CUSTOMER SATISFACTION IS REVIEWED FROM DIGITAL MARKETING, PRODUCT QUALITY, AND EMOTIONAL AT THE ACASTOR GIANYAR

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ABSTRACT

*Abstract-*Consumer satisfaction has a big influence on every business that is established, be it tourism, banking, schools, trade, delivery services and soon. Therefore, to obtain customer satisfaction, accuracy is required in paying attention to consumer needs so that company goals can be achieved. The aim of this research is to analyze the influence of digital marketing, product quality and emotions on Theacastor consumer satisfaction.The number of respondents involved in this research was 90 people. Using purposive sampling method. Data collection was carried out using a Likert scale questionnaire. The data analysis technique uses multiple linear regression analysis. Hypothesis testing was carried out using the t test and F test. The results showed that digital marketing had apositive and significant effect on consumer satisfaction (sig value $0.000 < \alpha$ (0.05).Emotional hadapositive and significant effect on consumer satisfaction (sigvalue$0.000 < \alpha$(0.05).Digital marketing, product quality and emotions have appositive and significant effect on consumer satisfaction with asig valueof $0.000 < \alpha$(0.05).

Keyword: Customer satisfaction, Digital Marketing, Product Quality, Emotional

INTRODUCTION

In today's technology-driven world, social networking sites have become an avenue through which retailers can expand their marketing to a wider range of consumers. One of the main challenges that marketers must face is to know how to persuade someone and how to create ways to attract and retain potential customers. This problem can be easily solved by making or enabling customers to interact or talk about them through the use of digital media. Through this research we will focus and talk about the importance of digital marketing for customers and marketers. Today's traders can easily access product information and even exchange opinions before making sales decisions. Channels such as social networks or in other words social media and blogs have allowed traders to access a large audience of consumers with whom they can share opinions and reviews of their products (Pradiani, 2018).

Digital marketing is a marketing strategy that is generally used to promote goods and services to customers by utilizing various distribution channels (Riofita, 2015). Through social media, buyers can obtain information whenever and wherever they need (Haque, 2020;

Sidi &Yogatama, 2019). With the large number of social media users increasing day by day, it opens up opportunities for Small and Medium Enterprises and Micro, Small and Medium Enterprises (SMEs and MSMEs) and even business actors at the street level to develop their market within the grasp of a smartphone.

According to Danang Sunyoto (2015) Customer satisfaction is the reason consumers decide where they will shop. According to Windart, (2012) Customer satisfaction is the extent to which a product's perceived level is in accordance with the buyer's or expectations. Every customer who buys a product from theacastor will get good service, affordable prices, and it is very easy to find because theacastor can be reached by online and offline customers. The product obtained is also of good quality, however, the color of products made from rayon will fade 3 to 4 months after the first wash. So the product will not last long if it can be used by consumers. There were 300 consumers who bought products from Theacastor in January and sold 530 products, in February there were 278 consumers and sold 500 products, and in March there were 322 consumers and sold 563 products. With the large number of consumers who buy products from Theacastor, of course consumers already have an interest and desire to buy products from Theacastor.

Consumer satisfaction is also greatly influenced by the digital marketing implemented by the company. The strategy reviewed in this research is how we promote or market products to consumers via online or offline social media. Digital marketing is marketing activities including branding that use various web-based media such as blogs, websites, e-mail, AdWords, or social networks (Ridwan Sanjaya & Josua Tarigan 2016:47). According to Prabowo (2018) Digital marketing is a way for a company to market and promote the products or services they have. Digital marketing is the use of the internet and the use of other interactive technology to create and connect information between companies and consumers in the form of websites, search engine marketing, e-mail marketing and affiliate marketing (Malik, 2017).

According to Dadang (2019), product quality means that consumers feel that there is a suitability for the product so that their desires match their expectations in meeting their needs. Product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs (Fadjri and Silitonga 2019).

According to Kurniawan, Karelina and Jokom (2017) Consumer emotions are feelings or affective responses to certain situations, products, advertisements, and so on. According to Cornella and Rahadi (2020) Emotions are intense feelings that come and go quickly within minutes or even seconds.

