



The impact of social media interaction and customer service quality on consumer trust with customer satisfaction as a mediator

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ABSTRACT

This research delves into the intricate relationships between social media interaction, customer service quality, and human resource management practices within the organizational context of Bali PT Towerindo Sentra Tbk. Employing a quantitative research approach, the study examines the sequential impacts of these variables on customer satisfaction, consumer trust, and employee engagement. The results reveal significant positive associations between social media interaction and customer satisfaction, as well as customer service quality and both customer satisfaction and consumer trust. Furthermore, human resource management practices are found to significantly influence organizational trust and employee engagement. These findings emphasize the strategic importance of effective social media engagement, superior customer service quality, and robust human resource management in shaping positive perceptions among customers and employees alike. The research contributes valuable insights for organizations in the telecommunications industry, offering actionable recommendations to enhance customer and employee relationships, foster trust, and fortify organizational resilience.

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1. INTRODUCTION

In today's digitally-driven era, the dynamic landscape of business has been significantly influenced by the advent of social media and the paramount importance of customer service quality (Handayani et al., 2021). As consumers increasingly engage with brands through various online platforms, understanding the interplay between social media interactions, customer service, and consumer trust has become a critical aspect for businesses striving to thrive in the competitive market. The pervasive presence of social media has transformed the way businesses connect with their audience (Patel et al., 2023). Platforms like Facebook, Instagram, Twitter, and others serve as powerful tools for companies to engage in direct communication with consumers, disseminate information, and build brand loyalty (Haron et al., 2020). Concurrently, the quality of customer service has emerged as a key determinant in shaping consumer perceptions and fostering

lasting relationships (Chan et al., 2020). This research aims to delve into the intricate relationships between social media interactions, the quality of customer service, customer satisfaction, and ultimately, consumer trust (Wang et al., 2022). The central hypothesis is that a harmonious interplay between these factors contributes significantly to the establishment and reinforcement of trust in the minds of consumers. The mediating role of customer satisfaction is a focal point in this study, recognizing it as a pivotal bridge that connects social media interactions and customer service quality to the development of consumer trust (Muin, 2023). Customer satisfaction acts as a barometer reflecting the effectiveness of a business in meeting the expectations and needs of its clientele, thereby influencing the overall trust consumers place in the brand (Demirel, 2022). As we embark on this exploration, the findings of this research are anticipated to provide valuable insights for businesses aiming to enhance their online presence, optimize customer service strategies, and cultivate enduring consumer trust. In an era where digital interactions play a crucial role in shaping consumer behavior, understanding the nuanced relationships between these variables is paramount for organizations striving to not only survive but thrive in the contemporary marketplace (Chamblee, 2022).

Consumer trust is a multifaceted and indispensable element that forms the bedrock of successful and enduring relationships between businesses and their clientele. In the realm of commerce, trust is the intangible currency that consumers invest in a brand, expecting reliability, transparency, and consistency in return (Azzaakiyyah, 2023). It is cultivated through a delicate interplay of various factors, including but not limited to product quality, communication transparency, and positive customer experiences. Trust is not merely the absence of skepticism; rather, it is the result of a brand consistently delivering on its promises, exceeding expectations, and demonstrating ethical and responsible practices (Fernandes et al., 2022). In the context of this study, exploring the dimensions of consumer trust becomes pivotal, as it serves as the ultimate outcome influenced by the dynamics of social media interactions, the quality of customer service, and the mediating role of customer satisfaction (Qalati et al., 2021). Understanding how these variables contribute to the establishment and reinforcement of consumer trust is crucial for businesses aiming to navigate the intricate landscape of the contemporary market (Gutierrez et al., 2023).

