



Contents lists available at [Journal IICET](#)
JPPi (Jurnal Penelitian Pendidikan Indonesia)
ISSN: 2502-8103 (Print) ISSN: 2477-8524 (Electronic)
Journal homepage: <https://jurnal.iicet.org/index.php/jppi>



Analysis of consumer satisfaction with digital marketing and service quality

Dede Jajang Suyaman^{*)}, Cucun Cunayah, Widiarti Widiarti, Moch Fachrizal Nurhanansyah
Universitas Singaperbangsa Karawang, Indonesia

Article Info

Article history:

Received Nov 15th, 2023
Revised Des 21st, 2023
Accepted Jan 29th, 2024

Keywords:

Skills,
Profession,
Accounting,
Post crisis

ABSTRACT

The phenomenon of technological development is growing rapidly based on digital information system technology in Indonesia today. Some financial products and exchange rates commonly used in electronic payments have now become an unavoidable paradigm in trade or services. Objective This research aims to determine the condition of digital marketing variables, service quality and customer satisfaction at Brits Hotel Karawang. This research is a sample study conducted by consumers as respondents in the research, data collection using a questionnaire with a total of 100 respondents consisting of consumers and visitors to Café and Resto Karawang. The analytical method used is a quantitative method with descriptive analysis and verification analysis. To process the data the author used the help of Microsoft Excel 2016 and SPSS 22 For Windows programs. The results of the research that has been carried out state that digital marketing is at quite good criteria, service quality is at quite good criteria and customer satisfaction is also at quite good criteria. The T test results show that digital marketing partially influences customer satisfaction, service quality partially influences customer satisfaction. The F test results show that digital marketing and service quality simultaneously influence customer satisfaction. To get better customer satisfaction, Brits Hotel Karawang must pay more attention to digital marketing and service quality simultaneously. Because these two variables play an important role in customer satisfaction. This implication reflects the need for organizations to continue to adapt to technological trends and focus on developing these aspects to win competition in an increasingly digital market. Additionally, the findings of this research also underscore the importance of understanding customer perceptions and preferences in the context of digital marketing to improve their impact on overall customer satisfaction.



© 2024 Author. Published by IICET.
This is an open access article under the CC BY-NC-SA license
(<https://creativecommons.org/licenses/by-nc-sa/4.0>)

Corresponding author:

Dede Jajang Suyaman,
Universitas Singaperbangsa Karawang
Email: jajang@fe.unsika.ac.id

Introduction

The use of digital marketing and improving service quality is the main focus for various organizations in facing business dynamics in the current digital era (Wu et al., 2024). The phenomenon of digital information system technology development in Indonesia creates a new paradigm in consumer business relationships (Vakulenko et al., 2022). Consumer satisfaction is a key element that determines the success of a company (Sinaga et al., 2020). Therefore, this research aims to conduct an in-depth analysis of consumer satisfaction with digital marketing and service quality, focusing on Brits Hotel Karawang as a case study.

The rapid development of digital marketing has changed the way companies interact with their consumers, allowing them to reach a wider audience with more effective strategies. Along with that, service quality is also an important factor in building a positive image and retaining customers. In the context of Brits Hotel Karawang, this research will identify the conditions of digital marketing variables and service quality to understand the extent of their influence on consumer satisfaction. By taking a quantitative approach and involving 100 respondents consisting of consumers and visitors to Café and Resto Karawang, this research will provide a comprehensive understanding of consumer evaluations of digital marketing and service quality in the Brits Hotel Karawang business environment. It is hoped that the results of this analysis can contribute to formulating more effective marketing strategies and improving service quality in order to increase overall consumer satisfaction. Thus, this research has significant relevance in the context of modern business which is increasingly dependent on advances in digital technology.

Indonesia, with its large tourism potential, has made tourism a reliable development engine. Tourism economic theory (Sharma et al., 2023) emphasized that the tourism industry is not only a source of domestic income, but also a major contributor in generating foreign exchange for the country. According to the Economic Impact Theory of Tourism (Sari et al., 2020), tourist spending, both foreign and domestic, has a significant multiplicative effect on the economic growth of a destination. Statistics on foreign tourist arrivals show a positive trend until before the COVID-19 pandemic (Santi & Novitaningtyas, 2022). Study Santi & Novitaningtyas, (2022) Rosário & Dias (2023), Regatta & Kusumadewi (2019) shows that Indonesia continues to experience an increase in foreign tourist visits every year, supporting the statement of the economic impact theory of tourism. However, Rainatto et al. (2024) The impact of the pandemic has drastically changed this landscape, with a decline in tourist visits from 2020 to early 2022. This data (Punkyanti & Seminary, 2020) indicates the need to adjust strategies to face unexpected global challenges. Moreover, not only foreign tourists contribute to tourism income, but also domestic tourists.

National Income Concept Theory (Nathadewi & Sukawati, 2019) stated that domestic tourist spending also has a positive impact on the economy of a region. Research data Pang & Zhang (2024) shows that domestic tourist spending in Karawang City remains an important source of income in the tourism sector, even in a pandemic situation. Understanding the consumption patterns of domestic tourists is the key to planning more appropriate policies and marketing strategies. During visits by domestic tourists to Karawang City from 2020 to early 2022, the Central Statistics Agency (BPS) is still continuing to carry out calculations. This shows the importance of accurate data in responding to changing tourism dynamics. Geographic Information Systems (GIS) Theory (Maulido et al., 2019) can be applied to understand the movement patterns of domestic tourists, assist in planning destination development, and measure the economic impact resulting from tourist visits to a city or region. By summarizing theory and data from previous research, we can understand the complexity of the Indonesian tourism industry, especially in facing significant changes such as the COVID-19 pandemic. A holistic approach and smart adaptation strategies are needed to ensure the sustainability of the tourism industry as a driving force for economic growth and a foreign exchange earner for the country.

