

Service Quality and Social Media Engagement on Customer Satisfaction at PT Tirta Asasta Depok (Perseroda)

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Abstract

The purpose of this study is to determine the influence of *service quality* and *social media engagement* on customer satisfaction at PT Tirta Asasta Depok (Perseroda). The method used is quantitative. The sampling technique used the slovin formula and a sample of 100 respondents was obtained. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The population in this study is consumers at PT Tirta Asasta Depok (Perseroda) and the number of saturated samples is 100 respondents. The method of data collection is through questionnaires with a *likert scale*, observation, and literature study. The results of this study are that *service quality* has a significant effect on customer satisfaction with a determination coefficient of 44.7% and uji hypothesis obtained by counting > ttable or (9.451 > 1.661). *Social media engagement* had a significant effect on customer satisfaction with a determination coefficient of 34.4% and the hypothesis obtained was calculated > table or (7.165 > 1.661). *Service quality* and *social media engagement* simultaneously had a significant effect on customer satisfaction by obtaining a regression equation $Y = 18.163 + 0.329X_1 + 0.253X_2$, nii coefficient of determination was 65.5% while the remaining 34.5% was influenced by other factors. The hypothesis test obtained the value of $F_{cal} > F_{table}$ or (92.261 > 3.090).

Keywords: *Service Quality; Social Media Engagement; Customer Satisfaction.*

INTRODUCTION

The main main need of the people of Depok is the supply of clean water to maintain their health, cleanliness, and welfare. Every individual has the right to access adequate and quality clean water. Considering that the human body is approximately 75% made up of water, the existence of water is very vital for human survival. Water is used not only for drinking purposes, but also for bathing and washing activities. However, Depok residents often face the problem of unstable or intermittent clean water supply. The causes can be varied, ranging from infrastructure damage to lack of available water resources. In addition, water quality is also often an issue with reports of water having abnormal flavors or odors, which can endanger health.

Often with the development of the times, the availability of clean water is

decreasing. This is due to the reduction of water catchment areas due to increasing development, as well as the pollution of water sources by garbage and other wastes. In urban areas, clean water is becoming increasingly scarce due to demographic density and high levels of development. To overcome this challenge, the government has established Regionally Owned Enterprises (BUMD) such as PT Tirta Asasta Depok (PERSERODA) which is tasked with processing and distributing clean water throughout the city. The following is data on the number of customers of PT Tirta Asasta Depok (PERSERODA) in 2021-2025:

Table 1: Number of Customers of PT Tirta Asasta Depok (PERSERODA) in 2021-2025

Y	Y	Number of	Tar	Perce
e	ea	Customers	get	ntage
s	r			

1	20 21	77.000	83. 000	92,77 %
2	20 22	93.000	89. 000	104,4 9%
3	20 23	101.805	97. 000	104,9 5%
4	20 24	101.805	106. 000	96,04 %
5	20 25	114.000	120. 000	95,00 %

Source : Company Internal Data (2025)

From the table above, we can see that in 2021 the number of customers obtained was 77,000 customers or 92.77% of the target of 83,000 customers. In 2024, 101,805 customers will be obtained or 96.04% of the target of 106,000 customers. By 2025, 114,000 customers will be obtained or 95.00% of the target of 120,000 customers. From the three years, namely from 2021, 2024 and 2025, we can see the achievement of the number of customers less than the target set by PT Tirta Asasta Depok (PERSERODA).

Then in 2022, 93,000 customers or 104.49% of the target of 89,000 customers will be obtained. And in 2023, it will get 101,805 customers or 104.95% of the target of 97,000 customers. From these two years, namely 2022 and 2023, we can see the achievement of the number of customers exceeding the target set by PT Tirta Asasta Depok (PERSERODA).

By looking at the trend from the data, it can be seen that in 2023 to 2024 there will be no increase in the number of customers and the target will not be achieved. This can be due to several factors that lower the interest or desire of customers to subscribe. A decrease in customer interest or desire to subscribe can be due to the customer satisfaction factor. According to Kotler & Keller in Achmad, G.N., et al. (2021), "*consumer satisfaction is the level of consumer feelings, either feelings of pleasure or*

disappointment resulting from a comparison between the product's perceived performance and what consumers expect".

