Impactful Social Media Utilization: Enhancing Brand Development and Consumer Satisfaction in Pontianak City's Micro Businesses

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Abstract

This study aims to analyze the effect of social media use through consumer satisfaction on brand development in micro-businesses in Pontianak. Data were collected from 200 respondents who are owners or managers of micro-businesses in Pontianak. Data collection was conducted through questionnaires measuring the variables of social media usage, consumer satisfaction, and brand development. The results of the analysis showed a positive and significant relationship between social media usage and consumer satisfaction. In addition, consumer satisfaction was also shown to have a positive and significant effect on brand development. These findings indicates that micro-businesses that actively use social media and pay attention to consumer satisfaction tend to have better brand development. This results provide important implications for micro-business owners in planning brand development strategies through social media utilization and increased consumer satisfaction. In this digital era, the use of social media and positive interactions with consumers can be key factors in building and strengthening the brand of micro-businesses in Pontianak.

Keywords: Social media usage; consumer satisfaction; brand development; micro-businesses; Pontianak; positive relationship; strategic implications.

A. Introduction

In today's era of digitalization and globalization, social media has emerged as a highly effective tool for promoting micro, small, and medium-sized enterprises (MSMEs) and cultivating their brands (Fakhreldin et al., 2020). The utilization of social media empowers MSMEs to seamlessly connect with potential consumers, share information about their products or services, and foster more personalized interactions. However, effective use of social media also demands careful management. There are various avenues through which social media can contribute to the growth of MSMEs. Firstly, it facilitates connections with potential customers. Secondly, it serves as a platform for sharing information about products and services. Thirdly, it aids in the establishment of brand awareness. Fourthly, it facilitates more personalized interactions. Fifthly, it enables efficient marketing and advertising. MSMEs can also harness social media to

monitor consumer responses and feedback regarding their offerings, as well as to engage in collaborations and partnerships.

MSMEs need to strategize effective content approaches, uphold positive consumer interactions, and ensure the effective conveyance of desired brand messages. Additionally, adept online reputation management is imperative to mitigate negative impacts stemming from unfavorable feedback or controversies. Such practices can contribute positively to the perception of the city where these MSMEs are located. The utilization of social media by MSMEs not only influences their brand exposure (Lakshmi et al., 2017) but also has the potential to impact customer satisfaction. Active engagement on social media platforms (Suhita et al., 2022) (Arum et al., 2023) (Abdimas & Vol, 2023), such as swift and courteous responses to customer queries or comments, can elevate levels of customer satisfaction. This contentment among customers becomes a pivotal factor in nurturing long-term relationships with patrons and fortifying the city's positive image as a welcoming and responsive destination for consumer needs (Nur et al., 2023).

The development of MSME brands, on one hand, will be closely related to how they utilize social media to create a strong and appealing brand identity. Creative content, storytelling, and emphasized values on social media can help shape a positive perception of the brand and its products (Rahman & Kurniawati, 2021). On the other hand, customer satisfaction will also be an integral part of brand development. Satisfied customers are more likely to provide positive testimonials and recommend products or services to others, which, in turn, can enhance the brand's image and support the positive portrayal of the city.

In this way, the use of social media by MSMEs can serve as a mediating tool in connecting brand development with customer satisfaction (Firdaus, 2020) (Sugroho & Nursaid, 2022). When customers feel satisfied with the products or services they receive through positive interactions on social media (Harmen et al., 2020), they are more likely to provide support and contribute to the formation of a positive brand image and the city's image. In this context, MSMEs not only function as local economic players but also as agents in building a positive identity and image for the city in which they operate. Further understanding how MSMEs can use social media, how customer satisfaction

influences brand development, and how all these elements are interconnected in the context of city image and the branding process is crucial (Harmen et al., 2020).

The utilization of social media by MSMEs presents significant opportunities to harness these platforms as effective marketing tools (Harto et al., 2023). Through platforms such as Facebook, Instagram, Twitter, and TikTok, MSMEs can share visually appealing content about their products, the stories behind their business, the production process, and interactions with customers. They can also leverage features like live streaming, stories, or IGTV to directly engage with consumers and showcase the human side of their operations. The use of relevant and creative hashtags can also aid in enhancing the brand exposure of MSMEs to a wider audience.

Customer satisfaction plays a crucial role in the development of a successful brand. Customers who feel content with the products or services provided by MSMEs tend to hold a positive perception of that brand (Cikiwul et al., 2022). Customer satisfaction can also motivate them to provide positive reviews (Ismanto, 2018), recommend to friends and family, and become loyal patrons (Pamenang & Soesanto, 2016). These positive testimonials and good customer experiences indirectly contribute to building a favorable brand image and attracting more potential consumers (Pamenang & Soesanto, 2016) (Rachmawati et al., n.d.).

