

Social Interaction Services as Mediation between Corporate Image and Social Interaction Satisfaction

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ABSTRACT

MSMEs are currently growing rapidly, especially MSMEs that provide social interaction services in restaurants or cafes. Social interaction develops along with the existence of social media. This has resulted in competition for MSMEs as social interaction service providers. Consumers who interact socially will return to transactions if they feel satisfaction when interacting socially. Therefore, realizing customer satisfaction is important for MSMEs, so that consumers want to come back and recommend it to others. This research aims to examine the effect of corporate image on social interaction satisfaction, examine the effect of social interaction services on social interaction satisfaction and examine the role of social interaction in mediating corporate image with social interaction satisfaction. This research was conducted on consumers who are socially interacting in restaurants or cafes in Purwokerto. The study was conducted in 58 restaurants or cafes with a consumer sample size of 310 respondents. The analytical tool used is a structural equation model (SEM) with PLS software. This study concludes with the effect of corporate image on social interaction satisfaction. There is an influence of social interaction on the satisfaction of social interaction and social interaction services can mediate the company's image with the satisfaction of social interaction.

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1. INTRODUCTION

Consumer goals become one of the marketing orientations of MSMEs, because social interaction satisfaction will make consumers repeat transactions. Su, Swanson, and Chen (2016) stated that there was a positive influence of consumer satisfaction on the intention to repurchase. This shows that the more satisfied consumers are, the stronger the intention to repurchase. This shows consumer satisfaction, the stronger the intention to repurchase (Han and Hyun, 2017; Kim, 2012; Ryu, Lee, and Gon Kim, 2012; Su, Swanson, Chinchanchokchai, Hsu, and Chen, 2016; Tsai and Huang, 2007).

The company provides quality services because the company already has an image. Image is a general perception of the company that is reflected in the relationships that exist in the customer's memory (Keller, 1993). Assael (1984) describes the image as the overall perception of a product or

company that is developed based on the information obtained and processed. The clearest definition of the overall image is that overall image refers to consumer beliefs, impressions, and ideas about a company, brand, product, service, or purpose (Rein, Kotler, and Haider, 1993).

Image is a variable that plays an important role in the relationship between intention and customer satisfaction. Image is formed by customers as a result of evaluating the company's overall offerings, or even judging the projected image of a particular product category (LeBlanc and Nguyen, 1996).

It is often suggested that images along with other important variables should be incorporated into the theoretical framework of customer decision-making (Brunner, Stöcklin, and Opwis, 2008). The company is trying to improve the quality of its services, because the company already has a good image, in other words improving the image of a company, will be followed by an increase in service quality. Han and Hyun (2017) show that there is a positive influence of company image on service quality, this shows that companies that have a better image will try to provide higher quality services so that their image is more firmly embedded in the minds of consumers.

2. RESEARCH METHOD

The population studied in this study were non-fast food or fast food restaurants or cafes in Purwokerto and its surroundings within the scope of Banyumas Regency. The consumer groups studied in this study are at least two people in a group who interact at the provider of social interaction with various supporting facilities. The population element in this study consists of consumers as members of groups who interact socially at places of social interaction in restaurants or cafes. The samples in this study were restaurant samples and restaurant consumer samples. The restaurant sample size is 58 restaurants or cafes. The sample size of restaurant consumers obtained a sample size of 310 respondents. The data analysis technique used to test the hypothesis is done by path analysis. The software used is Warp PLS. The mediation test was carried out with the Sobel T-test and the Variance Accounted For (VAF) method.

3. RESULTS AND DISCUSSIONS

Construct Validity and reliability

Table 1 shows the loading values ranging from 0.802 to 0.952. The loading value is more than 0.7, so all indicators in the corporate image, social interaction services, and customer satisfaction variables have met the validity test requirements. The results of the composite reliability test show that the construct reliability test is worth 0.914 to 0.966. The average variances extracted (AVE) value ranges from 0.680 to 0.907. The composite reliability test value is more than 0.7, while the AVE value is more than 0.5, so that the corporate image, social interaction services, and customer satisfaction variables meet the reliability test requirements. The results of the reliability test with Cronbach's Alpha showed that the Cronbach's Alpha test value was more than 0.6. So based on the results of the Cronbach Alpha test, the research variable has met the reliability test requirements with Cronbach's Alpha.

Table 1. Validity and reliability test

Variable	Indicator	Loading	Composite Reliability	Average variances extracted (AVE)	Alpha Cronbach
Social Interaction Services	Tangible for Social Interaction Services	0,937	0,966	0,849	0,956
	Reliability for Social Interaction Services	0,913			
	Responsiveness for Social Interaction Services	0,929			
	Assurance for Social Interaction Services	0,907			
	Empathy for Social Interaction Services	0,921			
Corporate Image	Functional Image	0,952	0,951	0,907	0,897
	Emotional Image	0,952			

Social interaction Satisfaction	Pleasant experience	0,836	0,914	0,680	0,882
	Generally satisfied	0,802			
	Perception of the right choice	0,830			
	Create a pleasant mood	0,846			
	Enjoy every transaction	0,808			

Discriminant validity

Table 2. Discriminant validity test

Variable	Social Interaction Services	Corporate Image	Social interaction satisfaction	Average	Standard Deviation
Social Interaction Services	0,921	0,552	0,645	6,250	1,060
Corporate Image	0,552	0,952	0,500	6,356	1,180
Social interaction satisfaction	0,645	0,500	0,825	6,064	1,120

Note: Square roots of average variances extracted (AVEs) shown on diagonal

Table 2 shows the correlation value is smaller than the AVE root value which is located on the diagonal in the table. This means that the corporate image, social interaction services, and customer satisfaction variables are composed of variable indicators that represent the research variables being tested. The average score of the research variables ranged from 6.064 to 6.356 on a scale of 8. The standard deviation values ranged from 1.060 to 1.180. This shows that the respondent's answer score is positive with a small standard deviation.

