

The Impact of Digital Marketing, Word-of-Mouth Promotion, and Service Quality on Customer Satisfaction

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ABSTRACT

Purpose: This study examines the partial and simultaneous effects of digital marketing, word of mouth, and service quality on customer satisfaction at Toko ATK Damai in Topoyo District.

Research Method: A quantitative associative design was employed using primary data collected from 95 customers selected through incidental sampling. Data were obtained through questionnaires, observation, interviews, and documentation. The hypotheses were tested using validity and reliability tests, multiple linear regression, t-tests, an F-test, and the coefficient of determination.

Results and Discussion: Digital marketing positively and significantly affects customer satisfaction ($t = 3.297$; $p = 0.001$), as does word of mouth ($t = 3.037$; $p = 0.003$). Service quality has the strongest positive effect ($t = 9.142$; $p < 0.001$). Simultaneously, the three variables significantly influence customer satisfaction ($F = 146.618$; $p < 0.001$), explaining 82.9% of its variation.

Implications: Retail managers should strengthen digital communication, encourage positive customer recommendations, and improve employee responsiveness and service consistency. Future studies should examine customer loyalty, trust, and repurchase intention across broader locations.

Originality: This study integrates digital marketing, word of mouth, and service quality within a single model to explain customer satisfaction in a local general-merchandise retail context.

Keywords: digital marketing; word of mouth; service quality; customer satisfaction; retail marketing.

1. Introduction

The rise of globalization has driven a transformation in marketing from conventional methods toward internet-based digital marketing. This shift has been adopted not only by large corporations but also by small and medium-sized enterprises, including the modern retail sector, which offers convenience and comfort to consumers (Zainurossalamia, 2023). Consequently, business competition has intensified, requiring retailers to implement effective marketing strategies to attract and retain customers. The impact of this competition became increasingly evident in mid-2025, when there was a surge in retail store closures across Indonesia. This situation aligns with projections that e-commerce transactions will exceed Rp600 trillion and that approximately 60% of consumers will shift to online shopping. This trend is reflected in the closure of 119 Giant stores by Hero Supermarket and more than 13 Matahari Department Store locations (Kompas.id, 2025). This indicates a shift in consumer behavior toward prioritizing convenience, speed, and efficiency in shopping.



This shift in consumer behavior underscores that the success of a retail business heavily depends on its ability to create customer satisfaction, which, according to Yustiana (2024:31), is the comparison between expectations and perceived performance, making it a key indicator in assessing a business's success. Satisfied consumers tend to make repeat purchases, demonstrate loyalty, and provide positive recommendations. In contrast, dissatisfaction will drive consumers to switch to competitors (Maulana & Pamikatsih, 2026, p. 6). Therefore, understanding the level of customer satisfaction is a crucial factor in retaining customers and enhancing competitiveness. Customer satisfaction is influenced by various factors, such as product quality, digital marketing, price, word of mouth, and service quality (Alma, 2024, p. 69). Product quality plays a role in determining satisfaction through the product's ability to meet consumer expectations. Digital marketing shapes consumer perceptions and expectations through digital information and promotions. Price plays a role in creating perceived value for consumers in line with the benefits they receive. Word-of-mouth helps build trust and influences consumer decisions through recommendations. Meanwhile, service quality plays a role in creating direct experiences that determine the level of consumer satisfaction.

Among these various factors, digital marketing is one of the most important aspects influencing customer satisfaction. This is because digital marketing is a marketing activity that utilizes digital technology to promote products while establishing communication with consumers on a broad and effective scale (Hanifah, 2024, p. 10). Through digital marketing, businesses can convey information quickly, reach markets without geographical limitations, and make it easier for consumers to obtain information before making a purchase (Lamasi *et al.*, 2026, p. 218). The proper implementation of digital marketing can shape consumer perceptions and expectations and enhance satisfaction amid competitive retail business environments. However, empirical evidence reveals a discrepancy: while digital marketing drives an increase in online shopping activity, customer satisfaction has actually declined. A survey by Marketing.co.id reported a drop in satisfaction from 98% to 86%; furthermore, Kumparan.com reported that in 2025, approximately 84% of consumers encountered issues, particularly during the post-purchase phase (64%), with complaints including high shipping costs (38%), out-of-stock items without notification (34%), and products failing to meet expectations (26%).

This phenomenon indicates that consumer expectations, shaped by intensive digital promotions, do not always align with their actual experiences—particularly regarding product suitability, price transparency, and service quality. Consequently, suboptimal implementation of digital marketing can lead to a mismatch between consumer expectations and actual experiences, resulting in declining customer satisfaction levels. Another factor that can influence customer satisfaction is word of mouth, as information derived from consumers' real-world experiences tends to be more trusted and can shape perceptions and purchasing decisions. Handoko *et al.* (2025:17) define word of mouth as consumers' activities in sharing information, experiences, or recommendations with other consumers regarding a product or service. This information can influence perceptions, decisions, and levels of customer satisfaction (Alisa & Apriadi, 2025, p. 647). Therefore, the more positive the information consumers receive through word of mouth, the greater the likelihood of achieving customer satisfaction with a business's product or service.