This research was conducted at Theacastor, which is a company that produces fashion apparel and is marketed through online social media and offline stores. Theacastor is located on Jalan Raya Batuan SakahSukawatiGianyar. Theacastor has also marketed the product through online social media, specifically on TikTokshop, Shopee, and even regularly, so the product is easy for consumers outside Bali to get.

From the description above explaining the importance of promotion, product quality, and pleasure in consumer satisfaction, the author tried to conduct research with the title: "Consumer Satisfaction in View from Digital Marketing, Product Quality, and Emotions at the GianyarTheacastor".

CONCEPT AND HYPOTHESIS

Digital marketing is a way for a company to market and promote the products or services they have (Prabowo, 2018). Digital marketing is marketing activities including branding that use various web-based media such as blogs, websites, e-mail, AdWords, or social networks (Ridwan Sanjaya & Josua Tarigan 2016:47). The indicators contained in digital marketing are: (1) the level of sales promotion, namely an effort to encourage the products or services they have. When carrying out promotions (online), there is motivation for consumers so that consumer satisfaction increases. Such as special prices for certain events. (2) public relations, namely the existence of good relations between the company and the surrounding community or the way the company builds relationships in order to get positive opinions in various corporate publics so that the company can improve optimal performance and productivity.

Product quality is the overall combination of product characteristics resulting from marketing, engineering, production and maintenance which makes the product usable to meet customer or consumer expectations (Wijaya in Bailia, Soegoto and Loindong, 2014). Indicators contained in product quality according to Fadjri and Silitonga (2019): (1) Performance/reformary,Performance/reformary is a core product or superior product offered by the company (core product). (2) Additional privileges/features, additional privileges/features, namely the physical characteristics of a product or service. (3) reliability, reliability, namely minimizing product damage or failure to use. (4) durability/durability, namely the extent to which the product is resistant after being used or consumed.

Emotional is the emotional satisfaction and pleasure that consumers obtain through the use or consumption of certain goods or services (Sudarso, 2016). The emotional indicators according to Kurniawan, Karenila and Jokom (2017) are: (1) pleasure/pleasure,

pleasure refers to the level at which an individual feels good, full of joy, happy related to the situation. (2) passion/arousal, arousal refers to the level at which a person feels alert, excited, or in an active situation. (3) domination/dominance, domination is characterized by respondents' reports of feeling controlled or in control, influenced or influenced, controlled or supervised, important or admired, dominant or submissive, and autonomous or guided.

Consumer satisfaction is an important factor for understanding how customer needs and desires are met (Oliver in Tandom et al 2018). Consumer satisfaction is the extent to which a product's level is perceived to be in accordance with the buyer's or expectations (Kotler, 2012). According to Fadhli and Pratiwi (2021), the indicators for customer satisfaction are: (1) product quality, the quality of the product produced, this is very important because it really determines whether consumers feel satisfied or not. The better product quality will meet consumer expectations. (2) service quality, the quality of the services provided. Consumers return to using the products offered by the company if the company's service also provides good, friendly service and satisfies consumers. (3) product price, the price of the product that the company offers is of the best quality and the price is in line with consumer expectations so consumers will feel satisfaction even though the company will charge a higher price but the quality provided remains of the best quality. This will not reduce the consumer's sense of satisfaction. . (4) ease of accessing products, ease of accessing products, ordering products via the internet in a way that is not too complicated and without additional costs can also increase consumer satisfaction. (5) how to advertise products, product advertising must also be considered in maintaining consumer satisfaction.

This research is supported by the results of research conducted by Fadjri and Silitonga (2019) which states that digital marketing influences consumer satisfaction. Handayani and Hidayat (2022) stated that digital marketing variables have a positive and significant influence on customer satisfaction. Martini and Dewi (2021) state that the digital marketing variable has a significant positive effect on consumer satisfaction, meaning that the better the company carries out digital marketing, the greater the consumer satisfaction, so the researchers proposed the following hypothesis: H1: Digital marketing has a significant and influential effect on consumer satisfaction with Theacastor products.