The effective use of social media by MSMEs doesn't just impact brand development but also contributes to the image of the city they operate in. When MSMEs share content that reflects the uniqueness and distinctiveness of the city, they are simultaneously promoting a positive image of their business environment (Donoriyanto et al., 2023). For instance, MSMEs that incorporate local culture as a significant part of their brand can help popularize the distinct attributes of the city.

On the flip side, customer satisfaction derived from positive interactions with MSMEs and fulfilling experiences using their products or services also supports the positive portrayal of the city (Sugandini et al., 2019). Customers who feel content and pleased with their experiences in the city are more likely to share their favorable experiences, whether through social media or word of mouth (Sanjaya & Tarigan, 2009). This can further strengthen the city's image as a welcoming, high-quality, and worthy destination.

Hence, the use of social media by MSMEs not only influences brand development and customer satisfaction but also has a broader impact on the overall image of the city (Harto et al., 2023) (Trulline, 2021). All these elements are interrelated and contribute to shaping a positive city image as a place with innovative MSMEs, excellent customer service, and quality products. Several studies demonstrate that MSMEs can employ social media to promote their products and services, as well as to innovate their processes and marketing strategies(Rachmawati et al., n.d.) (Desembrianita & Kurniawan, 2023).

The rapid advancement of technology has prompted business operators, including microenterprises, to enhance product quality and brand development (Robert & Brown, 2004). Technology has enabled businesses to utilize various new communication tools, including social media, to reach consumers more effectively. This underscores the importance of understanding how the use of social media can impact brand development and customer satisfaction. However, excessive usage of communication tools like mobile phones, the internet, and social media can lead to negative effects such as diminished social relationships and increased stress risks. This highlights the need for further research on how social media usage can affect customer relationships and satisfaction.

There are specific approaches that entrepreneurs can take in using social media to enhance customer satisfaction, such as introducing new brand experiences, innovative marketing strategies, and new promotional tools (Ikhsanto, 2020) (Mehnaz et al., 2021). This supports the idea that social media usage can play a pivotal role in brand development and customer satisfaction (Azzahra & MH Nainggolan, 2022).

Thus, the use of social media serves as a bridge between brand development and customer satisfaction for microenterprises (Priambada, 2015) (Veranita et al., 2022) (Purwidiantoro et al., 2016) (Dwijayanti et al., 2022). Through interactions, communication, and effective value delivery on social media, microenterprises can build strong brands and attain higher customer satisfaction.

There have been differing opinions in previous research regarding the impact of social media on brand development in microenterprises. According to Al Saud and Khan

(2013), there's a perspective that the impact of social media on brand development isn't equivalent to traditional promotions in the 4Ps (Product, Price, Place, Promotion) of marketing. This suggests that traditional promotions are still deemed more effective in some aspects compared to using social media for brand building. However, this statement might need revisiting and reevaluation given the rapid growth of social media and changes in consumer behavior.

Contrary to the above view, research by Purwidiantoro et al. (2016) and Elvina (2015) indicates that nearly all microenterprises consistently use social media to update information through platforms like Facebook, Twitter, and Instagram. This suggests that many microenterprises have integrated social media as a vital component of their marketing strategy, contradicting the notion that the impact of social media isn't on par with traditional promotions. This viewpoint is supported by various other studies, including Kaplan and Haenlein (2010), Ashley and Tuten (2015), Al-Hwary and Obiadat (2021), and Sanny et al. (2020). They underscore the critical role of social media as a digital marketing component that influences brand growth.

This indicates that social media has a positive impact on brand development, particularly in the context of microenterprise brand growth (Danang Sanggabuana, 2018) (Trulline, 2021) (Suhita et al., 2022) (Istanto et al., 2020) and (Jamil et al., 2022). The debate and diversity of views regarding the impact of social media on microenterprise brand development underline the complexity of this phenomenon and the importance of considering various perspectives in assessing the role of social media in microenterprise brand building.

Pontianak City, as the capital of West Kalimantan Province, encompasses an area of 107.82 km² divided into 6 districts and 29 sub-districts. With a population reaching 663,713 people in 2021, on average, every square kilometer of the area is inhabited by 5,610 individuals. Among the distribution of micro, small, and medium enterprises (MSMEs), there are 4,489 micro businesses (29%), 554 small businesses (4%), and 122 medium businesses (1%). The distribution of these MSMEs varies in each district, with South Pontianak having 2,861 businesses (25%), followed by other districts.