Furthermore, service quality is also a crucial factor inseparable from customer satisfaction, as service represents the direct experience consumers have when interacting with a company. Aldila (2025:586) defines service quality as a company's ability to deliver services that meet consumer expectations consistently. Good service encompasses speed, accuracy, friendliness, and an

understanding of consumer needs. High service quality increases satisfaction and trust and encourages repeat purchases. In contrast, poor service can lead to dissatisfaction and cause customers to switch to competitors (Irawan & Wabiser, 2025, p. 75). Thus, service quality is a crucial factor in maintaining customer satisfaction and ensuring business sustainability.

Damai Stationery Store is a local-scale modern retail business that has been operating since 2015 and specializes in selling a variety of general-use items under a one-stop-shop concept. The store offers a wide variety of products, such as office supplies, school supplies, household goods, children's toys, electrical appliances, birthday party supplies, salon grooming equipment, plastic packaging, cell phone accessories, electric bicycles, clothing, and shoes for children and adults. It is equipped with BRI Link services for financial transactions. This diversity of products and services has made Toko ATK Damai the community's go-to choice for meeting their needs practically and efficiently. However, based on data obtained from the owner, sales have declined over the past four years, indicating challenges in attracting and retaining customers as well as suboptimal levels of customer satisfaction.

Table 1. Sales Data for the Damai Topoyo Stationery Store for the Last Four Years

No	Category	2022 (Rp)	2023 (Rp)	2024 (Rp)	2025 (Rp)
1	Featured Products	128.450.000	116.320.000	104.780.000	93.650.000
2	Perlengkapan Rumah Tangga	72.300.000	66.150.000	60.240.000	54.380.000
3	Children's Needs & Entertainment	32.150.000	29.860.000	26.940.000	24.310.000
4	Business and Service Needs	24.600.000	22.750.000	20.840.000	18.920.000
5	Accessories & Lifestyle	41.250.000	37.960.000	34.870.000	31.540.000
6	Additional Products	22.250.000	20.140.000	18.360.000	16.820.000
Total		321.000.000	293.180.000	266.030.000	239.620.000

Source: Owner of the Damai Topoyo Stationery Store, 2026

Based on the data in Table 1, it is evident that all product categories experienced a decline in sales from 2022 to 2025, including the main products, which are the largest contributors to revenue. This indicates a decline in consumer purchasing interest, reflecting suboptimal customer satisfaction with the products and services provided. This situation aligns with Oliver's Expectancy Disconfirmation Theory, which states that consumer dissatisfaction occurs when perceived performance fails to meet expectations, leading to a decline in repeat purchases and consumer loyalty.

Furthermore, interviews with several consumers revealed that the implementation of digital marketing at Toko ATK Damai Topoyo is not yet optimal, as evidenced by difficult-to-access product information, limited digital interactions, and promotional content that is unappealing and rarely updated. These conditions make it difficult for consumers to obtain information quickly, thereby reducing their purchasing interest and affecting customer satisfaction. Empirically, Armansyah *et al.*, (2025) found that digital marketing has a significant effect on customer satisfaction; however, Abdullah *et al.*, (2025) reported different results, namely that digital marketing does not affect customer satisfaction. This discrepancy in findings indicates a research gap that requires further investigation.

Furthermore, consumers also acknowledge that word-of-mouth regarding the store has not yet developed optimally, as evidenced by the low number of consumer recommendations and the scarcity of positive reviews—both in person and on social media. This situation suggests that the information currently circulating has not been effective in building trust among new customers, thereby influencing

purchasing decisions and customer satisfaction. Empirically, Muchlis & Kirana (2025) and Nabila & Hidayat (2026) found that word-of-mouth has a significant effect on customer satisfaction; however, Fahrizal *et al.*, (2024) reported different results, stating that word-of-mouth does not affect customer satisfaction. These differing research findings indicate a research gap that requires further investigation. Furthermore, the service quality perceived by consumers has not fully met their expectations; some consumers feel that service is inconsistent—such as occasional delays, a lack of friendliness, and limitations in providing product information. Additionally, the arrangement of merchandise within the store is considered untidy, thereby reducing the shopping experience. These conditions indicate that suboptimal service quality can negatively impact the shopping experience and lower consumer satisfaction levels. Empirically, Syabana & Prastiwi (2025) and Ruwe *et al.*, (2026) concluded that service quality has a significant effect on customer satisfaction; however, Malinta *et al.*, (2024) reported different results, stating that service quality does not affect customer satisfaction. This discrepancy indicates a research gap that requires further investigation.

The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 provides the results and discussion. Section 5 presents Concluding Remarks and Recommendations.

