

The Effect of Social Media Marketing and Service Quality on Customer Satisfaction of “Rpm Body Fitness” with Brand Image as an Intervening Variable

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ABSTRACT

This research addresses the challenge of maintaining competitiveness and customer satisfaction in fitness centers, during the increasing popularity of fitness activities after the COVID-19 pandemic. With a study case of RPM Body Fitness, this research aims to explore the correlation of Social Media Marketing, Service Quality, Brand Image, and Customer Satisfaction. The number of samples used in this study was 104 using non-probability sampling techniques with purposive sampling methods. In this study, the tool used to analyze is the Structural Equation Model Partial Least Square (SEM-PLS) with the help of SMART PLS 4.0 software. The results of the analysis show that social media marketing has a positive and significant effect on brand image, Social media marketing does not have a positive and significant effect on customer satisfaction, Service quality has a positive and significant effect on brand image, Service quality has a positive and significant effect on customer satisfaction, Brand image has a positive and significant effect on customer satisfaction, Brand image can mediate social media marketing on customer satisfaction, Brand image can mediate service quality on customer satisfaction. RPM Body Fitness has successfully treated its customers with great customer service and optimized its social media to increase brand image and customer satisfaction.

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1. INTRODUCTION

During the COVID-19 pandemic, running, cycling, Home Workout, and sports games such as football, badminton, etc., have become the people's most popular sports. They generally do sports activities at home (40.2%), outside the home (31.8%), or in buildings other than home (28%). Most people exercise 30-60 minutes, once or twice a week. As a result, they feel more vital, both physically and mentally [30]. Growing public awareness of the importance of maintaining health has increased people's interest in carrying out sports activities.

The wide-open market opportunities allow fitness center owners to compete in this business field. The competition faced by fitness center owners is now increasingly fierce, requiring them to look for strategies to win the competition. Hawkins and Hoon [9] underline that for business continuity, they assert that relationship management and customer satisfaction can result in increased revenue and therefore result in increased brand

equity and retention. The success of a company does not only depend on the ability to attract new customers. Retaining satisfied customers is also beneficial because it costs less than attracting new customers [9, 35].

One marketing strategy that can be tried to increase customer satisfaction is by utilizing social media. One of the significant impacts of social media marketing on business is how it can shape and improve brand image. It is important to understand that customer perceptions of brands are no longer only influenced by what the company communicates, but what customers say about a particular brand as well [13]. Social media marketing plays an important role in shaping a brand image. By actively engaging with customers and building a strong online presence, businesses can create a more positive brand image. Building a positive brand image can be achieved by creating a strong marketing program to highlight its characteristics and advantages so that it can differentiate it from other products [22].

A strong brand image is crucial for showcasing the benefits and unique selling points of a product or service. Brands can promote their sustainable practices or support charities to demonstrate their value. Service quality is another key factor that can influence brand image and customer satisfaction. Customers form expectations about the value and satisfaction that various market offerings will provide and purchase. Satisfied customers buy again and tell others about their good experiences, dissatisfied tend to turn to competitors and share negative feedback with others. According to Philip Kotler and Gary Armstrong [15], customer satisfaction depends on perceived product performance relative to buyer expectations. If product performance does not meet expectations, customers will feel dissatisfied. If performance meets expectations, customers are satisfied. If performance exceeds expectations, the customer is very satisfied or happy. Therefore, business owner must strive to provide excellent service to their customers in order to maintain a positive brand image.

So far, customers who have trained at RPM Body Fitness and are happy with the services provided tend to recommend it to others. This proves that a good brand image is also needed so that the product can be trusted by consumers. In recent years, research on connecting Social Media Marketing and Brand Image has not been very extensive. Although social media platforms generate great interest among users, the topic is still new and research continues to develop and increase in number. Therefore, this research uses the brand image variable as a mediating variable to strengthen the influence of social media marketing and Service Quality on customer satisfaction.

1.1 LITERATURE REVIEW

Social Media Marketing

Social Media Marketing has become an important tool for service businesses, as it allows them to reach large audiences and build relationships with their customers. By regularly posting content, such as photos and videos, that demonstrate the quality of their services, businesses can demonstrate their expertise and commitment to providing high-quality services. This can lead to increased customer satisfaction and loyalty, as well as increased brand recognition and awareness [12]. Another advantage of Social Media Marketing is the ability to collect valuable customer feedback and information. Service businesses can use social media to gather feedback from customers, ask questions, and gather information about their preferences and needs.