The brand development of MSMEs in Pontianak City faces several inhibiting factors. These include suboptimal service from marketplaces, high consumer

expectations of products, product and supplier selection, as well as perceptions of the uniqueness of official stores – all of which influence brand development efforts. The role of brand communication becomes increasingly crucial. MSME actors need to exercise creativity and acumen in communicating their brands through various social media platforms such as Facebook, Twitter, and Instagram. A suitable and cost-effective brand communication strategy becomes the key to building a strong consumer relationship.

Interestingly, MSMEs often aren't aware that they've undergone an informal brand development process. Through this research, the researcher aims to delve deeper into understanding how the use of social media can impact consumer satisfaction and its implications for brand development in microenterprises in Pontianak City. The city was chosen as the research location due to its dynamic and diverse business environment.

B. Literature Review

1. The Influence of Social Media Usage on Brand Development

Research by Kaplan & Haenlein (2010) identifies that social media plays a significant role in brand building and consumer relationships. A study by Sanny et al. (2020) shows that the use of social media by MSMEs contributes to increased brand awareness and consumer engagement. Research by Zhang (2010) in Ashley and Tuten (2015) highlights the importance of active consumer interaction through social media in creating a stronger brand relationship. Overall, this research indicates that social media usage can have a positive impact on brand development, such as enhancing brand awareness, building consumer engagement, and creating closer relationships with consumers. Therefore, a marketing strategy focusing on social media can be a valuable aspect in building and managing brands.

2. The Role of Consumer Satisfaction in Brand Development

Research by Zhang (2010) suggests that consumer satisfaction contributes to the development of a strong brand and customer loyalty. Study by Zeithaml et al. (1996) asserts that satisfied consumers are more likely to provide positive reviews and recommend brands to others. Research by Aaker (1996) emphasizes that consumer satisfaction is a crucial factor in building a positive brand image. Overall,

this research shows that consumer satisfaction has a significant impact on the development of a strong and positive brand. Consumer satisfaction not only influences customer loyalty but also helps brands gain positive exposure through reviews and recommendations. Therefore, ensuring high levels of consumer satisfaction is an essential element in a successful brand development strategy.

3. **The Mediating Role of Consumer Satisfaction in the Relationship between Social Media and Brand Development**

Research by Lee et al. (2018) shows that consumer satisfaction can mediate the relationship between social media interaction and brand development. Study by Kumar & Reinartz (2016) identifies that consumer satisfaction mediates the influence of social media on brand loyalty. Research by Hajli et al. (2017) suggests that positive interaction with consumers through social media can enhance consumer satisfaction and influence brand development. Overall, this research highlights the important role of consumer satisfaction in connecting social media interaction and brand development. Positive interactions on social media can impact consumer satisfaction, which in turn can affect brand perception and consumer loyalty. Therefore, understanding and managing social media interactions with consumers well can have a positive impact on successful brand development.

4. **Brand Development in Microenterprises and Social Media**

Research by Al-Hwary and Obiadat (2021) shows that microenterprises can use social media as an effective tool in brand building and reaching a broader market. Study by Elvina (2015) identifies that social media is a crucial component of microenterprise marketing strategies and contributes to brand growth. Research by Purwidiantoro et al. (2016) asserts that the majority of microenterprises have adopted social media as a crucial part of their marketing strategy. Overall, this research highlights the importance of social media in brand development for Microenterprises. The use of social media can help microenterprises establish brand presence, reach a wider market, and develop more effective marketing strategies. This presents significant opportunities for microenterprises to compete effectively in the digital world and optimize their brand development potential.

5. **Brand Development and Consumer Satisfaction in the Local Context (Pontianak City)**

   Research by Anderson & Ostrom (2015) shows that brand development in microenterprises is related to business growth and sustainability in the local context. Studies related to microbusinesses and social media in specific regions by Mantik & Palupi (2022) provide relevant contextual insights supporting research in Pontianak City. Research on the impact of social media on microenterprises by Al Saud & Khan (2013) can offer additional perspectives on the influence of social media in the microenterprise context. Overall, brand development and consumer satisfaction in the local context in Pontianak City can be influenced by unique factors and characteristics of the region. Combining findings from research conducted in other areas and focusing on local aspects can help generate deeper insights into how brand development and consumer satisfaction can be optimized in the city's context.

