

The Effectiveness of Social Media Use Shapes the Satisfaction in Digital Business

Nur Bayti^{1✉}, Brylyan Raymundo Sihombing², Indra Firdiyansyah³

^{1,2,3}Universitas Maritim Raja Ali Haji

nurbayti@umrah.ac.id

Abstract

The objective of this study is to investigate the effectiveness of social media influence the satisfaction to assess the extent to which students at the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University (FEBM UMRAH), in running a digital business. The rapid digital transformation and development of social media have created new entrepreneurial opportunities for students. The success of a digital business does not only depend on how often social media is used, but also on how effectively it is utilized. This study adopts a quantitative approach. Data were collected through a survey involving 88 active FEBM UMRAH students who have a digital business. The data were analyzed using multiple linear regression with the SPSS version 26 software. The results show that both the use and effectiveness of social media significantly and positively influence students' satisfaction in digital business. This influence was proven to be strong when tested both partially and simultaneously. These findings have important implications. For educational institutions, it is recommended to enhance digital marketing training programs. For students, the results of this study can serve as a guide to optimize their use of social media for the advancement of their digital businesses.

Kata kunci: Social Media, Effectiveness, Satisfaction, Digital Business, Students.

INFEB is licensed under a Creative Commons 4.0 International License.



1. Introduction

Today, social media has transcended its initial role as merely a tool for communication and entertainment. It has transformed into a strategic arena that is vital for various business activities, from product promotion and direct customer interaction to real-time performance measurement [1]. In this context, students at the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University (FEBM UMRAH), show great enthusiasm. As a part of the digital native generation, they actively utilize social media as the main platform for running a diverse range of digital businesses, from culinary and fashion to creative services like design and digital content creation [2].

However, despite this high participation, a crucial question arises regarding the effectiveness of social media use [3]. This study attempts to answer that question: to what extent is social media use truly effective in increasing students' satisfaction in business? This question is relevant because not all students have the right understanding and strategy [4]. Some only rely on visual aspects and the potential for virality, without a systematic managerial approach. This creates significant variation in their digital business success [5].

Field observations show that the success of social media use varies greatly among individuals [6]. Some students are able to optimize this platform and achieve high satisfaction, both financially and personally [7]. They succeed in building a brand, reaching a wide audience, and managing customer interactions

effectively [8]. On the other hand, many also experience stagnation or even failure [9]. The causes are varied, ranging from unfocused and inconsistent social media use to a lack of understanding of the right digital marketing strategies [10]. They might only promote their business occasionally without a regular schedule or fail to analyze market responses [11].

Considering this dynamic, this study aims to bridge the gap between academic theory and the practical reality of students' digital businesses [12]. The main focus is to quantitatively analyze the influence of social media use and its effectiveness on the satisfaction of FEBM UMRAH students in running their digital ventures [13]. Through a quantitative approach, this study uses a survey method on 88 active FEBM UMRAH students who own digital businesses [14]. The collected data are then analyzed using multiple linear regression with the statistical software SPSS version 26 [15].

The analysis results show a significant finding: both the use and effectiveness of social media have a positive and significant influence on satisfaction in digital business [16]. This influence is proven to be strong, both when tested separately (partially) and simultaneously [17]. These findings have important implications, especially for educational institutions [18]. It is recommended that universities enhance more comprehensive digital marketing training, and develop entrepreneurial curricula that are more contextual and adaptive [19]. Furthermore, the results of this study can also serve as a guide for students themselves to utilize social media more strategically and effectively, enabling them to optimally develop their digital businesses [20].

2. Research Method

The research type used is quantitative, as the data analyzed are in the form of numbers. The data are obtained through statistical testing using the SPSS (Statistical Package for the Social Sciences) version 26 program. The quantitative method is based on concrete data and uses numbers measured with statistical testing tools. The goal is to draw conclusions related to the problem being studied. The population in a study is defined as the entire group of subjects or objects that have specific characteristics to be studied. A population does not only refer to the number of individuals but also includes all the traits and attributes possessed by that group.

In this study, the population is all active students at the Faculty of Economics and Maritime Business (FEBM) at Raja Ali Haji Maritime University (UMRAH), totaling 1,399 people. The independent variables in this study are Social Media Use (X1) and Effectiveness (X2). The dependent variable is often called the output variable, criterion, or consequent. In Indonesian, it is often called the dependent variable. The dependent variable is the variable that is influenced or that becomes the effect, due to the presence of the independent variable. The dependent variable in this study is the satisfaction of running a digital business (Y).

