

The Influence of Social Media Marketing and Customer Reviews on Nanailart Customer Satisfaction in Bandar Lampung

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ABSTRACT

This study aims to determine the effect of Social Media Marketing and Customer Review on Customer Satisfaction of Nanailart in Bandar Lampung. The research method used is quantitative descriptive, with questionnaire data collection and documentation to fulfill collective data. The analysis technique used is multiple linear regression test and coefficient of determination to answer the formulated hypothesis. Based on the results of the analysis, it is concluded that social media marketing and customer review have a positive effect on customer satisfaction of nanailart on Instagram, with a regression coefficient value of $R = 0.748$ indicating a significant correlation between predictor variables and customer satisfaction. R Square of 0.780 means that around 78% of customer satisfaction variability can be influenced by social media marketing and customer review variables. Positive customer reviews provide social proof that validates the quality of a product or service, while social media marketing allows brands to interact directly with customers, building closer and more responsive relationships. These two factors work together to create better expectations, strengthen loyalty, and increase overall customer satisfaction.

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1. INTRODUCTION

The development of information and communication technology has brought major changes in various aspects of life, including in the business world. One concrete manifestation of this development is the emergence of social media which is not only used for personal interaction, but also becomes a strategic platform for marketing activities. Social media marketing has become one of the main tools for companies to reach a wider audience at a relatively cost-efficient rate compared to conventional marketing methods. In this digital era, social media

provides opportunities for businesses to build closer relationships with customers. Platforms such as Instagram, Facebook, TikTok, and others are a means to introduce products, build brand images, and support the sales process. In this context, social media marketing can be the key to the success of a business, especially for small and medium enterprises (SMEs) that have limited resources but want to remain competitive in the market.

Apart from social media marketing, another factor that is no less important in influencing customer satisfaction is customer reviews. Customer reviews provide a first-

hand look at a consumer's experience with a particular product or service. In the digital world, customer reviews are often the main reference for potential customers before deciding to buy a product. This is because these reviews are considered more authentic and relevant than information provided directly by the manufacturer. Customer satisfaction is an important indicator in assessing the success of a business. This satisfaction affects customer loyalty and potential repeat purchases. Therefore, understanding the factors that influence customer satisfaction, such as social media marketing and customer reviews, is important for creating an effective business strategy.

Nanailart, as one of the business actors in the nail art sector in Bandar Lampung, uses social media as the main platform to promote its services and products. With a target market dominated by the younger generation, social media is the right choice to reach a wider audience. Apart from that, reviews from customers are also one of the aspects that Nanailart pays attention to to maintain service quality and increase customer trust. In recent years, competition in the beauty industry, especially nail art, has become increasingly fierce. The large number of similar business actors requires Nanailart to continue to innovate and improve its marketing strategy. Effective use of social media and good management of customer reviews are strategic steps to stay ahead amidst competition.

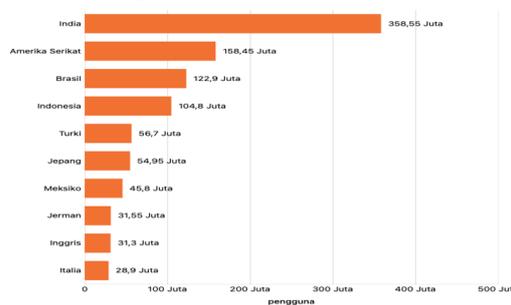


Figure 1. Instagram Application User Data in 2023
Source: Katadata.com

Based on this data, it is known that the highest number of users of the Instagram application are from India, the United States, Brazil and Indonesia. In 2023, Instagram users will reach 400 million users from all over the

world. This can be used as an alternative for developing businesses and businesses that are developing in the digital era, by promoting and introducing products by utilizing the various features available in the application. One of the online shops that is developing its business through the Instagram application is Nanaiart, which is a nail beauty business that has been operating since July 2021. Customers' nails are cared for and beautified by Nanailart. Usually, nanailart uses Instagram and other social media platforms for marketing and promotion. As a result, more and more people want to care for and beautify their nails. These sales figures cover several months of the nail art business in motion. There are several nailart competitors in Bandar Lampung currently, which makes nanailart have to have a strategy that needs to be improved in this business. Many consumers also have other types of nail art that have their nails nailed according to the consumer's wishes and have interesting content. Therefore, Nanailart can focus on improving content and promotions on social media and providing satisfaction to its consumers.