6. **The Relationship of Social Identification with Brand Development and Consumer Satisfaction (Optional)**

   Research examining the relationship between social identification and consumer satisfaction by Wang et al. (2020) can provide insights into the influence of psychological factors in brand development. Studies on brand identification and social media by Zeng et al. (2015) can offer further insights into how social identification contributes to brand development through social media. Both of these studies indicate that psychological factors and emotional relationships between consumers and brands, expressed through social identification, have an important impact on brand development and consumer satisfaction. Social identification can be a factor influencing the strength of the relationship between consumers and brands, as well as how satisfied consumers feel with their interactions with the brand. Overall, understanding the relationship between social identification, brand development, and consumer satisfaction can provide further insights into the factors influencing consumer perceptions of the brand and their interactions with the brand through social media. This can help brands design more effective strategies for building strong consumer relationships and increasing satisfaction levels.

By integrating findings from these literature sources, your research will be able to articulate more strongly how social media usage influences brand development through the mediation of consumer satisfaction, especially in the context of microenterprises in Pontianak City.
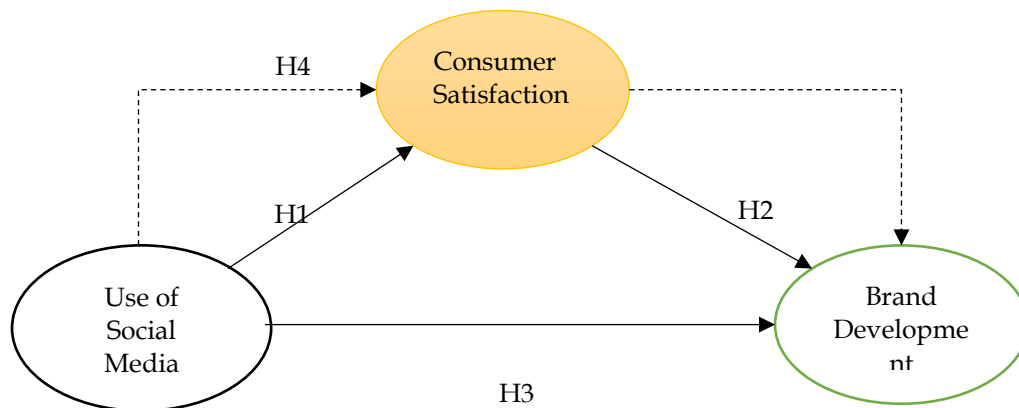

Figure 1. Research model

Hypotheses of the Study

a. The use of social media will have a positive impact on consumer satisfaction (H1).

b. Consumer satisfaction will have a positive impact on brand development (H2).

c. The use of social media will have a direct positive impact on brand development (H3).

d. The use of social media will have an impact on brand development through consumer satisfaction as a mediator (H4).

C. Research Methods

This study employs a quantitative approach with a cross-sectional study design to collect data at a single point in time. This approach enables the researcher to measure the relationships between the variables under investigation, namely the use of social media, consumer satisfaction, and brand development, and to identify the extent to which consumer satisfaction acts as a mediator between the use of social media and brand development.

The population of this study comprises all micro-businesses in Pontianak City that utilize social media as a marketing platform. Sampling is carried out using purposive

sampling techniques, which involve selecting samples that meet specific criteria. The sample size includes approximately 200 active micro-businesses that use social media to market their products or services.

This research employs statistical analysis methods such as linear regression and path analysis to test the hypotheses and identify the direct impact of the independent variable (social media usage) and its indirect impact through the mediating variable (consumer satisfaction) on the dependent variable (brand development) in micro-businesses in Pontianak City.

The results of data analysis will be utilized to identify the extent to which the use of social media influences brand development in micro-businesses in Pontianak City, as well as the mediating role of consumer satisfaction in this relationship. The findings of this research will provide insights into effective social media marketing strategies for brand development in micro-businesses and emphasize the importance of maintaining consumer satisfaction as a mediating factor.

D. Result and Discussion

Result

This research aims to understand the relationship between the use of social media, consumer satisfaction, and brand development in the context of micro-businesses in Pontianak City. Data was collected from 200 micro-business owners or managers to identify the influence of these variables.

Based on the results of descriptive analysis, it can be concluded that the majority of respondents are active in posting brand-related content on social media with a relatively high frequency. Interactions with customers also occur frequently, particularly in the form of 'likes' and 'comments'. Most respondents utilize various social media platforms for promotion, with a significant number of followers. Efforts to increase follower counts have been undertaken using varied methods. Overall, the data indicates active and engaging activities in brand marketing through social media.