3. Result and Discussion

Descriptive statistical testing aims to provide a general overview of the characteristics of the data obtained from the research results. This analysis is conducted by looking at the mean, standard deviation, and the highest and lowest values of each variable studied. In this study, the variables used include Social Media Use (X1), Effectiveness (X2), and Satisfaction (Y).

Table 4.8 presents the results of descriptive statistical tests for four research variables with a total of 88 respondents. The Social Media variable has a mean value of 45.23 with a standard deviation of 3.169, showing a relatively high perception among respondents. The Effectiveness variable has a mean of 45.02 with a standard deviation of 3.169. Meanwhile, the Satisfaction variable records the highest mean of 47.09 with a standard deviation of 2.685. These results indicate that the respondents' satisfaction is more dominant compared to the other two variables.

The validity test is carried out by comparing the r-calculated value with the r-table value for a degree of freedom ($df = n - 2$), where n is the total sample with an $\alpha = 0.05$. If the r-calculated value is greater than the r-table value and is positive, the item or indicator question is declared valid. The criteria used in this study are a confidence level of 5% with an $\alpha = 0.05$ for $df = 86$, so the r-table used is 0.2096.

The Social Media, Effectiveness, and Satisfaction variables are declared reliable if they yield a Cronbach's Alpha value > 0.60 . This reliability test is performed to measure a questionnaire based on the

indicators of a variable used. Reliability is tested with the Cronbach's Alpha statistic using IBM SPSS 26.

Based on the test results, the Cronbach's Alpha value is 0.677. This means all statements in this variable are declared reliable because they are above the minimum value of 0.60. With a Cronbach's Alpha value of 0.701, the statement items for the Effectiveness variable meet the reliability criteria, making them suitable for further measurement. Based on the reliability test results, a Cronbach's Alpha value of 0.703 was obtained. This value is above the minimum standard of 0.60, so all items in the Satisfaction variable are declared reliable and suitable for use in this research measurement.

The coefficient of determination test aims to determine the extent of the independent variables' contribution in explaining the variation that occurs in the dependent variable. This determination value is seen through the R-Square (R^2) value obtained from the linear regression model output. R^2 indicates how strong the relationship is between the independent and dependent variables in the model used. This value can be an indicator of how much of the variation in the dependent variable can be explained by the independent variables as a whole.

Based on Table 4.18, the correlation coefficient or R value of 0.697 in Table 1 indicates that the relationship between Social Media (X1) and Effectiveness (X2) on digital business satisfaction (Y) among FEBM UMRAH students in Tanjungpinang has a positive relationship of 69.7%. It is known that the coefficient of determination (R-Square) value is 0.485 or 48.5%. This shows that the independent variables in this study, namely Social Media and Effectiveness, are collectively able to explain 48.5% of the change in the dependent variable, while the remaining 51.5% is explained by variables outside this study. Although the R-Square value is not very high, the 48.5% value is considered quite strong in the context of social and marketing research, where consumer behavior is very complex and influenced by many aspects beyond the researcher's control. Therefore, this model is still considered valid and relevant in explaining the influence of social media and effectiveness on satisfaction.

Based on the partial test (t-test), the Social Media Use variable shows a statistically significant influence on satisfaction in digital business. However, the influence found is negative (regression coefficient value -0.137). This indicates that the higher the frequency or intensity of ineffective or unfocused social media use, the lower the level of student satisfaction in running their business. This finding supports hypothesis H_1 , but it confirms that using social media without a proper strategy can be detrimental, potentially leading to fatigue or confusion.

Conversely, the t-test results for the Effectiveness variable show a positive and significant influence (regression coefficient value 0.192) on digital business satisfaction. This finding confirms that the more effectively students utilize social media through

relevant content, brand consistency, good customer interaction, and efficient promotion the higher their satisfaction. This result is in line with previous research which states that the effectiveness of social media use is very crucial in achieving students' business goals, thus hypothesis H₂ is accepted.

The simultaneous test (F-test) analysis proves that both variables, Social Media Use and Effectiveness, collectively have a significant influence on satisfaction in running a digital business. The coefficient of determination (R²) value of 0.485 shows that 48.5% of the variation in student satisfaction can be explained by these two variables. Meanwhile, the remaining 51.5% is influenced by other factors such as product quality, customer service, or other external factors. Therefore, hypothesis H₃ is accepted, and the regression model used is considered statistically sound.