As one of the companies that plays a role in providing drinking water, PT Tirta Asasta Depok (PERSERODA) has a big responsibility in ensuring customer satisfaction and meeting the community's clean water needs. PT Tirta Asasta Depok (PERSERODA), has taken various initiatives to improve its services. The company has launched online promotional programs and invested in improving the quality of customer service. However, the effectiveness of these strategies needs to be further evaluated, especially in relation to their impact on customer satisfaction. Customer satisfaction not only reflects the quality of public services provided but is also key to building customer loyalty and gaining a competitive advantage. According to Leksono and Herwin in Achmad, G.N., et al. (2021), "*customer satisfaction is a very valuable thing and to maintain the existence of these customers so that a business or business can continue to run*".

Companies engaged in the service sector usually also have to pay attention to the quality of their service (*service quality*). *Service quality* is one of the supporting factors in meeting customer satisfaction. According to Tinggi, et al. in Putri, A.S., et al. (2023), the higher the level of *service quality* provided, the higher the level of consumer satisfaction will be. In an opinion according to Suhartono, et al. in Karmila, et al. (2023), excellent service is one of the main factors in realizing customer satisfaction. Then according to Tjiptono in Wiwin W., et al. (2021), *service quality* is a dynamic state that is closely related to products, services, human resources, and processes and environments that can at least meet or

even exceed the *expected service quality*.

Service quality as perceived by customers, comes from a comparison between what is offered by a service company, namely expectations and with their perception of the performance of the service provider. The following is the data obtained by the researcher from the results of *the pre-survey* regarding *service quality* at PT Tirta Asasta Depok (PERSERODA):

Table 2: Pre-Survey Service Quality Data of PT Tirta Asasta Depok (PERSERODA)

Yes	Questions	Respondent s		Total
		Agree	Disagree	
1	Reliability Is the service from PT Tirta Asasta Depok (PERSERODA) good and satisfactory?	16	4	20
2	Responsiveness Is PT Tirta Asasta Depok (PERSERODA) good enough in responding to complaints or criticisms?	17	3	20
3	Assurance Does PT Tirta Asasta Depok (PERSERODA) provide	15	5	20

Yes	Questions	Respondent s		Total
		Agree	Disagree	
	guarantees for the services provided?			
4	Empathy Does PT Tirta Asasta Depok (PERSERODA) have the ability to respond to existing problems?	11	9	20
5	Tangible Evidence Does PT Tirta Asasta Depok (PERSERODA) provide physical proof of service?	18	2	20
Total		77	23	
Percentage		77,0%	23,0%	

Source : Pre-Survey Data (2025)

Based on the table above, the results of *the pre-survey service quality* above, of the 20 customers of PT Tirta Asasta Depok (PERSERODA) who became respondents, namely 77% of respondents agreed with the *service quality* provided by PT Tirta Asasta Depok (PERSERODA). And 23% of respondents disagreed with the *service quality* provided by PT Tirta Asasta Depok (PERSERODA). Then the most votes, namely 18 people, answered yes to the question about physical evidence, namely the question "Does PT Tirta Asasta Depok (PERSERODA) provide physical proof of work for services?". And with the most votes, as many as 9

people answered in disagreement with the question about empathy, namely the question, "Does PT Tirta Asasta Depok (PERSERODA) have the ability to be responsive to existing problems?". That is what makes the researcher interested in making further research on the relationship between *service quality* variables and customer satisfaction variables at PT Tirta Asasta Depok (PERSERODA).

Apart from *service quality*, *social media engagement* is also one of the factors that become a benchmark for customers in knowing how active the company is in interacting and promoting its business, where this factor can also affect customer satisfaction at PT Tirta Asasta Depok (PERSERODA). Studies on *social media engagement* have been done before, and the results show that customer engagement leads to purchase satisfaction.

According to Sulistyono and Jakaria in Yolemal, J.O.E., et al. (2025), *social media engagement* is very important for business actors to strive for because it can describe closeness in the form of brand user interaction on social media. In another opinion, according to Kaur in Sunardiyah, F., et al. (2022), explains that social media can affect a company's brand and its potential impact on customer intention to subscribe. Meanwhile, according to Brodie, et.al. in Darmadi, R., et al. (2021), identify a number of main consequences of the *social media engagement process in online virtual communities*, namely loyalty, customer satisfaction, customer trust and commitment.