2. Literature Review and Hypothesis Development

2.1 Global Marketing

Global marketing is the expansion of marketing activities beyond the boundaries of a single region to reach international markets in order to meet the needs of consumers in various countries (Hanifah, 2024, p. 13); thus, marketing management plays a role in guiding companies to effectively create value through the planning, implementation, and control of integrated strategies (Zainurossalamia, 2023, p. 12). Marketing itself is understood as the process of creating, communicating, and delivering value while building long-term relationships with consumers (Syabana & Prastiwi, 2025, p. 493). Advances in information technology and the internet have also driven the transformation of global marketing toward a digital foundation, enabling companies to reach consumers across national borders as geographical boundaries continue to blur (Warnadi & Triyono, 2023, p. 26). In this context, global marketing is defined as an integrated strategy designed to meet the needs of consumers in international markets (Cahyani & Hartuti, 2025, p. 928). These developments have also led consumers to become increasingly active in searching for, comparing, and evaluating products before making a purchase (Tjiptono, 2023, p. 29) and more critical and selective in choosing products that suit their needs (Alma, 2024, p. 34), thereby requiring companies to adapt their marketing strategies to remain relevant in the digital age.

2.2 Digital Marketing

Armansyah *et al.*, (2025:175) define digital marketing as a marketing strategy that leverages digital technology to expand market reach while increasing consumer awareness and satisfaction with a product or service. Similarly, Andrianto *et al.*, (2025:433) view digital marketing as marketing activities conducted through various digital platforms—such as the internet, mobile devices, and other electronic media—to convey information and promotions to consumers. Meanwhile, Lamasi *et al.*, (2026:218) emphasize that digital marketing involves the use of online media to establish ongoing communication and interaction between businesses and consumers, thereby fostering closer relationships. Based on

these three perspectives, it can be concluded that digital marketing is a marketing strategy that optimizes digital technology and media to convey information, promote products or services, and build relationships with consumers broadly and interactively. Thus, implementing digital marketing enables companies to reach consumers more effectively, adapt to their needs, and increase both brand awareness and customer satisfaction. Digital marketing indicators serve as benchmarks for measuring the effectiveness of digital marketing in reaching, attracting, and influencing consumers. According to Hendrayani (Andrianto *et al.*, 2025, p. 433), these indicators include accessibility (ease of accessing store information), interactivity (interaction with consumers), entertainment (content appeal), credibility (trust in the information conveyed), and irritation (low levels of annoyance experienced by consumers). These five indicators are interrelated in determining the success of digital marketing; therefore, the better they are managed, the greater the store's ability to attract attention, build trust, and increase customer satisfaction.

2.3 Word of Mouth

Handoko *et al.*, (2025:17) define word of mouth as the activity in which consumers convey information about a product or brand to others through conversation, promotion, and recommendations. This aligns with Aldanis & Sari (2026:234), who view it as a marketing strategy in which consumers share their service experiences—whether in person or through communication media—as well as Ruwe *et al.*, (2026:32), who regard it as a naturally occurring social phenomenon. Thus, word of mouth can be defined as informal communication among consumers involving the sharing of information, experiences, and recommendations that can influence perceptions, trust, and customer satisfaction. To measure it, Sernovitz (cited in Ruwe *et al.*, 2026:33) proposes five indicators: talkers (consumers who share their experiences), topics (subjects discussed, such as products, prices, and service), tools (channels used to convey information), talking part (the extent to which consumers actively recommend a store), and tracking (the store's efforts to monitor and evaluate consumer conversations).

2.4 Service Quality

Aldila (2025:586) defines service quality as consumers' perception of the superiority of the service received compared to their expectations, in line with Nurhusna & Ernawati (2026:41), who view it as a business's ability to provide services that meet consumer needs, as well as Munawaroh & Alvionita (2025:20), who emphasize the interrelationship of various elements such as products, services, human resources, processes, and the service environment. Thus, service quality can be summarized as consumers' assessment of a company's service excellence, which reflects its ability to meet consumer needs; consequently, the better these elements are managed, the higher the perceived service quality. To measure it, Mashuri & Dariantio (2025:595) propose five indicators: tangibles (physical aspects such as cleanliness and store layout), reliability (consistent service that lives up to promises), responsiveness (speed in responding to consumer needs), assurance (guarantees of safety, quality, and staff competence), and empathy (personal attention in understanding consumer needs).

2.5 Customer Satisfaction

Nabila & Hidayat (2026:688) define customer satisfaction as the level of feeling that arises after consumers compare their expectations with the performance of the product or service they receive, in line with Alisa & Apriadi (2025:645), who view it as a psychological state in which the consumption

experience meets or exceeds expectations, as well as Aldanis & Sari (2026:234), who regard it as a comprehensive assessment of the experience of purchasing and using a product or service. Thus, customer satisfaction can be defined as the result of a consumer's subjective evaluation of the alignment between expectations and reality, which, in the context of a retail store, reflects the success of product management, service, and the shopping experience. To measure it, Oliver (as cited in Aldanis & Sari, 2026:234) proposes four indicators: expectation fulfillment (the alignment of expectations with reality), product usability (the sense of comfort during shopping), satisfaction with service (evaluation of friendliness, speed, and accuracy of service), and repurchase behavior (the consumer's tendency to return to shop).