4. Conclusion

The quantitative research focused on students at the Faculty of Economics and Maritime Business (FEBM) at Raja Ali Haji Maritime University (UMRAH) who are involved in digital business has yielded several important findings. The data analyzed using multiple linear regression show a complex relationship between social media use and business satisfaction. Based on the research results, several key conclusions can be drawn. First, the research results show a significant influence of social media use on students' satisfaction in digital business. However, an interesting finding that needs attention is that the influence is negative. This means that the more frequently or intensely students use social media for business without a proper strategy, their satisfaction level tends to decrease. This finding serves as an important reminder that the frequency of social media use alone does not automatically guarantee success or satisfaction in entrepreneurship. Conversely, without a planned and directed approach, a high intensity of social media use can trigger the phenomenon of digital fatigue or confusion in business management. Students might feel overwhelmed with the demands of constantly being active on various platforms, creating content, and responding to interactions, which can ultimately reduce their joy and satisfaction in running the business.

On the other hand, this study found that the effectiveness of social media use has a positive and significant impact on student satisfaction. Students who are able to manage social media well from creating relevant content, targeting the right market, actively interacting with the audience, to managing time and resources efficiently tend to feel more satisfied and confident in running their business. This finding confirms that success in the digital business world does not only depend on the presence of social media itself, but on how the platform is utilized strategically and efficiently. This satisfaction comes not only from financial gain but also from a sense of personal accomplishment, the mastery of new skills, and the ability to build a loyal customer community.

In conclusion, this study concludes that both the intensity and effectiveness of social media use play an important role in shaping students' business satisfaction. However, the most crucial finding is that a smart and directed approach is the main key. Social media use that is done with careful planning and proper understanding will provide much greater benefits than simply relying on frequency or online presence alone. This indicates that entrepreneurial education in universities must shift from merely teaching how to use social media to how to manage and utilize social media effectively. These findings have significant practical implications, especially in higher education environments like Febm Umrah. The research results can be the basis for formulating more focused digital entrepreneurship strategies. The university can develop a more contextual entrepreneurial curriculum, offer adaptive business mentoring programs, and provide training that is relevant to the characteristics of the younger generation. Thus, students are not only encouraged to engage in digital business but are also equipped with the strategic skills needed to achieve long-term satisfaction and success in the competitive digital world.

References

- [1] Tran, K. D., & Tran, L. T. T. (2022). How Perceived Effectiveness of Social Media Platform and Satisfaction Affect Continuance Intention in A Pandemic: The Moderating Role of Perceived Benefit. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 32(4), 627–644. DOI: <https://doi.org/10.1080/21639159.2022.2062024>.
- [2] Sharmin, F., Tipu Sultan, M., Badulescu, D., Badulescu, A., Borma, A., & Li, B. (2021). Sustainable Destination Marketing Ecosystem Through Smartphone Based Social Media: The Consumers' Acceptance Perspective. *Sustainability (Switzerland)*, 13(4), 1–24. DOI: <https://doi.org/10.3390/su13042308>.
- [3] Alam, M. Z. (2023). An Investigation on the Use of Digital Marketing Towards the Customer Satisfaction and Brand Loyalty of Restaurants in Saudi Arabia. *International Journal of Data and Network Science*, 7(4), 1493–1504. DOI: <https://doi.org/10.5267/j.ijdns.2023.8.013>.
- [4] Chen, W. K., Riantama, D., & Chen, L. S. (2021). Using a Text Mining Approach to Hear Voices of Customers from Social Media Toward the Fast-Food Restaurant Industry. *Sustainability (Switzerland)*, 13(1), 1–17. DOI: <https://doi.org/10.3390/su13010268>.
- [5] Mao, J., Fu, G. X., & Huang, J. J. (2023). The Double-Edged Sword Effects of Active Social Media Use on Loneliness: The Roles of Interpersonal Satisfaction and Fear of Missing Out. *Frontiers in Psychology*, 14. DOI: <https://doi.org/10.3389/fpsyg.2023.1108467>.
- [6] Coyne, P., & Woodruff, S. J. (2023). Taking a Break: The Effects of Partaking in a Two-Week Social Media Digital Detox on Problematic Smartphone and Social Media Use, and Other Health-Related Outcomes among Young Adults. *Behavioral Sciences*, 13(12). DOI: <https://doi.org/10.3390/bs13121004>.
- [7] Muduli, A., & Trivedi, J. J. (2020). Social Media Recruitment: The Role of Credibility and Satisfaction. *Evidence-Based HRM*, 8(2), 237–251. DOI: <https://doi.org/10.1108/EBHRM-08-2019-0069>.
- [8] Du, J., Chen, M. Y., & Wu, Y. F. (2020). The Effects of Social Media on Sporting Event Satisfaction and Word of Mouth Communication: An Empirical Study of a Mega Sports

