SERVICE QUALITY USING DIGITAL MARKETING BASED ON STARTUPS FOOD AND BEVERAGE COMPANY IN SLEMAN YOGYAKARTA

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ABSTRACT

The purpose of this study was to determine the effect of service quality using digital marketing based on consumer satisfaction for startup food and beverage companies in Sleman Yogyakarta. This research was conducted by taking 88 customers of startups food and beverage in Yogyakarta randomly. The calculation technique used in this study is the Multiple Linear Regression Analysis model and path analysis. Based on the results of the analysis, it shows that there is a significant influence between the use of digital marketing services on consumer satisfaction in terms of service. The results of multiple linear regression analysis show that there is a positive and significant effect of the dimensions of direct evidence, reliability, responsiveness, assurance, and empathy simultaneously on consumer satisfaction at startups food and beverage companies in Yogyakarta. That is, tangibles, reliability, responsiveness, assurance, and empathy have been able to make a significant contribution in increasing customer satisfaction at startups food and beverages in Yogyakarta.

Keywords: Service Quality; Digital Marketing; Customer Satisfaction

INTRODUCTION

Facilities are important facilities and infrastructure in increasing satisfaction. Product providers must be able to provide the best marketing to consumers. This cannot be separated from the role of marketing in a company that is required to be professional in carrying out marketing strategies to promote its products because by using online promotional media, the target market segment becomes wider because it can be accessed by the global community. In this case, Digital Marketing is very helpful in the achievements of the organization, one of which is the increase in sales obtained with the help of Digital Marketing (Evaggelia, 2015).

However, facing the current business competition and the slowing economic growth which has resulted in a decline in the company's growth, the company's ability to implement marketing strategies is important to note. Digital Marketing owned by the company must be considered and developed

following existing developments. This is expected to be able to make the company survive from economic fluctuations for the sake of the company's sustainability in the future. The company in maintaining it to continue to grow does not only depend on the company's Digital Marketing. To maintain good Digital Marketing, Intellectual Capital is needed that supports the course of marketing itself (Prabowo, 2018). Kotler (1995) says that many factors are considered for choosing, but one way to attract customers and win the competition is to provide services that are in accordance with customer desires that can provide satisfaction. Organizations that are not qualified in providing services will be left behind and run over in business competition.

Human resources in the company is a very valuable asset. Humans as a benchmark for change towards better innovation so that they need renewal in this case the right innovation to increase everyone's potential, the aim is to increase the competence of the company (Riatmaja and Wibawanto, 2021). According to Schnaars in Tjiptono and Chandra (2005), basically the purpose of a business is to create satisfied customers. Good service quality will certainly create satisfaction for service users, in this case consumers. Good service quality can ultimately provide several benefits, including the establishment of a harmonious relationship between providers of goods and services and customers, providing a good basis for creating customer loyalty and forming a word of mouth recommendation that is profitable for providers. these services (Tjiptono et al, 2008). Good service from the company will increase the satisfaction of these consumers.

## LITERATURE REVIEW

Digital Marketing

Marketing activities are carried out intensively using computer media, both through product offerings, payments and delivery. Kim (2011) defines four dimensions of Digital Marketing. The four dimensions of Digital Marketing are independent variables that help business success as the dependent variable. The four dimensions are known as follows: a) Interactive b) Incentive Programs c) Site design d) Cost.

Service

Kotler and Keller (2006) put forward the definition of service as follows, service is any action or performance offered by one party to another that is in principle intangible and does not cause a transfer of ownership. The production of services may or may not be tied to a physical product. According to William. J. S. (2003:220) "Service is an activity that can be identified separately, which is essentially intangible, which is the fulfillment of needs, and does not have to be tied to the sale of other products or services. To produce services, it may or may not be necessary to use tangible objects.