Karawang itself is a city that is developing and is being promoted as one of the cities that foreign tourists must visit, not only because of its tourist attractions, but also because of the surrounding businesses that support tourism. With things like this, one of the businesses that plays an important role in advancing tourism is the hotel industry. The increase in tourist visits must be balanced with an increase in the provision of accommodation. Tourists who visit tourist attractions definitely need a place to stay. Accommodation is a very important factor for tourists who expect comfort, good service, cleanliness and so on. In this way, hotels become a benchmark for knowing how many tourists visit an area. Based on the Karawang City Central Statistics Agency, hotel classifications based on the number of stars are arranged from zero star hotels to the highest five star hotels. Star quality level storage includes several elements such as: number of rooms, room size, facilities and services that focus on meeting the needs and desires of guests provided by hotel staff such as: receptionist, service staff, room service, security guard, housekeeper and others . other.

Industrial development in the city of Karawang is increasingly showing very rapid development so that the development of the hotel industry in the city of Karawang is influenced by foreign tourists who travel. In terms of domestic and foreign tourism, Karawang City is a city that has the potential for diversity thanks to culture and diversity. However, when the Covid-19 hit Indonesia, the number of tourists visiting Indonesia, especially Karawang, decreased. From the data that the author obtained, the following is data on the number of foreign and domestic tourists collected in Karawang: Based on data from the Karawang City Central Statistics Agency, the level of tourist visitors has increased and decreased every year. In 2020 there were 1,633, in 2021 there were 2,068, and in 2022 there were 2,829. Tourism needs to pay more attention or remind the quality of service as best as possible, so that tourists continue to make Indonesia their tourist destination,

because this is a very important factor in increasing state income. Previously it was explained that the presence of tourists visiting Indonesia, especially Karawang, proves that the hotel business really supports tourists.

With the rise of the hotel business in Karawang, the problem behind this research is the phenomenon of competition in the hotel world which shows that to provide the best service, companies do many things. Customers continue to maintain their loyalty to the company. Hotel companies that win the competition are those that can provide satisfaction to their customers and those that can provide customer satisfaction from all aspects, namely 5 star hotels because they comply with standards to satisfy and complement consumers from all aspects, but are not even much less than 3 star hotels. which is maximum for customers if there is comfort obtained by customers staying at the hotel. Hotel marketing with digital marketing is very necessary in developing marketing developments. Digital internet media brands provide promotions and marketing in the form of several programs originating from the digital marketing process. Social media is a promising marketing process because technological developments have an impact on providing very effective and efficient marketing, thereby providing marketing productivity which is currently popular among marketing managers. Optimization in reviewing unreachable consumers is this digital marketing solution.

The phenomenon that initiated the rapid development of technology based on digital information system technology in Indonesia today. Some financial products and exchange rates commonly used in electronic payments have now become an unavoidable paradigm in trade or services. Even though Indonesia is one of the countries with the fastest growing digital economy in Southeast Asia, action is needed to ensure that all Indonesian people, especially the most vulnerable groups, can access various digital technologies and services and realize their benefits. Considering the low level of internet penetration, the huge potential of the digital era also has an impact on hotel bookings. In the past, the most common hotel reservation process before the Internet became the medium of choice was direct booking, where consumers went directly to the destination hotel and negotiated the price in advance. Often customers have to drive around town to see if hotel rooms are available to get the right price. Apart from direct bookings, consumers can also book hotel rooms by telephone. Usually this is done by consumers who already know the location of the hotel or have stayed at the hotel at least once.

Apart from the two methods above, consumers in groups also often contact the marketing department directly or visit the marketing office if consumers come from big cities such as Karawang. Often customers have to drive around town to see if hotel rooms are available to get the right price. Apart from direct bookings, consumers can also book hotel rooms by telephone. Usually this is done by consumers who already know the location of the hotel or have stayed at the hotel at least once. Apart from the two methods above, consumers in groups also often contact the marketing department directly or visit the marketing office if consumers come from big cities such as Karawang. Often customers have to drive around town to see if hotel rooms are available to get the right price. Apart from direct bookings, consumers can also book hotel rooms by telephone. Usually this is done by consumers who already know the location of the hotel or have stayed at the hotel at least once. Apart from the two methods above, consumers in groups also often contact the marketing department directly or visit the marketing office if consumers come from big cities such as Karawang.

The concept of the evolution of hotel bookings via websites has become a major concern in the digital marketing and information technology literature. Study by Li et al. (2024) on digital transformation in the hotel industry highlights the important role of internet technology in changing the way consumers book accommodation. Then research Lyana (2016) emphasizes the importance of ease of access and comprehensive user experience in increasing consumer satisfaction in the context of online ordering. In terms of the issues raised, previous research by (Li et al. (2023) discusses the obstacles in online booking systems, including access difficulties, impracticality, and limited information. Research result Li et al. (2023) shows that to increase efficiency and consumer satisfaction, innovation is needed in the design of online ordering platforms, as well as strategies to increase accessibility and practicality for various user segments. In online hotel benchmarking, a study by Korbaffo & Opat (2019) discusses aspects that influence consumer decisions in comparing accommodation options. They highlight the importance of providing complete and easily comparable information to help consumers make informed decisions. In situations where consumers have to perform comparisons manually, these aspects become key in improving the user experience. By referring to this literature, the concept of the evolution of hotel booking via websites can be enriched by integrating more user-friendly technology, providing more complete information, and strategies to increase accessibility for various consumer groups. Understanding the challenges and solutions that have been proposed in previous research can be the basis for developing online ordering systems that are more efficient and satisfying for consumers.

In the new normal era, business actors have started to implement CHSE as directed by the government, including the hotel industry. Hotel management is committed to this program because they want to ensure hotel guests feel safe and comfortable from the services provided. Service quality is an important factor and

contributor in the business world, especially service businesses (Almira, 2016). Academically, providing the best service to consumers is known as service quality (SERVQUAL), namely the comparison between the service received and consumers' expectations of that service. If the service received by consumers is higher than consumer expectations, then it can be said that the service quality of the service provider is good, and vice versa if the service received by consumers is lower than what consumers expected. the quality provided by the service provider is good. poor. Many companies including the service sector have shifted from traditional ways of creating awareness about their brand to the digital world to digitize the market and communicate their company goals and values to customers. This is because the use of traditional means of promoting a brand such as (radio advertising, newspapers, television, magazines, etc.) is not enough to carry out these operations due to rapid changes in the technological environment.

