

UTILIZATION OF SOCIAL MEDIA AS A CUSTOMER SERVICE PLATFORM : ANALYSIS OF CUSTOMER SATISFACTION

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Abstract

Social media has become important in everyday life in the digital era, including customer service. This study analyzes the use of social media as a customer service platform and how it impacts customer satisfaction. To describe this phenomenon, this research collects data from various literature, using a descriptive qualitative approach. Studies show that customer satisfaction increases through real-time interactions, personalization of service, and social media accessibility. The speed and ease of access to social media can meet customer expectations, and good customer feedback can strengthen company relationships and reputation

Keyword : communications, social media, customer satisfaction

Introduction

With the development of technology and digitalization, social media has now become an integral part of everyday life. Many companies are starting to utilise these platforms not only for promotion but also as customer service channels (Teguh & Ciawati, 2020). In this context, the use of social media for customer service is becoming increasingly important, especially in terms of improving interactions with customers. Social media makes it easy for customers to contact the company. With just a few clicks, customers can submit their questions, complaints or suggestions. This certainly speeds up the communication process compared to conventional methods such as phone calls or emails. Therefore, many businesses are utilising social media as a solution to customer needs (Mustika, et al., 2023). Social media opens up opportunities to interact directly with their audience (Leli, et al., 2023). With platforms such as Facebook, Twitter, Instagram, LinkedIn and YouTube, companies can easily disseminate information, share engaging visual content, and interact directly with their audience. Besides that, consumers also have the opportunity to provide feedback, ask questions, and share experiences with others through these social media. In this analysis, it is important to consider the type of social media being used. Each platform has different characteristics and audiences (Alamsyah, 2021). For example, Twitter is famous for its quick response, while Facebook is often used for deeper interactions. The selection of the right platform will have an impact on the effectiveness of the customer service provided.

This study will also discuss the challenges faced by companies in managing customer service through social media. One of the main challenges is the high level of questions and complaints (Junaedi, 2023). Companies must have an adequate team to handle these requests quickly and efficiently. Otherwise, we risk losing customers who feel ignored. In addition, businesses need to consider how to measure customer satisfaction in the context of social media. Metrics such as response time, problem resolution rate, and positive feedback from customers can be relevant parameters (Wahyuningsih, et al., 2024). By collecting and analyzing such data, companies can take strategic steps to improve their services. One interesting aspect of social media use is its effect on brand reputation (Pertiwi & Irwansyah, 2020). Consumers who are satisfied with the services they receive on social media tend to recommend the company to others. Conversely, negative information can spread quickly, damaging the company's reputation. Based on the description that has been presented above, the purpose of writing this journal is to analyse how businesses can improve customer satisfaction by understanding customer needs and expectations by exploring social media as a customer service platform.

Methods

This study uses a descriptive qualitative approach that focuses on literature analysis. The purpose of this study is to describe and analyze the phenomenon of utilizing social media as a customer service platform and how it impacts customer satisfaction. Data were collected through library research from various sources, including books, articles, scientific journals and reports related to the subject. Therefore, writing this journal can provide a better understanding of how businesses use social media to improve customer satisfaction and change their performance.

Results

The results of the study show that social media can increase customer satisfaction through various mechanisms, such as real-time interaction, service personalization, accessibility, feedback and community involvement. The studies analyzed also show that the speed of response and ease of access to social media can meet customer expectations. To provide a more complete picture, the following journal review table summarizes the main results of various studies on the use of social media as a customer service platform.

Table 1. Results of a literature review on the use of social media as a customer service platform

No	Author and Title	Year	Research methods	Research result
1.	The following are the names of the participants: Suhairil, Ilham Salim Siregar, Nurhadiah, Nur Leli, Ridha Tri Handayani. "Utilization of social media as a mass communication tool to expand reach and increase interaction with consumers."	2023	The research uses a descriptive method with a qualitative approach.	The result of this journal is, corporate communication is the process of exchanging information between a company and its stakeholders with the aim of building good relationships. Social media, especially Instagram, is very useful for interaction, expanding reach and increasing brand awareness and Integrated Marketing Communication (IMC) can help companies and consumers communicate with each other and work together.
2.	"CRM in the social media era: leveraging social platforms to increase customer engagement"	2024	This journal uses the 'literature study' method, which includes various activities such as reading, recording, and processing research materials.	The results of this study indicate that implementing CRM with social media can improve customer interaction with businesses. Organizations can communicate directly with customers, receive feedback and build closer relationships with customers through the use of social media. Overall, the integration of CRM with social media has proven successful in expanding business reach and increasing customer knowledge.
3.	Sherly Octaviani Pertiaz and Silvia Pascaningrum. "PT KAI's use of social media improves communication with customers."	2023	The method used in this journal is qualitative descriptive research, which involves data collection through "observation" and in-depth interviews" with the Head of Public Relations of PT KAI Daop 1.	Research shows that PT KAI can improve the company's image, improve customer perceptions of service quality, and increase customer loyalty by using various social media platforms. It is considered that responding to customer complaints through social media quickly and informatively can build trust and maintain good relationships between businesses and customers.

Source: Data Processing Result, 2025

Based on the review results of the 3 journals in the table above, it was found that the use of social media in general has proven effective in improving communication between companies and customers. All three journals agree that social media can expand each, increase interaction, strengthen brand awareness, and build closer relationship with consumers. Social media also plays an important role in improving the company's understanding of customer needs, as well as encouraging their loyalty.