Nanailart is a beauty business in the nail art sector. This business was founded in July 2021. The nail art business was built in the Bandar Lampung area, precisely in Labuhan Ratu. This nail art business was founded by Wayan Purnamasari. I built this business when I just graduated from high school, because I really like doing business. Back in 2019, I was selling body scrubs and basreng snacks before they went viral like now, but not long ago I decided to stop because I didn't understand marketing in business. In 2021, I finally graduated from high school and to fill my free time before entering college, I decided to take a course in Bandar Bampung, precisely in the Sukarame area. After the course, I tried to open one in my hometown, namely in Kahuripan in Tulang Bawang. At that time, nail art was not as viral as it is now, so not many people opened this nail art business. There are still many people who use nanailart's services, along with the development of technology on social media, especially on the Instagram application, many

people are sharing their nail art knowledge for free live on the Instagram application. At that time, there were also many people who opened nail art businesses by self-teaching and did not prioritize quality or safety for customers. After that, I immediately took another online course in Bali, Kalimantan and Surabaya so that Nanailart has better quality and safety than other competitors. Apart from that, Nanailart also uses imported materials and equipment directly from China.

Nanailart currently has quality available for clients, especially for women, namely nail care or nail art, because nail care or what is often called nail art is now a very common trend for women in Indonesia. The stages of nail care at Nanailat are as follows: Manicure (cleaning the dead skin on the cuticles of the hand nails), Pedicure (cleaning the dead skin on the cuticles of the feet), Nail polish (applying gel polish or nail polish to the client's nails) , Nail design (motif stage requested by the client and drawn directly by myself). Below is data on consumers who provide beauty services at Nanailart in 2024:

Table 1. Consumer data using Nanailart services in 2024

No	Month	Amount
1	January	35
2	February	38
3	March	41
4	April	62
5	May	72
6	June	45
7	July	45
8	August	50
9	September	35
	Amount	423

Source: Nanailart consumer data documentation (2024)

Regarding data on consumers using Nanailart's beauty services in 2024, it is known that from January to September there continues to be an increase and decrease in interest, based on the results of a pre-survey conducted by researchers by conducting interviews with one of the consumers who carry out repeated services. The consumer returned to using Nanailart's services because, feel satisfied with the service provided, starting from the service according to the price offered, then the nail art results that match the images that have been shared on Instagram. This makes consumers recommend beauty products and services from Nanailart to other friends.

According to [1], Factors that influence customer satisfaction include service quality, price, and positive

interactions between customers and the company. Customer reviews play an important role because they provide direct input that can influence the perceptions of other potential customers and help companies understand consumer needs and expectations. In addition, marketing via social media (social media marketing) contributes greatly to creating more personal relationships with customers, increasing brand awareness, and facilitating interactive communication that can strengthen customer loyalty and satisfaction.

Instagram social media marketing is a marketing strategy that uses the Instagram social media platform to promote products or services. The goal is to reach a wider audience, increase brand awareness, and interact directly with consumers. Through interesting and interactive content, marketing on social media allows companies to communicate with customers in a more personal way, increase loyalty, and gain insight into customer needs and preferences. Social media also allows the rapid dissemination of information through likes, shares and comments, which can strengthen the influence of marketing campaigns. That digital marketing is currently one of the effective ways to introduce products and services widely. According to research conducted by [2], it was found that social media marketing has a positive influence on customer satisfaction with a regression coefficient value of 0.993, while customer reviews are reviews or feedback given by customers after they use a particular product or service. These reviews can be in the form of positive or negative experiences conveyed through various platforms, such as official websites, e-commerce applications, or social media. Customer reviews play an important role in influencing other consumers' purchasing decisions, because they are often considered a more authentic and honest source of information than advertising. For companies, customer reviews provide valuable insight into consumer satisfaction, product quality, as well as areas that need improvement to improve service.