Descriptive Statistics

Pernyataan Quis	N	Range	Minimum	Maximum	Mean	Std. Deviation
Q1	200	2,00	3,00	5,00	4,1250	,70844
Q2	200	2,00	3,00	5,00	4,1200	,70576
Q3	200	3,00	2,00	5,00	4,0750	,70844
Q4	200	2,00	3,00	5,00	4,0300	,63333
Q5	200	3,00	2,00	5,00	4,1950	,69237
Q6	200	3,00	2,00	5,00	3,9950	,63797
Valid N (listwise)	200					

Summary of Descriptive Analysis Using SPSS 25 on the provided dataset: Degree of Consumer Satisfaction Belief in the Product/Service: Average belief score: 4.1250, Belief range: 2.00 (from 3.00 to 5.00), and Standard deviation: 0.70844. The majority of respondents have a high belief (average of 4.13) that consumers are satisfied with the offered products or services. The low standard deviation indicates consistent belief among respondents.

Primary Indicators to Measure Consumer Satisfaction: Average indicator selection score: 4.1200, Indicator selection range: 2.00 (from 3.00 to 5.00), and Standard deviation: 0.70576. Most respondents use similar primary indicators (average of 4.12) to measure consumer satisfaction. The low standard deviation suggests uniformity in the selection of indicators.

Belief in the Influence of Social Media Interaction on Consumer Satisfaction: Average belief score: 4.0750, Belief range: 3.00 (from 2.00 to 5.00), and Standard deviation: 0.70844. The majority of respondents have a fairly high belief (average of 4.08) that interactions with customers through social media can enhance consumer satisfaction with products or services. The low standard deviation indicates consistency in this perspective.

Examples of Social Media Interactions Enhancing Consumer Satisfaction: Average belief score: 4.0300, Belief range: 2.00 (from 3.00 to 5.00), and Standard deviation: 0.63333. Most respondents believe (average of 4.03) that there are concrete examples where interactions on social media have improved consumer satisfaction. The low standard deviation indicates uniformity in this viewpoint.

Belief in the Contribution of Consumer Satisfaction to Customer Loyalty: Average belief score: 4.1950, Belief range: 3.00 (from 2.00 to 5.00), and Standard deviation: 0.69237. The majority of respondents hold a strong belief (average of 4.20) that consumer satisfaction contributes to brand loyalty. The low standard deviation suggests consistency in this view.

Methods for Measuring and Managing Customer Loyalty Based on Satisfaction: Average method score: 3.9950, Method range: 3.00 (from 2.00 to 5.00), and Standard deviation: 0.63797. Most respondents (average of 3.99) employ similar methods in measuring and managing customer loyalty derived from satisfaction. The low standard deviation indicates consistency in this practice.

Conclusion from Descriptive Analysis reveals that the majority of respondents have positive beliefs related to consumer satisfaction, the influence of social media interactions, and the contribution of satisfaction to customer loyalty. There is consistency in observed beliefs and practices across all variables. The low standard deviation indicates a strong level of uniformity in respondents' views and behaviors.

Validity and Reliability Test Validity Test Results The validity analysis results for each variable in the study "The Influence of Social Media Usage via Consumer Satisfaction on Brand Development in Micro-Businesses in Pontianak City" can be seen from the provided correlation coefficients. The validity values given, marked with**, depict a strong correlation level between the variables and the measured concept.

Variable	Correlations	
(Social Media Usage) Total X	1. How often does your business post brand-related content on social media?	0,752**
	2. What is the average number of brand content posts you make on social media per month?	0,757**
	3. How often do you interact with customers through social media regarding your brand content?	0,829**
	4. What type of interaction occurs most frequently? (Select one or more: likes, comments, shares, direct messages)	0,888**
	5. Which social media platforms do you use to promote your products or services?	0,729**
	6. Why did you choose these specific platforms?	0,602**
	7. How many followers do you have on your social media accounts?	0,831**

	8. What efforts do you make to increase the number of followers on your social media?	0,887**

**. *Correlation is significant at the 0.01 level (2-tailed).*

Correlation analysis results indicate that variables related to social media activities have a positive and significant correlation with other variables, such as customer satisfaction and brand development. This underscores the importance of social media activities in influencing various relevant aspects of your business, including customer interactions, brand image, and brand development efforts.

Reliability Test Results Reliability testing assesses the consistency and reliability of the measurement scales used to measure specific variables. Below is a description of the reliability test results for each scale:

Variabel	Cronbach's Alpha	N of Items	N	%
Scale: X	0,911	8	200	100,0
Scale: Z	0,829	6	200	100,0
Scale: Y	0,865	8	200	100,0

Scale X (Social Media) obtained an Alpha Cronbach of 0.911, Number of Items: 8, Number of Respondents (N): 200, and Percentage: 100.0%. The reliability test results indicate that the measurement scale for the Social Media variable (Scale X) has a high level of consistency, with an alpha Cronbach value of 0.911. This suggests that the items within this scale are correlated with each other and consistently measure the same construct. The scale consists of 8 items and was used by all 200 respondents in the analysis.