Consumer Satisfaction

Consumer satisfaction is the extent to which the benefits of a product are perceived in accordance with what customers expect (Swastha & Handoko, 2000). Kotler (2005) says that consumer satisfaction is the level of one's feelings after comparing the product performance that he feels with his expectations. Consumer satisfaction or dissatisfaction is a response to the evaluation of the perceived discrepancy or disconfirmation between previous expectations and the actual performance of the product that is felt after use (Tjiptono, 2008).
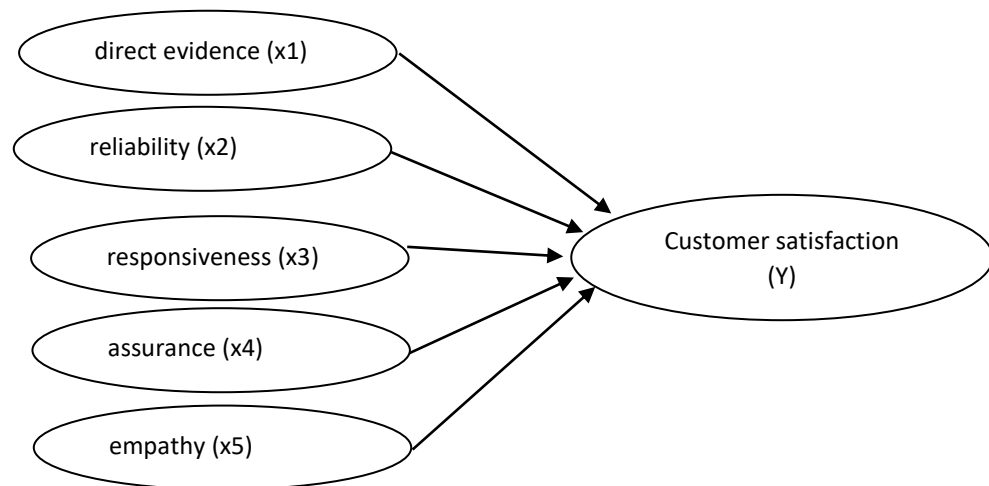
METHOD

Population and Sample

The population in this study are all consumers, in this case the clients of startups food and beverage service companies in Sleman Yogyakarta. Based on client data from 2017 to 2020, there were 716 clients who visited the Startups food and beverage Sleman Yogyakarta company. According to Sugiyono (2005), the sampling technique using accidental sampling is a sampling technique based on chance, that is, anyone who coincidentally meets a researcher can be used as a sample, if it is seen that the person who happened to be met is suitable as a data source. so that the sample used in this study was 88 respondents.

1. Independent or Independent Variables

Independent variables are variables that affect the existence of other variables. In this study, the independent variables are:

a. X1 : Direct Evidence

b. X2 : Reliability

C. X2: Assurance

d. X4 : Responsiveness

e. X5 : Empathy

2. Dependent or dependent variable

The dependent variable is a variable that is influenced by other variables. In this study the dependent variable is Consumer Satisfaction (Y). According to Kotler (2001) consumer satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations.

Validity Test Results

Performance Validity Test Results

Variables	Item	r_{count}	r_{table}	Description
Tangibles	Item1	0,755	0.3738	Valid
	Item2	0,765	0.3738	Valid
	Item3	0,863	0.3738	Valid
	Item4	0,703	0.3738	Valid
	Item5	0,824	0.3738	Valid

	Item6	0,703	0.3738	Valid
	Item7	0,895	0.3738	Valid
	Item8	0,802	0.3738	Valid
	Item9	0,794	0.3738	Valid
	Item10	0,865	0.3738	Valid
	Item11	0,785	0.3738	Valid
Reliability	Item1	0,684	0.3737	Valid
	Item2	0,772	0.3737	Valid
	Item3	0,732	0.3737	Valid
	Item4	0,682	0.3737	Valid
	Item5	0,752	0.3737	Valid
	Item6	0,723	0.3737	Valid
	Item7	0,602	0.3737	Valid
	Item8	0,753	0.3737	Valid
	Item9	0,763	0.3737	Valid
	Item10	0,624	0.37378	Valid
	Item11	0,774	0.3737	Valid
	Item12	0,632	0.3737	Valid
Assurance	Item1	0,744	0.3738	Valid
	Item2	0,787	0.3738	Valid
	Item3	0,824	0.3738	Valid
	Item4	0,745	0.3738	Valid
	Item5	0,782	0.3738	Valid
	Item6	0,805	0.3738	Valid
	Item7	0,711	0.3738	Valid
	Item8	0,715	0.3738	Valid
	Item9	0,753	0.3738	Valid
	Item10	0,725	0.3738	Valid
	Item11	0,793	0.3738	Valid
Responsiveness	Item1	0,386	0.3736	Valid
	Item2	0,433	0.3736	Valid
	Item3	0,598	0.3736	Valid
	Item4	0,624	0.3736	Valid
	Item5	0,542	0.3736	Valid
	Item6	0,465	0.3736	Valid
	Item7	0,588	0.3736	Valid
	Item8	0,651	0.3736	Valid
Empathy	Item1	0,564	0.3736	Valid
	Item2	0,762	0.3736	Valid
	Item3	0,688	0.3736	Valid
	Item4	0,722	0.3736	Valid
	Item5	0,474	0.3736	Valid
	Item6	0,582	0.3736	Valid
	Item7	0,749	0.3736	Valid
	Item8	0,714	0.3736	Valid
	Item9	0,573	0.3736	Valid
	Item10	0,615	0.3736	Valid
	Item11	0,623	0.3736	Valid
	Item12	0,621	0.3736	Valid