This is supported by previous research conducted by [3], which found that customer reviews have an influence on customer satisfaction, because these reviews provide a direct view of real user experiences, so they are considered more credible and relevant compared to promotions from the company. When potential customers see positive reviews, they feel more confident and confident in the quality of the product or service they are about to purchase. On the other hand, negative reviews can provide warnings or more realistic expectations about what to expect. According to [4], explains that in competing to increase sales or competitiveness amidst business development is by improving the quality of products, services and adapting to the ever-changing needs of consumers.

This research aims to analyze the influence of social media marketing and customer reviews on Nanailart customer satisfaction in Bandar Lampung. By understanding the relationship between these two variables on customer satisfaction, it is hoped that the results of this research can provide strategic recommendations for Nanailart in improving its service quality and customer satisfaction [5]. This research approach refers to a theoretical framework that explains the importance of digital marketing and customer experience in shaping satisfaction. Effective social media marketing includes various elements, such as interesting content, responsive interaction, and the use of innovative social media features. Meanwhile, customer reviews are considered a representation of customers' real perceptions and experiences with services or products.

Several previous studies show that social media marketing has a significant role in increasing customer satisfaction. For example, responsive interactions on social media can increase customer trust and satisfaction. The same thing is also found in customer reviews, where positive reviews tend to increase potential customers' trust in a brand or service. However, research related to the influence of social media marketing and customer reviews on customer satisfaction in

the context of the nail art business is still limited, especially in Indonesia. Therefore, it is hoped that this research can fill this gap and contribute to the development of marketing strategies in the beauty industry. The geographical context of Bandar Lampung was chosen because this city shows significant growth in the small and medium business sector, including the beauty business. Nanailart as one of the business actors in this area is an interesting case study to illustrate how social media marketing and customer reviews can influence customer satisfaction [6].

It is hoped that the results of this research will provide new insights for business actors in the nail art sector in utilizing social media and customer reviews as a tool to increase customer satisfaction. Apart from that, it is also hoped that this research can become a reference for further research that discusses similar topics in other business sectors. Thus, this research is not only relevant for Nanailart, but also for other business actors who want to optimize their digital marketing strategies. In the midst of increasingly rapid technological developments, the ability to adapt to change and utilize technology effectively is the key to the success of a business [7].

2. LITERATURE REVIEW

2.1 Marketing

Marketing is a set of activities undertaken to identify, understand, create and deliver value to customers. The goal is not only to sell products or services, but also to build sustainable relationships between companies and customers. Marketing involves a variety of strategies to attract, retain, and satisfy consumers in a way that is profitable for both parties. marketing as a comprehensive and strategic activity [8]. Marketing is not only related to buying and selling transactions, but also how a business is able to understand and fulfill customer needs in depth. In modern marketing, the main focus is on building an emotional connection and trust between customers and brands. This

approach puts the customer at the center of all marketing decisions, from product design to how the company interacts with its audience [9]. In addition, the balance between company profits and customer satisfaction is an important aspect in marketing. This underlines that successful marketing must benefit both parties. Marketing strategy includes various elements such as market research, branding, promotions, and customer relationship management. In this way, marketing becomes more than just a selling activity; it serves as a bridge between customer needs and business goals.

2.2 *Social Media Marketing*

Social Media Marketing is the use of social media platforms to promote products or services with the goal of building brand awareness, increasing engagement with audiences, and driving profitable conversions. In this digital era, almost every business uses social media to reach potential customers in a more direct and personal way. With more than 4.5 billion active users worldwide, social media offers a tremendous opportunity to expand market reach and introduce brands to a wider audience. One of the main aspects of social media marketing is its ability to create closer relationships between companies and customers. Through direct interactions such as comments, direct messages, and content that shares value or entertains, companies can build customer loyalty and create more authentic experiences [10]. This open communication helps create a deeper sense of trust and long-term relationship with the audience. Social media marketing also provides flexibility in terms of the type of content that can be used to attract audience attention. From images, videos, stories, to articles, companies can choose the format that best suits their target audience. Creativity in producing interesting content is very important so that the message conveyed is not only seen, but also gets a response from the audience.