From the study, it can be concluded that the better *the social media engagement*, the better the level of satisfaction felt by customers. *Social media engagement* or the dissemination of information and

promotions by companies has a great influence on customer satisfaction, so it will have a very positive impact on the company as well. The following is the data obtained by the researcher from the results of *the pre-survey* regarding *social media engagement* at PT Tirta Asasta Depok (PERSERODA):

Table 3: Data Pre-Survey Social Media Engagement PT Tirta Asasta Depok (PERSERODA)

Ye s	Questions	Respond ents		To tal
		Ag re e	Disa gree	
Social Media Engagement				
1	Consumption Have you ever seen and read information from PT Tirta Asasta Depok's (PERSERODA) social media accounts and website?	9	11	20
2	Curation Do you often see and read information from social media accounts and the website of PT Tirta Asasta Depok (PERSERODA)?	13	7	20
3	Creation Have you ever given feedback or comments on social media accounts and the website of PT Tirta	5	15	20

	Asasta Depok (PERSERODA)?			
4	Collaboration Have you ever given an assessment and reposted (re-uploaded) posts on social media accounts and the website of PT Tirta Asasta Depok (PERSERODA)?	7	13	20
Total		34	46	
Introduce yourself		42,5%	57,5%	

Source : Pre-Survey Data (2025)

Based on the table above, the results of the pre-survey social media engagement above, of the 20 customers of PT Tirta Asasta Depok (PERSERODA) who became respondents, namely 42.5% of respondents answered that they agreed with the social media engagement owned by PT Tirta Asasta Depok (PERSERODA). And 57.5% of respondents disagreed with the social media engagement owned by PT Tirta Asasta Depok (PERSERODA).

Then the most votes, namely 13 people, answered yes to the question about curation, namely the question "Do you often see and read information from social media accounts and the website of PT Tirta Asasta Depok (PERSERODA)?" And with the most votes, as many as 15 people answered that they did not agree with the question about creation, namely the question, "Have you ever given a response or comment on the social media accounts and website of PT Tirta Asasta Depok (PERSERODA)?" That is what makes the researcher interested in

making further research on the relationship between social media engagement variables and customer satisfaction variables at PT Tirta Asasta Depok (PERSERODA).

This study aims to examine more deeply service quality and social media engagement on customer satisfaction at PT Tirta Asasta Depok (PERSERODA). This research is expected to identify areas that need improvement in terms of public service quality and digital-based strategies. Improvements in these areas will strengthen the company's relationship with its customers, increase loyalty, and create added value for the company. In addition, this research is expected to be able to contribute to the academic literature in the field of marketing and service management, by providing online services for customers in providing deeper insights into the relationship between the quality of public and digital-based services to customer satisfaction in the context of drinking water supply companies interacting.

Method

This type of research is quantitative, according to Sugiyono (2020:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to examine the influence between service quality variables and social media engagement on customer satisfaction at PT Tirta Asasta Depok (PERSERODA). The population and sample in this study amounted to 100 respondents, data collection using primary data by distributing questionnaires to

respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

- If the calculated value > the table, then the statement item is said to be valid.
- If the rcalculated value < rtable, then the statement item is said to be invalid.

The following are the results of the calculation of the validity test of each variable used by the researcher in this study, namely the variables of *service quality*, *social media engagement* and customer satisfaction with the following details:

Service Quality Variable Validity Testing (X1)

Based on the results of the validity test, the following results were obtained:

Table 4: Validity Testing of Service Quality Statement Instrument (X1)

Statement No	r count	r Table	Remarks
KX1-1	0,812	0,195	Valid
KX1-2	0,781	0,195	Valid
KX1-3	0,704	0,195	Valid
KX1-4	0,799	0,195	Valid
KX1-5	0,745	0,195	Valid
KX1-6	0,790	0,195	Valid
KX1-7	0,846	0,195	Valid

Statement No	r count	r Table	Remarks
KX1-8	0,779	0,195	Valid
KX1-9	0,797	0,195	Valid
KX1-10	0,820	0,195	Valid

Source: Data Processing, 2026.

Based on the table above, if $r_{counts} > r_{table}$, it is declared valid and vice versa, if $r_{counts} < r_{table}$, it is declared invalid. In this study, the number of samples (n) to be tested is 100 respondents with a bidirectional significance level of 0.050 with the provision $df = n - 2$, then $df = 100 - 2 = 98$, then the r table is obtained as 0.195. From the table above, the statement on the *service quality variable* can be said to be valid because all statements have a calculated r value of > 0.195.