Interest Validity Test Results

Variables	Item	r_{count}	r_{table}	Description
Tangibles	Item1	0,782	0.3737	Valid
	Item2	0,683	0.3737	Valid
	Item3	0,607	0.3737	Valid
	Item4	0,624	0.3737	Valid
	Item5	0,633	0.3737	Valid
	Item6	0,494	0.3737	Valid
	Item7	0,492	0.3737	Valid
	Item8	0,812	0.3737	Valid
	Item9	0,732	0.3737	Valid
	Item10	0,382	0.3737	Valid
	Item11	0,514	0.3737	Valid
Reliability	Item1	0,582	0.3737	Valid
	Item2	0,422	0.3737	Valid
	Item3	0,432	0.3737	Valid
	Item4	0,733	0.3737	Valid
	Item5	0,783	0.3737	Valid
	Item6	0,673	0.3737	Valid
	Item7	0,683	0.3737	Valid
	Item8	0,634	0.3737	Valid
	Item9	0,472	0.3737	Valid
	Item10	0,492	0.3737	Valid
	Item11	0,552	0.3737	Valid
	Item12	0,402	0.3737	Valid
Assurance	Item1	0,444	0.3737	Valid
	Item2	0,724	0.3737	Valid
	Item3	0,583	0.3737	Valid
	Item4	0,492	0.3737	Valid
	Item5	0,472	0.3737	Valid
	Item6	0,463	0.3737	Valid
	Item7	0,403	0.3737	Valid
	Item8	0,442	0.3737	Valid
	Item9	0,493	0.3737	Valid
	Item10	0,602	0.3737	Valid
	Item11	0,404	0.3737	Valid
Responsiveness	Item1	0,692	0.3737	Valid
	Item2	0,404	0.3737	Valid
	Item3	0,602	0.3737	Valid
	Item4	0,592	0.3737	Valid
	Item5	0,582	0.3737	Valid
	Item6	0,604	0.3737	Valid
	Item7	0,503	0.3737	Valid
	Item8	0,577	0.3737	Valid
	Item1	0,604	0.3737	Valid
	Item2	0,382	0.3737	Valid
	Item3	0,444	0.3737	Valid
Empathy	Item4	0,474	0.3737	Valid
	Item5	0,422	0.3737	Valid
	Item6	0,477	0.3737	Valid
	Item7	0,388	0.3737	Valid

Item8	0,405	0.3737	Valid
Item9	0,382	0.3737	Valid
Item10	0,454	0.3737	Valid
Item11	0,616	0.3737	Valid
Item12	0,607	0.3737	Valid

Reliability Test Results

Performance Reliability Test Results

Variable	Alpha Cronbach	Description
Tangibles	0,943	Reliabel
Reliability	0,908	Reliabel
Assurance	0,929	Reliabel
Responsiveness	0,744	Reliabel
Empathy	0,848	Reliabel

Interest Reliability Test Results

Variable	Alpha Cronbach	Description
Tangibles	0,831	Reliabel
Reliability	0,792	Reliabel
Assurance	0,722	Reliabel
Responsiveness	0,696	Reliabel
Empathy	0,762	Reliabel

Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.977	2.674		-1.861	.066
	Tangibles	.128	.030	.352	4.190	.000
	Reliability	.091	.023	.304	3.989	.000
	Assurance	.073	.019	.299	3.904	.000
	Responsiveness	.216	.045	.368	4.826	.000
	Empathy	.102	.040	.220	2.583	.012

Based on these equations can be described as follows:

1. Constant

The constant value of -4.977 means that the variables which include direct evidence, reliability, assurance, responsiveness and empathy do not change or are considered constant, so the direction of the value of consumer satisfaction in startups food and beverage companies is minus -4.977.

