

The Influence of Social Media Promotion, Service Quality, Branding, and Price on Consumer Satisfaction in RM. Delicious Foods in Palopo City

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Abstract

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The increasingly tight culinary business competition in Palopo City forces business actors, including RM. Serba Nikmat, to innovate in promoting their businesses through social media. Although digital promotion has been intensified, this restaurant still receives various responses from consumers regarding the service, brand perception, and prices offered. This phenomenon shows that the success of a culinary business is not only determined by how intensively the promotion is carried out, but also by the quality of service, branding strength, and the suitability of prices to consumer expectations. This study aims to determine the effect of Media Social Promotion, Service Quality, Branding, and Price on Consumer Satisfaction at RM. Serba Nikmat in Palopo City. The research population is the number of all consumers at RM. Serba Nikmat. The study uses a quantitative approach with a sample of 10 times the number of measurement items. With 23 indicators, the minimum sample obtained is 230. Data analysis uses SPSS 22 statistical analysis. The results of the study show; Media Social Promotion has a positive and significant effect on consumer satisfaction, Service Quality has a positive and significant effect on consumer satisfaction, Branding has a positive and significant effect on consumer satisfaction, Price and the four variables simultaneously affect consumer satisfaction.

INTRODUCTION

In today's increasingly advanced digital era, many restaurants (RMs) are turning to the use of social media as a means of promotion because it allows them to reach customers faster and more widely. Successful promotions on social media can pique customer interest and build long-term loyalty. Social media use can lead to impulse purchases from customers, which is beneficial for business owners. Customers who make impulse purchases initially do not intend to buy a particular product, and this transaction is very important for entrepreneurs (Izzudin & Yuniawan, 2024). Many businesses have leveraged social media for the purpose of marketing their goods and establishing relationships with customers. As more and more consumers are using social media, businesses must always connect with their customers and potential customers at all times because otherwise, the business will be wasted all the time. Companies should strive to stay connected to social media (Muh Fauzi & Andi Amri, 2024).

Service quality is an action that can be taken by the business world to overcome competition in the service industry, which is closely related to customer happiness. Adequate facilities, excellent service, comfort, safety, tranquility, and satisfactory results are aspects of the

quality of service demanded by customers. Therefore, management must think about ways to continuously improve the high-quality services they already offer to ensure smooth transactions (Nuswantoro et al., 2024).

As a provision of goods or services, a business entity must be able to progress and survive by providing the best service to its consumers so that consumers feel very satisfied. Service quality is a measure that measures the extent of the quality of service received by consumers and whether the service meets their expectations. However, public service communication is of course necessary to provide good service. Support for the implementation of the best public service for consumers is very necessary. (Mariana Puspa Dewi, 2020). Service quality plays a major role in influencing consumer perception and satisfaction. Services can include staff friendliness, punctuality of presentation, and creating a satisfying experience for customers and keeping them coming back. To achieve customer satisfaction, high-quality service is essential (Hoki et al., 2024).

Branding is an important aspect of a marketing strategy that shapes consumers' attitudes towards a product or service. In the culinary industry, a strong brand can be a decisive factor in attracting consumers and increasing customer satisfaction. Building a positive image in the minds of consumers is very important because the brand is an asset owned by the company. Loyal and satisfied customers will buy goods more often and make a positive impression on others (Muhammad Firly Margi, Siahaan, 2024). Branding plays an important role in customer decision-making. Restaurants with strong brands can make a difference and instill a positive perception in the minds of customers. It is based on the fact that the brand used will make it easier for customers to get to know the product selection from various products that are currently circulating on the market. In addition, through brand building, a product will also be able to differentiate itself from other products (Yosua Damas Sadewo¹, 2021). Product branding can use brand identity, brand image, brand personality, brand value, brand promise, brand positioning, brand awareness, brand loyalty, brand equity and brand communication strategies to measure performance. When a product's branding doesn't meet expectations, customers may not fully understand that value because it doesn't provide the distinctive advantages it offers over competitors as a whole. Through proper understanding and management of these aspects, businesses can build a strong and competitive brand in the market (Simatupang et al., 2024). The key to branding is the variation of a product's brand that consumers may feel. The characteristics or advantages of the product or service itself, as well as other intangible factors, may be related to this (Edi Maszudi, 2024).