To use Social Media Marketing effectively, service businesses must develop a well-defined strategy that aligns with their overall marketing goals. Social Media Marketing is a powerful tool for service businesses, providing a cost-effective way to build relationships with customers, gather valuable feedback and insights, and promote their services. However, to be effective, social media marketing must be integrated into the overall marketing strategy and supported by a commitment to high-quality content and customer engagement.

Service Quality

Service quality is an important aspect of any service-based business because it directly affects customer satisfaction. Service quality is a multidimensional concept that includes elements such as reliability, responsiveness, empathy, and tangibility [36]. For service businesses, it is very important to provide high-quality service to maintain customer satisfaction. On the other hand, poor service quality can cause a decrease in customer satisfaction, and have a negative impact on a business's reputation [19]

Service quality is an important component of customer satisfaction and has a significant impact on the success of a service business. By measuring and improving service quality, service businesses can increase customer satisfaction and loyalty, which can result in increased sales and positive word of mouth advertising. Service quality is an important component of customer satisfaction and has a significant impact on the success of a service business. By measuring and improving service quality, service businesses can increase customer satisfaction and loyalty, which can result in increased sales and positive word of mouth advertising

Brand Image

Brand image is a critical component to the success of a service business, as it can greatly influence a customer's perception of a company and their likelihood of doing business with it. In a service business, the quality of the service and the overall customer experience are key elements that contribute to the development of a strong brand image [14]. To maintain a strong brand image, service businesses must prioritize the quality of their

services, such as the accuracy and speed of service delivery, the competence of service staff, and the level of personal attention and care provided to each customer [36]. Apart from service quality, overall customer experience is also an important factor in brand image. Service businesses must create a positive and enjoyable customer experience, including ease of accessing services, convenience of service delivery, and the overall atmosphere and environment in which services are delivered.

Effective communication and engagement with customers is also important for building and maintaining a strong brand image. Service businesses must establish clear and effective communication channels with their customers, including prompt customer support and a friendly, responsive approach to customer questions and complaints. By prioritizing customer engagement and communication, companies can build strong relationships with their customers and further enhance their brand image.

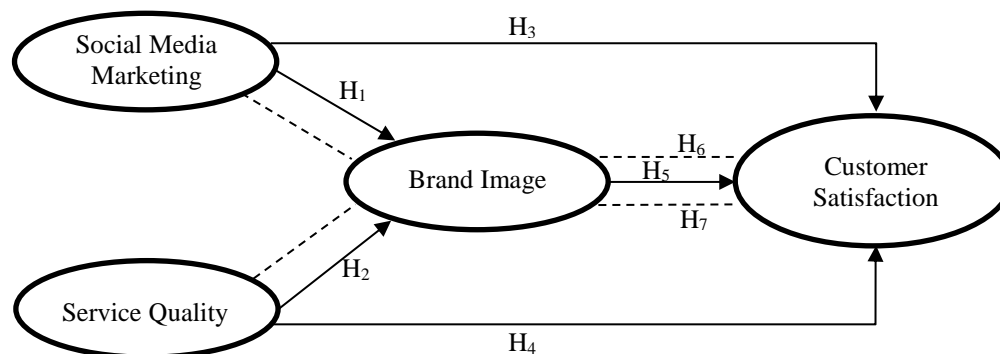
Customer Satisfaction

Customer satisfaction is an important aspect of success in a service business, as it directly influences customer loyalty and business sustainability. Service businesses must strive to provide high-quality products and services that meet or exceed customer expectations to achieve high levels of customer satisfaction. This requires a deep understanding of customer needs and preferences, as well as a commitment to continually improving the customer experience [36]. Customer satisfaction in a service business often depends on two key factors: the quality of the service, and the overall customer experience. In addition to offering quality service, creating a positive and enjoyable customer experience can foster customer loyalty and encourage repeat business [14].

In conclusion, customer satisfaction is critical to success in a service business. Companies must prioritize the quality of their services, overall customer experience, and effective communication and engagement with customers to satisfy their customers. In doing so, they can grow customer loyalty, repeat business, and improve their overall business performance.

