

Social media marketing to increase customer satisfaction in hospitality industry

Ayat Taufik Arevin^{a*}, Hamida^b and Bonifasius MH Nainggolan^b

^aTravel Business Study Program, Asa Indonesia University, Indonesia

^bManagement Study Program at Asa Indonesia University, Jakarta, Indonesia

CHRONICLE

Article history:

Received: December 26, 2023

Received in revised format:

February 3, 2024

Accepted: March 21, 2024

Available online: March 21, 2024

Keywords:

Product quality

Social media marketing

Customer satisfaction

Brand loyalty

ABSTRACT

The study investigates the impact of product quality and social media marketing on brand loyalty through customer satisfaction in the context of Japanese restaurants in Jakarta. Utilizing primary data from 203 respondents who frequented these restaurants, collected via questionnaires employing purposive sampling, the research employs partial least squares (PLS) analysis through SmartPLS 3.3.3 software. Results indicate direct positive relationships among variables. However, no direct positive relationship was found between product quality or social media marketing and brand loyalty. Instead, both product quality and social media marketing indirectly influence brand loyalty through customer satisfaction. The study highlights direct positive associations between product quality and customer satisfaction, social media marketing and customer satisfaction, and customer satisfaction and brand loyalty. Nevertheless, no direct positive link was found between product quality or social media marketing and brand loyalty. The indirect effects reveal that product quality affects brand loyalty through customer satisfaction and social media marketing influences brand loyalty through customer satisfaction as well. These findings underscore the significance of customer satisfaction as a mediator in the relationship between product quality, social media marketing, and brand loyalty in the hospitality industry.

© 2024 by the authors; licensee Growing Science, Canada.

1. Introduction

Massive technological developments occurred in the era of the Fourth Industrial Revolution. The rapid growth of the internet signifies a shift towards increasingly advanced technology, leading to the dominance of online-based media. According to statistical data, internet user penetration in Indonesia reached 73.7% in early 2021 (Asosiasi Penyelenggara Jasa Internet Indonesia APJII). Results from an internet user behavior survey indicate that 51.5% of users cite social media as their primary reason for accessing the internet. This trend significantly impacts the restaurant industry, prompting a transformation in marketing processes towards digital platforms, particularly through social media marketing (Sigala, 2012). Social media serves as an effective tool for businesses due to its ability to enhance customer interaction and engagement. It acts as a medium for promoting products and bridging the gap between businesses and consumers (Andrej, 2016). Consequently, social media marketing strategies are utilized to introduce products to customers and foster brand awareness.

In the restaurant industry, customer visits are primarily motivated by the desire to purchase quality products. Product quality plays a crucial role in determining customer satisfaction and influences their overall evaluation and repurchase intentions (Namkung & Jang, 2007). Despite inconsistencies in the relationship between product quality and loyalty, studies emphasize the importance of product quality in driving satisfaction and loyalty (Ha & Jang, 2010). Enhancing product quality is essential for fostering brand loyalty, although other factors, such as perceived value, may also influence repurchase intentions (Khan et al., 2016; Chadwick & Piartirini, 2019).

* Corresponding author.

E-mail address atarevin.asaindo@gmail.com (A. T. Arevin)

ISSN 2561-8156 (Online) - ISSN 2561-8148 (Print)

© 2024 by the authors; licensee Growing Science, Canada.

doi: 10.5267/j.ijdns.2024.3.018

In marketing restaurant products, the concept of social media marketing plays a pivotal role. Social media marketing encompasses any marketing activity, direct or indirect, aimed at building awareness, recognition, engagement, and management of a brand, business, product, individual, or other entity (Gunelius, 2010). According to Laroche et al. (2013), social media marketing offers brands an opportunity to establish relationships with customers, thereby influencing customer satisfaction in the realm of customer relations. The interactive nature of social media platforms fosters increased engagement with customers, ultimately impacting brand loyalty (Erdoğan & Çiçek, 2012; Sano, 2014). Utilizing social media marketing effectively can broaden customer relationships and cultivate brand loyalty within social media communities (Ismail, 2017). However, it's important to note that social media marketing alone may not always ensure brand loyalty due to varying customer perceptions of brands (Ceyhan, 2019; Godey et al., 2016). Different brands may have different impacts on consumer perception, influencing the level of loyalty they inspire. Customer loyalty to a brand is critical in the industry, as it positively affects market share and financial health, primarily by ensuring positive perceptions of product quality (Bihanta et al., 2017). Addressing the gap between social media marketing, loyalty, and product quality requires considering customer satisfaction as a mediating variable. Customer satisfaction, as outlined by Goldstein (2009), is measured by the convergence of satisfaction with the desire to repurchase and recommend products. Satisfied customers are more likely to exhibit repeat purchasing behaviors, thereby contributing to loyalty. However, the relationship between customer satisfaction and loyalty is complex and not always linear (Solomon, 2018). Thus, customer satisfaction serves as a mediator between product quality and brand loyalty. The overall brand experience, shaped by product quality and facilitated through customer satisfaction, ultimately drives brand loyalty (Raduzzi & Massey, 2019).