The price is the value in rupiah, but the buyer can understand the price as the amount paid. This is part of the function of product differentiation in marketing, as it allows the seller to

differentiate his offer from his competitors. Because price serves as a medium of exchange for all transactions (Setiani et al., 2024). Consumers also in buying a product or type of food, they will definitely pay close attention to the service provided whether it will be satisfactory or disappointing. Before deciding to buy something, every consumer will definitely try to find out the price of the product or service. Price is one of the important things that consumers look at before making a purchase decision.

Therefore, business people must be able to convince consumers well through the pricing of their products. Sometimes there are business people who offer products at prices that are not in accordance with the ability or conditions of consumers, especially during a pandemic like this. Such considerations for consumers are their difficulty or inability to buy the product (Lidya et al., 2021). This can cause a long time to make a purchase decision and even the decision to buy can be null and void because consumers lose confidence in the benefits and quality that will be provided from the product. Therefore, the price offered by a product must be considered because when the price is too high for a standard product, it can have an impact on consumer satisfaction. This can encourage consumers to buy goods with superior quality and affordable prices (Novalisa Dwi Pratiwi, Muhaimin Dimiyati, 2024).

In addition to price, service quality also needs to be considered by the company. Service quality is an effort that focuses on fulfilling needs, requirements, and timeliness to meet customer expectations (Ramadhan et al., 2023). Currently, the satisfaction felt by buyers is the most important thing in the food business because satisfaction itself can increase revenue from sales and reduce buyers' sensitivity to the prices offered. Satisfaction is created at the time of purchase, the experience of using the product in the period after purchase (Retnowati et al., 2021). Customers will feel satisfied if the business meets their needs and desires in accordance with their anticipation. Products that provide added value make consumers happier and increase the likelihood that they will continue to buy them for a long time. (Permata et al., 2024). Consumer satisfaction is determined by consumer perception of the performance of products or services in meeting consumer expectations. Consumers are satisfied if their expectations are met or will be very satisfied if their expectations are exceeded.

RM. Serba Nikmat is one of the famous restaurants in Palopo City, South Sulawesi. This restaurant has become a favorite destination for both locals and visitors to palopo. Known for its variety of Indonesian dishes, especially Bugis and Makassar cuisine, RM. Serba Nikmat offers authentic tastes that are appetizing. Strategically located in the city center, RM Serba Nikmat is an easily accessible place for consumers. In addition, this restaurant is known for its pleasant staff, reasonable cost, and cozy atmosphere, making it a popular choice for dining with family or friends.

Serba Nikmat continues to maintain its reputation in serving quality food, with a focus on consumer satisfaction. Their success lies only in the taste of delicious food. But also on the ability to build a strong brand image among the people of Palopo.

METHOD

This study uses a quantitative approach. Data collection techniques are primary and secondary data. Primary data was taken by distributing questionnaires to respondents. The population in this study is the sum of all consumers in RM. Palopo City Delights from teenagers to the elderly. Because the number of samples is not known for sure, the sample size is calculated using a minimum sample size, which is 10 times the number of measurement items used, therefore according to (Shaff, 2024), the number of representative samples depends on the number of indicators multiplied by 5 to 10. The total sample in this study was a number of research indicators 10 times, $23 \times 10 = 230$, so that the respondents in the study were around 230 respondents. Sample requirements include those between the ages of 15-50. The South Sulawesi region is an exclusive location for samples and responses due to the limitations of researchers. SPSS version 24 will be used as a tool in this study to obtain research data. ; Validity Test, Reliability Test, T Test, F Test. This research was conducted in RM. All-Delicious in Palopo City The penalty period is carried out from September to December 2024.

RESULTS AND DISCUSSION

1. Characteristics of Research Respondents

According to these characteristics of the research respondents in RM consumers. Serba Nikmat palopo is as many as 230 respondents, the diversity of respondents based on age and gender is ensured by using the characteristics of the respondents. This is expected to give a fairly clear picture of the respondents' situation.