Scale Z (Customer Satisfaction) obtained an Alpha Cronbach of 0.829, Number of Items: 6, Number of Respondents (N): 200, and Percentage: 100.0%. The measurement scale for the Customer Satisfaction variable (Scale Z) also demonstrates good consistency, with an alpha Cronbach of 0.829. This indicates that the items within this scale have consistent relationships and measure the same aspects of the measured construct. The scale consists of 6 items and was used by all 200 respondents in the analysis.

Scale Y (Brand Development) obtained an Alpha Cronbach of 0.865, Number of Items: 8, Number of Respondents (N): 200, and Percentage: 100.0%. The measurement scale for the Brand Development variable (Scale Y) indicates good

consistency, with an alpha Cronbach value of 0.865. These results suggest that the items within this scale consistently measure the same construct. The scale consists of 8 items and was used by all 200 respondents in the analysis.

In conclusion, the results of the reliability test show that the three measurement scales used in the analysis have good levels of consistency and reliability. This indicates that the items within these scales measure the intended constructs consistently and reliably.

Regression Analysis

1. **The use of social media will have a positive impact on customer satisfaction in micro-businesses in Kota Pontianak.**

The results of the multiple linear regression analysis reveal the relationship between the utilization of social media and customer satisfaction within micro-businesses situated in Kota Pontianak. The following is a description of the derived analysis outcomes from the Model Summary: R Square (R^2): 0.149 and Adjusted R Square: 0.144

Model Summaryb

Model	R	R Square	Adjusted R Square
1	0,385a	0,149	0,144

The R Square (R^2) value of 0.149 suggests that approximately 14.9% of the variance in customer satisfaction can be accounted for by the utilization of social media. This signifies a moderate degree of influence that social media usage holds over customer satisfaction.

Std. Error of the Estimate	Change Statistics					Durbin-Watson
	R Square Change	F Change	df1	df2	Sig. F Change	
2,77880	0,149	34,548	1	198	0,000	0,547

a. *Predictors: (Constant), Total X (Media Sosial)*
b. *Dependent Variable: Total Z (Kepuasan Konsumen)*

ANOVAa

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	266,772	1	266,772	34,548	,000b
	Residual	1528,908	198	7,722		
	Total	1795,680	199			

a. Dependent Variable: Total Z (Kepuasan Konsumen)
b. Predictors: (Constant), Total X (Media Sosial)

The ANOVA results indicate that the regression model is statistically significant overall ($F = 34.548$, $p < 0.001$). This suggests that the combined use of social media has a significant impact on customer satisfaction.

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,727	1,512		10,400	0,000
	Total X (Media Sosial)	0,266	0,045	0,385	5,878	0,000

a. Dependent Variable: Total Z (Kepuasan Konsumen)

The Coefficients values are as follows: Constant ($B = 15.727$, $t = 10.400$, $p < 0.001$) and Social Media Usage ($B = 0.266$, $t = 5.878$, $p < 0.001$). The coefficient analysis results indicate that the Constant term, when the predictor variable (social media usage) is 0, the estimated customer satisfaction is 15.727. For every one-unit increase in the predictor variable (social media usage), there is an associated increase of approximately 0.266 units in customer satisfaction.

In conclusion, the regression analysis results demonstrate that the usage of social media has a significant positive impact on customer satisfaction in micro-businesses in Kota Pontianak. The variable of social media usage explains about 14.9% of the variation in customer satisfaction. The coefficient values suggest that higher usage of social media is associated with higher levels of customer satisfaction.

2. Consumer satisfaction will have a positive effect on brand development in micro businesses in Pontianak City

The results of multiple linear regression analysis show the relationship between consumer satisfaction and brand development in micro businesses. The following is a description of the analysis results:

Model Summaryb

Model	R	R Square	Adjusted R Square
1	,623a	0,389	0,386

Std. Error of the Estimate	Change Statistics					Durbin-Watson
	R Square Change	F Change	df1	df2	Sig. F Change	
2,99506	0,389	125,908	1	198	0,000	1,318

a. Predictors: (Constant), Total Z (Kepuasan Konsumen)
b. Dependent Variable: Total Y (pengembangan merek)

The Model Summary indicates that customer satisfaction contributes approximately 38.9% to explaining the variation in Brand Development. The Adjusted R Square reflects this proportion after adjusting for the number of predictors in the model.

