

ABSTRAK

Pratama, Pangestu Adita. 2025. Pengaruh Promosi Media Sosial, Review Konsumen Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Ndalem Manten *Wedding Organizer* (Study Kasus Konsumen Ndalem Manten *Wedding Organizer*). Program Studi Manajemen. Fakultas Ekonomi Dan Bisnis. Universitas PGRI Madiun.

Perkembangan industri jasa di Indonesia menunjukkan tren pertumbuhan yang cukup signifikan seiring dengan meningkatnya kebutuhan masyarakat terhadap berbagai bentuk pelayanan profesional. Dinamika sosial dan ekonomi yang semakin kompleks, urbanisasi yang pesat, serta meningkatnya pengaruh media sosial telah mengubah preferensi masyarakat dalam memilih dan menggunakan jasa. Penelitian ini bertujuan untuk mengetahui; (1) pengaruh promosi media sosial terhadap kepuasan konsumen Ndalem Manten Wedding Organizer, (2) pengaruh review konsumen terhadap kepuasan konsumen Ndalem Manten Wedding Organizer, (3) pengaruh kualitas pelayanan terhadap kepuasan konsumen Ndalem Manten Wedding Organizer, (4) pengaruh promosi media sosial, review konsumen, dan kualitas pelayanan secara simultan terhadap kepuasan konsumen Ndalem Manten Wedding Organizer.

Desain Penelitian didasarkan pada pendekatan kuantitatif. Jumlah sampel yang digunakan dalam penelitian ini adalah jumlah seluruh populasi yaitu sebanyak 145 konsumen Ndalem Manten *Wedding Organizer*. Dalam penelitian ini peneliti menggunakan *sampling* jenuh. Variabel pada penelitian ini yaitu variabel bebas (X) (promosi media sosial, review konsumen dan kualitas pelayanan) dan variabel terikat (Y) (Kepuasan Konsumen). Analisis yang digunakan dalam penelitian ini menggunakan analisis regresi linier berganda.

Kata Kunci : media sosial, kepuasan konsumen, pengaruh kualitas pelayanan.

ABSTRACT

Pratama, Pangestu Adita. 2025. The Influence of Social Media Promotion, Consumer Reviews, and Service Quality on Customer Satisfaction at Ndalem Manten Wedding Organizer (Case Study of Ndalem Manten Wedding Organizer Customers). Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun.

The Effect of Social Media Promotion, Consumer Reviews, and Service Quality towards Customer Satisfaction (Case Study of Ndalem Manten Wedding Organizer Customers).

The development of the service industry in Indonesia shows a significant growth trend in line with the increasing public demand for various forms of professional services. Increasingly complex social and economic dynamics, rapid urbanization, and the increasing influence of social media have changed people's preferences in selecting and using services. This study aims to determine: (1) the effect of social media promotion towards customer satisfaction at Ndalem Manten Wedding Organizer; (2) the effect of consumer reviews towards customer satisfaction at Ndalem Manten Wedding Organizer; (3) the effect of service quality towards customer satisfaction at Ndalem Manten Wedding Organizer; (4) the simultaneous effect of social media promotion, consumer reviews, and service quality towards customer satisfaction at Ndalem Manten Wedding Organizer.

The research design was based on a quantitative approach. The sample size used in this study was the entire population, namely 145 Ndalem Manten Wedding Organizer customers. In this study, the researcher used saturated sampling. The variables in this study were the independent variable (X) (social media promotion, consumer reviews and service quality) and the dependent variable (Y) (Consumer Satisfaction). The analysis used in this study used multiple linear regression analysis.

Keywords: social media, consumer satisfaction, influence of service quality.