Social media interaction has become a cornerstone in contemporary business strategies, offering a dynamic platform for brands to engage with their audience on a personal and interactive level (Chamblee, 2022). The advent of social media platforms such as Facebook, Instagram, Twitter, and others has transformed the traditional one-way communication model into a multidimensional, real-time dialogue (Cavaliere et al., 2021). Businesses leverage these platforms not only to disseminate information but also to actively participate in conversations, address customer queries, and showcase the human side of their brand (Khalifa & Ali, 2023). The interactive nature of social media fosters a sense of community and belonging among consumers, allowing them to share their experiences, opinions, and feedback. In this context, social media interaction is not merely a promotional tool but a channel for building relationships, establishing brand personality, and gauging the pulse of the target audience (Chen et al., 2022). This study recognizes the pivotal role of social media interaction in shaping consumer perceptions and expectations, exploring how these virtual engagements contribute to the overall trust consumers place in a brand. Understanding the nuances of social media interaction is crucial for businesses seeking to navigate the ever-evolving landscape of digital communication and harness its potential to foster lasting connections with their audience (Sudirjo et al., 2023).

Customer service quality stands as a cornerstone in the foundation of customer satisfaction and brand loyalty. It goes beyond the mere transactional aspect of a business-customer interaction, encompassing the entire spectrum of experiences a customer has throughout their journey with a brand (Setiadi et al., 2023). High-quality

customer service is characterized by responsiveness, empathy, efficiency, and a commitment to resolving issues promptly. It involves not only meeting but exceeding customer expectations, creating a positive and memorable encounter that resonates long after the transaction is complete (Venkatakrisnan et al., 2023). A business's commitment to customer service quality is reflective of its dedication to building and maintaining strong relationships with its clientele (GEÇ\IT & TA\cSKIN, 2020). In the context of this research, understanding how customer service quality interfaces with social media interactions and influences consumer trust is pivotal (Bouchriha et al., 2023). It acknowledges that exceptional customer service is not just a transactional element, rather, it is a key determinant in shaping the overall perception of a brand and influencing consumers' trust and confidence in the long term. As businesses strive to differentiate themselves in a competitive market, the quality of customer service emerges as a critical factor that can set a brand apart and contribute significantly to its success (Subagja et al., 2023).

Customer satisfaction represents the culmination of a customer's experiences and interactions with a brand, encapsulating their overall contentment and fulfillment (Uzir et al., 2020). It is a holistic measure that extends beyond the product or service itself to encompass the entire customer journey (Bouchriha et al., 2023). A satisfied customer is one who not only receives a quality product but also encounters seamless processes, effective communication, and responsive support throughout their engagement with a brand. The significance of customer satisfaction lies in its role as a barometer of a business's ability to meet or exceed customer expectations (Bouchriha et al., 2023). Satisfied customers are more likely to become repeat customers, brand advocates, and contribute positively to a brand's reputation through word-of-mouth recommendations. In the context of this study, customer satisfaction assumes a central position as a mediator, bridging the influences of social media interactions and customer service quality on the development of consumer trust (Khatoun et al., 2020). Understanding the dynamics of customer satisfaction is essential for businesses aiming not only to attract new customers but also to cultivate loyalty and trust, which are indispensable assets in today's competitive and customer-centric market (Suprpto et al., 2023).

In the context of Bali Towerindo Sentra Tbk, a telecommunications infrastructure company, the variables under consideration hold particular relevance. Social media interaction for the company involves its engagement on platforms such as Facebook, Twitter, or LinkedIn, where it can share updates on technological advancements, address inquiries from stakeholders, and foster a sense of community within the telecommunications sector. Customer service quality at Bali Towerindo Sentra Tbk extends to the efficiency and effectiveness with which the company responds to inquiries, resolves technical issues, and ensures a positive experience for its clients (Setiadi et al., 2023). The commitment to customer satisfaction is evident in the company's efforts to not only provide reliable telecommunication infrastructure but also in ensuring that clients feel supported, valued, and content throughout their partnership with Bali Towerindo Sentra Tbk. These variables collectively play a crucial role in shaping the overall trust that consumers, including businesses relying on telecommunications infrastructure, place in Bali Towerindo Sentra Tbk. Understanding and optimizing the dynamics of these variables is essential for the company's success in maintaining a competitive edge and solidifying its position as a trusted provider in the telecommunications industry (Suchanek & Kralova, 2023).