2. Direct evidence regression coefficient (b1)

The direct evidence variable has a positive regression coefficient on consumer satisfaction, with a regression coefficient of 0.128. With this positive influence, it means that the direct evidence on consumer satisfaction at Yogyakarta startups food and beverages shows a unidirectional relationship, which means the higher the direct evidence in the eyes of consumers, the higher consumer satisfaction for startups food and beverage companies in Yogyakarta, assuming the other variables remain the same.
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3. Reliability regression coefficient (b2)

The reliability variable has a positive regression coefficient on consumer satisfaction for startups food and beverage companies in Yogyakarta, with a regression coefficient of 0.091. With this positive influence, it means that between reliability and consumer satisfaction at startups food and beverage companies in Yogyakarta shows a unidirectional relationship, which means that every increase in the reliability of startups food and beverage companies will lead to higher consumer satisfaction at startups food and beverage companies in Yogyakarta, assuming other variables remain the same.

4. Assurance regression coefficient (b3)

The guarantee variable has a positive regression coefficient on consumer satisfaction for startups food and beverage companies in Yogyakarta, with a regression coefficient of 0.073. With this positive influence, it means that the guarantee of consumer satisfaction for startups food and beverages in Yogyakarta shows a unidirectional relationship, which means the higher the guarantee will lead to high consumer satisfaction, assuming the other variables remain constant.

5. Regression coefficient of responsiveness (b4)

The responsiveness variable has a positive regression coefficient on consumer satisfaction for startups food and beverage companies in Yogyakarta, with a regression coefficient of 0.216. With this positive influence, it means that the responsiveness to consumer satisfaction of startups food and beverage companies in Yogyakarta shows a unidirectional relationship, which means that the responsiveness of services from startups food and beverage companies in Yogyakarta will lead to high consumer satisfaction, assuming the other variables are constant.

6. Empathy regression coefficient (b5)

The empathy variable has a positive regression coefficient on consumer satisfaction for startups food and beverage companies in Yogyakarta, with a regression coefficient of 0.102, this means that between empathy for consumer satisfaction for startups food and beverage companies in Yogyakarta, shows a unidirectional relationship, which means the higher the empathy from the company will be. lead to high consumer satisfaction, assuming the other variables are constant.

The results of multiple linear regression analysis show that there is a positive and significant effect of the dimensions of direct evidence, reliability, responsiveness, assurance, and empathy simultaneously on consumer satisfaction at startups food and beverage companies in Yogyakarta. This means that direct evidence, reliability, responsiveness, assurance, and empathy have been able to make a significant contribution in increasing consumer satisfaction at startups food and beverage companies in Yogyakarta. Thus providing services in a professional manner is the most important attribute of these services. So it is better for startups food and beverage companies in Yogyakarta to focus on several characteristics that can improve quality and measure the quality of the services provided. For this reason, companies must monitor the quality level, because declining quality can affect and damage the company's reputation and customer satisfaction itself.

Given the great influence of service quality on customer satisfaction, the company's ability to provide customer satisfaction must always be monitored and improved, considering the dynamically changing market conditions. Services that are able to provide satisfaction may not necessarily in the future still provide satisfaction. So the company must be able to improve its ability to provide continuous satisfaction in responding to the dynamics of changes that occur. If the consumer is very satisfied with the company, the consumer will recommend the company to others, communicate positive things about service quality and others that encourage him to use the company's services. Meanwhile, the company needs to pay attention to the importance of service quality, not something new in an effort to manage satisfaction. It can be said that it is common knowledge that service quality is important to build customer satisfaction. This means that other companies (competitors) are also doing the same thing,

therefore it needs to be done with continuous innovation so that it has superior diversification compared to competitors.

Conclusion

It is necessary to immediately take action to increase consumer satisfaction, by increasing performance on attributes that are felt to be lacking for the benefit of consumers, for example by completing interesting content and what consumers need to be able to increase the speed of service in addressing consumer needs. The management of the company should maintain the quality of its services from these five dimensions or at least not experience a decrease, especially in terms of services related to the dimension of assurance because this dimension has the greatest influence in increasing customer satisfaction.

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