3. Research Method

This study was conducted at Toko ATK Damai, a modern retail business operating as a general merchandise store located on Jalan Poros Trans Sulawesi, Pasar Lama Complex, Topoyo Subdistrict, Central Mamuju Regency, with the study scheduled to take place from February to July 2026. The study employs a quantitative method with an associative approach, utilizing primary data (questionnaires and interviews) as well as secondary data (books, journals, reports, and related documents), which are both quantitative and qualitative in nature (Ibrahim, 2023:177–179). The population consists of all customers of the Damai Topoyo Stationery Store, whose number is unlimited; therefore, the sample size was determined based on Hair *et al.*, (cited in Ibrahim, 2023:148), namely five times the number of indicators ($5 \times 19 = 95$ respondents), using incidental sampling (Ibrahim, 2023, p. 153). Data collection was conducted through observation, interviews, documentation, and a questionnaire as the primary instrument, measured using a 1–5 Likert scale (Ibrahim, 2023:185–195). Data analysis began with data quality testing, specifically validity testing (comparing the calculated r with the table r) and reliability testing (Cronbach's Alpha > 0.60), as outlined by Sinambela & Sartono (2024:266). Next, multiple linear regression analysis was used with the equation $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y represents customer satisfaction, and X_1 , X_2 , and X_3 represent, respectively, digital marketing, word-of-mouth, and service quality (Sudaryono, 2023, p. 273). Hypothesis testing was conducted using a partial test (t -test) to assess the effect of each variable and a simultaneous test (F -test) to assess their combined effect, with a variable considered to have an effect if the calculated value is greater than the table value and significant if $\text{sig.} < 0.05$ (Sudaryono, 2023:290–291). Finally, the coefficient of determination (R^2) was used to measure the extent of the independent variables' contribution to the dependent variable, with values ranging from 0 to 1 and interpretations ranging from very weak to very strong (Sudaryono, 2023, p. 303).

4. Results and Discussion

4.1 Analysis Results

This study involved 95 respondents selected using incidental sampling—that is, customers of the Damai Topoyo Stationery Store who had shopped there and were willing to complete a questionnaire during the study period from February to May 2026. By gender, female respondents were in the majority, numbering 69 (73%), while males numbered 26 (27%), meaning that the majority of customers who served as respondents were women. In terms of age, the 31–40 age group was the most dominant with

34 people (36%), followed by the 21–30 age group with 28 people (30%), those over 40 with 24 people (25%), and the 17–20 age group with 9 people (9%). This distribution indicates that the majority of consumers are of working age and economically active, making this group one of the primary target markets for Toko ATK Damai. Based on occupation, the largest group of respondents consisted of entrepreneurs, totaling 33 people (35%), followed by homemakers (22 people, 23%), farmers/fishermen (16 people, 17%), students (9 people, 9%), private-sector employees (8 people, 8%), and civil servants (7 people, 7%). This indicates that the majority of respondents come from groups actively engaged in business and economic activities, making them potential consumer groups for the store. Meanwhile, in terms of shopping frequency, 35 respondents (37%) shopped frequently, 29 (31%) occasionally, 18 (19%) rarely, and 13 (14%) only by chance. These results indicate that the majority of respondents are fairly active shoppers, meaning they have sufficient engagement and experience to evaluate the services and marketing activities of the Damai Stationery Store.

4.1.1 Validity Test Results

Sinambela & Sartori (2024:266) define a validity test as a process to assess the extent to which a measurement instrument is truly capable of measuring its intended content or meaning. This test aims to ensure consistency between the statement items in the instrument and empirical facts in the field. The test is conducted by comparing the calculated *r*-value and the table *r*-value, using the following criteria: a statement item is deemed valid if the calculated *r*-value > the table *r*-value, and invalid if the calculated *r*-value < the table *r*-value. The calculated *r*-value is obtained through a bivariate Pearson correlation analysis. In contrast, the table *r*-value is obtained from the two-tailed product-moment table with a significance level (α) of 0.05 and degrees of freedom (DF) = $N - 2 = 95 - 2 = 93$. Based on these criteria, the table *r*-value at $\alpha = 0.05$ with DF = 93 is 0.202.