1.2 RESEARCH FRAMEWORK

Figure 1. Research Framework



According to the Research Framework, this study had the following research hypothesis:

H1: Social Media Marketing has a significant influence on the Brand Image of RPM Body Fitness

H2: Social Media Marketing has a significant effect on RPM Body Fitness Customer Satisfaction

H3: Service Quality has a significant effect on the Brand Image of RPM Body Fitness

H4: Service Quality has a significant effect on RPM Body Fitness Customer Satisfaction

H5: Brand Image has a significant effect on RPM Body Fitness Customer Satisfaction

H6: Brand Image has a significant effect in mediating the relationship between Social Media Marketing and RPM Body Fitness Customer Satisfaction

H7: Brand Image has a significant effect in mediating the relationship between Service Quality and RPM Body Fitness Customer Satisfaction

2. RESEARCH METHOD

The research method used in this research is quantitative using correlational research. According to Sugiyono [31], states that quantitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses. This research uses four variables, namely social media marketing, service quality, brand image, and customer satisfaction.

This study employs nonprobability sampling through a purposive sampling technique. A non-random method where participants are selected based on specific criteria aligned with the research objectives, rather than random selection. The criteria for respondents who were sampled in this research were:

1. Respondents are RPM Body Fitness customers.
2. Respondents are RPM Body Fitness social media followers

According to Sevilla et al, [29] one of the methods used to determine the number of samples is to use the Slovin formula. The Slovin formula was proposed by a mathematical scientist named Slovin in 1960, and the calculation is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{450}{1 + 450(0,10^2)}$$

$$= 81,81 = 100$$

Data processing in this research uses SmartPLS SEM (Partial Least Square - Structural Equation Modeling) software. PLS has the ability to explain the relationship between variables and the ability to carry out analyses in one test.

3. RESULT AND DISCUSSIONS

3.1. Univariate Analysis

Table 1. Frequency Distribution of Respondents in RPM Body Fitness:
A Demographic Overview (n=104)

Characters of Respondents	f	%
Gender		
Male	58	55.8
Female	46	44.2
Age		
17-21	36	34.6
22-30	43	41.3
31-40	16	15.8
>40	9	8.7
Occupation		
Student/College Student	41	39.4
Self-Employed	22	21.2
Civil Servants	22	21.2
Private Employees	19	18.3
Membership Status		
Daily	28	26.9
Monthly	76	73.1

Based on Table 1 above, it is known that most of the respondents are male, around 22-30 years old (41.3%) respondents, are students/college students (39.4%) and have a monthly membership (73.1%).

3.2. Evaluation of the Measurement Model

Validity Test Analysis

Table 2. Table Validity Test

Variable	Indicator	Loading Factor	AVE (Average Variance Extracted)
Social Media Marketing	SMM1	0,682	0.614
	SMM2	0,759	
	SMM3	0,898	

Variable	Indicator	Loading Factor	AVE (Average Variance Extracted)
	SMM4	0,771	
	SMM5	0,769	
	SMM6	0,804	
Service Quality	SQ1	0,829	0.743
	SQ2	0,874	
	SQ3	0,897	
	SQ4	0,871	
	SQ5	0,803	
	SQ6	0,893	
Brand Image	BI1	0,804	0.695
	BI2	0,862	
	BI3	0,838	
	BI4	0,803	
	BI5	0,836	
	BI6	0,857	
Customer Satisfaction	CS1	0,822	0.740
	CS2	0,874	
	CS3	0,900	
	CS4	0,879	
	CS5	0,793	
	CS6	0,890	

According to the table above show that the variables used in this research such as social media marketing, service quality, brand image and customer satisfaction in each statement representing each variable have a loading factor value of > 0.6 , so it can be stated that the statement which represents each variable meets the requirements for research.

Based on the table presented above, the AVE value of the social media marketing variable is > 0.5 or 0.614, for the service quality variable value is > 0.5 or 0.743, for the brand image variable value is > 0.5 or 0.695 and for the customer satisfaction variable value > 0.5 or 0.740. These results indicate that each variable has good discriminant validity.