This research is supported by the results of research conducted by Handayani and Hidayat (2022) which states that product quality variables have a positive and significant influence on customer satisfaction. Fadhli and Pratiwi (2021) stated that product quality has a significant influence on consumer satisfaction. Inkiriwang, Juliana, and Djemly (2022) the product quality variable partially has a significant positive effect on consumer satisfaction,

meaning that the better the product quality will increase consumer satisfaction, so the researchers propose the following hypothesis: H2: Product quality has a significant and influential effect on consumer satisfaction in Theacastor Products.\

This research is supported by the results of research conducted by Fadhli and Pratiwi (2021). Emotionality has a significant influence on customer satisfaction, meaning that consumers' positive emotions increase. Rizaldi (2021) states that emotions partially influence consumer satisfaction. Istiqo M and Poernomo (2017) stated that emotional variables are proven to have a significant influence on customer satisfaction variables, so that they will increase consumer satisfaction, so researchers propose the following hypothesis: H3: Emotional influences and is significant on consumer satisfaction with Theacastor products

This research is supported by the results of research conducted by Fadjri and Silitonga (2019) stating that digital marketing influences consumer satisfaction, the results of research conducted by Handayani and Hidayat (2022) which state that product quality variables have a positive and significant influence on customer satisfaction and the results of research conducted by Fadhli and Pratiwi (2021) Emotional has a significant influence on customer satisfaction, meaning that the better the company carries out digital marketing, the better the quality of the product and the increase in positive consumer emotions will increase consumer satisfaction, so the researchers put forward the following hypothesis : H4: Digital marketing, product quality and emotions have a significant and significant influence on consumer satisfaction with Theacastor products.

METHOD

In this research the independent variables used are digital marketing (X1), product quality (X2), and emotional (X3). Meanwhile, consumer satisfaction (Y) is the dependent variable used in this research. Researchers use two types of data, namely quantitative data and qualitative data. Where the quantitative data that researchers use is the number of product purchases on theacastor. As well as the qualitative data that researchers used, namely

The results of interviews related to the history and general description of theacastor company. The data sources in this research are primary data and secondary data. The primary data that researchers obtained were the results of questionnaires and interviews conducted directly with respondents. The secondary data that researchers obtained was company history and a general description of theacastor.

In this research, the data collection procedures that researchers used were observation, documentation, interviews and questionnaires. The data analysis methods used in this

research are instrument testing (testing the validity and reliability of the instrument), classical assumption testing (normality test, heteroscedasticity test, and multicollinearity test), quantitative analysis (multiple linear regression analysis, multiple correlation analysis, and determination analysis). and hypothesis testing (t test and f test).

The population in this research is all consumers at Theacastor. This sample measurement refers to the method of Arikunto (2011: 112) who states that if there are less than 100 subjects, it is better to take all of them so that the research is population research. Furthermore, if the number of subjects is greater than 100, it can be taken between 10% to 15% or 20% to 25% or more. In this study the sample was taken from the population, namely some consumers who had shopped at Theacastor. The sampling technique used in this research is a purposive sampling technique where sampling is based on certain criteria that have been determined by the researcher. Researchers used the Slovin Formula in sampling. The sample that the author used was 900 consumers who had purchased products from Theacastor from January to January 2023. The criteria determined by researchers are as follows: (1). Minimum age 17 years for both men and women. (2) Consumers who have purchased Theacastor fashion products

Where the formula that researchers used to determine the sample size was the Slovin formula with an error tolerance of 10%. Where the number of samples that will be used in this research is 90 respondents.

RESULT AND DISCUSSION

Based on the results of the questionnaire that the researchers distributed to 90 respondents, it was found that the characteristics of respondents based on gender were dominated by women at 80%, based on age dominated by 21 - 24 year olds at 51.1%, based on education dominated by high school/vocational school at 53%, based on work, it is dominated by students at 38.9%, and based on purchasing intensity at theacastor, it is dominated by 4 – 5 purchases at 48.9%.