Restaurants use social media as an important tool in their marketing strategy. Social media marketing serves as a means for restaurants to introduce their products, and product quality is a key factor in increasing customer loyalty. While customer satisfaction reflects feelings, loyalty is manifested as behavior, which includes satisfaction, repurchase intention, and recommendations. Brand loyalty is measured from the intersection of satisfaction and propensity to repurchase and recommend. This study aims to empirically assess whether social media marketing and product quality influence brand loyalty as mediated by customer satisfaction. This research asks seven key questions, including the impact of product quality and social media marketing on customer satisfaction and brand loyalty, culminating in an analysis of their influence on brand loyalty through customer satisfaction. This study aims to explain the need for customer satisfaction as a mediator to maximize brand loyalty.

2. Literature Review and Hypothesis Development

2.1. Relationship between product quality and customer satisfaction

Namkung and Jang (2008) assess quality food as a critical factor that influences customers in evaluating a restaurant as a whole and their intention to return for purchase. Other research supports the idea that customer satisfaction can affect trust (Hanaysha & Hilman, 2015). New findings have been discovered, and this research has succeeded in understanding the relationship between the quality attributes of food, service, and place/atmosphere and customer satisfaction. Food quality, price reasonableness, and physical environment significantly positively affect customer satisfaction (Hanaysha, 2016). While Al-Tit (2015) provides a statement that dimensions of quality service, besides satisfaction, positively influence the retention of customers, this research confirms that customer satisfaction mediates the connection between quality service and customer retention. Based on this, the following hypothesis is proposed:

H₁: *There is a positive influence of product quality on customer satisfaction.*

2.2. Social media marketing relationship with customer satisfaction

Social media serves as a practical tool for accessing information about products, services, and emerging brands in the market, employing the integrated marketing concept. Through social media applications, potential customers can gather information about their purchasing experiences (Evans, 2008). According to Sano (2014), marketing activities conducted via social media significantly impact customer satisfaction, attributed to social media's characteristics fostering increased interaction between service providers and customers. Social media facilitates the dissemination of unbiased opinions and clear information during the marketing process. When social media aids service companies in establishing strong customer relationships, customers are presumed to develop affective attachments to the service providers. Research findings (Ramanathan et al., 2017) indicate that when promotions interact with service operations, they significantly influence the level of customer satisfaction. Based on this, the following hypothesis is proposed:

H₂: *Social media marketing has a positive influence on customer satisfaction.*

2.3. Product quality relationship with brand loyalty

Customers are essential factors in businesses; brand loyalty is formed when customer satisfaction is achieved (Raduzzi & Massey, 2019). An exploratory study conducted by Khan et al. (2016) demonstrates the effect of product and service quality

on brand loyalty in restaurants. Conversely, correlation test results indicate that loyalty to one brand can influence loyalty to another. Product quality plays a significant role in brand loyalty, emphasizing the importance of providing high-quality food and beverage products (Laksono & Suryadi, 2020). Bihanta et al. (2017) investigate the influence of brand quality elements on product satisfaction, contributing to the understanding of customer satisfaction and brand loyalty in restaurants. Raduzzi and Massey (2019) affirm that product quality impacts brand loyalty. Therefore, the research hypothesis is proposed as follows:

H₃: *There is a positive effect of product quality on brand loyalty.*

2.4. Social media marketing relationship with brand loyalty

Social media marketing offers opportunities for brands to cultivate relationships with customers. From the perspective of brand community building, brand trust, and loyalty, the literature demonstrates how social media elements influence the customer-centric model (the relationship between customer focus and brands, products, companies, and other customers) and brand loyalty (Laroche et al., 2013). This finding aligns with Bilgin (2018) research on social media platforms such as Facebook, Twitter, and Instagram. The study analysis highlights social media activity as a significant factor in shaping brand image and loyalty. Therefore, the research hypothesis is proposed as follows:

H₄: *There is a positive influence of social media marketing on brand loyalty.*

2.5. Relationship between customer satisfaction and brand loyalty

Brand loyalty is defined as the customer's intention to pay a premium price for specific brands and to recommend the product to others (Ferns & Walls, 2012). Hussein (2018) confirms the indirect influence of brand experiences on brand loyalty through customer satisfaction. Additionally, Raduzzi and Massey (2019) argue that if customer satisfaction exhibits a positive and significant relationship with brand loyalty, then these two variables are mutually dependent. Simultaneously, the findings of Qorbani et al. (2019) indicate that customer satisfaction acts as a mediator between brand equity and brand loyalty. Therefore, the research hypothesis is proposed as follows:

H₅: *Customer satisfaction has a positive influence on brand loyalty.*

2.6. Product quality, brand loyalty and customer satisfaction

Customer satisfaction has a positive and significant influence on brand loyalty. Customers experiencing high satisfaction tend to exhibit increased loyalty (Wijaya & Nurcaya, 2017). Additionally, other researchers have suggested that a key indicator of customer satisfaction is their return visit to a restaurant. Product quality plays a crucial role in influencing both customer satisfaction and brand loyalty (Raduzzi & Massey, 2019). Ha and Jang (2010) emphasize the importance of product quality in driving customer satisfaction and loyalty, stating that improved product quality leads to increased customer satisfaction. Brand loyalty is influenced by two main factors: product quality and service quality. While product quality significantly impacts brand loyalty, an increase in service quality does not have a significant effect on brand loyalty (Khan et al., 2016). Therefore, the research hypothesis is proposed as follows:

H₆: *There is a mediating influence in the relationship between product quality and brand loyalty through customer satisfaction*

2.7. Social media marketing, brand loyalty, and customer satisfaction

In forming brand loyalty, customer satisfaction must be prioritized. Social media marketing provides opportunities for customers to communicate with brands, share opinions with other users, create content, and influence the masses (in the sense of other potential consumers). There are study results that state social media marketing does not uniformly affect brand loyalty across different applications, as various marketing service applications create different customer perceptions (Ceyhan, 2019). Social media is an essential tool in online marketing. The results of identifying social media marketing indirectly impact customer satisfaction (Bilgin, 2018). Previous research shows that customer satisfaction has a significant positive indirect effect on brand loyalty. Social media marketing influences customer satisfaction, driven by the characteristics of social media that increase interaction between service providers and customers. Social media also plays a role in providing transparent and clear opinions or information during the marketing process. If social media assists service companies in building strong customer relationships, it is assumed that customers develop emotional attachments to the service providers (Sano, 2014). Hussein (2018) suggests that positive customer experiences when visiting a restaurant increase customer satisfaction and visit intensity, contributing to brand loyalty. Therefore, the research hypothesis is proposed as follows:

H₇: *There is a mediating influence in the relationship between social media marketing on brand loyalty through customer satisfaction.*

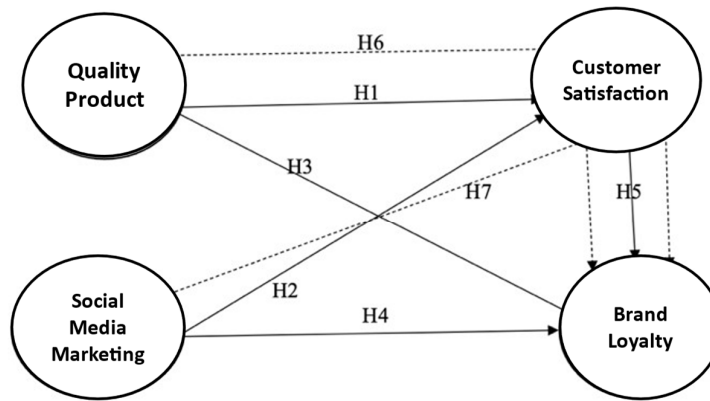


Fig. 1. Conceptual Framework

3. Research Method

This study uses a quantitative descriptive research method using primary data from questionnaires through online Google forms with a purposive sampling method. The data samples were obtained from 203 respondents who had purchased at least twice. This study adopted the SEM-PLS (Partial least squares-structural equation modeling) approach to test the proposed hypothesis. Analysis and estimation of partial least squares (PLS) was carried out in two stages. The first stage performs reliability and validity analysis, while the second stage estimates and verifies the structural model's path coefficients and explanatory power. This study uses SEM-PLS using SmartPLS 3.3.3 software. This study uses a review of customer profiles on aspects of gender.