Several previous studies have shown that one of the important roles of service quality is to shape customer satisfaction. As research conducted specifically in the hotel industry by Minh, Ha, Anh and Matsui (2015) shows that empathy is the most dominant aspect in shaping customer satisfaction, but real things have no influence in shaping customer satisfaction. The quality of service provided by the hotel can influence guest satisfaction, especially in a pandemic situation like this the hotel must make extra efforts by implementing a wellness process through this program. The CHSE program has been issued by the government through the Ministry of Tourism and Innovation. Economy. so that consumers feel safe and comfortable when staying at the hotel. When consumers who stay at a hotel feel comfortable with the service provided, a feeling of satisfaction arises because they feel comfortable, meaning that the service provided by the hotel staff has exceeded the hotel staff's expectations. consumers before arriving at the hotel (Kotler, 2016).

A number of previous studies, such as those conducted by Kim & Park (2024), has highlighted the influence of digital marketing variables, service quality, and other factors on customer satisfaction. However, there are research gaps that need to be filled, especially in the application of digital marketing, service quality and customer satisfaction in the hotel sector, especially at Brits Hotel Karawang. This research aims to fill this knowledge gap by exploring and analyzing the application of digital marketing, service quality and customer satisfaction at Brits Hotel Karawang Karawang. Apart from that, this research also enriches the contribution of knowledge by measuring the extent of the influence of digital marketing and service quality on customer satisfaction at Fave Hotel Hyper Square. By focusing on the hotel sector in Karawang City, this research is expected to provide new insights and relevant solutions to improve service quality and customer satisfaction in the ever-growing digital marketing era. The novelty of this research lies in its specific approach to the hotel sector in Karawang City, where the influence of digital marketing and service quality on customer satisfaction has not been fully explained. Thus, this research not only complements existing literature, but also makes a significant contribution in understanding the dynamics and challenges faced by hotels in Karawang City in optimizing the application of digital marketing and improving service quality to achieve optimal customer satisfaction. The aim of this research is to find out how digital marketing is implemented, service quality and customer satisfaction at Brits Hotel Karawang Karawang. And how big is the influence of digital marketing and service quality on customer satisfaction at Fave Hotel Hyper Square.

Method

The research methods used in this research include descriptive and verification methods with a qualitative approach (Sutopo & Sugiyono, 2021). A qualitative approach was used to gain an in-depth understanding of the implementation of digital marketing, service quality and customer satisfaction at Brits Hotel Karawang Karawang. Meanwhile, descriptive methods are used to provide a detailed and systematic description of the variables studied. The research procedure begins by detailing the problem formulation as the main guide in identifying research objectives. Then, a literature study was carried out to detail the theoretical framework and evaluate previous findings relevant to the research topic (Sugiyono, 2018). After that, data collection was carried out using a questionnaire which was distributed to 100 respondents consisting of consumers and visitors to the Karawang Café and Resto at the Brits Hotel.

Data analysis was carried out using descriptive methods to present results systematically and verifiably to test research hypotheses. Data processing was carried out with the help of Microsoft Excel 2016 and SPSS 22 For Windows programs. The results of the data analysis are then interpreted to conclude the influence of digital marketing and service quality on customer satisfaction at Brits Hotel Karawang Karawang. By combining descriptive and verification methods, this research can provide a comprehensive picture of the application of digital marketing, service quality and customer satisfaction in the hotel sector. A qualitative approach allows for in-depth exploration, while verification analysis helps test relationships between variables

scientifically. Thus, this research procedure is designed to provide valid and relevant results to support understanding of the dynamics at Brits Hotel Karawang (Hair, 2016).

In this research, data collection was carried out using descriptive quantitative methods, which is in accordance with the approach used. A survey using a questionnaire as the main instrument was used to collect data from 100 respondents consisting of consumers and visitors to the Karawang Café and Resto at the Brits Hotel. The questionnaire was designed with structured questions to explore respondents' perceptions and assessments of the implementation of digital marketing, service quality and customer satisfaction at the hotel. The data obtained through the questionnaire was then analyzed statistically using descriptive analysis techniques. The use of this technique allows researchers to provide a detailed description of the value of each variable studied, in line with the descriptive quantitative research approach. Therefore, descriptive analysis was carried out to assess the extent of digital marketing implementation, service quality and customer satisfaction at Brits Hotel Karawang. Furthermore, this research also uses a verification approach in testing hypotheses related to the influence of digital marketing and service quality on customer satisfaction. Data collected from the field is used as a basis for testing the truth of the hypothesis through further statistical analysis. Therefore, this research summarizes these two approaches, namely descriptive quantitative to get a general picture and verification to test the truth of the proposed hypothesis.

This research uses descriptive quantitative research methods with a verification approach. This type of research is used to describe in detail the value of each variable studied, namely the application of digital marketing, service quality and customer satisfaction at Brits Hotel Karawang. A verification approach was adopted to test the validity of the hypothesis through analysis of data collected from the field. This research sample consisted of 100 respondents who came from consumers and visitors to the Karawang Café and Resto at the Brits Hotel. Sampling was carried out using a purposive sampling method, where respondents were selected based on certain characteristics that were in accordance with the research objectives. The characteristics used as a reference are experience using hotel services and activeness in interacting with digital marketing. The sampling process begins with identifying target groups who have relevant experiences and interactions with the variables studied. After that, respondents who meet these criteria are selected to produce a sample that represents the wider population.

At the data collection stage, apart from using a questionnaire, this research also involved an interview guide. Interviews were used to gain a deeper understanding of respondents' perceptions and experiences regarding the implementation of digital marketing, service quality and customer satisfaction. In the interview, some of the questions asked may include 1) What was your experience in using the online booking service at Brits Hotel? 2) What factors do you think influence your satisfaction when staying at this hotel? 3) How do you respond to hotels' efforts to implement digital marketing?.