Table 1.2 Respondents by Gender

Gender	Number of	
	respondents	Percentage (%)
Man	152	66,1%
Woman	78	33,9%
Total	230	100%

Source : Processed Quizzes (2024)

Based on table 2 above, it displays the characteristic information of respondents grouped by gender, 152 respondents or 66.1% women, and 78 or 33.9% men.

Table 1.3. Respondents by Age

Age	Sum Respond	Percentage (%)
15-20	36	15,7%
21-25	113	49,1%
26-30	52	22,6%
31-40	23	10%
41-50	6	2,6%
Total	230	100%

Source : Processed Quizzes (2024)

Based on the table above, information on respondent characteristics is categorized based on the age of 15-20 years, which is 36 or 15.7% of respondents, the age of 21-25 years, which is 113 or 49.1% of respondents, the age of 26-30 years, the age of 52 or 22.6% of the respondents, the age of 31-40 years, the age of 23 or 10% of the respondents, and the age of 41-50, which is 6 or 2.6% of the respondents.

1. Instrumental Tests

1. Validity Test

The r-value of the table at $db = 230 - 2 = 228$ and the alpha level = 0.05 is 0.129. Based on the results obtained in this research, the basis for the evaluation of worthiness is as follows:

Table 1.4. Validity Test Results

No	Variabel	Item	R table	r count	information
1	Media Social Promotion (X1)	X1.1	0,129	0,848	Valid
		X1.2	0,129	0,822	Valid
		X1.3	0,129	0,782	Valid
		X1.4	0,129	0,762	Valid
2	Service Quality (X2)	X2.1	0,129	0,698	Valid
		X2.2	0,129	0,668	Valid
		X2.3	0,129	0,722	Valid
		X2.4	0,129	0,649	Valid
		X2.5	0,129	0,708	Valid
3	Branding (X3)	X3.1	0,129	0,741	Valid
		X3.2	0,129	0,789	Valid
		X3.3	0,129	0,769	Valid
		X3.4	0,129	0,786	Valid

		X3.5	0,129	0,720	Valid
4	Price	X4.1	0,129	0,731	Valid
		X4.2	0,129	0,630	Valid
		X4.3	0,129	0,724	Valid
		X4.4	0,129	0,753	Valid
		X4.5	0,129	0,729	Valid
5	Consumer Satisfaction	Y1	0,129	0,753	Valid
		Y2	0,129	0,753	Valid
		Y3	0,129	0,748	Valid
		Y4	0,129	0,754	Valid

Source: SPSS 24 Statistical Data Processing Results

As seen above, each question item in the variable has a value of r calculated $> r$ table which shows the variables of social media promotion, service quality, branding, price and consumer satisfaction are valid and can be analyzed further.

2. Reliability Test

If Cronbach's Alpha value $>$ the limit of 0.06, the statement item is declared realistic, and vice versa.

Table 1.5 Reliability Tests

Variabel	Cronbach's <i>Alpha</i>	Critical Limits	Information
Media Social Promotion	0,815	0,6	Reliabel
Service Quality	0,723	0,6	Reliabel
Branding	0,818	0,6	Reliabel
Price	0,759	0,6	Reliabel
Concession Satisfaction	0,744	0,6	Reliabel

SPSS 24 Statistical Data Processing Results

Table 1.5 shows that each instrument item of each variable has a reliability test result greater than 0.6 indicating that all items are considered reliable.

1. Research hypothesis test

1. T Test

Table 1.6 T Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1 (Constant)	1.089	.897		1.213	.226
Media Social Promotion	.305	.046	.369	6.569	.000
Service Quality	.217	.049	.233	4.458	.000
Branding	.147	.055	.179	2.660	.008
Price	.138	.049	.167	2.800	.006

a. Dependent Variable: Consumer Satisfaction

The SPSS output above shows that:

With a calculated t value of $6.569 > t \text{ table } 1.971$ and a significant value of $0.000 < 0.05$ for the Social Media Promotion variable, it is determined that H1 is accepted, this shows that H1 in this study partially affects the relationship between the variables X1 and Y.