In addition, social media platforms allow companies to segment audiences with more precision. With the data available through social media analytics tools, businesses can understand their audience's behavior and preferences. This allows them to tailor marketing messages more personally, thereby increasing campaign effectiveness. One strategy that is often used in social media marketing is paid advertising. Platforms like Facebook, Instagram, and LinkedIn offer a variety of advertising options that allow companies to target audiences based on their age, location, interests, and behavior. These paid ads can help increase brand visibility significantly in a relatively short time. Apart from advertising, social media marketing also involves creating organic content, namely content that is shared freely by users or audiences. This content can be in the form of feed posts, videos, infographics, or blog articles that are relevant to the audience. With an engaging and relevant content strategy, companies can build loyal communities and strengthen brand presence on social platforms. Analytics is another important part of social media marketing. With analytical tools available on almost all social media platforms, companies can track the performance of their campaigns. This includes metrics such as reach, engagement, conversions and more. Based on this data, companies can evaluate whether the strategies implemented are successful or need to be adjusted to achieve better results.

However, social media marketing also has its own challenges, such as constantly changing algorithms, high levels of competition, and the need to always provide fresh and relevant content. Therefore, companies need to consistently adapt to emerging trends and ensure that their campaigns remain relevant and engaging to their audiences. It is important to note that social media marketing is not only effective for large companies, but also for small and

medium businesses. With the right strategy, businesses can harness the power of social media to build a strong online presence without incurring huge marketing costs. This makes social media a very inclusive and affordable marketing tool for all types of businesses. Overall, social media marketing is a very effective tool in the modern marketing world. By combining elements such as creative content, paid advertising, live interactions, and the right analytics, companies can increase brand awareness, build relationships with customers, and achieve their business goals.

2.3 Customer Review

Customer reviews or customer reviews are feedback given by consumers after they buy or use a product or service. These reviews can be found on various platforms, whether on e-commerce websites, social media, or independent review sites. Customer reviews play a very important role in building a brand's reputation and can influence potential customers' purchasing decisions [11]. Positive reviews can increase a brand's credibility, while negative reviews, if handled well, can provide an opportunity to improve a product or service. Customer reviews provide direct insight into consumers' perceived experience with a particular product or service. This allows businesses to gain valuable feedback on their strengths and weaknesses [12]. Additionally, reviews also provide transparency for potential customers who want to know more before deciding to buy. Many people tend to trust the opinions of others, especially those with real experience, rather than relying solely on marketing claims from companies. For companies, customer reviews are a source of information that can be used to improve products or services. For example, if many customers complain about a particular problem, the company can evaluate and make improvements. On the other hand, if there are many positive reviews regarding a particular feature or quality, companies

can leverage this to strengthen their marketing strategy.

One important aspect of customer reviews is the response from the company. Responses to customer reviews, whether positive or negative, show that the company cares about the customer experience. By responding to reviews, companies can also demonstrate their commitment to improvement and customer satisfaction, which can increase customer loyalty and trust. However, in some cases, customer reviews can also be manipulated or faked, either by competitors or irresponsible parties. Therefore, it is important for consumers to remain critical of the reviews they read, and for companies to ensure that the reviews that appear are valid and not influenced by unethical external factors. Apart from that, customer reviews can also help companies in building a community or loyal fan base. Customers who feel valued and heard through their reviews are more likely to become brand promoters, which can lead to more positive word-of-mouth recommendations. Overall, customer reviews are an important part of marketing and customer experience. They not only influence purchasing decisions but also serve as a tool for product and service improvement. To that end, both companies and consumers must treat reviews seriously and use these platforms to create better, more transparent relationships.