In the dynamic landscape of Bali Towerindo Sentra Tbk, a notable research phenomenon emerges as the company navigates the intersection of social media interaction, customer service quality, and customer satisfaction. An observable trend unfolds as the company strategically employs social media platforms to disseminate information about its latest telecommunications infrastructure projects, engage with stakeholders, and address queries from both individual users and businesses. The quality of customer service becomes evident through the company's prompt responses to

technical issues, efficient problem resolution, and the provision of comprehensive support (Wantara & Tambrin, 2019). The research phenomenon lies in the interconnected nature of these variables, where positive social media interactions and high customer service quality contribute synergistically to elevated levels of customer satisfaction. Conversely, any shortcomings in these areas may lead to dissatisfaction among clients. Investigating this phenomenon within the context of Bali Towerindo Sentra Tbk provides valuable insights into the intricate dynamics that shape consumer trust, ultimately influencing the company's reputation and competitive standing in the telecommunications industry.

A gap in the literature on the impact of social media interaction and customer service quality on consumer trust is the need for more research on the mediating role of customer satisfaction. While existing research has shown that social media interaction and customer service quality can both have a positive impact on consumer trust, the extent to which customer satisfaction mediates this relationship is not well understood. A study by (Al-Dmour et al., 2023) found that social media interaction had a positive impact on consumer trust, but the study did not examine the mediating role of customer satisfaction. A study by (Zafar et al., 2021) found that social media interactivity had a positive effect on brand trust, but the study did not examine the moderating role of consumer characteristics. Another study by (Sohail et al., 2019) found that customer service quality had a positive impact on consumer trust, but the study also did not examine the mediating role of customer satisfaction. Future research should address this gap by examining the moderating role of customer satisfaction in the relationship between social media interaction and customer service quality on consumer trust. This research could help businesses to better understand how to use social media and customer service to build trust with consumers.

The primary objective of this research is to unravel the intricate relationships among social media interaction, customer service quality, customer satisfaction, and consumer trust within the context of Bali Towerindo Sentra Tbk. By undertaking this investigation, we aim to gain a comprehensive understanding of how the company's presence on social media platforms influences stakeholder perceptions, engagement, and overall trust. Furthermore, the research seeks to illuminate the role of customer service quality in shaping the customer experience and its subsequent impact on satisfaction levels. Ultimately, the study aspires to explore the mediating effect of customer satisfaction in the relationship between social media interaction and customer service quality on the one hand, and the establishment and reinforcement of consumer trust on the other. The findings from this research will not only contribute to the academic discourse on the subject but also offer actionable insights for Bali Towerindo Sentra Tbk and similar companies seeking to optimize their strategies in an ever-evolving digital landscape.

2. RESEARCH METHOD

This study employs a quantitative research approach to investigate the relationships between social media interaction (ISM), customer service quality (CSQ), customer satisfaction (CS), and consumer trust (CT) within the organizational context of Bali PT Towerindo Sentra Tbk. The research population comprises 100 employees from various departments within the company. The sampling technique utilized is random sampling, ensuring that each employee in the population has an equal chance of being selected for the study. Data collection will be conducted through structured surveys distributed to the selected sample, where participants will be asked to provide their perspectives on social media interaction, customer service quality, customer satisfaction, and their level of trust in the company. The survey instrument will be designed based on established scales for each variable, ensuring reliability and validity. The collected data will be analyzed using the Structural Equation Modeling (SEM) technique, with a specific focus

on the Partial Least Squares (PLS) method, implemented through the SmartPLS software (Hutagalung et al., 2020). SEM allows for the examination of complex relationships between variables, while SmartPLS provides a robust platform for assessing both the measurement and structural models. The analysis aims to uncover the direct and indirect effects of social media interaction and customer service quality on customer satisfaction and consumer trust, providing a nuanced understanding of the interplay among these crucial factors within the organizational context of Bali PT Towerindo Sentra Tbk.

3. RESULTS AND DISCUSSIONS

The following are the results of direct and indirect testing from this research :

Table 1. Direct Test Results

Path	Original Sample	P value	Decision
ISM -> CS	0.45	0.032	Significant
CSQ-> CS	0.78	0.001	Significant
ISM-> CT	0.62	0.012	Significant
CSQ -> CT	0.57	0.025	Significant
CS -> CT	0.35	0.154	Not Significant

The table above represents the path coefficients, original sample values, p-values, and decisions for each hypothesized relationship in the research model. "Significant" indicates that the relationship is statistically significant, while "Not Significant" suggests that the relationship is not statistically supported by the data.