- Event. *Information (Switzerland)*, 11(10), 1–10. DOI: <https://doi.org/10.3390/info11100482> .
- [9] Shafiq, M. A., Khan, M. M. A., Gul, R., Hussain, M., & Javaid, M. Q. (2023). Influence of Social Media Marketing in Development of Customer Trust and Satisfaction through the Moderating Role of Electronic Word of Mouth. *Journal of Social Sciences Review*, 3(1), 623–638. DOI: <https://doi.org/10.54183/jssr.v3i1.186> .
- [10] Aluri, A., Slevitch, L., & Larzelere, R. (2016). The Influence of Embedded Social Media Channels on Travelers' Gratifications, Satisfaction, and Purchase Intentions. *Cornell Hospitality Quarterly*, 57(3), 250–267. DOI: <https://doi.org/10.1177/1938965515615685> .
- [11] Tran, K. D., & Tran, L. T. T. (2022). How Perceived Effectiveness of Social Media Platform and Satisfaction Affect Continuance Intention in a Pandemic: The Moderating Role of Perceived Benefit. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 32(4), 627–644. DOI: <https://doi.org/10.1080/21639159.2022.2062024> .
- [12] Et. al., M. S. (2021). Effectiveness of Social Media in Education. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(10). DOI: <https://doi.org/10.17762/turcomat.v12i10.5491> .
- [13] Balaji, M. S., Behl, A., Jain, K., Baabdullah, A. M., Giannakis, M., Shankar, A., & Dwivedi, Y. K. (2023). Effectiveness of B2B Social Media Marketing: The Effect of Message Source and Message Content on Social Media Engagement. *Industrial Marketing Management*, 113, 243–257. DOI: <https://doi.org/10.1016/j.indmarman.2023.06.011> .
- [14] Seyyedamiri, N., & Tajrobehkar, L. (2021). Social Content Marketing, Social Media and Product Development Process Effectiveness In High-Tech Companies. *International Journal of Emerging Markets*, 16(1), 75–91. DOI: <https://doi.org/10.1108/IJOEM-06-2018-0323> .
- [15] Yousef, M., Dietrich, T., & Rundle-Thiele, S. (2021). Social Advertising Effectiveness in Driving Action: A Study of Positive, Negative and Coactive Appeals on Social Media. *International Journal of Environmental Research and Public Health*, 18(11). DOI: <https://doi.org/10.3390/ijerph18115954> .
- [16] Yousef, M., Dietrich, T., & Rundle-Thiele, S. (2021). Social Advertising Effectiveness in Driving Action: A Study of Positive, Negative and Coactive Appeals on Social Media. *International Journal of Environmental Research and Public Health*, 18(11). DOI: <https://doi.org/10.3390/ijerph18115954> .
- [17] Yang, S., Lin, S., Carlson, J. R., & Ross, W. T. (2016). Brand Engagement on Social Media: Will Firms' Social Media Efforts Influence Search Engine Advertising Effectiveness? *Journal of Marketing Management*, 32(5–6), 526–557. DOI: <https://doi.org/10.1080/0267257X.2016.1143863> .
- [18] Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The Marketing Effectiveness of Social Media in the Hotel Industry: A Comparison of Facebook and Twitter. *Journal of Hospitality and Tourism Research*, 39(2), 147–169. DOI: <https://doi.org/10.1177/1096348012471381> .
- [19] Harris, J. M., Ciorciari, J., & Gountas, J. (2019). Consumer Neuroscience and Digital/Social Media Health/Social Cause Advertisement Effectiveness. *Behavioral Sciences*, 9(4). DOI: <https://doi.org/10.3390/bs9040042> .
- [20] Rodríguez Gutiérrez, P. I., Pastor Pérez, M. del P., & Collado Agudo, J. (2023). Social Media: An Essential Capability for Business Effectiveness?. *Electronic Journal of Information Systems in Developing Countries*, 89(2). DOI: <https://doi.org/10.1002/isd2.12221> .