2.4 Customer Satisfaction

Customer satisfaction is the level of feelings or evaluation that customers feel about the product or service they receive, compared to their expectations before purchase or use. This satisfaction reflects how well the product or service meets or even exceeds customer expectations [13]. Customer satisfaction is an important factor in creating loyalty, because satisfied customers are more likely to return to purchase, recommend products, and become loyal customers. Customer satisfaction depends not only

on the quality of the product or service itself, but also on the overall experience received by the customer during the purchasing and post-purchase processes [14]. Factors such as customer service, convenience of transactions, appropriate prices, and speed of delivery of goods, all play a role in shaping customer satisfaction. Therefore, customer satisfaction involves various aspects that companies must pay attention to to create a positive experience. Companies that successfully maintain customer satisfaction are often able to maintain their market share and improve their brand image. On the other hand, customer dissatisfaction can have a negative impact on a brand's reputation and can even lead to customer loss. For this reason, companies need to continue to monitor customer satisfaction levels through surveys, reviews and feedback to find out which areas need improvement.

The importance of customer satisfaction not only impacts short-term loyalty, but also long-term growth. Satisfied customers tend to be brand promoters, meaning they are more likely to provide recommendations to others, either in person or via social media. Positive recommendations from customers can serve as a very effective and inexpensive marketing tool. On the other hand, customer dissatisfaction can have a significant impact. Dissatisfied customers may complain or even switch to competitors. In today's digital era, customer dissatisfaction can also spread quickly through online reviews or social media, which can damage a company's image in a short time. To increase customer satisfaction, companies need to listen to customer needs and complaints seriously and provide fast and effective solutions. Responsive actions to complaints can turn negative experiences into positive and retain customers. Thus, companies that focus on customer satisfaction will have a sustainable competitive advantage in an increasingly competitive market. Overall, customer

satisfaction is a key indicator of a company's performance in providing value. Companies that can continue to maintain and increase customer satisfaction will be better able to survive in a dynamic and growing market. By understanding and meeting customer expectations, companies can create better experiences and strengthen long-term relationships with customers.

3. METHODS

This study uses a quantitative descriptive analysis approach. That descriptive quantitative studies are used to obtain a clear and systematic picture of a phenomenon using data in numerical form [15].

The resulting data is then processed in a review process in order to understand the relationship between the variables studied. A process for obtaining information by utilizing numerical data as a tool in studying the phenomenon being explored is a quantitative study. This study applies a survey data collection method, namely distributing questionnaires and then analyzing them statistically in order to carry out the stages of identifying relationships with each variable being studied. This research is a field data study or is often also referred to as field research in the form of obtaining data by carrying out interviews, observations, and providing calculations that strengthen this study.

This research uses a survey method, this method is suitable for gathering large amounts of information from a wide population in a relatively short time, allowing researchers to obtain data that can be measured and analyzed statistically. Surveys can be conducted in person, via telephone, email, or online media, and the results are often used to identify trends, make generalizations, or develop hypotheses for further research [12].

4. RESULTS AND DISCUSSION

Table 2. Consumer data using Nanailart services in 2024

No	Month	Amount
1	January	35
2	February	38
3	March	41
4	April	62
5	May	72
6	June	45
7	July	45
8	August	50
9	September	35
	Amount	423

Source: Nanailart consumer data documentation (2024)

It can be concluded from the data above that the largest number of consumers using nail art services in 2024 will be in May with 72 individuals.

Table 3. Variable X1 Instrument Validity Test Results

No	Variables and Indicators	r _{count}	r _{table}	Information
1	Social Media Marketing (X1)			
	Item 1	0.573	0.215	Valid
	Item 2	0.654	0.215	Valid
	Item 3	0.512	0.215	Valid
	Item 4	0.663	0.215	Valid
	Item 5	0.586	0.215	Valid

source: Processed data (2024)

Based on the table above, it shows that the variables used in this research are valid and suitable for use as research measuring tools, because the variable instruments have a Pearson value above 0.2015.

Table 4. Variable X2 Instrument Validity Test Results

No	Variables and Indicators	r _{count}	r _{table}	Information
2	Costumer Review (X2)			
	Item 1	0.684	0.215	Valid
	Item 2	0.695	0.215	Valid
	Item 3	0.585	0.215	Valid
	Item 4	0.620	0.215	Valid
	Item 5	0.700	0.215	Valid

source: Processed data (2024)

Based on the table above, it shows that the variables used in this research are valid and suitable for use as research measuring tools, because the variable instruments have a Pearson value above 0.2015.

