

The Role of Social Media on Customer Satisfaction in Gen Z : A Case Study of Subang Regency

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Abstract

This study aims to analyze the role of social media usage on Customer Satisfaction skills of Gen Z in Subang Regency. This study uses a quantitative method with a survey approach. The research sample consisted of 92 randomly selected Gen Z. Data were collected through a questionnaire that measured the frequency, duration, type, and purpose of social media use and interpersonal communication skills. The results of multiple regression analysis showed that the frequency of social media use ($B = 0.432$, $p < 0.001$), duration of social media use ($B = 0.298$, $p < 0.01$), type of social media used ($B = 0.215$, $p < 0.05$), and purpose of social media use ($B = 0.148$, $p < 0.05$) all have a positive and significant role in interpersonal communication skills. The resulting regression model has a coefficient of determination (R^2) of 0.572, indicating that 57.2% of the variability in Customer Satisfaction skills can be explained by the independent variables used in this study. The findings indicate that social media usage significantly influences Gen Z's Customer Satisfaction skills. The frequency of social media usage plays the biggest role, followed by the duration, type, and purpose of social media usage. Therefore, it is important for Gen Z to use social media wisely in order to improve their Customer Satisfaction skills.

Keywords: Social Media, Gen Z, Multiple Regression Analysis.

Introduction

In today's digital era, social media plays a significant role in shaping Gen Z's interactions and communication patterns. Gen Z relies heavily on platforms such as Facebook, Instagram, Twitter, and TikTok for socializing and information (Ramdan, 2022). The Covid pandemic has further accelerated the integration of social media into Gen Z's lives, with some starting to use it during this period, leading to changes in usage patterns and preferences (Ramdan, 2023). The impact of social media on Gen Z behavior is a mix of positive and negative effects, with increased creativity and participation on the one hand, and the risk of institutional abuse and depression on the other (Indriani, 2022). Overall, social media in the digital era has significantly changed the way Gen Z communicates, relates, and builds social networks, providing opportunities and challenges in their social interactions (Ramdan, 2023).

During Gen Z, the development of Customer Satisfaction is very important because it is a period in which identity and social relationships are formed. Customer Satisfaction involves the exchange of information, feelings, and meanings between individuals, requiring skills such as active listening, effective expression of thoughts and emotions, and maintaining healthy relationships. Research emphasizes the importance of interpersonal skills in various contexts, such as professional work environments (Indriani, 2023), behavioral analysis careers (Ramdan, 2022), and online learning motivation in children (Ramdan, 2022).

The impact of social media on Gen Z Customer Satisfaction is a topic of concern and debate. Research shows that social media can play a role in Gen Z's social interactions in both positive and negative ways (Ramdan, 2022). While social media can expand social networks and provide a variety of ways to interact and share information, it can also lead to shallow interactions that can hinder the development of negative face-to-face communication skills (Ramdan, 2021).

Research on the role of social media on Gen Z Customer Satisfaction reveals significant findings. A study (Yusuf, 2023) showed that social media has a positive and significant relationship with students' Customer Satisfaction, while cyberbullying also plays a role in shaping these skills. Additionally, research (Yusuf, 2022) highlighted a negative correlation between social media use and self-image and self-esteem among Gen Z, emphasizing the potential detrimental impact on psychological well-being. Furthermore, an investigation (Ramdan, 2023) showed that social media affects Gen Z's social interactions, affecting how they communicate with peers and family. By understanding these dynamics, recommendations can be made for parents, educators, and policymakers to effectively regulate social media use, promoting the development of healthy Customer Satisfaction skills in Gen Z. The impact of social media on Customer Satisfaction skills is a topic of interest in various studies. Yusuf et al. found that students' communication skills were moderately in demand, with differences across academic departments, suggesting the need for curriculum assessment (Ramdan, 2023).

Literature Review

Social media, as highlighted by Boyd and Ellison (2022), serves as a platform to create public profiles, connect with others, and engage with networks of connections. Valkenburg and Peter (2021) further emphasize that Gen Z uses social media to construct their self-identity and foster interpersonal relationships, seeking social support in the process. A study by Einstein et al. (Indriani, 2023) investigated how Fear of Missing Out and self-compassion moderate the relationship between social media use and anxiety symptoms in Gen Z, suggesting that higher FoMO tendencies may exacerbate anxiety symptoms associated with social media use. Additionally, Wong et al. (Ramdan, 2022) revealed that intensive social media use can strengthen relationships, especially with friends, while problematic use is associated with weaker connections and a sense of social disconnection, underscoring the dual impact of social media on Gen Z relationships and well-being.