A validity test is used to measure the validity of a questionnaire. A questionnaire is valid if the questions can reveal something that will be measured by the questionnaire (Ghozali, 2016). Test the validity of this study using the product moment correlation formula. The validity test was carried out by looking at the correlation between the scores of each item in the questionnaire and the total score to be measured using the Pearson correlation coefficient in SPSS. Before distributing the questionnaires, the researcher tested the instrument's validity on 20 customers. Using the actual level and degrees of freedom ($n-2$), it is obtained that the r table is 0.444, so if $r_{count} > r_{table}$, it is concluded that the statement item is valid or has measured what should be measured. Vice versa, if $r_{count} < r_{table}$, the statement is declared invalid and must be issued. Of the 21 reports submitted by the researcher, with a description of 6 opinions for product quality, four statements for social media marketing, $\alpha = 5\%$ (0,05),

In this study, convergent validity is used to measure the extent to which a positive correlation exists for each of the same constructs. To determine convergent validity, it is necessary to consider the external loading of the indicator, as well as the extracted average variance (AVE). AVE is said to be good if it can describe the variables correctly by at least 50%. Measuring convergent validity is done by looking at the outer loading value of each statement. The minimum value for external loading is 0.708 because the square of (0.7082) equals 0.50. However, the extreme loading value of 0.70 is still acceptable in some cases because it is considered close to 0.708 (Hair et al., 2021). Meanwhile, the reliability test is a tool to measure a questionnaire abashedly. A questionnaire is valid if the questions or statements can explain something to be measured (Ghozali, 2016). A reliability test can be done using the alpha coefficient (α) from Cronbach. The instrument reliability test is said to be reliable if the Cronbach Alpha value is > 0.7 . In performing Alpha calculations, the IBM SPSS 28.0.0 computer software program aids are used using the Alpha model. Cronbach alpha measures the reliability of the indicators used in the research questionnaire (Ghozali, 2016).

Hypothesis testing using SEM-PLS was carried out to test the significance level between constructs, as seen from the path coefficient values. The typical path coefficient values are -1 (representing a negative relationship) and +1 (describing a positive relationship). The test is carried out by comparing the T-statistic value with the T-table with a P-value > 0.05 . In this test, there are direct and indirect effects that are useful for seeing the impact of the mediating variable in the mode referred to as the total effect (Hair et al., 2021).

4. Results

There were 203 respondents in this study – customers who made purchases at least twice. Restaurant customer profiles include gender, age, education, occupation, number of visits, purchase intensity, social media usage, and location of visited restaurant outlets. Customer profile information is presented in Table 1.

Table 1
Demographic Profiles of Respondents

Information	Category	Frequency	Percentage	Information	Category	Frequency	Percentage	
Gender	Female	117	58,6	Work	Housewife	5	2,5	
	Male	86	42,4		Student	57	28,1	
Age	<25	104	51,2	Government employees	1	0,5		
	25 – 35	89	43,8	Private employees	100	49,5		
	36 – 45	9	4,4	Self-employed	19	9,4		
	>45 Years	1	0,5	Other	21	10,3		
Education	High school	44	21,7	Number of Visits	2 times	77	37,9	
	Diploma	68	33,5		3 times	48	23,6	
	Undergraduate	84	41,4		4-5 Times	44	21,7	
	Master	7	3,4		>6 Times	34	16,7	
Visit Intensity	Once a week	-	-	Social media used	Instagram	192	94,58	
	Once every two weeks	1	0,5		Other	9	5,42	
	Once a month	10	4,9					
	Every two months	4	1,5					
	Not sure of the time	189	93,1					