With a calculated t value of $6.569 > t \text{ table } 1.971$ and a significant value of $0.000 < 0.05$ for the Service Quality variable, it is determined that H2 is accepted, this shows that H2 in this study partially affects the relationship between the variables X2 and Y.

With a calculated t value of $2.660 < t \text{ table } 1.971$ and a significant value of $0.008 < 0.05$ for the Branding variable, H3 is determined to be reduced, this shows that H3 in this study partially affects the relationship between the variables X3 and Y.

With a calculated t value of $2.800 < t \text{ table } 1.971$ and a significant value of $0.006 < 0.05$ for the Price variable, H4 is determined to be determined, this shows that H4 in this study partially affects the relationship between the variables X4 and Y.

2. Test F

Table 1.7
F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	538.342	4	134.586	98.093	.000b
	Residual	308.705	225	1.372		
	Total	847.048	229			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Price, Service Quality, Media Social Promotion,

Branding

Judging from table 1.7, with $n=230$, $df = 230-4-1 = 225$, then f table is 2.412 so the data is obtained that the significant value of $0.000 < 0.05$ and the value of f is calculated $98.093 < 2.412$, then it is concluded that H_5 is calculated, which means that the variables of social media promotion, service quality, branding and price simultaneously (together) have a significant effect on consumer satisfaction

DISCUSSION

1. The Influence of *Social Media Promotion* on Consumer Satisfaction

Social Media Promotion, has a significant influence on consumer satisfaction in RM. Delicious Everything in Palopo City. This means that the more effective the promotion carried out through social media, the higher the level of satisfaction felt by consumers. These results show that the promotional strategy carried out by RM. Serba Nikmat through platforms such as Instagram, Facebook, and WhatsApp Business is able to reach consumers more personally and quickly. Engaging content, such as food photos, customer testimonials, and discount information, has been shown to increase customers' positive perceptions of restaurant service and quality. Consumer satisfaction is influenced by expectations that are met through actual experiences in consumption. Good promotion through social media forms positive expectations that can ultimately increase satisfaction when it matches reality. The findings of this study are consistent with previous research (Hasibuan & Perangin-angin, 2022) which stated that Social Media Promotion has a significant effect on Consumer Satisfaction. Therefore, promotion through social media can include engaging content, discounts on product information, or active interaction with customers. In another study (Pandapotan et al., 2022) in the culinary sector, it was concluded that social media has a significant influence on customer satisfaction, because it can create two-way communication between business actors and consumers.

1. The Influence of *Service Quality* on Consumer Satisfaction

Service Quality has a significant influence on Consumer Satisfaction in RM. Delicious Everything in Palopo City. This shows that good service quality has the greatest contribution to consumer satisfaction in RM. Delicious. The five main dimensions of service quality used in this study, namely tangible, reliability, responsiveness, assurance, and empathy, all contribute positively to the level of consumer satisfaction. Consumers are satisfied because of the fast service, clean and comfortable dining places, and the friendly attitude of restaurant employees. In particular, the dimensions of responsiveness and empathy obtained the highest average score from respondents, which shows that the speed of service and employee concern for customer needs is highly

appreciated. This is one of RM Serba Nikmat's main strengths in maintaining customer loyalty. This finding is in line with (Suryani Putri et al., 2023), where *service quality* has a positive and significant effect on Indomaret drive thru customer satisfaction. This providing the best service is one way to satisfy customers. Good service will give customers a sense of security and comfort. Furthermore, this finding is also strengthened by (Silitonga, 2024) stating that this research is entitled "The Influence of Service Quality and Atmosphere on Purchase Decisions and Customer Satisfaction of Kampoeng Air Restaurants" and published in *Widya Manajemen*. This research shows that the quality of service has a positive effect on customer satisfaction at Kampoeng Air Restaurant.