Discussion

Corporate Communications

Corporate communication includes communication between the company and its stakeholders, both internal (employees) and external (business partners, customers, communities, etc.). In the book "Marketing Strategy", written by Wijanto Setiawan and Hermawan Kartajaya (Setiawan, W. & Kartajaya, 2017), it is stated

how important corporate communication is to convey corporate values to stakeholders. Building profitable customer relationships, fostering trust, and increasing loyalty are all the results of corporate communication. Good customer service enables businesses to provide customers with clear and accurate information, help them understand their products or services well, and provide the support or guidance they need. By ensuring that customers feel heard, understood, and supported, companies can increase overall customer satisfaction (Zetihaml, et al., 2018).

Social media

Nowadays, media development is increasingly rapid, especially after the emergence of various social media platforms. Social media is a digital platform that allows individuals and groups to connect online and interact with each other. The use of social media can provide benefits, namely being able to interact directly with customers, listen to feedback, answer questions and provide support. This can increase customer engagement and strengthen relationships (Haryonto, 2016). Social media as a way to connect customers more easily. Social media allows people to share information, review products, and even give advice. Consumers can tell their experiences from the interactions that occurred, which may be positive or negative. Social media is very helpful in spreading positive information, which can indirectly affect customer satisfaction. Many satisfied customers often share their positive experiences on social media, which can attract new customers and improve business reputation. Customer satisfaction can be influenced by these interactions, both in the short and long term (Dash, et al., 2021). Social media allows people to share information, review products, and even give advice. According to Sherly Octaviani Pertiaz and Silvia Pascaningrum, the use of social media in improving communication with customers has a significant impact on the company's image in the eyes of customers. By utilizing social media effectively, companies can increase customer trust, strengthen customer perceptions of service quality and increase customer loyalty to the company. (Pertiaz & Paascaningrum, 2023).

Through social media, consumers can provide positive comments about their experiences when purchasing goods or services. However, the company continues to maintain the quality of its products, so that consumers who have purchased goods or services indirectly tell their positive experiences on social media, giving recommendations to others to buy the same goods or services. Thus, E-Word of Mouth will result in higher customer satisfaction and increase customer interest. This can affect consumer behavior, including their interest, decisions and satisfaction with goods and services (Laveni et al., 2018). Although social media has many benefits, managing customer complaints on this platform is also very difficult. Where customer complaints that cannot be handled properly can spread quickly and affect the company's reputation. In addition, the challenge of using social media for companies is the freedom of the community in it to comment on social media when facing a problem. So that makes the company have to be fast and precise in responding to existing comments so that the issue does not continue to develop into a negative issue that causes one-sided misunderstandings that can damage the company's image. Responding to customers on social media must also be based on standard operating procedures (SOP) so that the information provided is easy to understand or not through customers (Pertiaz & Pascaningrum, 2023).

Customer satisfaction

The company implements various types of strategies, one of which is good service quality to consumers. Service quality is an effort made by the company to meet consumer needs to achieve satisfaction. (Prastiyani et al., 2016). Consumers will certainly assess the quality of service provided by the company, so that consumers will feel satisfied or dissatisfied with the quality of the service. Customer satisfaction is related to service quality and behavioral intentions, so companies must better understand the importance of service quality and its long-term benefits in forming customer loyalty. (Shah et al., 2020). Companies must continue to provide good service to customers to provide benefits and value to customers. Thus, customer satisfaction with a product can create a positive attitude towards the product and is supported by good service so that consumers will recommend the product through social media. In research conducted by Sherly Octaviani Pertiaz and Silvia Pascaningrum (2023), showed that PT KAI uses social media platforms to communicate with customers, can improve the company's image, improve customer perceptions of service quality, and increase customer loyalty by using various social media platforms. It is considered that responding to customer complaints via social media quickly and informatively can build trust and maintain good relationships between businesses and customers. Therefore, social media engagement has proven to be a key factor in increasing customer satisfaction. In today's digital age, customers expect fast and effective responses from businesses, and social media provides the ideal platform to meet these expectations. When businesses actively engage with customers through social media, they are not only addressing questions and concerns, but also showing that they care about the customer experience. This creates a sense of connectedness and trust, which ultimately increases overall customer satisfaction.

Customer loyalty can also be increased through positive social media interactions. When consumers feel valued and heard, they are more likely to be loyal to the brand. Social media allows businesses to get closer to their customers through relevant content and two-way interactions. By paying more attention to customers, companies can create a more satisfying customer experience and encourage them to recommend the brand to others. Thus, analysis of social media interactions shows that companies that are responsive and proactive in handling customer issues are more likely to receive positive feedback. Customers who are satisfied with the service they receive on social media tend to give good reviews and share their positive experiences with others. Thus, utilizing social media as a customer service platform not only increases customer satisfaction, but also contributes to a positive image of the company in the eyes of the public, which is very important in building reputation and competitiveness in the market.

Conclusion

Utilizing social media as a customer service platform has a significant impact on customer satisfaction. Companies can better meet customer expectations with real-time interactions, personalization of services, and social media accessibility. Not only does it improve the company's reputation but it also increases customer loyalty by responding to customer questions and complaints quickly and actively. Although there are difficulties in managing complaints on this platform, proactive and responsive companies can create a good customer experience. Therefore, to improve customer satisfaction and company reputation in today's digital era, the social media communication approach is very effective.

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