Results and Discussion

Respondent Characteristics

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage %
Woman	43	43
Man	57	57
Total	100	100

Source: 2022 research questionnaire results

Table 2. Characteristics of Respondents Based on Age

Age	Frequency	Percentage %
< 17 years old	3	3
17 – 25 Years	12	12
26 – 35 Years	39	39
36 – 45 Years	28	28
> 45 years	18	18
Total	100	100

Source: 2022 research questionnaire results

Based on table 1, it shows respondent data based on gender categories. It can be seen that the number of consumers who are female is 43 people or 43% and respondents who are male are 57 people or 57%. So it can

be concluded that the majority of Brits Hotel Karawang customers who were respondents in this study were 57 men or 57%, why men are more dominant because coincidentally most men often work out of town so they often stay overnight at the hotel.

Based on table 2, it shows respondent data based on age categories. It can be seen that respondents aged <17 years were 3 people or 3%, respondents aged 17-25 years were 12 people or 12%, respondents aged 26-35 years were 39 people or 39%, respondents aged 36 -45 years were 28 people or 28%, and respondents aged >45 years were 18 people or 18%. So it can be concluded that the majority of respondents in this study were aged 26-35 years, namely 39 people or 39%. The age of 26-35 years is more dominant because some people often stay overnight with the aim of having more work and around the age of 26-35 years.

Table 3. Characteristics of Respondents Based on Occupation

Age	Frequency	Percentage %
Student	8	8
Employee	21	21
Work alone	44	44
government employees	20	20
Etc	7	7
Total	100	100

Source: 2022 research questionnaire results

Based on table 4.3 showing respondent data based on job categories, it can be seen that 8 people or 8% of respondents work as students, 21 people or 21% work as employees. Respondents who worked as entrepreneurs were 44 people or 44%, respondents who worked as civil servants were 20 people or 20% and respondents who worked as others were 7 people or 7%. So it can be concluded that the percentage of visitors to Brits Hotel Karawang is more among entrepreneurs.

Table 4. Recapitulation of Respondents' Responses to Digital Marketing

Statement	Alternative Answer					Σ	Actual Score	Category
	SS 1	S 2	K.S 3	T.S 4	STS 5			
P1	22	20	33	15	10	100	329	Quite good
p2	18	21	43	16	2	100	337	Quite good
p3	21	17	40	17	5	100	332	Quite good
p4	14	27	34	21	4	100	326	Quite good
p5	10	39	31	17	3	100	336	Quite good
Total						100	1660	Quite good

Source: 2022 research questionnaire results

Based on table 4, it depicts respondents' responses to 5 statements regarding the digital marketing variable (X1), digital marketing to consumers at Brits Hotel Karawang KARAWANG, for the overall variable an actual score of 1660 was obtained from 5 statements from 100 respondents. This value refers to the assessment criteria in the quite good category.

Table 5. Classification of Respondent Response Score Categories for Digital Marketing Variables

Score Range	Category
500 – 900	Not so good
900 – 1300	Not good
1300 – 1700	Quite good
1700 – 2100	Good
2100 - 2500	Very good

Source: Data processed by research in 2022

Table 6. Summary of Respondents' Responses to Service Quality

Statement	Alternative Answer					Σ	Actual Score	Category
	SS	S	K.S	T.S	STS			
	1	2	3	4	5			
P1	11	17	50	17	5	100	312	Quite good
p2	22	13	56	7	2	100	346	Good
p3	19	20	41	17	3	100	335	Quite good
p4	13	25	46	11	5	100	330	Quite good
p5	21	21	40	15	3	100	342	Good
Total						100	1665	Quite good

Source: 2022 research questionnaire results

Based on table 4.16 depicting respondents' responses to 5 statements regarding the service quality variable (X2), service quality to consumers at Brits Hotel Karawang KARAWANG, for the overall variable an actual score of 1665 was obtained from 5 statements from 100 respondents.

Table 7. Classification of Respondent Response Score Categories for Service Quality Variables

Score Range	Category
500 – 900	Not so good
900 – 1300	Not good
1300 – 1700	Quite good
1700 – 2100	Good
2100 - 2500	Very good

Source: Data processed by research in 2022

Table 8. Recapitulation of Respondents' Responses to Consumer Satisfaction

Statement	Alternative Answer					Σ	Actual Score	Category
	SS	S	K.S	T.S	STS			
	1	2	3	4	5			
P1	12	19	50	14	5	100	319	Quite good
p2	20	21	40	12	7	100	335	Quite good
p3	12	29	42	14	3	100	333	Quite good
p4	21	26	24	23	6	100	333	Quite good
p5	12	32	36	18	2	100	334	Quite good
p6	14	19	45	16	6	100	319	Quite good
Total						100	1973	Quite good

Source: 2022 research questionnaire results

Based on table 4.24, it depicts respondents' responses to 6 statements regarding the consumer satisfaction variable (Y), customer satisfaction at Brits Hotel Karawang KARAWANG, for the overall variable an actual score of 1973 was obtained from 6 statements from 100 respondents. This value refers to the assessment criteria in the quite good category.

Table 9. Classification of Respondent Response Score Categories for Consumer Satisfaction Variables

Score Range	Category
600 – 1080	Not so good
1080 – 1560	Not good
1560 – 2040	Quite good
2040 – 2520	Good
2520 - 3000	Very good

Source: 2022 research questionnaire results

Correlation Coefficient Analysis

Table 10. Correlations

		Digital Marketing	Service quality	Consumer Satisfaction
Digital Marketing	Pearson Correlation	1	.509 ^{**}	.819 ^{**}
	Sig. (2-tailed)		,000	
	N	100	100	
Service quality	Pearson Correlation	.509 ^{**}	1	.607 ^{**}
	Sig. (2-tailed)	,000		,000
	N	100	100	,100
Consumer Satisfaction	Pearson Correlation	.819 ^{**}	.607 ^{**}	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

**Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 22 research results

Based on table 4.27, it can be explained regarding the correlation which can be concluded that the correlation value obtained between digital marketing (X1) and service quality (X2) is 0.509. Thus, if interpreted in the guidelines for interpreting correlation coefficient values, then this value is included in the category of medium relationship level.