2. The Influence of *Branding* on Consumer Satisfaction

Branding has a significant influence on consumer satisfaction in RM. Delicious Everything in Palopo City. This shows that consumers' perception of restaurant brands plays an important role in increasing their satisfaction. Branding at RM. All-Delicious is seen through elements such as restaurant logos, consistent interior design, and images built through service and product quality. When customers feel that the brand has a clear and attractive identity, they will feel more comfortable and satisfied, and are more likely to recommend the restaurant to others. Consumers who have a strong and positive perception of a brand tend to feel more satisfied because they get consistent emotional value, trust, and experience from the brand. In this case, branding serves as a bridge between expectations and real experiences, which if managed well will increase customer satisfaction and even loyalty. The findings of this study are consistent with previous research (Safitri, 2021) which stated that *branding* has a positive and significant effect on consumer satisfaction. Where the branding strategy applied can increase customer satisfaction levels in a strong and tangible way.

3. The Effect of Price on Consumer Satisfaction

Price has a significant influence on consumer satisfaction in RM. Delicious Everything in Palopo City. This means that the more appropriate or affordable the price of food is with consumer perception, the higher the level of satisfaction felt. Respondents generally consider that the price of the food menu in RM. All-Delicious is quite in accordance with the quality and portions offered. In addition, the price variation that includes the lower middle to upper middle economic class is considered to be able to reach various levels of consumers, which ultimately increases their loyalty to this restaurant. Consumers tend to feel satisfied if the price they pay is considered balanced with the value they receive, namely good food, fast and friendly service, and a comfortable restaurant atmosphere. If the price is considered too expensive compared to the quality provided, then the level of consumer satisfaction will decrease. The findings of this study

are consistent with previous research (Nizam Ulul Azmy & Yustina Chrismardani, 2023) which stated that prices partially have a positive and significant effect on customer satisfaction using PT. Telkom. It shows that the customer is satisfied with the product based on the price given suitability with the quality and advantage that the buyer perceives. Similarly, research by (Rullyanto & Eko Yulianto, 2021) price has a positive and significant effect on customer satisfaction. This shows that the increasingly affordable price, in accordance with the wishes and expectations of customers given by the company, makes customer satisfaction more satisfied and increases.

4. The Influence of *Social Media Promotion, Service Quality, Branding, and Price* on Consumer Satisfaction

Social Media Promotion, Service Quality, Branding, and Price simultaneously have a significant influence on Consumer Satisfaction. Among these four variables, *Social Media Promotion* and *Service Quality* have the most dominant influence. This shows that consumers not only judge from the side of important and active promotions, but also from the services provided by the restaurant, such as the speed of serving, the friendliness of the staff, and the cleanliness of the environment. Meanwhile, price and branding also make a significant contribution albeit lower, showing the importance of affordable prices and consistency of brand image in shaping positive consumer perceptions. Overall, the four variables—*Social Media Promotion, Service Quality, Branding, and Price*—have a significant contribution to RM's consumer satisfaction. Delicious. Therefore, management needs to maintain consistency in service quality, strengthen brand image, establish a competitive pricing strategy, and maximize the use of social media as a means of communication and promotion to continuously improve customer satisfaction. The findings of this research are consistent with previous research (Samuel Rivaldi Lokananta, 2023) which states that *Service Quality, Product Quality and Social Media Marketing* together (simultaneously) have a positive and significant effect on Customer Satisfaction.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the following things can be concluded: *Social Media Promotion* has a positive and significant effect on consumer satisfaction. Promotions carried out through social media help increase the visibility of restaurants and strengthen relationships with customers. *Service Quality* has also been proven to have a significant effect on consumer satisfaction. Friendly, fast, and expected service is an important factor that affects customer comfort and satisfaction. *Branding* also has a significant effect on consumer satisfaction, playing an important role in creating a positive identity and perception of restaurants. Strong branding increases consumer trust and loyalty, thus having a

direct impact on satisfaction levels. *Price* has an influence on consumer satisfaction. Consumers tend to be more satisfied if the price offered is in accordance with the quality of the food and services provided. Simultaneously, the four variables (*Media Social Promotion*, *Service Quality*, *Branding*, and *Price*) had a significant effect on consumer satisfaction in the Restaurants studied.

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