Table 5. Variable Y Instrument Validity Test Results

No	Variables and Indicators	r _{count}	r _{table}	Information
3	Customer satisfaction (Y)			
	Item 1	0.617	0.215	Valid
	Item 2	0.705	0.215	Valid
	Item 3	0.756	0.215	Valid
	Item 4	0.642	0.215	Valid
	Item 5	0.649	0.215	Valid

source: Processed data (2024)

Based on the table above, it shows that the variables used in this research are valid and suitable for use as research measuring tools, because the variable instruments have a Pearson value above 0.2015.

Table 6. Reliability Test Results

No	Variable	Cronbach Alpha	Reliability Standards	Information
1	Social media marketing		0,748	Reliabel
2	Costumer Review		0,689	Reliabel
3	Customer satisfaction		0,699	Reliabel

source: Processed data (2024)

shows that all variables used in this research have Cronbach's alpha values above 0.60.

Table 7. Description of nanailart customer characteristics

No	Characteristics	Frekuensi	Percentase (%)
1	Age		
	< 17 Years	18	22%
	17-40 Years	61	75%
	>40 Years	2	3%
	Amount	81	100%

source: Processed data (2024)

NanailArt's customer characteristics tend to be dominated by individuals aged between 17 and 40 years, who make up 75% of total customers. Only a few customers are under 17 years old (22%) or over 40 years old (3%), this reflects that the majority of NailArt customers consist of the productive age group.

Table 8. Description of nanailart customer characteristics

No	Characteristics	Frekuensi	Percentase (%)
2	Education		
	SD	0	0%
	SMP	7	9%
	SMA	37	46%
	D1/D2/D3	4	5%
	S1/S2/S3	33	41%
	Amount	81	100%

source: Processed data (2024)

Most customers have high school (46%) and tertiary education (S1/Master's/S3, 41%), indicating that NailArt is attractive to groups with secondary to higher education. Most customers have an educational background at high school level or higher. This reflects that the majority of NailArt customers consist of a fairly high level of education.

Table 9. Nanailart's level of social media marketing on Instagram

No	Category	Interval	Frekuensi	Percentase (%)
1	Very good	67-100	81	100%
2	Pretty good	34-66	0	0%
3	Bad	1-33	0	0%
	Amount		81	100%

source: Processed data (2024)

It is known that the level of effectiveness of NailArt's social media marketing on Instagram can be categorized as "very good" with 100% of respondents giving a positive assessment, namely in the interval 67-100. Instagram is very effective in attracting attention and building engagement with customers, with no respondents rating it in the "fair" or "poor" category.

Table 10. Nanailart's level of Customer Review on Instagram

No	Category	Interval	Frekuensi	Percentase (%)
1	Very good	67-100	79	97%
2	Pretty good	34-66	2	3%
3	Bad	1-33	0	0%
	Amount		81	100%

source: Processed data (2024)

It is known that NailArt's customer review rate on Instagram is very positive, with 97% of respondents rating reviews as "excellent" in the 67-100 interval. Only 3% rated the review as "fairly good" in the 34-66 interval, while no respondents rated the review as "poor." This reflects that the majority of customers provide very positive feedback regarding their experience with NailArt on Instagram.

Table 11. Nanailart customer satisfaction level

No	Category	Interval	Frekuensi	Persentase (%)
1	Very good	67-100	81	100%
2	Pretty good	34-66	0	0%
3	Bad	1-33	0	0%
Amount			81	100%

source: Processed data (2024)

NailArt's customer satisfaction rate on Instagram is very high, with 100% of respondents stating "very satisfied" in the 67-100 interval. No customers rated "quite satisfied" or "not satisfied," indicating that all customers were very satisfied with their experience, both in the quality of service and the products offered by NailArt.

Table 12. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual	
N		81
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	5.88475007
Most Extreme Differences	Absolute	0.152
	Positive	0.106
	Negative	-0.152
Test Statistic		0.152
Asymp. Sig. (2-tailed)		.200 ^c

^a Test distribution is Normal.
^b Calculated from data
^c Lilliefors Significance Correction.

source: Processed data (2024)

The research data is normally distributed and in accordance with sufficient assumptions of normality, shown by the Histogram graphic test and P-P plot, in accordance with the findings of statistical tests by using the Kolmogorov Smirnov test, where the A.sig score (0.152) > (0.05).