Testing the Validity of Social Media Engagement Variables (X2)

Based on the results of the validity test, the following results were obtained:

Table 5: Testing the Validity of the Social Media Engagement Statement Instrument (X2)

Statement No	r count	r Table	Remarks
KX2-1	0,814	0,195	Valid
KX2-2	0,807	0,195	Valid
KX2-3	0,863	0,195	Valid
KX2-4	0,820	0,195	Valid
KX2-5	0,849	0,195	Valid
KX2-6	0,798	0,195	Valid
KX2-7	0,882	0,195	Valid
KX2-8	0,842	0,195	Valid
KX2-9	0,828	0,195	Valid
KX2-10	0,820	0,195	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements in the *social*

media engagement variable are declared valid, this is evidenced by the value of $r_{\text{calculated}} > r_{\text{table}}$, $(n-2) = 100 - 2 = 98$ which is 0.195. Thus, the data is suitable to be forwarded as research data.

Testing the validity of the Customer Satisfaction Variable (Y)

Based on the results of the validity test, the following results were obtained:

Table 6: Testing the Validity of Customer Satisfaction Statement Instruments (Y)

Statement No	r count	r Table	Remarks
KY-1	0,720	0,195	Valid
KY-2	0,733	0,195	Valid
KY-3	0,704	0,195	Valid
KY-4	0,700	0,195	Valid
KY-5	0,688	0,195	Valid
KY-6	0,690	0,195	Valid
KY-7	0,766	0,195	Valid
KY-8	0,679	0,195	Valid
KY-9	0,700	0,195	Valid
KY-10	0,627	0,195	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements on the customer satisfaction variable are declared valid, it is proven by the value of $r_{\text{calculated}} > r_{\text{of the table}}$, $(n-2) = 100 - 2 = 98$ which is 0.195. Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. In this test, it was carried out by comparing the Cronbach alpha value obtained with the critical standard of 0.600 with the provision that it is said to be reliable if $>$ from 0.600, and said to be unreliable if it is $<$ from 0.600. The following is a table of instrument reliability results:

Service Quality Variable Reliability Test (X1)

Based on the results of the reliability test, the following results were obtained:

Table 7: Variable Reliability Test of Service Quality (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,930	10

Source: SPSS 26 data processing

From the table above, it can be seen that the service quality variable is said to be reliable, because the test obtained a Cronbach alpha value greater than 0.600, which is $0.930 > 0.600$.

Reliability Test of Social Media Engagement Variables (X2)

Table 8: Reliability Test of Social Media Engagement Variables (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,950	10

Source: SPSS 26 data processing

From the table above, it can be seen that the social media engagement variable is said to be reliable, because the test obtained a cronbach alpha value greater than 0.600, which is $0.950 > 0.600$.

Customer Satisfaction Variable Reliability Test (Y)

Table 9: Customer Satisfaction Variable Reliability Test (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,881	10

Source: SPSS 26 data processing

From the table above, it can be seen that the customer satisfaction variable is said to be reliable, because the test obtained a cronbach alpha value greater than 0.600, which is $0.881 > 0.600$.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05 , the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 10: Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal	Red	.0000000
Parameters ^a	Std.	5.59518917
^b	Deviation	
Most	Absolute	.075
Extreme	Positive	.075
Differences	Negative	-.067
Test Statistic		.075
Asymp. Sig. (2-tailed)		.181

a. Test distribution is Normal.

b. Calculated from data.

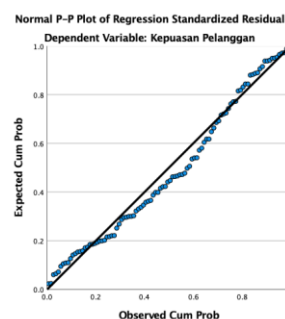
c. Lilliefors Significance Correction.

Source: Data Processing, 2026.

From the table above, a significant value (2-tailed) of 0.181 can be

obtained. Because the significance is more than 0.050 or ($0.181 > 0.050$), it is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using a *Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



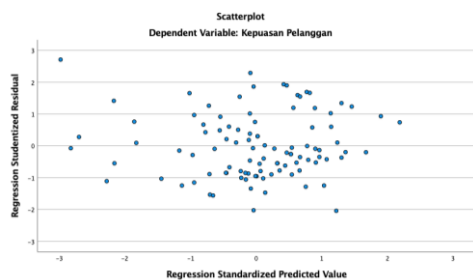
Source: Data Processing, 2026.