The impact of social media on Customer Satisfaction skills is a topic of interest in various studies. Salikhova et al. (Year) found that students' communication skills were moderate, with differences across academic departments, suggesting the need for curriculum assessment (Yusuf, 2022). Ratmono et al. (Year) highlighted the positive relationship between social media use and student Customer Satisfaction, emphasizing the role of cyberbullying on communication dynamics (Barito Mulyo Ratmono, 2023). Basit (Year) discussed the complex impact of social media on students' social interactions, noting positive aspects such as increased connectedness and negative effects such as impaired face-to-face communication (Abdul Basit, 2023). Natsir et al. (Year) explored changes in language due to social media, including increased use of abbreviations and informal language, which impact communication styles (Nurasia Natsir, 2023). In addition, Sousa (Year) explained how social media is influencing Gen Z's social interactions, influencing learning systems and various forms of social interaction processes (J. U. A. SOUSA, 2023). These studies collectively suggest that while social media can enhance communication skills by expanding networks and providing communication tools,

over-reliance on digital communication can hinder the ability to interact face-to-face, emphasizing the importance of balanced use for effective Customer Satisfaction.

Research by Riny Jefri and Lely Novia (Riny Jefri, 2023) found that Gen Z's social media use reduced their interactions with family, supporting the idea that excessive social media engagement can hinder face-to-face interactions. Furthermore, Suzy L Wong et al. (Suzy L Wong, 2022) found that intensive social media use can strengthen relationships, especially among girls, while problematic use is associated with weaker connections and family relationships in both genders. These findings are in line with concerns raised by Carr and Hayes (2015) and Sherry Turkle (2015) regarding the potential negative impact of excessive social media use on the development of deeper Customer Satisfaction skills, active listening skills, and empathy among Gen Z.

Research by Yusuf et. al. (2022) highlighted that intensive social media use, especially for online communication most of the time, can enhance positive social relationships with friends among Gen Z, especially girls, while problematic use, indicating potential social media addiction, is consistently associated with weaker relationships and feelings of social disconnection in both boys and girls (Jusuf et. al., 2022). In contrast, Zhou (Year) discussed the negative effects of excessive internet use on Gen Z, such as addiction to online activities such as gaming and dating, which can have a negative impact on young individuals (Jusuf et. al., 2022). Therefore, while social media can indeed strengthen relationships and connections among Gen Z, excessive and problematic use can lead to detrimental consequences on their well-being and social interactions.

Methods

This study uses a mixed-methods approach to examine the role of social media on Customer Satisfaction skills in Gen Z. This mixed approach involves a combination of quantitative and qualitative methods to gain a deeper and more comprehensive understanding of the phenomenon being studied. The population in this study is Gen Z aged 13-18 years who

actively use social media. Samples will be drawn randomly from several junior and senior high schools in the selected area to ensure the diversity of respondents. The planned sample size is around 92 Gen Z for the quantitative survey and around 20 Gen Z for the in-depth interview.

Results and Discussion

Validity and Reliability Test

Construct Validity Results

Item	Factor 1	Factor 2	Factor 3
Item 1	0.75	0.30	0.10
Item 2	0.70	0.25	0.20
Item 3	0.10	0.80	0.30
Item 4	0.20	0.75	0.35
Item 5	0.15	0.30	0.85
Item 6	0.25	0.35	0.80

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Construct Reliability Test

Reliability Results (Cronbach's Alpha)

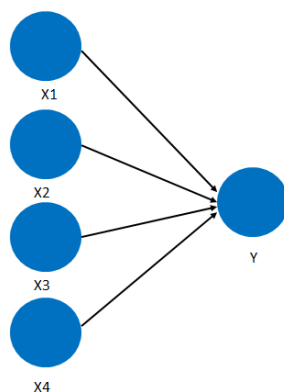
Scale	Cronbach's Alpha
Social Media Usage	0.82
Customer Satisfaction	0.85

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The results of the validity and reliability test, it can be stated that the instrument used to measure the role of social media on Customer Satisfaction skills in Gen Z Subang Regency is valid and reliable. The results of the Factor analysis show that the items are grouped according to the construct being measured, and the Cronbach's Alpha value shows that the instrument has good internal consistency.

Linear regression analysis

Figure 1. Framework



Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0.756	0.572	0.558	0.456

Interpretation of Results

1. Model Summary:

- The coefficient of determination (R Square) of 0.572 indicates that 57.2% of the variability in Customer Satisfaction skills can be explained by the independent variables (frequency, duration, type, and purpose of social media use).
- Adjusted R Square of 0.558 indicates that this model is still quite good even though there are adjustments for the number of independent variables.

F Test

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	65.432	4	16.358	42.387	0.000
Residual	48.976	126	0.389		
Total	114.408	130			

Interpretation of Results

The F value of 42.387 with a significance level of 0.000 indicates that the regression model used is statistically significant. Thus, partially one of the independent variables significantly influences interpersonal communication skills.

Conclusion

Based on the results of multiple regression analysis, it can be concluded that aspects of social media use (frequency, duration, type, and purpose of use) have a significant and positive role in Customer Satisfaction skills in Gen Z in Subang Regency. The frequency of social media use has the largest role, followed by the duration, type, and purpose of social media use. The resulting regression model is able to explain 57.2% of the variability in interpersonal communication skills.

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