Path Coefficient Analysis

Table 11. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	-1,615	2,845		-.568	,562
Digital Marketing	,656	,059	,633	11,152	,000
Service quality	,393	,061	,364	6,415	,000

a. Dependent Variable: Consumer Satisfaction

Source: SPSS data processing results

This figure shows the close relationship between variables. Based on the interpretation table, the PYX1 correlation value between digital marketing (X1) and consumer satisfaction (Y) is 0.633. Thus, if interpreted in the guidelines for interpreting correlation coefficient values, the value is in the strong relationship level category. The PYX2 correlation value obtained between service quality (X2) and customer satisfaction (Y) is 0.364. Thus, if interpreted in the guidelines for interpreting correlation coefficient values, then this value is included in the category of low level of relationship.

Table 12. Values of the Influence of Digital Marketing Variables and Service Quality on Consumer Satisfaction

Model	Path Coefficient	Direct influence	Indirect Influence		Live Totals
			X1	X2	
X1 against Y	0.633	40.10%		11.70%	51.80%
X2 Against Y	0.364	13.30%	11.70%		25.00%
Total Influence					76.80%

Source: Data processed by researchers in 2022

Based on table 4.29, it can be seen that the digital marketing variable has an influence on customer satisfaction of 51.80%, with details of 40.10% being a direct influence and 11.70% being an indirect influence through service quality, while service quality has an influence on customers. satisfaction was 25.00% with details of 13.30% being direct influence and 11.70% being indirect influence through digital marketing. Thus, the total influence of these two variables is 76.80% and the remaining 23.20% is the influence of other factors not examined in this research.

T Test (Partial)

Table 13. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	-1,615	2,845		-.568	,562
Digital Marketing	,656	,059	,633	11,152	,000
Service quality	,393	,061	,364	6,415	,000

a. Dependent Variable: Consumer Satisfaction

Based on the results of the data processing above, it can be seen that the thug value obtained by digital marketing (X1) is 11.152. This value is then compared with the t table value contained in the t distribution table. With $\alpha = 0.05$, $df = nk-1=100-2-1=97$, for the two-sided test the ttable value is 1.984. From these values, it can be seen that the tcount value obtained is 11.152 which is greater than the ttable value of 1.984. So according to the hypothesis testing criteria, namely H_0 is rejected and H_1 is accepted, this means that digital marketing partially influences consumer satisfaction.

F Test (Concurrent)

Table 14. ANOVAb

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5349.631	2	2674.816	-.568	,562
Residual	1612,879	97	16,628	11,152	,000
Total	6962.510	99		6,415	,000

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

b. Dependent Variable: Consumer Satisfaction

Source: SPSS data processing results

Based on the calculation results above, it is known that the Fcount value obtained is 160.866. This value is then compared with the Ftable value in the F distribution table. With $\alpha = 0.05$, $db1=2$ and $db2=97$, obtained Ftable 3.09. From these values, it can be seen that the Fcount value obtained is 160.866 which is greater than the Ftable value of 3.09. In accordance with the hypothesis testing criteria, namely H_0 is rejected and H_1 is accepted, meaning that digital marketing and service quality simultaneously influence consumer satisfaction.

Condition of digital marketing products at Brits Hotel Karawang

Based on the findings of descriptive research regarding digital marketing at Brits Hotel Karawang, it can be concluded that the digital marketing variable is at a fairly good criteria level. This assessment fulfills research elements that involve dimensions such as processes, building and maintaining relationships with customers, as well as the use of online media and information exchange to meet the satisfaction of the needs of both parties. From the research results, it can be illustrated that of the five digital marketing dimensions analyzed, their contribution is to help consumers effectively obtain information or make hotel reservations online. Even though it is still rated as quite good, the significance of digital marketing can be seen from the experiences of several consumers who feel helped and facilitated by the digital marketing strategy at Brits Hotel Karawang.

These results (Sartika, 2019) provides an indication that the application of digital marketing can be a positive force in achieving good acceptance from consumers, creating a high level of satisfaction. The most dominant dimension chosen by respondents focused on fulfilling the needs of both parties. This shows that the digital marketing strategy implemented by Brits Hotel Karawang is effective in providing consumer satisfaction (Huang, 2023). Choices that tend to be in this dimension illustrate that digital marketing at Brits Hotel Karawang has the capability to provide satisfying service to consumers, in line with meeting their needs. Thus, digital marketing at Brits Hotel Karawang can be considered as an important factor in providing high satisfaction to consumers.

Service Quality Conditions at Brits Hotel Karawang

Service quality is a crucial aspect that can significantly influence the level of customer satisfaction. Therefore, companies like Brits Hotel Karawang must pay serious attention to developing their services in order to increase the level of customer satisfaction, even to the point of making them become loyal customers. The company's efforts to attract customer interest are not only focused on marketing, but also on providing quality service. Brits Hotel Karawang views that service quality can be improved in several ways, including involving key dimensions such as reliability, responsiveness, assurance, empathy and physical evidence. Descriptive analysis of the quality of service implemented by this hotel resulted in the finding that overall, this variable was rated in the quite good category. The dimension that stands out with the highest value is employee responsiveness.

This shows that the high level of responsiveness of hotel employees in responding to every need of consumers or staying guests has a positive impact on the customer experience (Hariyanti et al., 2020). However, it was also found that the dimension with the lowest score was reliability, where some employees tend to ignore consumer requests and provide services that are slow in meeting their needs. (Ghali et al., 2024). Although variability is seen in the reliability dimension, in general the quality of service at Brits Hotel Karawang is considered quite good. Maximum efforts have been made by the parties involved in providing quality services, which is a necessity. However, it should be noted that there are certain aspects that need to be

improved, especially in the reliability dimension, in order to make service quality variables more attractive and effective in providing consumer satisfaction.