Reliability Test Analysis

Table 3. Table reliability test result

Variable	Composite Reliability	Cronbach's Alpha
Social Media Marketing	0.905	0.873
Service Quality	0.945	0.930
Brand Image	0.945	0.912
Customer Satisfaction	0.932	0.929

The obtained composite reliability values for each variable are all greater than 0.7. Specifically, the composite reliability values for social media marketing, service quality, brand image, and customer satisfaction are 0.905, 0.945, 0.932, and 0.945, these values, exceeding the threshold of 0.7, indicate the reliability of the four variables.

Furthermore, as indicated in the table 3, the results of Cronbach's Alpha for each variable are as follows: 0.873 for social media marketing, 0.930 for service quality, 0.912 for brand image, and 0.929

for customer satisfaction. These outcomes demonstrate that each variable meets the criteria for Cronbach's Alpha (>0.7), affirming the high reliability of all variables in the research.

Multicollinearity Analysis

Table 4. Table Multicollinearity Analysis (VIF)

Variable	Brand Image	Customer Satisfaction
Brand Image		4,334
Customer Satisfaction		
Service Quality	2,487	3,555
Social Media Marketing	2,487	4,491

Sumber: Data Analisis Primer, 2023

Based on Table 4 above, the results of Collinearity Statistics (VIF) to see the multicollinearity test with the results of the inner value of the social media marketing variable on brand image are 4.334, social media marketing on customer satisfaction is 4.491, service quality on brand image is 2.487, service quality to customer satisfaction is 2.487, and brand image to customer satisfaction is 4.334. The value of each VIF variable is <5 , so there is no multicollinearity between variables.

3.3. Hypothesis Test Analysis

Direct Effect Testing

Table 5. Table of Direct Effect Test Results (*Path Coefficients*)

Model	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Image -> Customer Satisfaction	0,532	4,938	0,000
Service Quality -> Brand Image	0,411	4,595	0,000
Service Quality -> Customer Satisfaction	0,276	2,922	0,004
Social Media Marketing -> Brand Image	0,563	6,249	0,000
Social Media Marketing -> Customer Satisfaction	0,185	1,902	0,058

The analysis reveals that the most significant influence is observed in the impact of the social media marketing variable on brand image, indicated by a value of 6.249. The second most significant influence is the effect of the brand image variable on customer satisfaction, with a value of 4.938. The third most significant influence is the effect of the service quality variable on brand image, registering at 4.595. The fourth most significant influence is the service quality variable on customer satisfaction, with a value of 2.922. Lastly, the fifth most prominent impact is the social media marketing variable on customer satisfaction, exhibiting a value of 1.902. The positive Path Coefficient values across the entire model imply a favorable relationship between the independent and dependent variables, with higher values indicating stronger influence or correlation. To determine the significance, look at the p-value, where the analysis yields results such as a t-table value of 1.96 according to Ghazali (2012).

a) Partially, the resulting value of the social media marketing variable on the brand image with a t statistic of 6.249 with a p-value of 0.000 can be explained by a t statistical value of $6.249 > t$ table 1.96 or a p-value of $0.000 < 0.05$, so statistically variable **social media marketing variable has a significant effect on brand image.**

b) The resulting value of the social media marketing variable on customer satisfaction with a t statistic of 1.902 with a p-value of 0.058 can be explained by a t statistical value of $1.902 < t$ table 1.96 or a p-value of $0.058 > 0.05$, so statistically the variable **social media marketing variable has no significant effect on customer satisfaction.**

c) The resulting value of the service quality variable on the brand image with a t statistic of 4.595 with a p-value of 0.000 can be explained by a statistical t value of $4.595 > t$ table 1.96 or a p-value of $0.000 < 0.05$, so statistically the variable **Service quality has a significant effect on brand image.**

d) The resulting value of the service quality variable on customer satisfaction with a t statistic of 2.922 with a p-value of 0.004 can be explained by a statistical t value of $2.922 > t$ table 1.96 or a p-value of

0.004 < 0.05, so statistically the variable **service quality has a significant effect on customer satisfaction.**

e) The resulting value of the brand image variable on customer satisfaction with a t statistic of 4.938 with a p-value of 0.000 can be explained by a statistical t value of 4.938 > t table 1.96 or a p-value of 0.000 < 0.05, so statistically the variable **Brand image has a significant effect on customer satisfaction.**