Structural Equation Model

Figure 1. Path Analysis Results with Warp PLS

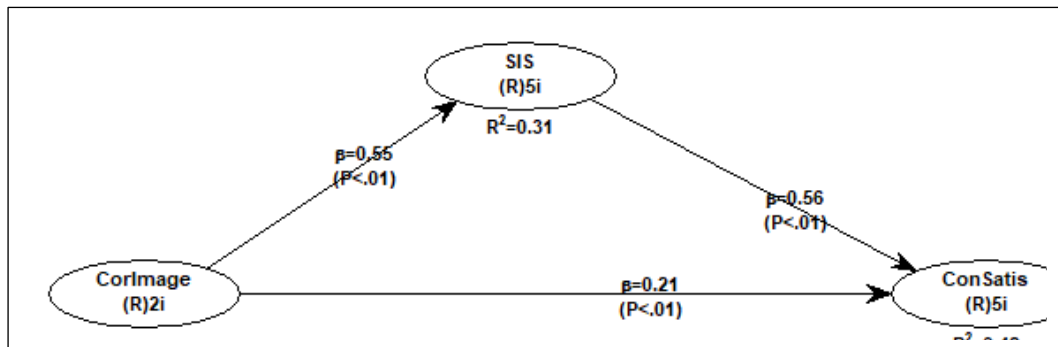


Figure 1 shows the relationship model between the variables studied, namely the Corporate Image, Social Interaction Services, and Social interaction satisfaction variables. The results of the analysis are then used to test the research hypotheses. The summary of the results of the data analysis can be seen in Table 3.

Table 3. Results of Structural Equation Model Analysis with Warp PLS

Exogen Variable	Endogen Variable	Path Coefficient	P
Corporate Image	Social Interaction Services	0,55	<0,01
Corporate Image	Social interaction Satisfaction	0,21	<0,01
Social Interaction Services	Social interaction satisfaction	0,56	<0,01

Table 3 shows the path coefficient values are positive and the significance is less than 0.01. This means that there is a positive and significant effect of social interaction services on social interaction satisfaction, the corporate image on social interaction satisfaction, and corporate image on social interaction services.

Hypothesis testing

The first hypothesis states that there is a positive effect of corporate image on social interaction services. The results of the first hypothesis test obtained a path coefficient of 0.55 ($p < 0.01$), so it can be interpreted that there is a positive and significant influence of corporate image on social interaction services. The results of the second hypothesis test obtained a path coefficient of 0.21 ($p < 0.01$), so it can be interpreted that there is a positive and significant influence of corporate image on social interaction services. The results of the third hypothesis test obtained a path coefficient of 0.56 ($p < 0.01$), so it can be interpreted that there is a positive and significant effect of Social Interaction Services on Social interaction satisfaction.

Sobel Test

Sobel test results obtained a t value of 7.56 ($P < 0.01$). The VAF test results obtained a value of 60.13 percent. The VAF value lies between 20 to 80 percent, meaning that the mediation that occurs is partial. Based on the results of the Sobel and VAF tests, it can be interpreted that social interaction services mediate variable between company image and customer satisfaction.

Discussion

The results of testing the first hypothesis are also consistent with several previous studies that were used as the basis for formulating research hypotheses, namely the research of Han and Hyun (2017) and research (Bloemer et al., 1998). The results of this study are also consistent with Wu's (2011) research which states that a positive brand image not only increases patient loyalty directly but also increases patient satisfaction through increasing perceived service quality, which in turn increases return visit intentions. Chen and Chen (2014) show that image variables consisting of corporate image, functional image, and operational image have a significant effect on service quality. Abd-El-Salam et al. (2013) showed the influence of corporate image on service quality.

The results of this study support the results of previous studies conducted by Ladhari et al. (2017). Quality services make the company a competitive advantage and make the products sold become more valuable (Kandampully, 2000). Other supporting studies are (Rajaguru, 2016; Ratanavaraha et al., 2016; Ryu and Han, 2010; Su, Swanson, and Chen, 2016; Yoo and Park, 2016) which show that the higher the quality of service, the better. satisfied consumer feelings.

The results of this study showing that social interaction services mediate corporate image with customer satisfaction are consistent with several previous studies. Previous research that supports is research that is interconnected between the three variables involved in this mediation relationship.

4. CONCLUSION

There is a positive and significant effect of corporate image on social interaction services. This means that the diversity of social interaction service data can be explained by the diversity in the corporate image variable. This conclusion shows that the consumer's assessment of the corporate image variable which consists of the dimensions of the functional component and the emotional component determines consumer perceptions of social interaction services. There is a positive effect of corporate image on customer satisfaction. This means that the diversity of social interaction satisfaction variables is influenced by the diversity of the company's image perceived by consumers. There is a positive influence of social interaction services on social interaction satisfaction. Improved social interaction services which consist of physical aspects of services for social interaction, employee reliability in serving group consumers, the responsiveness of officers to group consumer desires, giving more personal attention to group consumers, and guaranteeing services with knowledge, courtesy, inspiring trust and confidence in increasing customer satisfaction. Social interaction services play a role as a mediating variable between company image and customer satisfaction. This means that social interaction services make the influence of corporate image on social interaction satisfaction who come in groups greater than the direct effect. The role of social interaction service variables in mediating corporate image with social interaction satisfaction is due to the direct influence of social interaction service variables on social interaction satisfaction greater

than the influence of corporate image on social interaction services and corporate image on customer satisfaction directly. This shows the role of social interaction services is important in the relationship between corporate image and customer satisfaction.

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