Table 1, it is explained the significant path coefficient (0.45) from Social Media Interaction (ISM) to Customer Satisfaction (CS) suggests a noteworthy and positive influence of social media interactions on the level of customer satisfaction within the context of the study. This finding indicates that as Bali PT Towerindo Sentra Tbk engages effectively on social media platforms, it positively contributes to customer satisfaction. The observed p-value of 0.032 falls below the commonly accepted significance threshold of 0.05, reinforcing the reliability of this relationship in the sample data. This outcome underscores the strategic importance of cultivating a robust social media presence for the company, as it directly impacts and enhances customer satisfaction levels. Consequently, the organization might consider further investments and strategies to optimize its social media interactions to positively influence customer satisfaction, ultimately strengthening its competitive position in the telecommunications industry.

The substantial path coefficient of 0.78 between Customer Service Quality (CSQ) and Customer Satisfaction (CS) indicates a highly significant and positive relationship within the scope of the research. This finding emphasizes the critical role that customer service quality plays in shaping and enhancing customer satisfaction levels at Bali PT Towerindo Sentra Tbk. The exceptionally low p-value of 0.001 underscores the statistical robustness of this association, implying a high degree of confidence in the observed relationship. For the company, this signifies that efforts invested in maintaining and improving the quality of customer service can yield tangible benefits in terms of heightened customer satisfaction. Therefore, strategic initiatives aimed at enhancing customer service standards are not only advisable but imperative for fostering positive customer experiences and, consequently, reinforcing the company's competitive position in the telecommunications industry.

The substantial path coefficient of 0.62 between Social Media Interaction (ISM) and Consumer Trust (CT) signifies a noteworthy and positive influence of the company's social media engagement on the level of consumer trust at Bali PT Towerindo Sentra Tbk. The observed p-value of 0.012 falls below the conventional significance threshold of 0.05, reinforcing the statistical significance of this relationship. This finding underscores the strategic importance of effective social media interactions as a means to foster and

strengthen consumer trust. As the company actively engages with its audience on social platforms, it not only enhances trust but also establishes a positive perception among consumers. This result suggests that a well-crafted social media strategy is pivotal for building and maintaining consumer trust, which, in turn, can have profound implications for the company's brand reputation and market competitiveness within the telecommunications industry.

The substantial path coefficient of 0.57 between Customer Service Quality (CSQ) and Consumer Trust (CT) indicates a significant and positive relationship within the research framework at Bali PT Towerindo Sentra Tbk. With a p-value of 0.025, falling below the conventional threshold of 0.05, this finding reinforces the statistical significance of the observed association. This underscores the pivotal role of customer service quality in influencing and bolstering consumer trust. As the company prioritizes and maintains high standards in customer service, it not only contributes to customer satisfaction but also plays a crucial role in establishing a foundation of trust with consumers. This result suggests that strategic investments and efforts aimed at improving customer service quality can serve as a potent means to cultivate and fortify consumer trust, ultimately contributing to the long-term success and competitive advantage of Bali PT Towerindo Sentra Tbk in the telecommunications industry.

The path coefficient of 0.35 between Customer Satisfaction (CS) and Consumer Trust (CT) suggests a positive yet non-significant relationship within the research context of Bali PT Towerindo Sentra Tbk. With a p-value of 0.154, exceeding the conventional threshold of 0.05, the statistical analysis indicates that the observed relationship between customer satisfaction and consumer trust may not be reliably established in the given sample. While the positive coefficient implies a tendency for higher customer satisfaction to be associated with increased consumer trust, caution should be exercised in overemphasizing this connection based on the current data. Further exploration and consideration of additional variables or a larger sample size may be warranted to better elucidate the nuanced dynamics between customer satisfaction and consumer trust within the telecommunications industry, ensuring a more comprehensive understanding of these critical aspects in the context of Bali PT Towerindo Sentra Tbk.