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1129,443	1	1129,443	125,908	,000b
	Residual	1776,137	198	8,970		
	Total	2905,580	199			

a. Dependent Variable: Total Y (pengembangan merek)
b. Predictors: (Constant), Total Z (Kepuasan Konsumen)

The ANOVA results indicate that the regression model as a whole is significant (F = 125.908, p < 0.001). This suggests that customer satisfaction collectively has a significant impact on brand development.

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,148	1,747		7,524	0,000
	Total Z (Kepuasan Konsumen)	0,793	0,071	0,623	11,221	0,000

a. Dependent Variable: Total Y (pengembangan merek)

The coefficient analysis reveals that the Constant: When the predictor variable (customer satisfaction) is 0, brand development is estimated to be 13.148. Then, Customer Satisfaction. Each one-unit increase in the predictor variable (customer satisfaction) is associated with an approximate 0.793 unit increase in brand development.

The regression analysis results indicate that customer satisfaction has a significant positive impact on brand development in micro businesses. The customer satisfaction variable explains about 38.9% of the variation in brand development. The coefficient values indicate that the higher the level of customer satisfaction, the higher the level of brand development.

3. **The Use of Social Media Will Positively Impact Direct Brand Development in Micro Businesses in Pontianak City**

The results of the simple linear regression analysis reveal the relationship between the use of social media and direct brand development in micro businesses in Pontianak City. Here is a description of the analysis results:

Model Summaryb

Model	R	R Square	Adjusted R Square
1	,399a	0,159	0,155

a. Predictors: (Constant), Total X (Media Sosial)
b. Dependent Variable: Total Y (pengembangan merek)

The model summary indicates that the use of social media contributes approximately 15.9% to explaining the variation in brand development. The Adjusted R Square reflects this proportion after adjusting for the number of predictors in the model.

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	463,028	1	463,028	37,534	,000b
	Residual	2442,552	198	12,336		
	Total	2905,580	199			

a. Dependent Variable: Total Y (pengembangan merek)
b. Predictors: (Constant), Total X (Media Sosial)

The ANOVA results indicate that the regression model as a whole is statistically significant (F = 37.534, p < 0.001). This indicates that the direct use of social media has a significant impact on brand development in microbusinesses.

Coefficientsa

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	21,000	1,911		10,987	0,000
	Total X (Media Sosial)	0,351	0,057	0,399	6,127	0,000

a. Dependent Variable: Total Y (pengembangan merek)

In the context of microbusinesses in Kota Pontianak, the relationship between social media usage, customer satisfaction, and brand development has important implications for business success. Here is a description of the path analysis results that have been presented. It appears that social media usage has a positive impact not only directly on brand development but also through its influence on customer satisfaction. This underscores the importance of integrating social media marketing strategies with efforts to enhance customer satisfaction. By focusing on satisfying and valuable interactions on social media, microbusinesses can effectively enhance their relationships with customers.

Optimizing Brand Development when customer satisfaction has a positive impact on brand development, it indicates that fostering a positive relationship with customers and meeting their expectations can significantly enhance brand value in the eyes of customers. Microbusinesses should invest in ensuring that their products or services not only satisfy but also create captivating and memorable experiences for customers.

Building Engagement and Interaction as seen in the X-M path, social media usage can have a positive impact on customer satisfaction. This emphasizes the importance of relevant interactions, engaging content, and active responses to customer feedback on social media platforms. Microbusinesses should design creative strategies to engage customers in content, discussions, or events related to the brand.

Benefits of Indirect Effects the observed indirect influence in the X-M-Y path highlights the significant role of customer satisfaction as a mediator between social media usage and brand development. By understanding that customer satisfaction plays a strong mediating role, microbusinesses can deliberately design their social media strategies to focus not only on brand marketing but also on building strong customer relationships.
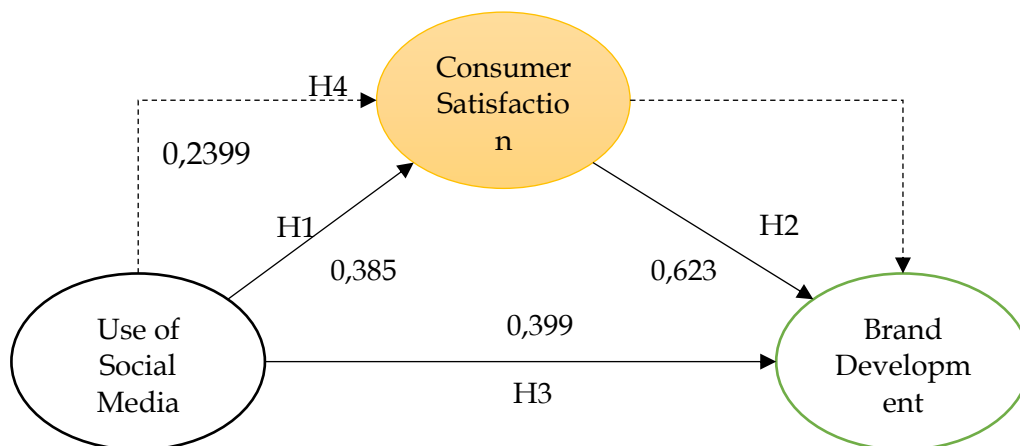