Figure 1: P-Plot of Normality Test

From the graph above, it can be seen that the points are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data from the variables of *service quality* (X_1), *social media engagement* (X_2) and *customer satisfaction* (Y) that are studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot* graph as follows:



Source: Data Processing, 2026.

Figure 2: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot image*, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Test

T test (Partial test)

To find out the influence between *service quality* (X1) and *social media engagement* (X2) on customer satisfaction (Y), it can be done with a t test (partial test). The provisions are as follows:

- 1) If the $t_{count} > t_{table}$ means that H_0 is rejected and H_a is accepted (there is an influence).
- 2) If the $t_{count} < t_{table}$ means that H_0 is accepted and H_a is rejected (no effect)

Partial Hypothesis Test for Service Quality Variable (X1)

The hypotheses that will be tested in this section are:

H_{01} : There was no significant effect between *Service Quality* customer satisfaction at PT Tirta Asasta Depok (Perseroda).

H_{a1} : There is a significant influence between *Service Quality* customer satisfaction at PT Tirta Asasta Depok (Perseroda).

The results of data processing using the SPSS Version 26 program, with the following results:

Table 11: Partial Hypothesis Test Results Between Service Quality

(X1) and Customer Satisfaction

(Y)

Coefficient

Models	B	Std. Error	Beta	t	Sig.
1 (Constant)	24,324	1,633		14,895	<,001
Service Quality (X1)	,394	,042	,691	9,451	<,001

a. Dependent Variable: Customer Satisfaction (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{calculated} > t_{of\ the\ table}$ or $(9.451 > 1.661)$, this is also strengthened by a significance value of < 0.05 or $(0.001 < 0.05)$. Thus, H_{01} was rejected and H_{a1} was accepted, this shows that there is a significant influence between *service quality* on customer satisfaction at PT Tirta Asasta Depok (Perseroda).

Partial Hypothesis Test for Social Media Engagement Variable (X2)

The hypotheses that will be tested in this section are:

H_{02} : There was no significant effect between *Social Media Engagement* customer satisfaction at PT Tirta Asasta Depok (Perseroda).

H_{a2} : There is a significant influence between *Social Media Engagement* customer satisfaction at PT Tirta Asasta Depok (Perseroda).

The results of data processing using the SPSS Version 26 program, with the following results:

Table 12: Partial Hypothesis Test Results Between *Social Media Engagement (X2)* and Customer Satisfaction (Y)

Models	Unstandar rdized Coefficien ts		Standar rdized Coeffici ents		Sig .
	B	Std. Erro r	Beta	t	
1 (Const ant)	27, 92 9	1,64 9		16, 93 6	< 00 1
Social Media Engag ement (X2)	,33 9	,047	,586	7,1 65	< 00 1

a. Dependent Variable: Customer Satisfaction (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{calculated} > t_{of\ the\ table}$ or $(7.165 > 1.661)$ was also strengthened by a significance value of < 0.05 or $(0.001 < 0.05)$. Thus, H_{02} was rejected and H_{a2} was accepted, this shows that there is a significant influence between *social media engagement* on customer satisfaction at PT Tirta Asasta Depok (Perseroda).

Simultaneous Test (F Test)

Statistical F testing is a joint test of all independent variables (*service quality* and *social media engagement*) against its dependent variables (customer satisfaction). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The hypothesis formulation made is as follows:

H_{03} : There was no significant effect between *Service Quality* and *Social Media Engagement*

simultaneously to customer satisfaction at PT Tirta Asasta Depok (Perseroda).

H_{a3} : There is a significant influence between *Service Quality* and *Social Media Engagement* simultaneously to customer satisfaction at PT Tirta Asasta Depok (Perseroda).

As a comparison to see the significant effect, a significant level of 5% (0.05) is used and compares the $F_{calculation}$ with the F_{table} with the following criteria:

- 1) If $F_{calculated} < F_{table}$ means H_0 is accepted and H_a is rejected
- 2) If $F_{calculated} > F_{table}$ means H_0 is rejected and H_a is accepted

The formula for finding the F value of the table is:

$$(df = k-1) = df_1 = 3-1 = 2 \text{ and } (df_2 = n - k) = 100 - 3 = 97$$

So with a significance of 5% or 0.05, $F_{of\ the\ table}$ of $97 = 3.090$ from the statistical table is obtained. Here are the results of the ANOVA test or the F test:

Table 13: Results of Simultaneous Test (F Test) Between *Service Quality (X1)* and *Social Media Engagement (X2)* on Customer Satisfaction (Y)

Models	NEW ERA		F	Sig.
	Sum of Squar es	Mea n Squa re		
1 Regres sion	1043, 918	2 521. 959	92,2 61	<.0 01b
Residu al	548.7 68	9 7	5.65 7	
Total	1592. 686	9 9		

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Social Media Engagement (X2), Service Quality (X1)

Source: Data Processing, 2026.