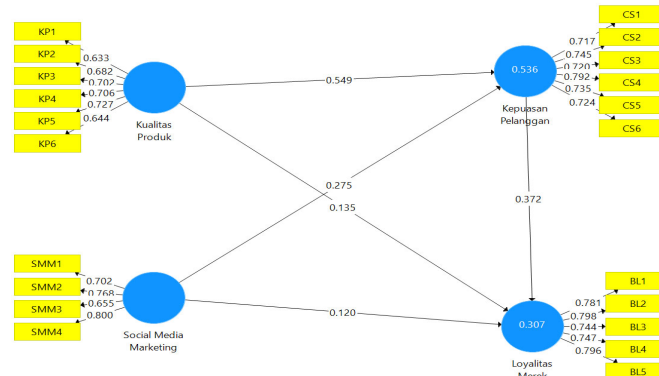


Fig. 2. Validity and reliability of research indicators

Moreover, the modeling in this study comprises two variables as causes of product purchases, one mediating variable, and one consequent variable. The initial structural modeling employed four variables and 21 indicators, which were subsequently reduced to 20 indicators. Validity testing of reflective indicators was conducted using the correlation between the indicator value and the constructed value. Reflective indicator measurement is signified by a change in a construct when other indicators in the same construct change. According to Hair et al. (2021), the loading factor value meets the criteria if it is > 0.708 or close to 0.7. As depicted in Fig. 2 and Table 2, several indicators have loading factors above 0.708, indicating excellent convergent validity, while some are below 0.70. Based on research in the scale development stage, loadings between 0.50 to 0.60 are still considered acceptable (Ghozali, 2021).

Table 2
Loading Factor, Cronbach Alpha and Composite reliability

Variable	Indicator	Loading Factor	Cronbach Alpha	Composite reliability	AVE
Product Quality	PQ2	0.702	0.756	0.836	0.506
	PQ3	0.691			
	PQ4	0.721			
	PQ5	0.755			
	PQ6	0.684			
	Social Media Marketing	SMM1			
SMM2	0.768				
SMM3	0.655				
SMM4	0.800				
Customer satisfaction	CS1	0.719	0.834	0.878	0.546
	CS2	0.744			
	CS3	0.720			
	CS4	0.793			
	CS5	0.735			
	CS6	0.722			
Brand Loyalty	BL1	0.778	0.838	0.882	0.599
	BL2	0.798			
	BL3	0.746			
	BL4	0.749			
	BL5	0.797			

Table 3 presents the results of construct reliability testing through cross-loading. Each construct (Customer Satisfaction, Product Quality, Brand Loyalty, and Social Media Marketing) is assessed with multiple indicators (BL1-BL5, CS1-CS6, PQ2-

PQ6, and SMM1-SMM4). The result displays the loading factors for each indicator within their respective constructs. Overall, most indicators demonstrate strong loadings within their intended constructs, indicating good construct reliability.

Table 3
Construct reliability testing (cross-loading)

Construct	Customer Satisfaction	Product Quality	Brand Loyalty	Social Media Marketing
BL1	0.466	0.409	0.778	0.378
BL2	0.390	0.285	0.798	0.240
BL3	0.326	0.197	0.746	0.225
BL4	0.268	0.159	0.749	0.175
BL5	0.507	0.411	0.797	0.419
CS1	0.719	0.498	0.331	0.391
CS2	0.744	0.540	0.430	0.483
CS3	0.720	0.511	0.358	0.457
CS4	0.793	0.498	0.367	0.423
CS5	0.735	0.522	0.411	0.384
CS6	0.722	0.467	0.451	0.353
PQ2	0.420	0.702	0.262	0.416
PQ3	0.529	0.691	0.371	0.290
PQ4	0.478	0.721	0.248	0.348
PQ5	0.529	0.755	0.331	0.378
PQ6	0.462	0.684	0.212	0.416
SMM1	0.442	0.409	0.223	0.702
SMM2	0.416	0.445	0.312	0.768
SMM3	0.218	0.226	0.265	0.655
SMM4	0.509	0.389	0.359	0.800

The results indicate that Brand Loyalty is influenced by causal factors, namely Product Quality, Social Media Marketing, and Customer Satisfaction, at 0.307. Conversely, Product Quality and Social Media Marketing, at 0.536, affect the Customer Satisfaction variable. The research by Hair et al. (2021) focused on R-square values in the form of 0.75, 0.50, or 0.25, described as substantial, moderate, or weak, respectively, indicating the model's strength. Effect Size (f^2), evaluated by changes when certain exogenous constructs are removed, demonstrates a substantive impact on the endogenous constructs. Guideline effect size values are 0.02, 0.15, and 0.35, representing small, medium, and significant effects, respectively, with a value <0.02 indicating no effect. According to Table 4, the effect size of the Customer Satisfaction variable on Brand Loyalty is > 0.02, indicating a small effect. Product Quality and Social Media Marketing on Brand Loyalty <0.02 indicate no effect. The effect size of Product Quality on Customer Satisfaction >0.454 indicates a significant impact, while Social Media Marketing on customer satisfaction <0.15 indicates a small effect.