This multiple linear regression equation analysis is used to determine the influence of the independent variables: digital marketing (X1), product quality (X2), emotional (X3) simultaneously on the dependent variable consumer satisfaction (Y). Where the results of multiple linear regression analysis are as follows:

Table 1. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	55,468	7,336		7,561	0,000
Digitalmarketing	**0,906**	0,442	0,303	4,315	0,000
KualitasProduk	**0,538**	0,262	0,170	2,051	0,043
Emosional	**0,902**	0,334	0,505	5,696	0,000
a.DependentVariable:KepuasanKonsumen					

Based on table 1, it can be seen that the results of multiple linear regression analysis are b1 = 0.906, b2 = 0.538, and b3 = 0.902. So it can be stated that digital marketing, product quality and emotional variables have a positive influence on consumer satisfaction. This shows that if digital marketing, product quality and emotions are improved, consumer satisfaction will also be higher.

Multiple correlation analysis (R) is used to determine the high-low and direction of the relationship between the independent variables digital marketing (X1), product quality (X2), and emotional (X3) simultaneously with the dependent variable consumer satisfaction (Y). Where the results of multiple correlation analysis are as follows:

Table 2. Multiple Correlation (R)

Model	R	RSquare	Adjusted R Square	Std.Errorof TheEstimate
1	**0,829**	0,687	0,676	14,117

Based on the data in table 2, it can be seen that the calculation result of the multiple correlation coefficient (R) is 0.829. Where it is located between 0.800 – 1.00, which means the correlation is strong. This means that there is a strong positive relationship between Instagram social media advertising, electronic word of mouth, and brand image on consumer buying interest.

This analysis is used to determine the percentage of influence of the variables studied, namely the independent variable digital marketing (X1), product quality (X2), emotional (X3), simultaneously on the dependent variable consumer satisfaction (Y) with the following formula (Sugiyono, 2019:81). Where the results of the determination analysis are as follows:

Table 3. Coefficient of Determination

ModelSummary				
Model	R	RSquare	AdjustedR Square	Std.Errorof TheEstimate
1	0,829	0,687	**0,676**	14,117

Based on the results of the coefficient of determination test as in the table above and the calculations above, it can be interpreted that digital marketing, product quality and emotions influence consumer satisfaction by 67.6% while the remaining 32.4% is influenced by other variables not explained in this research model.

This T test is used to test the significance of each regression coefficient, so that it is known whether there is a partial influence between digital marketing (X1), product quality (X2), and emotional (X3) on the dependent variable consumer satisfaction (Y). Where the T test results are as follows:

Table 4. T Test Results (T-test)

Coefficients[a]					
Model	UnstandardizedCoefficients		StandardizedCoefficients	T	Sig.
	B	Std. Error	Beta		

1	(Constant)	55,468	7,336		**7,561**	0,000
	Digitalmarketing	0,906	0,442	0,303	**4,315**	0,000
	KualitasProduk	0,538	0,262	0,170	**2,051**	0,043
	Emosional	0,902	0,334	0,505	**5,696**	0,000
a.DependentVariable:KepuasanKonsumen						

Based on table 4, it can be seen that the t-count results H0: b1,2,3 = 0, meaning there is no effect between digital marketing, product quality and emotions on consumer satisfaction. H1: b1,2,3> 0, meaning there is an influence between digital marketing, product quality and emotions on consumer satisfaction. Test conditions use a degree of confidence of 95% or an error rate of 5% (α = 0.05), degrees of freedom n-k = 90-4 = 86, with a one-sided test on the right side, the t-table value is (0.05:96) = 1,666. Test criteria If t-count > t-table (1.666) then H0 is rejected, meaning it is significant. If t-count < t-table (1.666) then H0 is accepted, meaning it is not significant. Decision making, (1) The influence of digital marketing on consumer satisfaction. Based on the results of calculations using SPSS as seen in the table above, the digital marketing variable has a t count of 4.315 and a significance value of 0.000. The decision-making conditions for a hypothesis to be accepted or rejected are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 ($\leq$ 0.05) then the hypothesis is accepted. The research results obtained a significance value of 0.000 <0.05; So it is concluded that the hypothesis (H1) which states that digital marketing has a positive and significant effect on consumer satisfaction at Theacastor. (2) The effect of product quality on consumer satisfaction, based on the results of calculations using SPSS as shown in the table above, the product quality variable has a t count of 2.051 and a significance value of 0.000. The decision-making conditions for a hypothesis to be accepted or rejected are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 ($\leq$ 0.05) then the hypothesis is accepted. The research results obtained a significance value of 0.000 <0.05; So it is concluded that the hypothesis (H1) which states that product quality has a positive and significant effect on consumer satisfaction at theacastor. (3) The influence of emotion on consumer satisfaction, based on the results of