Indirect Effect Testing

Table 6. Table of Indirect Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Service Quality -> Brand Image -> Customer Satisfaction	0.218	0.216	0.067	3.263	0.001
Social Media Marketing -> Brand Image -> Customer Satisfaction	0.299	0.306	0.078	3.859	0.000

Sumber: Data Analisis Primer, 2023

The results of Table 6. above show that the t statistical value is 3.859 and p value 0.000 and with a coefficient of 0.299 on brand image mediating social media marketing on customer satisfaction has a statistical t value of 3.859 > t table 1.96 or p-value 0.000 < 0.05 and the coefficient shows A positive direction of 0.218 means that brand image can mediate positively and significantly between social media marketing and customer satisfaction.

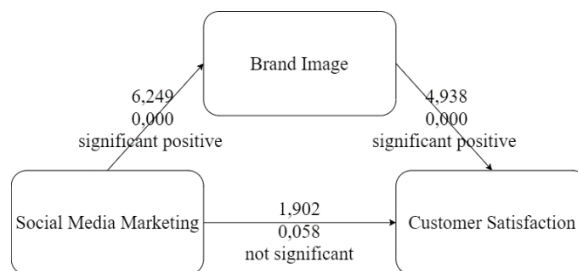


Figure 2. Conceptual Image

Based on Figure 2 indicates that any mediation analysis concerning the impact of social media marketing on customer satisfaction necessitates the involvement of brand image. In this context, the independent variable can't exert a direct and significant influence on the dependent variable without requiring a mediator (Full Mediation).

The statistical analysis reveals a t-value of 3.263, a p-value of 0.002, and a coefficient of 0.218. The brand image serves as a mediator between service quality and customer satisfaction, evident from a statistical t value of 3.263, which surpasses the t-table value of 1.96, or a p-value of 0.001, falling below the 0.05 significance threshold. The positive coefficient of 0.218 signifies that brand image plays a positive and significant mediating role between service quality and customer satisfaction.

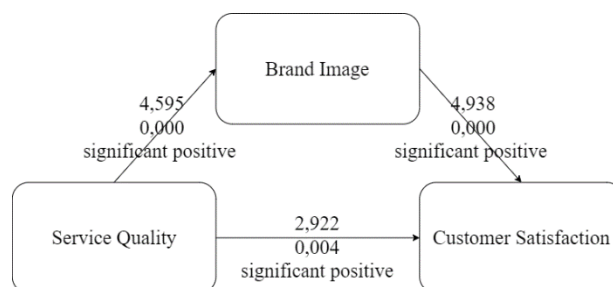


Figure 3. Conceptual Image

Based on Figure 3, it can be stated that there is a mediation analysis of the influence of service quality on customer satisfaction, not necessarily through brand image, where the independent variable is able to directly and significantly influence the dependent variable under study without involving or through a mediator (Partial Mediation).

3.4 Discussion

The results of this research discuss the influence of social media marketing and service on customer satisfaction mediated by brand image. The results of this research are based on hypothesis testing, the results of the analysis are as follows:

1. The Influence of Social Media Marketing on Brand Image

The results demonstrate that social media marketing significantly and positively affects brand image. This aligns with the hypothesis test, where the t-statistic (6.249) surpasses the critical value (1.96), indicating a substantial effect of 0.563 with a p-value of 0.000 (< 0.05). Consequently, it can be concluded that social media marketing has a constructive and significant impact on brand image. The results of this research support the research of Wibowo et al., [34], Damayanti et al., [5] Taan et al., [32].

2. The Influence of Social Media Marketing on Customer Satisfaction

The results indicate that social media marketing does not have a positive and significant effect on customer satisfaction. In line with the hypothesis test, the t-statistic (1.902) is less than the critical value (1.96), revealing an effect size of 0.158 with a p-value of 0.058 (> 0.05). Consequently, it can be inferred that despite the captivating and effective nature of social media marketing, it does not significantly contribute to customer satisfaction. The results of this research not align with the research of Ristiana et al., [27], Wibowo et al., [34],

3. The influence of service quality on brand image

The results demonstrate that service quality has a positive and significant impact on brand image. The hypothesis test reveals a t-statistic (4.595) greater than the critical value (1.96), indicating an effect size of 0.411 with a p-value of 0.000 (< 0.05). Therefore, it can be concluded that the ease of service quality positively influences the attainment of the company's brand image. The results of this research support the research of Arindita et al., [2].