Table 2. Results of the Questionnaire Validity Test

Variable	statement	R-calculated	R-estimated	Decision
Digital Marketing (X1)	Item DM.1	0,554	0,202	Valid
	Item DM.2	0,829	0,202	Valid
	Item DM.3	0,463	0,202	Valid
	Item DM.4	0,733	0,202	Valid
	Item DM.5	0,688	0,202	Valid
Word of Mouth (X2)	Item WoM.1	0,674	0,202	Valid
	Item WoM.2	0,727	0,202	Valid
	Item WoM.3	0,574	0,202	Valid
	Item WoM.4	0,629	0,202	Valid
	Item WoM.5	0,640	0,202	Valid
Service Quality (X3)	Item SQ.1	0,661	0,202	Valid
	Item SQ.2	0,556	0,202	Valid
	Item SQ.3	0,580	0,202	Valid
	Item SQ.4	0,742	0,202	Valid
	Item SQ.5	0,724	0,202	Valid
Customer Satisfaction (Y)	Item CS.1	0,571	0,202	Valid
	Item CS.2	0,846	0,202	Valid
	Item CS.3	0,646	0,202	Valid
	Item CS.4	0,674	0,202	Valid
	Item CS.5	0,529	0,202	Valid

Source: Primary data after analysis, 2026

Referring to Table 1, the results of the validity test for the research instrument on each statement for the variables Digital Marketing (X1), Word of Mouth (X2), Service Quality (X3), and Customer Satisfaction (Y) show that the calculated r-value is greater than the table r-value; therefore, all statement items are considered valid because they can be measured accurately. Thus, the instrument data meets the validity criteria and can proceed to the reliability testing stage.

4.1.2 Reliability Test Results

The results of the validity testing for each item of the research instrument for the variables Digital Marketing (X1), Word of Mouth (X2), Service Quality (X3), and Customer Satisfaction (Y) show that all calculated r-values are greater than the table r-values. Thus, all items are deemed valid because they can accurately measure the variables. This indicates that the instrument data meets the validity criteria, allowing the study to proceed to the reliability testing phase.

Table 3. Results of the Instrument Reliability Test Data

Variable	Cronbach's Alpha	Standard Alpha	Decision
Digital Marketing (X1)	0.631	0.60	Reliabel
Word of Mouth (X2)	0.656	0.60	Reliabel
Service Quality (X3)	0.632	0.60	Reliabel
Customer Satisfaction (Y)	0.635	0.60	Reliabel

Source: Primary data after analysis, 2026

Based on the results of the analysis presented in Table 3, all variables in this study have Cronbach's alpha values greater than the standard alpha (0.60), namely 0.631 for Digital Marketing (X1), 0.656 for Word of Mouth (X2), 0.632 for Service Quality (X3), and 0.635 for Customer Satisfaction (Y). These results indicate that the data used exhibit a good level of consistency. Consequently, all variables are deemed reliable, making the data suitable for further analysis.

4.1.3 Results of Multiple Linear Regression Analysis

Sudaryono (2023:273) states that multiple linear regression analysis is a method used to predict the direction of the effect of independent variables on the dependent variable, thereby illustrating the linear relationship among these variables. In this model, the contribution of each independent variable to changes in the dependent variable is tested, using the following equation:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e \quad (1)$$

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.063	0.940		2.195	0.031
Digital Marketing	0.202	0.061	0.206	3.297	0.001
Word of Mouth	0.159	0.052	0.183	3.037	0.003
Service Quality	0.567	0.062	0.615	9.142	0.000

Source: Primary data after analysis, 2026

Based on Table 4, which presents the results of the multiple linear regression analysis, the following were obtained:

$$Y = 2.063 + 0.202 (X1) + 0.159 (X2) + 0.567 (X3) + e \quad (1)$$

With the following interpretation:

The constant (α) value of 2.063 indicates that if the variables Digital Marketing (X1), Word of Mouth (X2), and Service Quality (X3) are held constant or set to zero, then the value of Customer Satisfaction (Y) at the Damai Stationery Store in Topoyo Subdistrict is estimated to be 2.063.

The value of b_1X_1 , or the regression coefficient for the Digital Marketing variable, of 0.202 indicates a positive relationship with customer satisfaction. This means that for every one-unit increase in Digital Marketing, the customer satisfaction score will increase by 0.202 units, assuming all other variables remain constant or equal to zero. In other words, the better Damai Stationery Store in Topoyo implements digital marketing—such as providing product information, promotions, and communication via digital media—the more customer satisfaction tends to increase.

The b_2X_2 value, or regression coefficient for the word-of-mouth variable, of 0.159 indicates a positive relationship with customer satisfaction. This means that for every one-unit increase in word-of-mouth, the customer satisfaction score will increase by 0.159 units, assuming all other variables remain constant or equal to zero. In other words, the more information, recommendations, and positive experiences regarding Damai Topoyo Stationery Store that consumers share with others, the more customer satisfaction tends to increase. The b_3X_3 value, or regression coefficient for the service quality variable, of 0.567 indicates a positive relationship with customer satisfaction. This means that every one-unit increase in service quality will be followed by a 0.567-unit increase in the customer satisfaction score, assuming all other variables remain constant or equal to zero. In other words, the better the quality of service provided by Damai Topoyo Stationery Store—such as friendliness, speed, accuracy, and attention to customers—the higher the level of customer satisfaction will be.