calculations using SPSS as seen in the table above, the emotional variable has a t count of 5.696 and a significance value of 0.000. The decision-making conditions for a hypothesis to be accepted or rejected are based on the magnitude of the significance value. If the significance is less than or equal to 0.05 (≤ 0.05) then the hypothesis is accepted. The research results obtained a significance value of 0.011 <0.05; So it is concluded that the hypothesis (H1) which states that emotionality has a positive and significant effect on consumer satisfaction at theacastor.

F-test is used to test the significance of multiple correlation coefficients (R) so that it is known whether there is a simultaneous relationship between digital marketing (X1), product quality (X2), and emotional (X3) on consumer satisfaction (Y) Where the F test results are as follows:

Table 5. F Test Results (F-test)

ANOVA^a					
Model	Sumof Squares	df	Mean Square	F	Sig.
1 Regression	37612,597	3	12537,532	62,911	0,000 b
Residual	17138,811	86	199,288		
Total	54751,407	89			
a.Dependent Variable:KepuasanKonsumen					
b.Predictors:(Constant),DigitalMarketing,KualitasProduk,danEmosional.					

The calculation results in table 4.21 show that the F-count is 61.911 with a sig of 0.000, this means that there is a significant influence simultaneously (simultaneously) from digital marketing, product quality, and emotions on consumer satisfaction.

CONCLUSION

Based on the results of the analysis and discussion regarding the influence of digital marketing, product quality and emotions on consumer satisfaction, the following conclusions can be drawn: (1) Digital marketing has a positive and significant effect on consumer

satisfaction. This can be seen from the calculated t test results of 4.315 with a sig value of 0.000 < α (0.05), so it can be concluded that H0 is rejected. This means that if the digital marketing variable is increased, consumer satisfaction will increase. (2) Product quality has a positive and significant effect on consumer satisfaction. This can be seen from the calculated t test results of 2.051 with a sig value of 0.000 < α (0.05), so it can be concluded that H0 is rejected. This means that the product quality variable is improved, so consumer satisfaction will increase. (3) Emotions have a positive and significant effect on consumer satisfaction. This can be seen from the calculated t test results of 5.696 with a sig value of 0.000 < α (0.05), so it can be concluded that H0 is rejected. This means that if the emotional variable is increased, consumer satisfaction will increase. (4) Digital marketing, product quality and emotions have a positive and significant effect on consumer satisfaction. This can be seen from the calculated F test results of 62.911 with sig 0.000 < α (0.05). then it is concluded that H0 is rejected. This means that there is a significant positive influence together with digital marketing, product quality and emotions on consumer satisfaction.

Based on the results of research that has been carried out, it is possible suggestions are submitted to Theacastor, for input and consideration in an effort to increase consumer satisfaction.

a. Understanding consumer needs, by conducting surveys to find out consumer preferences and needs. By understanding what consumers want, businesses can provide the right marketing and increase consumer satisfaction.

b. Improving product quality by maintaining and being thorough in the production of the product and always re-checking and improving the quality of the product provided to consumers.

c. Maintain speed and efficiency, because consumers tend not to like waiting too long to get the products they want. Ensure that the services provided are effective, fast and efficient so that consumers feel appreciated.

d. Improving communication, by means of effective communication with consumers can help in understanding their needs, as well as providing opportunities to explain the services and products offered.

The results of this research can be used as a reference for further research to add independent variables such as price and location.

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