Table 13. Multicollinearity Test Results^a

Coefficients

Model		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Tolerance	VIF
1	(Constant)	18.415	7.723		
	social media marketing	0.245	0.119	0.495	2.021
	customer review	0.56	0.104	0.495	2.021

^a Dependent Variable: customer satisfaction
 source: Processed data (2024)

The tolerance test value obtained for the social media marketing variable is 0.495 and the customer review variable is 0.495

based on the acceptance criteria of the tolerance value test <0.10 and VIF >10. Based on the test results, it is known that the overall tolerance and VIF values have met the requirements or there is no multicollinearity.

$$Y = Y + B.X_1 + B.X_2 + e$$

$$Y = 18.415 + 0,245 X_1 + 0,560 + 7.723$$

Table 14. T test results (partial)

Coefficients^a

Model		Unstandardized Coefficients		Standardize Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	18.415	7.723			2.3840.200
	social media marketing	0.245	0.119	0.221		2.0650.042
	customer review	0.560	0.104	0.575		5.3770.000

^a Dependent Variable: customer satisfaction
 source: Processed data (2024)

The test results show that the social media marketing variable (X1) gets a Sig value of 0.042 <0.05 so that H0 is rejected and H1 is accepted. It can be concluded that there is a positive influence of social media marketing on customer satisfaction on Instagram. The customer review variable gets a Sig value of 0.000 <0.05, so H0 is rejected and H2 is accepted, or it is concluded that there is a positive influence of customer reviews on nanailart customer satisfaction on Instagram.

Table 15. F test results (simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3515	2	1757.5	49.482	.000 ^b
	Residual	2770.4	78	35.518		
	Total	6285.4	80			

^a Dependent Variable: customer satisfaction
^b Predictors: (Constant), customer review, social media marketing
 source: Processed data (2024)

Based on the table and explanation, the F-test findings are explained that the calculated F_value > F_(table) and significance (0.000 < 0.05), Ho is rejected and H_1 is accepted, which indicates that the independent variables have a simultaneous effect on Y.

Table 16. Coefficient of Determination Test Results (R)

Model Summary^b

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.748	0.780	0.720596

^a Predictors: (Constant), customer review, social media marketing
^b Dependent Variable: customer satisfaction
 source: Processed data (2024)

The value produced by the independent variable has an effect on (Y) of 78%, while other aspects not described in this study have an effect of 22%, according to the results of the coefficient of determination in the table. This is described by the adjusted R square score, which is 0.780.

5. CONCLUSION

Based on the test results, it is known that social media marketing and customer reviews have a positive effect on nanailart customer satisfaction on Instagram, with a regression coefficient value of $R = 0.748$ indicating a significant correlation between the predictor variables and customer satisfaction. An R Square of 0.780 means that around 78% of the variability in customer satisfaction can be influenced by social media marketing and customer review variables. Positive customer reviews provide social proof that validates the quality of a product or service, while social media marketing allows brands to interact directly with customers, building closer, more responsive relationships. These two factors work together to create better expectations, strengthen loyalty, and increase overall customer satisfaction.

SUGGESTIONS

The suggestions in this research are:

1. NailArt entrepreneurs should continue to improve the quality of interactions via social media by responding more quickly to every customer comment or question. In addition, it is important to maintain and increase positive reviews from customers, as well as holding attractive promotions to increase customer loyalty. Paying attention to the latest trends in nail art design and following customer feedback can be a strategy to continuously improve customer satisfaction.
2. Consumers are expected to continue to provide honest and constructive reviews about their experiences, thereby assisting NailArt in improving the quality of its services and products. Additionally, consumers can utilize social media platforms to share their positive experiences, which not only supports entrepreneurs, but also helps other consumers in choosing the right NailArt services.
3. Future researchers can explore other factors that influence customer satisfaction in the beauty industry, such as price, quality of ingredients, or service personalization factors. Additionally, further research can be conducted to better understand how different customer demographics (such as age and education) influence their perceptions of social media marketing and customer reviews.

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