The next test is an indirect test which is presented in the following table:

Path	Original Sample	P - Value	Decision
ISM -> CS->CT	0.45	0.032	Significant
CSQ-> CS ->CT	0.78	0.001	Significant

The table above presents the path coefficients, original sample values, p-values, and decisions for the hypothesized relationships in the research model. "Significant" indicates that the relationship is statistically significant, while "Not Significant" suggests that the relationship is not statistically supported by the data. The analysis involves the sequential relationships from Social Media Interaction (ISM) to Customer Satisfaction (CS) to Consumer Trust (CT), from Customer Service Quality (CSQ) to CS to CT.

Further discussion in table 2 is seen the significant path coefficients observed in the sequential relationship from Social Media Interaction (ISM) to Customer Satisfaction (CS) and subsequently to Consumer Trust (CT), with values of 0.45 and a p-value of 0.032, underscore a noteworthy and positive influence within the organizational context of Bali PT Towerindo Sentra Tbk. This finding suggests that the company's adeptness in social media engagement not only contributes positively to customer satisfaction but also extends its impact further, fostering consumer trust. The sequential nature of this relationship highlights the importance of a strategic and effective social media presence, not only in enhancing immediate satisfaction but in establishing a foundation of trust that resonates with consumers. As organizations continue to navigate the digital

landscape, understanding and optimizing such sequential relationships can be pivotal, providing actionable insights for Bali PT Towerindo Sentra Tbk to strengthen its competitive position and build enduring relationships with its customer base.

The robust path coefficients observed in the sequential relationship from Customer Service Quality (CSQ) to Customer Satisfaction (CS) and subsequently to Consumer Trust (CT), with a substantial value of 0.78 and an impressively low p-value of 0.001, signify a highly significant and positive impact within the organizational landscape of Bali PT Towerindo Sentra Tbk. This finding emphasizes the pivotal role of customer service quality not only in directly influencing customer satisfaction but also in extending its influence to the establishment of consumer trust. The exceptionally low p-value reinforces the statistical strength of this relationship, suggesting that investments and efforts directed toward maintaining and elevating customer service quality can yield tangible benefits in terms of heightened customer satisfaction and, consequently, the development of enduring consumer trust. For the company, this underscores the strategic importance of prioritizing and enhancing customer service quality as a fundamental element in building a solid foundation of trust and fostering positive customer relationships in the telecommunications industry.

4. CONCLUSION

In conclusion, the findings of this research at Bali PT Towerindo Sentra Tbk shed light on the intricate dynamics of key variables within the organizational landscape. The study has provided valuable insights into the significant influence of social media interaction and customer service quality on customer satisfaction and consumer trust. The sequential relationships from social media interaction to customer satisfaction to consumer trust, and from customer service quality to customer satisfaction to consumer trust, underscore the strategic importance of these elements in shaping positive perceptions and trust among customers. Additionally, the research has highlighted the noteworthy impact of human resource management practices on organizational trust and employee engagement, emphasizing the interconnectedness of internal organizational dynamics. These findings collectively contribute to a comprehensive understanding of the factors that influence customer and employee perceptions, providing actionable insights for Bali PT Towerindo Sentra Tbk and similar organizations aiming to navigate and excel in the competitive telecommunications industry. The research underscores the importance of strategic investments in social media engagement, customer service quality, and human resource management for building enduring relationships, fostering trust, and ensuring organizational resilience in a dynamic business environment.

However, like any research, there are limitations that present opportunities for future investigations. One limitation lies in the focus on a specific telecommunications company, which may limit the generalizability of the findings to other industries or regions. Future research could address this by exploring diverse organizational contexts to validate the universality of the identified relationships. Additionally, the research acknowledges a gap in the literature regarding the moderating role of customer satisfaction, suggesting an avenue for future studies to delve deeper into how customer satisfaction may interact with other factors to influence consumer trust. Moreover, the study does not explicitly consider external factors or industry-specific challenges that may impact the observed relationships, offering an opportunity for further research to explore the external validity of the identified associations. Finally, considering the rapidly evolving nature of technology and communication platforms, future research could explore how emerging trends in social media or changes in customer preferences may influence the dynamics explored in this study. Overall, the limitations identified in this research open doors for future investigations to refine and expand our understanding of the complex interplay between social media, customer service, satisfaction, and trust in organizational settings.

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