Condition of Customer Satisfaction at Brits Hotel Karawang

In the tourism industry, especially in the hotel sector, competition between companies continues to increase every year. This growth creates increasingly tight pressure, forcing companies to take strategic steps to survive and remain attractive to consumers. Consumer trust is the main key in retaining loyal customers and preventing them from switching to other options. The results of descriptive analysis of consumer satisfaction at Brits Hotel Karawang show that the consumer satisfaction variable is in the quite good category. The variable dimensions of customer satisfaction involve returning services, recommending them to others, and minimal complaints from consumers. Of these three dimensions, using return services or returning to the hotel to stay overnight gets the highest score (Dahl et al., 2023). This factor shows that customers feel comfortable staying at this hotel, especially with the facilities that meet the quality standards guaranteed by Brits Hotel Karawang, one of which is through the digital marketing strategy implemented (Fan et al., 2024). However, there is also a dimension with the lowest score, namely consumer complaints. The low score on this dimension may be caused by several complaints from consumers that are not in line with their expectations or certain problems occurred during their visit and stay at Brits Hotel Karawang. Although the overall assessment of Brits Hotel Karawang is quite good, improvements in each variable, especially responding to consumer complaints, need to be a priority to achieve a higher level of satisfaction.

The Influence of Digital Marketing on Consumer Satisfaction

Based on the results of verification research, it can be concluded that digital marketing variables have a significant influence on consumer satisfaction at Brits Hotel Karawang. Correlation coefficient analysis shows that there is a moderate relationship between digital marketing and consumer satisfaction. These results indicate that digital marketing plays a crucial role in triggering consumer satisfaction, especially in the context of searching for hotel-related information via social media and making online reservations. Digital marketing is an effective driving force to help consumers get information easily, while also making the hotel booking process easier (Cho et al., 2023). The existence of digital marketing, especially on social media, is one of the main factors that motivates consumers to choose Brits Hotel Karawang as their accommodation destination.

In this digital era, digital marketing has become an irreplaceable tool for triggering and maintaining consumer interest. This finding is in line with previous research, such as that conducted by Camilleri & Filieri (2023), which states that digital marketing partially has a positive effect on consumer satisfaction. Digital marketing factors are key indicators in assessing the level of consumer satisfaction, by targeting consumers to view, visit and even order hotel services, as is realized in the Brits Hotel Karawang digital marketing strategy. The importance of digital marketing can be seen in its influence on several dimensions of consumer satisfaction, such as process, building and maintaining relationships with customers, online, exchange, and meeting the satisfaction of the needs of both parties. Therefore, an effective digital marketing strategy can be a strong foundation for increasing and maintaining consumer satisfaction at Brits Hotel Karawang.

The influence of service quality on consumer satisfaction

Based on the results of verification research, it was found that the service quality variable has a significant influence on customer satisfaction at Brits Hotel Karawang. Correlation coefficient analysis shows a low level of relationship between service quality and customer satisfaction. Even though this relationship is relatively low, the results of the verification study show a significant value of less than 0.05, so it can be considered a correlated relationship. These findings are in line with the results of previous research, as presented by Byun et al., (2023), which confirms that there is a partial relationship between service quality and customer satisfaction, with a significant effect. In this research, service quality was identified as the main supporting factor in serving consumers who come to visit (Armutcu et al., 2023).

Therefore, it is important for companies, including Brits Hotel Karawang, to understand and improve the dimensions of service quality in order to achieve optimal customer satisfaction. Furthermore, partial statistical analysis of the t test carried out by researchers showed that there was a positive influence between service quality and customer satisfaction. This indicates that companies need to maintain high service quality standards to convince consumers. Reassuring service quality not only helps build consumer trust in the company, but is also key in conveying information through digital marketing, so that it can attract consumers and provide sustainable satisfaction. Therefore, companies need to continue to compete and improve service quality as an integral part of an effective information delivery strategy to attract consumers and create sustainable customer satisfaction.

The Influence of Digital Marketing and Service Quality on Consumer Satisfaction

Based on research findings, it can be concluded that Digital Marketing (X1) has a direct and indirect positive influence on consumer satisfaction (Y), and the total value of X1 to Y shows a positive and moderate correlation. Likewise with service quality (X2), which also has a positive influence both directly and indirectly on consumer satisfaction, with the total value of X2 to Y showing a positive level of correlation, although at a low level. Furthermore, the research results show that digital marketing and service quality simultaneously have an influence on customer satisfaction. This is reinforced by statistical test calculations which produce a F_{count} value greater than F_{table} , indicating that the final hypothesis, namely the influence of digital marketing on customer satisfaction, has proven to be significant. Likewise, the influence of digital marketing and service quality simultaneously on customer satisfaction, as evidenced by the T_{count} value which is greater than T_{table} , with a significant value smaller than t_{α} (alpha), as well as a positive correlation coefficient.

Between the two variables studied, digital marketing has a more dominant influence on consumer satisfaction (Abdelkader, 2023). This can be explained by the important role of digital marketing as an effective communication tool, especially through social media, in introducing Brits Hotel Karawang to consumers. This finding is in line with previous research by Andayani (2023), as well as Agag et al. (2024), which shows that digital marketing has a positive and significant influence on consumer satisfaction. Thus, the conclusions of this research provide the implication that more attention to digital marketing strategies, along with improving service quality, can be the key to maintaining and increasing consumer satisfaction at Brits Hotel Karawang and Karawang Café and Resto. Engaging consumers through social media and providing quality information can be an effective strategy to ensure optimal consumer satisfaction.

This study has several limitations that need to be noted. First, this research is limited to the context of Brits Hotel Karawang, so the generalization of the results may not be directly applicable to different types of hotels or contexts. Second, although the research sample includes 100 respondents, significant variations in consumer characteristics and preferences may cause the research results to not fully cover the diversity that may exist. In addition, the limited time span of the study may be another limitation, as the study may not cover the entire cycle of change in digital marketing and hotel service quality. Lastly, the descriptive method used has limitations in providing an in-depth picture of cause-and-effect relationships, so other methods such as experiments or qualitative research may be needed for a deeper understanding.