4. The Influence of Service Quality on Customer Satisfaction.

The results show that service quality has a positive and significant effect on customer satisfaction. The t-statistic (2.922) exceeds the critical value (1.96), revealing an effect size of 0.276 with a p-value of 0.004 (< 0.05). Thus, it can be inferred that high-quality service positively and significantly impacts customer satisfaction. The results of this research support the research of Aryani & Rosinta [3], Lien and Kao [16], and Pereira & Sukaatmadja [25].

5. The Influence of Brand Image on Customer Satisfaction.

The results reveal that brand image has a positive and significant effect on customer satisfaction. The t-statistic (4.938) surpasses the critical value (1.96), indicating an effect size of 0.532 with a p-value of 0.000 (< 0.05). Hence, it can be concluded that a robust brand image positively and significantly influences customer satisfaction. The results of this research support the research of Verina Wijaya [35], and Herliza & Saputri [10].

6. The Influence of Brand Image Mediates Social Media Marketing on Customer Satisfaction

The results of the hypothesis test indicate that brand image serves as a mediator in the relationship between social media marketing and customer satisfaction. This is evident from a statistical t value of 3.859, exceeding 1.96, and a P value of 0.000, less than 0.05. The findings suggest a positive and significant mediating effect of brand image in linking social media marketing to customer satisfaction.

Moreover, the mediator analysis reveals that the influence of social media marketing on customer satisfaction is Fully mediated by brand image. In this context, the independent variable (social media marketing) doesn't has a direct and significant impact on the dependent variable (customer satisfaction), and this influence involves or goes through a mediator (Fully Mediation). The results support the research of Maulana [20], Wijaya [35], and Narayana [22].

7. The Influence of Brand Image Mediates Service Quality on Customer Satisfaction

The hypothesis test results demonstrate that brand image plays a mediating role in the relationship between service quality and customer satisfaction. This is supported by a statistical t value of 3.263, surpassing 1.96, and a P value of 0.001, less than 0.05, indicating a positive and significant mediating effect of brand image in connecting service quality to customer satisfaction.

Based on the results, it is known that there is a mediator analysis of the influence of service quality on customer satisfaction mediated by brand image, where the independent variable is able to directly and significantly influence the dependent variable (Partial Mediation). These results support the research of

Ristiana et al., [27], Wibowo et al., [34], Arindita et al., [2]. Aryani & Rosinta [3], Lien and Kao [16], and Pereira & Sukaatmadja [25], Verina Wijaya [35] and Herliza & Saputri [10]

4. CONCLUSION AND RECOMMENDATION

Conclusion

Based on the findings in this research, it can be concluded that social media marketing has a positive and significant impact on the RPM Body Fitness brand image. This indicates that marketing efforts via social media are effective in forming positive perceptions about the brand. Interestingly, even though social media marketing cannot directly influence customer satisfaction, it can have an indirect influence through the brand image. This suggests that RPM Body Fitness' social media marketing efforts may not be sufficient to fully satisfy customers, but can still help improve the brand image. Ultimately, customers may feel satisfied with their experience at RPM Body Fitness when it aligns with the positive brand image that social media marketing has helped to create.

According to the study, RPM Body Fitness can improve its brand image by providing high-quality service, which not only leads to customer satisfaction but also enhances the overall perception of the brand. The research highlights the important relationship between service quality and customer satisfaction, with brand image acting as a key mediator between social media marketing, service quality, and customer satisfaction. By leveraging social media marketing to promote its quality service, RPM Body Fitness can strengthen its brand image and increase customer satisfaction.

Recommendation

As a recommendation based on these findings, RPM Body Fitness can focus more on improving the quality of social media content to better meet customer expectations. Maintaining and improving service quality is also key to ensuring continued customer satisfaction. For future researchers, it is recommended to explore additional factors that can influence customer satisfaction in the context of the fitness industry involving brand image mediation. This can provide deeper and more diverse insights into understanding consumer dynamics.

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