Table 4
Size Effect (f^2) and R-square

Variable	Brand Loyalty	Customer satisfaction
Customer satisfaction	0.118	
Product Quality	0.002	0.454
Social Media Marketing	0.017	0.130
R ²	0.298	0.531
R ² adjusted	0.288	0.526

The Q² effect size is determined by assessing the contribution of the exogenous construct to the endogenous latent variable's Q² value (Hair et al., 2021). Relative predictive relevance measures of 0.02, 0.15, and 0.35 represent exogenous constructs with small, medium, or large predictive relevance, respectively, in certain exogenous constructs. According to Table 5, the predictive accuracy of the Brand Loyalty variable is 0.157, and Customer Satisfaction is 0.283, indicating that both have medium predictive relevance (Table 5).

Table 5
Predictive Accuracy (Q-Square)

Variable	S	SSE	Q ² (=1-SSE/SSO)
Customer satisfaction	1218,000	873,100	0.283
Product Quality	1015,000	1015,000	
Brand Loyalty	1015,000	856,054	0.157
Social Media Marketing	812,000	812,000	

Table 6 presents model fit indices for the Saturated Model and Estimated Model. Both models exhibit a similar Standardized Root Mean Square Residual (SRMR) of 0.084, indicating good fit. The degrees of freedom (d_{ULS} and d_G) are identical for both models at 1,497. The Chi-Square values are large at 425,050, reflecting the model's complexity. The Normed Fit Index (NFI) for both models is 0.743, suggesting an acceptable fit. Overall, the models demonstrate adequate fit based on these indices.

Table 6
SRMR, d_{ULS}, d_G, Chi-Square and NFI Model Fit Tables

Index	Saturated Model	Estimated Model
SRMR	0.084	0.084
d _{ULS}	1,497	1,497
d _G	0.368	0.368
Chi-Square	425,050	425,050
NFIs	0.743	0.743

Hypothesis testing is carried out to determine the influence between variables in a model. The relationship is said to be significant if the T-statistic value between variables exceeds the critical value from the t-table, and the P-value <0.05. In this model, with the number of respondents exceeding 120, the T-table threshold is 1.96. Table 7 presents information on path coefficients consisting of T-statistic values and P-values obtained from smartPLS bootstrapping calculations, which explain the results of hypothesis testing.

Table 7
Hypothesis Testing

Hypothesis	Original Sample (O)	Sample Means	St. Dev	T Statistics (O/STDEV)	P Values	Conclusion
PQ → CS	0.538	0.544	0.060	8,968	0.000	Accepted
SMM → CS	0.287	0.287	0.082	3,524	0.000	Accepted
PQ → BL	0.051	0.050	0.098	0.517	0.605	Rejected
SMM → BL	0.137	0.143	0.088	1,556	0.120	Rejected
CS → BL	0.419	0.419	0.104	4,018	0.000	Accepted
PQ → CS → BL	0.226	0.229	0.067	3,369	0.001	Accepted
SMM → CS → BL	0.121	0.117	0.038	3,189	0.001	Accepted

PQ → Product Quality; CS → CS; SMM → Social Media Marketing; BL → BL

The results confirm a positive and significant relationship between product quality and customer satisfaction ($p < 0.05$), supporting the notion that product quality plays a crucial role in shaping customer satisfaction. This finding is consistent with previous research highlighting the importance of customer satisfaction in driving business profits (Sabir et al., 2014). Customer satisfaction, in turn, is strongly linked to perceptions of product or service quality and interactions with the service provider.

Social media marketing is found to have a positive and significant impact on customer satisfaction ($p < 0.05$). The interactive nature of social media platforms enhances customer engagement and facilitates transparent communication, ultimately contributing to higher satisfaction levels. However, it's noteworthy that the impact of social media marketing on customer satisfaction may vary depending on the specific application used (Ceyhan, 2019).

In testing hypothesis 3 about the effect of product quality and brand loyalty, the study finds no significant direct effect of product quality on brand loyalty ($p > 0.05$). This suggests that while product quality is essential for customer satisfaction, it may not directly translate into brand loyalty. However, previous studies have shown a positive relationship between product quality and brand loyalty, indicating that this relationship may vary across different contexts (Chandio et al., 2015). Similarly, the results indicate that social media marketing does not have a significant direct effect on brand loyalty ($p > 0.05$). Despite its role in building relationships and enhancing brand image, social media marketing alone may not be sufficient to drive brand loyalty (Bilgin, 2018). The effectiveness of social media marketing in fostering brand loyalty may depend on various factors such as content relevance and engagement strategies (Hannief & Martini, 2018).