4.1.4 t-Test

Sudaryono (2023:290) states that “the t-test is used to assess the ability of individual predictor variables to describe the dependent variable.” This test is conducted by comparing the calculated t-value with the table t-value, as well as by comparing the significance level (sig) with the p-value (0.05). The calculated t-value is obtained from the regression coefficient analysis in the t column. In contrast, the table t-value is determined by setting the significance level (α) and degrees of freedom (DF). Based on the t-table formula with $\alpha = 0.025$ and $DF = N - K = 95 - 4 = 91$, the t-table value for the Student’s t-distribution is 1.986. The decision criteria are as follows: a variable is considered to have an effect if the calculated t-value > the table t-value and has no effect if the calculated t-value < the table t-value; it is considered significant if the sig. value < 0.05 and not significant if sig. > 0.05.

Table 5. Results of the Partial Test
Coefficients^a

Model	t-calculated	t-estimated	Sig.
Digital Marketing (X1)	3.297		0.001
Word of Mouth (X2)	3.037	1.986	0.003
Service Quality (X3)	9.142		0.000

Table 5 shows that the results of the partial data analysis for the Digital Marketing variable (X1) yielded a t-value of 3.297 > the t-table value of 1.986, indicating a partial effect of digital marketing on customer satisfaction. Furthermore, the significance value of 0.001 < 0.05 indicates that this effect is statistically significant. Thus, this finding is interpreted to mean that "Digital marketing has a significant partial effect on customer satisfaction at the Damai Topoyo Stationery Store." Based on these results, it is concluded that the first hypothesis proposed in this study is proven or accepted.

Table 5 presents the results of the partial data analysis for the Word-of-Mouth (X2) variable, which yielded a t-value of 3.037 > the t-table value of 1.986, indicating a partial effect of word-of-mouth on customer satisfaction. Furthermore, the significance value of 0.003 < 0.05 indicates that this effect is statistically significant. Thus, this finding is interpreted to mean that "Word of mouth has a significant partial effect on customer satisfaction at Damai Topoyo Stationery Store." Based on these results, it is concluded that the second hypothesis proposed in this study is proven or accepted. Table 5 presents the results of the partial analysis of the Service Quality (X3) variable, which yielded a calculated t-value of 9.142 > the critical t-value of 1.986, indicating a partial effect of service quality on customer satisfaction. Furthermore, the significance value of 0.000 < 0.05 indicates that this effect is statistically significant. Thus, this finding is interpreted to mean that "Service quality has a significant partial effect on customer satisfaction at the Damai Topoyo Stationery Store." Based on these results, it is concluded that the third hypothesis proposed in this study is proven or accepted.

4.1.5 F-Test

Sudaryono (2023:291) states that "the F-test is used to assess the ability of independent variables, simultaneously or collectively, to describe the dependent variable." This test is conducted by comparing the calculated F-value with the table F-value, as well as by comparing the significance value with the critical p-value of 0.05. The calculated F-value is obtained from the ANOVA analysis. At the same time, the table F-value is determined by setting the significance level ($\alpha = 0.05$), then calculating the degrees of freedom (DF), and finally combining DF1 with DF2. Based on the formula $DF1 = K - 1 = 4 - 1 = 3$ and $DF2 = N - K = 95 - 4 = 91$, the table F-value at a p-value of 0.05 is 2.705. The decision criteria are as follows: the independent variables are considered to have a simultaneous effect if the calculated F-value is greater than the critical F-value and are considered to have no effect if the calculated F-value is less than the critical F-value; they are considered significant if the significance level (sig.) is less than 0.05 and are considered not significant if the significance level (sig.) is greater than 0.05.

Table 6. Results of the Simultaneous Test

ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	488.634	3	162.878	146.618	0.000 ^b
	Residual	101.092	91	1.111		
	Total	589.726	94			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Word of Mouth, Digital Marketing

Source: Primary data analyzed by the researcher, 2026

Table 6 shows that the results of the simultaneous data analysis yielded a calculated F-value of 146.618 > the table F-value of 2.705. This indicates that digital marketing, word of mouth, and service

quality have a simultaneous effect on customer satisfaction. Furthermore, the significance value of $0.000 < 0.05$ indicates that this effect is statistically significant. Thus, these findings are interpreted to mean that “Digital Marketing, Word of Mouth, and Service Quality have a significant simultaneous effect on Customer Satisfaction at the Damai Topoyo Stationery Store.” Based on these results, the fourth hypothesis proposed in this study is proven or accepted.

4.1.6 Results of the Coefficient of Determination Analysis

Sudaryono (2023:303) states that the coefficient of determination is used to measure the extent to which predictor variables contribute to explaining the variation in the dependent variable. The coefficient of determination ranges from 0 (zero) to 1 (one) and can be found in the “R-Square” section of the model summary output. The interpretation of the contribution level is determined based on the following intervals: the range 0.000–0.199 is classified as very weak, 0.200–0.399 as weak, 0.400–0.599 as moderate, 0.600–0.799 as strong, and 0.800–1.000 as very strong.