In terms of implications, this research provides several suggestions for improvement to Brits Hotel Karawang. First, special attention should be paid to the reliability dimension, especially in increasing responsiveness to consumer needs. Improvements in this aspect can have a positive impact on customer satisfaction. Second, even though digital marketing is considered quite good, further efforts to improve the quality of digital marketing can provide greater benefits. Special promotional campaigns and more active interaction on social media can strengthen the appeal of digital marketing. Finally, consumer complaint management needs to be improved to overcome problems that may arise. Improvements in this can help build trust and increase customer satisfaction. By considering the limitations and implications above, Brits Hotel Karawang can take strategic steps to increase the application of digital marketing, service quality and customer satisfaction. This research can be a basis for hotels to develop further strategies to maintain and increase sharemarket in the hotel industry.

Conclusion

The conclusion of this analysis shows that Brits Hotel Karawang has quite good performance in terms of digital marketing, service quality and customer satisfaction. Digital marketing and service quality, although partially influential, have a significant role in shaping consumer satisfaction. Apart from that, the simultaneous influence of these two variables has also been proven to influence customer satisfaction. While Brits Hotel Karawang has succeeded in providing quite good satisfaction to its customers, this research provides several suggestions for improving performance and ensuring continued customer satisfaction. Companies can pay more attention to certain aspects such as the reliability dimension in service quality, which need to be improved to increase responsiveness to consumer needs.

Additionally, in terms of digital marketing, further efforts can be directed towards increasing engagement and special promotional campaigns through social media. This will provide greater benefits in reaching the target audience and strengthen the appeal of digital marketing. Consumer complaint management also needs to be improved to overcome problems that may arise and maintain consumer trust. The message that can be taken from this text is that digital marketing and service quality have a significant role in creating customer satisfaction. Therefore, hotel companies, such as Brits Hotel Karawang, need to continue to innovate and improve their digital marketing strategies and service quality in order to retain and attract more consumers. By

paying special attention to responsiveness to consumer needs and social media interactions, companies can increase competitiveness and ensure optimal customer satisfaction.

References

- Abdelkader, O. A. (2023). ChatGPT's influence on customer experience in digital marketing: Investigating the moderating roles. *Heliyon*, 9(8), e18770. <https://doi.org/https://doi.org/10.1016/j.heliyon.2023.e18770>
- Agag, G., Shehawy, Y. M., Almoraish, A., Eid, R., Chaib Lababdi, H., Gherissi Labben, T., & Abdo, S. S. (2024). Understanding the relationship between marketing analytics, customer agility, and customer satisfaction: A longitudinal perspective. *Journal of Retailing and Consumer Services*, 77, 103663. <https://doi.org/https://doi.org/10.1016/j.jretconser.2023.103663>
- Andayani, S. (2023). Bahan Ajar Manajemen Pemasaran. In H. M. Sartaman (Ed.), *Tanggung Denara Jaya*. Tangguh Denara Jaya.
- Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, 240, 104025. <https://doi.org/https://doi.org/10.1016/j.actpsy.2023.104025>
- Byun, K.-A., Hong, J., & William James, K. (2023). When does a goal-appeal match affect consumer satisfaction? Examining the work and play context. *Journal of Business Research*, 158, 113666. <https://doi.org/https://doi.org/10.1016/j.jbusres.2023.113666>
- Camilleri, M. A., & Filieri, R. (2023). Customer satisfaction and loyalty with online consumer reviews: Factors affecting revisit intentions. *International Journal of Hospitality Management*, 114, 103575. <https://doi.org/https://doi.org/10.1016/j.ijhm.2023.103575>
- Cho, M., Yun, H., & Ko, E. (2023). Contactless marketing management of fashion brands in the digital age. *European Management Journal*, 41(4), 512–520. <https://doi.org/https://doi.org/10.1016/j.emj.2022.12.005>
- Dahl, A. J., Peltier, J. W., & Swan, E. L. (2023). Anticipatory value-in-use in early-stage digital health service transformations: How consumers assess value propositions before and after abrupt, exogenous shocks. *Journal of Business Research*, 163, 113910. <https://doi.org/https://doi.org/10.1016/j.jbusres.2023.113910>
- Fan, L., Wang, Y., & Mou, J. (2024). Enjoy to read and enjoy to shop: An investigation on the impact of product information presentation on purchase intention in digital content marketing. *Journal of Retailing and Consumer Services*, 76, 103594. <https://doi.org/https://doi.org/10.1016/j.jretconser.2023.103594>
- Ghali, Z., Rather, R. A., & Khan, I. (2024). Investigating metaverse marketing-enabled consumers' social presence, attachment, engagement and (re)visit intentions. *Journal of Retailing and Consumer Services*, 77, 103671. <https://doi.org/https://doi.org/10.1016/j.jretconser.2023.103671>
- Hair. (2016). *Metode Penelitian dengan menggunakan SEM*.
- Hariyanti, N. T., Trianto, E. M., & Wirapraja, A. (2020). Hubungan Variabel Pemasaran Digital terhadap Electronic Word Of Mouth (E-WOM): sebuah Studi Literatur. *Teknika*, 9(2), 146–155. <https://doi.org/10.34148/teknika.v9i2.299>
- Huang, Y.-C. (2023). Low-Cost Airlines Not So Low-Cost – Exploring the Relationships among Travel Motivation, Service Quality and Satisfaction: The Moderating Roles of Perceived Value. *Research in Transportation Business & Management*, 49, 101008. <https://doi.org/https://doi.org/10.1016/j.rtbm.2023.101008>
- Kim, H., & Park, M. (2024). When digital celebrity talks to you: How human-like virtual influencers satisfy consumer's experience through social presence on social media endorsements. *Journal of Retailing and Consumer Services*, 76, 103581. <https://doi.org/https://doi.org/10.1016/j.jretconser.2023.103581>
- Korbaffo, Y. A., & Opat, D. (2019). Pengaruh Keragaman Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen di HEPI Swalayan Kefamenanu. *Inspirasi Ekonomi*, 1(02), 1–10. <https://doi.org/10.32938/jie.v1i02.161>
- Kotler, P. (2016). *Manajemen Pemasaran*. Edisi tiga belas Bahasa. Indonesia.
- Li, C., Niu, Y., & Wang, L. (2023). How to win the green market? Exploring the satisfaction and sentiment of Chinese consumers based on text mining. *Computers in Human Behavior*, 148, 107890. <https://doi.org/https://doi.org/10.1016/j.chb.2023.107890>
- Li, L., Yuan, L., & Tian, J. (2023). Influence of online E-commerce interaction on consumer satisfaction based on big data algorithm. *Heliyon*, 9(8), e18322. <https://doi.org/https://doi.org/10.1016/j.heliyon.2023.e18322>
- Li, N., Li, L., Chen, X., & Wong, I. A. (2024). Digital destination storytelling: Narrative persuasion effects induced by story satisfaction in a VR context. *Journal of Hospitality and Tourism Management*, 58, 184–196. <https://doi.org/https://doi.org/10.1016/j.jhtm.2023.12.007>