The study confirms a positive and significant relationship between customer satisfaction and brand loyalty ($p < 0.05$), highlighting the critical role of customer satisfaction in shaping brand loyalty. Satisfied customers are more likely to exhibit loyalty to a brand, leading to increased repeat purchases and positive word-of-mouth referrals (Back & Parks, 2003). This finding underscores the importance of delivering superior customer experiences to cultivate brand loyalty.

In testing indirect effect, the findings reveal a significant indirect effect ($p < 0.05$) of product quality on brand loyalty through customer satisfaction. Despite the lack of a direct relationship between product quality and brand loyalty, customer satisfaction serves as a crucial mediator. Positive experiences with product quality lead to increased satisfaction, fostering brand loyalty. This underscores the importance of delivering high-quality products to enhance customer satisfaction and subsequently drive brand loyalty. Previous research has consistently highlighted the positive relationship between customer satisfaction and brand loyalty (Wijaya & Nurcaya, 2017), emphasizing the need for businesses to prioritize customer perceptions when measuring brand loyalty.

Similarly, the study finds a significant indirect effect ($p < 0.05$) of social media marketing on brand loyalty through customer satisfaction. While social media marketing may not directly impact brand loyalty, it indirectly influences customer satisfaction, which, in turn, drives brand loyalty (Mahendro, 2019). Social media platforms allow brands to engage with

customers, share content, and build relationships, contributing to customer satisfaction and ultimately fostering brand loyalty (Bilgin, 2018). However, the effectiveness of social media marketing may vary depending on the application used and the perceptions of customers (Ceyhan, 2019).

5. Conclusion

This study investigates the influence of food quality and social media marketing on brand loyalty through customer satisfaction in buffet restaurant segment. The findings reveal that while product quality positively impacts customer satisfaction, it does not directly affect brand loyalty. Similarly, social media marketing does not directly influence brand loyalty. However, customer satisfaction demonstrates a significant positive effect on brand loyalty, highlighting its pivotal role as a mediator in shaping brand loyalty. The study underscores the importance of customer satisfaction in fostering brand loyalty and contributes uniquely to the literature by emphasizing the mediating role of customer satisfaction in the relationships between product quality, social media marketing, and brand loyalty.

The study's limitations include the lack of control for demographic backgrounds, potentially affecting responses across different demographic groups. Additionally, customers' familiarity with the restaurant may slightly influence brand loyalty, suggesting avenues for future research into the impact of familiarity on customer satisfaction and loyalty. Furthermore, the study's focus on Japanese restaurants and the reliance on respondents' memories may introduce memory bias, impacting the accuracy of survey responses. Future research could explore different restaurant segments to better understand the relationships between product quality, social media marketing, customer satisfaction, and brand loyalty across various dining environments.