Table 7. Model Analysis Results Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.910 ^a	0.829	0.823	1.054

a. Predictors: (Constant), Service Quality, Word of Mouth, Digital Marketing

Based on Table 7, the R-squared value was found to be 0.829. This value falls within the range of 0.800–1.000, indicating that the contribution of the variables digital marketing, word of mouth, and service quality in predicting changes in customer satisfaction falls into the “Very Strong” category. This means that these three independent variables collectively account for 82.9% of the variation in the customer satisfaction variable at the Damai Topoyo Stationery Store. Meanwhile, the remaining 17.1% is explained by other factors outside the research model that were not examined in this study.

4.2 Discussion

4.2.1 The Impact of Digital Marketing on Customer Satisfaction

Based on the results of the data analysis, it was concluded that “Digital marketing has a positive and significant partial effect on customer satisfaction at the Damai Stationery Store in Topoyo Subdistrict.” This was identified through the t-statistic analysis, which showed that the calculated t-value of 3.297 was greater than the critical t-value of 1.986. Furthermore, the regression coefficient of 0.202 indicates a positive correlation. Additionally, the p-value of 0.001 is well below the significance threshold of 0.05. Thus, the more effectively Damai Stationery Store in Topoyo implements digital marketing, the higher the level of customer satisfaction it can achieve. This finding indicates that digital marketing is one of the key antecedents in enhancing customer satisfaction.

These research results align with the findings of Armansyah *et al.*, (2025), who stated that digital marketing has a significant effect on customer satisfaction. Similar findings were also presented by Cahyani & Hartuti (2025), who reported a positive relationship between digital marketing and customer satisfaction, suggesting that improvements in the quality of digital marketing activities contribute to increased customer satisfaction. Through digital media, customers can access information about

products and services more quickly, easily, and accurately. These conditions help customers meet their information needs while creating a better shopping experience. The consistency of these research findings strengthens the empirical evidence that digital marketing plays a crucial role in shaping customer satisfaction. Easily accessible product information, relevant promotions, responsive interactions via digital media, and easy communication with the store can enhance customers' positive perceptions of Toko ATK Damai. When customers feel they are receiving clear information and easily accessible service through digital platforms, their satisfaction levels tend to increase. Therefore, effective digital marketing management must be continuously improved so that Toko ATK Damai can sustainably maintain and enhance customer satisfaction.

4.2.2 *The Impact of Word of Mouth on Customer Satisfaction*

Based on the results of the data analysis, it was concluded that "Word of Mouth has a positive and significant partial effect on customer satisfaction at the Damai Stationery Store in Topoyo Subdistrict." This was identified through the t-statistic analysis, which showed that the calculated t-value of 3.037 is greater than the critical t-value of 1.986. Furthermore, the regression coefficient of 0.159 indicates a positive correlation. Additionally, the p-value of 0.003 is well below the significance threshold of 0.05. Thus, the better the word-of-mouth communication among customers, the higher the level of customer satisfaction at Damai Stationery Store in Topoyo. This finding indicates that word-of-mouth is one of the key antecedents in enhancing customer satisfaction.

These research results align with the findings of Muchlis & Kirana (2025), who found that word-of-mouth has a significant effect on customer satisfaction. Similar findings were also presented by Nabila & Hidayat (2026), who reported a positive relationship between word-of-mouth and customer satisfaction; thus, the better the recommendations and positive experiences shared by consumers, the higher the level of satisfaction felt by consumers. The consistency of these various research results strengthens the empirical evidence that word-of-mouth plays a crucial role in shaping customer satisfaction. Positive recommendations from customers, shopping experiences shared with others, and information obtained from social circles can increase customer trust in Toko ATK Damai. When customers receive positive information that aligns with their actual experiences, their expectations regarding products and services are met, thereby driving increased customer satisfaction. Therefore, Toko ATK Damai needs to maintain the quality of its products and services to foster positive and sustainable word-of-mouth.

4.2.3 *The Effect of Service Quality on Customer Satisfaction*

Based on the results of the data analysis, it was concluded that "Service Quality has a positive and significant partial effect on customer satisfaction at the Damai Stationery Store in Topoyo Subdistrict." This was identified through the t-statistic analysis, which showed that the calculated t-value of 9.142 was greater than the critical t-value of 1.986. In addition, the regression coefficient of 0.567 indicates a positive correlation. Furthermore, the significance value of 0.000 is well below the error tolerance threshold of 0.05. Thus, the better the service quality provided by Damai Stationery Store, the higher the level of customer satisfaction that can be achieved. These findings indicate that service quality is a crucial antecedent in enhancing customer satisfaction.

