowest statement: "I feel that the social media used by K3 Mart provides a space for me to express my ideas or opinions in depth and in the form of long posts." The suggestion to K3 Mart is to increase interaction with customers on social media by providing a platform that allows customers to express their opinions more freely, for example through articles, blogs, or question and answer sessions. Providing space for longer and more constructive feedback will increase engagement and show that K3 Mart listens to customer input.

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