References

- Al-Tit, A. A. (2015). The effect of service and food quality on customer satisfaction and hence customer retention. *Asian social science*, 11(23), 129.
- Andrej, S. (2016). Social Media Marketing. *Ponza University of Economic and Business* (ISBN 978-83-7986-106-4).
- Back, K. J., & Parks, S. C. (2003). A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction. *Journal of hospitality & tourism research*, 27(4), 419-435.
- Bihanta, H., Jayashree, S., Rezaei, S., Okumus, F., & Rahimi, R. (2017). Dual pillars of hotel restaurant food quality satisfaction and brand loyalty. *British Food Journal*, 119(12), 2597-2609.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & management studies: an international journal*, 6(1), 128-148.
- Ceyhan, A. (2019). The impact of perception related social media marketing applications on consumers' brand loyalty and purchase intention. *EMAJ: Emerging Markets Journal*, 9(1), 88-100.
- Chadwick, C., & Piartrini, P. S. (2019). *Product quality, convenience and brand loyalty: A case study of Silverqueen's adolescent consumers*. In 12th International Conference on Business and Management Research (ICBMR 2018) (pp. 111-115). Atlantis Press.
- Chandio, Z. U., Qureshi, M. A., & Ahmed, S. (2015). Brand trust, customer satisfaction and brand loyalty-A cross examination. *Journal of Business Strategies*, 9(1), 62.
- Erdoğan, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and behavioral sciences*, 58, 1353-1360.
- Evans, D. (2008). Social Media Marketing. *Wiley Publishing, Inc* 9(4):4444-51.
- Ferns, B. H., & Walls, A. (2012). Enduring travel involvement, destination brand equity, and travelers' visit intentions: A structural model analysis. *Journal of Destination Marketing & Management*, 1(1-2), 27-35.
- Ghozali, I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 23*. Available at: https://digilib.itbwigaluma-jang.ac.id/index.php?p=show_detail&id=2775
- Ghozali, I. (2021). *Structural Equation Modeling Dengan Metode Alternatif Partial Least Squares (PLS)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of business research*, 69(12), 5833-5841.
- Goldstein, S. D. (2009). *Superior customer satisfaction and loyalty: Engaging customers to drive performance*. Quality Press.
- Gunelius, S. (2010). *30-minute social media marketing: Step-by-step techniques to spread the word about your business: Social media marketing in 30 minutes a day*. McGraw Hill Professional.
- Ha, J., & Jang, S. S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International journal of hospitality management*, 29(3), 520-529.
- Hair Jr, J., Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.
- Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*, 6(2), 31-40.
- Hanaysha, J. (2016). The importance of social media advertisements in enhancing brand equity: A study on fast food restaurant industry in Malaysia. *International Journal of Innovation, Management and Technology*, 7(2), 46.

- Hannief, S. M., & Martini, E. (2018). Pengaruh Social Media Marketing Instagram Terhadap Loyalitas Merek Konsumen Warunk Upnormal. *eProceedings of Management*, 5(1).
- Hussein, A. S. (2018). Effects of brand experience on brand loyalty in Indonesian casual dining restaurant: Roles of customer satisfaction and brand of origin. *Tourism and hospitality management*, 24(1), 119-132.
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia pacific journal of marketing and logistics*, 29(1), 129-144.
- Khan, M., Serafeim, G., & Yoon, A. (2016). Corporate sustainability: First evidence on materiality. *The accounting review*, 91(6), 1697-1724.
- Laksono, A. W., & Suryadi, N. (2020). Pengaruh Citra Merek, Kepercayaan Merek, Dan Kualitas Merek Terhadap Loyalitas Merek Pada Pelanggan Geprek Benu Di Kota Malang. *Holistic Journal of Management Research*, 5(1), 8-16.
- Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media?. *International journal of information management*, 33(1), 76-82.
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387-409.
- Namkung, Y., & Jang, S. (2008). Are highly satisfied restaurant customers really different? A quality perception perspective. *International Journal of Contemporary Hospitality Management*, 20(2), 142-155.
- Qorbani, Z., Koosha, H., & Bagheri, M. (2019). The impact of brand equity on customer equity. In *2019 15th Iran International Industrial Engineering Conference (IIIEC)* (pp. 212-222). IEEE.
- Raduzzi, A., & Massey, J. E. (2019). Customers satisfaction and brand loyalty at McDonalds Maroc. *African Journal of Marketing Management*, 11(3), 21-34.
- Ramanathan, U., Subramanian, N., & Parrott, G. (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*, 37(1), 105-123.
- Sabir, R. I., Irfan, M., Akhtar, N., Pervez, M. A., & ur Rehman, A. (2014). Customer satisfaction in the restaurant industry; examining the model in local industry perspective. *Journal of Asian Business Strategy*, 4(1), 18.
- Sano, K. (2014). Do social media marketing activities enhance customer satisfaction, promote positive WOM and affect behavior intention. *Doshisha Commerce Journal*, 66(3-4), 45-69.
- Sigala, M. (2012). Social networks and customer involvement in new service development (NSD) The case of www. mystarbucksidea.com. *International Journal of Contemporary Hospitality Management*, 24(7), 966-990.
- Solomon, M. R. (2018). *Consumer behavior: buying having and being*. Pearson.
- Wijaya, I. P. S. A., & Nurcaya, I. N. (2017). Kepuasan Pelanggan Memediasi Kualitas Produk Dan Kewajaran Harga Terhadap Loyalitas Merek Mcdonalds Di Kota Denpasar. *E-Jurnal Manajemen Unud*, 6(3), 1534-1563.



© 2024 by the authors; licensee Growing Science, Canada. This is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY) license (<http://creativecommons.org/licenses/by/4.0/>).