Based on the test results in the ANOVA table above, the value of F_{was} obtained $> F_{of\ the\ table}$ or $(92.261 > 3.090)$ and strengthened with a significance of < 0.05 or $(0.001 < 0.05)$. So it can be concluded that *service quality* and *social media engagement* together have a significant effect on customer satisfaction at PT Tirta Asasta Depok (Perseroda).

Discussion

After the findings in this case are known, it is then analyzed how well the data presents the results of the research raised, especially the ability to explain how good *service quality* and *social media engagement* are to customer satisfaction. Furthermore, the results of this study will be discussed as follows:

The Influence of Service Quality (X1) on Customer Satisfaction (Y)

Based on the results of the analysis, the *service quality research variable* has a significant effect on customer satisfaction as evidenced by the results of the t -test calculation = 9.451 while $t_{table} = 1.661$ ($t_{cal} > t_{table}$) with a significant level of $0.001 < 0.05$, then H_{o1} is rejected and H_{a1} is accepted. This research is in line with research that has been conducted by Muhammad Zitkul Aziz, Lita Permata Sari (2025), where in his research it was concluded that service quality has a significant effect on customer satisfaction.

The Influence of Social Media Engagement (X2) on Customer Satisfaction (Y)

Based on the results of the analysis, the *social media engagement variable* has a significant effect on customer satisfaction as evidenced by the results of the t -test = 7.165 while $t_{table} = 1.661$ ($t_{count} > t_{table}$) with a significant

level of $0.001 < 0.05$, then H_{o2} is rejected and H_{a2} is accepted. This research is in line with research that has been conducted by Jackson Okgri Embuk Yolemal, Meidy Lieke Karundaeng (2025), where in his research he concluded that *social media engagement* has a significant effect on customer satisfaction.

The Simultaneous Effect of Service Quality (X1) and Social Media Engagement (X2) on Customer Satisfaction (Y)

Based on the results of the Anova test, the value of $F_{cal} > F_{table}$ or $(92.261 > 3.090)$ and also strengthened with a significant value of < 0.05 or $(0.001 < 0.05)$ then H_{o3} was rejected and H_{a3} was accepted. So it can be concluded that *service quality* and *social media engagement* together have a significant effect on customer satisfaction at PT Tirta Asasta Depok (Perseroda). This research is in line with research conducted by Roby Darmadi, Parlagutan Silitonga (2021), where in his research it was concluded that *service quality* and *social media engagement* together have a significant effect on customer satisfaction.

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of *service quality* (X1) and *social media engagement* (X2) on customer satisfaction (Y), it is as follows:

1. Partially, *service quality* has a significant effect on customer satisfaction, as evidenced by the results of the hypothesis test obtained by t_{count} of $> t_{table}$ ($9.451 > 1.661$) and also strengthened by a significance of $0.001 < 0.05$. So H_{a1} was accepted. Thus, it can be concluded that *the service quality*

- variable has a significant effect on customer satisfaction at PT Tirta Asasta Depok (Perseroda).
2. Partially, *social media engagement* has a significant effect on customer satisfaction, as evidenced by the results of the hypothesis test obtained by $t_{\text{count}} > t_{\text{table}}$ ($7.165 > 1.661$) and also strengthened by a significance of $0.001 < 0.05$. So H_{a2} was accepted. Thus, it can be concluded that the *social media engagement* variable has a significant effect on customer satisfaction at PT Tirta Asasta Depok (Perseroda).
 3. *Service quality* and *social media engagement* simultaneously have a significant effect on customer satisfaction, this is evidenced by the results of the hypothesis test obtained $F_{\text{count}} > F_{\text{table}}$ or ($92.261 > 3.090$) and also strengthened with a significance of $0.001 < 0.05$. Hence H_{a3} is accepted. Thus, it can be concluded that *the variables of service quality* and *social media engagement* simultaneously have a significant effect on customer satisfaction at PT Tirta Asasta Depok (Perseroda).

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