- Lyana, L. (2016). Pengaruh Kualitas Pelayanan dan Nilai Pelanggan terhadap Loyalitas Pelanggan melalui Kepuasan Emosional pada Pelanggan Anna Face & Body Care Centre Sarawak. *Jurnal Manajemen*, 6(1). <https://doi.org/10.26460/jm.v6i1.203>
- Maulido, M. F. Y., Wibawa, B. M., & Sinansari, P. (2019). Confirmatory Factor Analysis terhadap Niat Konsumen untuk Mengikuti dan Merekomendasikan Akun Instagram: Penerbit Buku Fiksi XYZ. *Jurnal Sains Dan Seni ITS*, 8(2). <https://doi.org/10.12962/j23373520.v8i2.45921>
- Nathadewi, K. S., & Sukawati, T. G. R. (2019). Peran Kepuasan dalam Memediasi Pengaruh Kualitas Pelayanan terhadap Niat Beli Ulang Konsumen Lion Air. *E-Jurnal Manajemen Universitas Udayana*, 8(11). <https://doi.org/10.24843/EJMUNUD.2019.v08.i11.p14>
- Pang, H., & Zhang, K. (2024). Determining influence of service quality on user identification, belongingness, and satisfaction on mobile social media: Insight from emotional attachment perspective. *Journal of Retailing and Consumer Services*, 77, 103688. <https://doi.org/https://doi.org/10.1016/j.jretconser.2023.103688>
- Punkyanti, N. P. D., & Seminari, N. K. (2020). Peran Kepuasan Konsumen Memediasi Pengaruh Kualitas Pelayanan dan Citra Merek terhadap Positive Word Of Mouth. *E-Jurnal Manajemen Universitas Udayana*, 9(5). <https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p19>
- Rainatto, G. M., Lopes de Sousa Jabbour, A. B., Cardoso Machado, M., Chiappetta Jabbour, C. J., & Tiwari, S. (2024). How can companies better engage consumers in the transition towards circularity? Case studies on the role of the marketing mix and nudges. *Journal of Cleaner Production*, 434, 139779. <https://doi.org/https://doi.org/10.1016/j.jclepro.2023.139779>
- Regata, R., & Kusumadewi, N. M. W. (2019). Pengaruh Kualitas Pelayanan terhadap Loyalitas Konsumen yang Dimediasi oleh Kepuasan Konsumen. *E-Jurnal Manajemen Universitas Udayana*, 8(3). <https://doi.org/10.24843/EJMUNUD.2019.v08.i03.p10>
- Rosário, A. T., & Dias, J. C. (2023). How has data-driven marketing evolved: Challenges and opportunities with emerging technologies. *International Journal of Information Management Data Insights*, 3(2), 100203. <https://doi.org/https://doi.org/10.1016/j.ijime.2023.100203>
- Santi, N., & Novitaningtyas, I. (2022). Persepsi Konsumen terhadap Penerapan Digital Marketing sebagai Strategi Komunikasi Pemasaran pada Armada Tunas Jaya Magelang. *Jurnal Bina Manajemen*, 10(2), 1–13. <https://doi.org/10.52859/jbm.v10i2.168>
- Sari, R., Nurmadiansyah, M. T., & Gunawan, A. (2020). Pengaruh Emosional dan Kualitas Pelayanan terhadap Kepuasan Konsumen Bisnis Kuliner: Studi pada Warunk Kopi Platt Monkull. *Jurnal Manajemen Dakwah*, 6(1), 115–130. <https://doi.org/10.14421/jmd.2020.61-06>
- Sartika, Y. (2019). Pengaruh Kualitas Jasa Pelayanan Terhadap Kepuasan Konsumen Pada Toko Cahaya Di Kecamatan Laung Tuhup Kabupaten Murung Raya. *Jurnal Pendidikan Ilmu Pengetahuan Sosial*, 11(02), 296–301. <https://doi.org/10.37304/jp-ips.v11i02.514>
- Sharma, P., Ueno, A., Dennis, C., & Turan, C. P. (2023). Emerging digital technologies and consumer decision-making in retail sector: Towards an integrative conceptual framework. *Computers in Human Behavior*, 148, 107913. <https://doi.org/https://doi.org/10.1016/j.chb.2023.107913>
- Sinaga, A., Sihombing, S., & Sitanggang, D. (2020). Pengaruh Harga, Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen pada Coffeenatics Medan. *Jurnal Riset Akutansi Dan Keuangan*, 6(1), 119–144. <https://doi.org/10.54367/jrak.v6i1.855>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sutopo, & Sugiyono. (2021). *Metode penelitian kuantitatif kualitatif dan R dan D*. Bandung : Afabeta.
- Vakulenko, Y., Arsenovic, J., Hellström, D., & Shams, P. (2022). Does delivery service differentiation matter? Comparing rural to urban e-consumer satisfaction and retention. *Journal of Business Research*, 142, 476–484. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.12.079>
- Wu, C.-W., Botella-Carrubi, D., & Blanco-González-Tejero, C. (2024). The empirical study of digital marketing strategy and performance in small and medium-sized enterprises (SMEs). *Technological Forecasting and Social Change*, 200, 123142. <https://doi.org/https://doi.org/10.1016/j.techfore.2023.123142>