These research results align with the findings of Syabana & Prastiwi (2025), who concluded that service quality has a significant effect on customer satisfaction. Similar findings were also reported by Ruwe *et al.*, (2026), who noted a positive relationship between service quality and customer satisfaction, suggesting that maximizing service quality will lead to an increase in customer satisfaction levels. The consistency of these various research findings strengthens the empirical evidence that service quality plays a crucial role in shaping customer satisfaction. Service that is fast, responsive, friendly, and capable of meeting customer needs will create a positive shopping experience. Furthermore, employees' ability to provide clear information and their willingness to assist customers can also enhance positive perceptions of the Damai Topoyo Stationery Store. When customers feel they are receiving service that meets or even exceeds their expectations, their satisfaction levels will rise. Therefore, the Damai Topoyo Stationery Store needs to continuously maintain and improve service quality in order to sustain and enhance customer satisfaction over the long term.

4.2.4 The Effects of Digital Marketing, Word of Mouth, and Service Quality on Customer Satisfaction

Based on the results of the data analysis, it was concluded that "Digital marketing, word of mouth, and service quality have a significant simultaneous effect on customer satisfaction at the Damai Topoyo Stationery Store." This was identified through an F-test ANOVA, which showed that the calculated F-value of 146.618 was greater than the critical F-value of 2.705. Furthermore, the significance value of 0.000 is well below the error tolerance threshold of 0.05. These findings confirm that the three independent variables studied collectively make a tangible contribution to improving customer satisfaction. Digital marketing helps consumers access product information and promotions more easily; word of mouth plays a role in building trust through recommendations from other consumers; and service quality provides a service experience that meets consumer expectations.

The synergy between digital marketing, word-of-mouth, and service quality creates a more valuable shopping experience for consumers. The ease of accessing information about various products offered, supported by positive recommendations from other customers as well as responsive and professional service, can foster a positive perception of Toko ATK Damai. When consumers feel their information needs are met, receive satisfactory service, and have confidence in the store's quality, their level of satisfaction will increase. This indicates that customer satisfaction is formed through a combination of various positive experiences consumers have during the shopping process. Furthermore, the results of the coefficient of determination (R^2) analysis show a value of 0.829 or 82.9%, meaning that digital marketing, word of mouth, and service quality collectively account for the majority of the variation in customer satisfaction at Toko ATK Damai. Meanwhile, the remaining 17.1% is influenced by other factors outside the research model. These findings indicate that these three variables play a very strong role in shaping customer satisfaction. Therefore, future research is recommended to use different dependent variables, such as customer loyalty, purchase decisions, repurchase intent, customer trust, or consumer behavior, in order to expand the study of customer behavior at Toko ATK Damai Topoyo. In addition, future research could employ different research approaches or methods and be conducted on a more diverse range of subjects and locations so that the results obtained can broaden the generalizability of the findings and enrich the study of marketing management in the retail sector, particularly in the general merchandise business. Thus, future research is expected to provide a broader perspective on consumer behavior and yield more diverse findings in the development of marketing management science.

5. Concluding Remarks and Recommendation

This study was conducted in response to the declining sales experienced by Toko ATK Damai in Topoyo District and the need to understand the factors shaping customer satisfaction in a local retail context. Specifically, the study examined whether digital marketing, word of mouth, and service quality affect customer satisfaction both individually and simultaneously. A quantitative associative design was applied to data collected from 95 customers through incidental sampling. The data were analyzed using validity and reliability tests, multiple linear regression, partial t-tests, a simultaneous F-test, and the coefficient of determination. The findings answer the research questions by showing that digital marketing, word of mouth, and service quality each have a positive and statistically significant effect on customer satisfaction. Among the three predictors, service quality demonstrates the strongest contribution, indicating that customers place considerable importance on responsive, reliable, friendly, and accurate service. The three variables also jointly explain 82.9% of the variation in customer satisfaction, confirming that the combined quality of digital communication, positive recommendations, and direct service experiences shapes customer satisfaction. However, these findings should be interpreted specifically within the context of Toko ATK Damai and should not be generalized automatically to all retail businesses.

Theoretically, this study strengthens the understanding that customer satisfaction in small-scale retail businesses is influenced not only by direct service encounters but also by digital marketing activities and interpersonal communication among consumers. Its originality lies in integrating these three factors into a single empirical model within a local general-merchandise retail setting. Practically, the findings suggest that Toko ATK Damai should improve the accessibility and consistency of product information through digital platforms, encourage customers to share positive experiences, and strengthen employee responsiveness through service training and regular performance evaluation. From a managerial and policy perspective, the results underline the importance of supporting digital capability development and service-quality improvement among local retail businesses.

This study has several limitations. The research was conducted at a single retail store, used incidental sampling, and relied on self-reported questionnaire data collected at one point in time. Therefore, the findings may be influenced by respondents' subjective perceptions and may have limited applicability to other regions or retail formats. Future studies should involve larger and more diverse samples, compare different retail businesses or geographic areas, and apply probability sampling or longitudinal designs. Further research may also incorporate variables such as customer trust, perceived value, price fairness, customer loyalty, purchase decisions, and repurchase intention to provide a more comprehensive explanation of consumer behavior.

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Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. Grammarly was used to check grammar, refine writing style, and improve clarity in scientific writing. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

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