Figure 2. Research Results Model

By gaining a deeper understanding of the relationship between social media usage, customer satisfaction, and brand development, microbusinesses can allocate their resources more effectively. They can identify areas where investments in social media can yield the most significant impact, such as enhancing customer interactions, responding promptly to feedback, or strengthening the brand image through relevant content.

Path analysis reveals that customer satisfaction holds a strong influence on brand development. Therefore, microbusinesses should strive to exceed customer expectations in terms of product or service quality, excellent customer service, and

prompt responsiveness to feedback or complaints. Consistent customer satisfaction can help build a positive brand reputation.

The results from this path analysis should serve as the foundation for developing and adjusting business and marketing strategies. Microbusinesses should be open to change and adaptation based on new findings obtained through path analysis. This might involve adjustments in social media content, improvements in customer service, or brand development aligned more closely with customer values.

In the effort to measure business success, the metrics measured can extend beyond traditional financial figures. For instance, companies can use indicators like customer satisfaction rates, levels of social media engagement, or brand awareness among consumers. These data points can provide a more comprehensive insight into business performance and the effectiveness of applied strategies.

Path analysis is just the initial step. Continuing monitoring and ongoing evaluation are crucial to ensure that these relationships remain relevant and effective. Changes in consumer behavior, social media trends, or shifts in brand preferences can impact the dynamics that have been identified. Hence, continuous monitoring will assist microbusinesses in staying responsive and relevant.

Finally, this path analysis underscores the importance of collaboration and innovation in the business world. Microbusinesses should consistently seek new ways to engage with consumers, understand evolving social media trends, and identify opportunities to fortify their brand. Collaboration among marketing teams, product development teams, and customer service teams can help integrate efforts and formulate holistic strategies.

In summary, path analysis offers a profound insight into how the interactions between these variables can shape the success of microbusinesses. By using these insights wisely, microbusinesses can maximize their potential in developing strong and sustainable brands while satisfying their customers' needs.

Discussion

The results of this study underscore the importance of harnessing social media to enhance customer satisfaction and brand development in microbusinesses. By comprehending the intricate relationships among these variables, microbusiness operators can take strategic steps to bolster consumer engagement and establish a strong brand presence.

The Significance of Social Media Usage in Elevating Customer Satisfaction and Brand Development: Findings from various path analysis scenarios reveal that the utilization of social media has a positive impact on customer satisfaction and brand development. This highlights that social media has become a highly vital tool for microbusinesses to interact with consumers, disseminate brand information, and cultivate a positive brand image. Developing effective marketing strategies on social media and delivering positive consumer experiences can directly influence their satisfaction and brand perception.

The Role of Customer Satisfaction as a Mediator: Perhaps the most intriguing discovery is the mediating role of customer satisfaction in connecting social media usage to brand development. This indicates that the relationship between social media, customer satisfaction, and brand development isn't limited to direct cause-and-effect; it operates through intermediary mechanisms. Therefore, strategies focused on enhancing customer satisfaction can effectively support successful brand development efforts.

In essence, this study highlights how social media can act as a catalyst in enhancing both customer satisfaction and brand development for microbusinesses. Understanding these complex relationships empowers microbusiness practitioners to craft strategic initiatives that foster consumer engagement and build a resilient brand image.

Integration of Marketing Strategies and Customer Satisfaction: From the analysis results, it becomes evident that social media usage goes beyond merely marketing products or services; it's also about fostering positive interactions and relationships with customers. Social media marketing strategies should revolve around relevant content, active engagement with consumers, and swift

responsiveness to feedback. This approach will not only enhance customer satisfaction but also contribute to the establishment of a robust brand.

E. Conclusion

Based on the conducted path analysis, the main conclusion that can be drawn is that the use of social media has a positive and significant impact on customer satisfaction and brand development in micro businesses in Kota Pontianak. This research provides a deep insight into the complex relationships among relevant variables within the business context.

It is crucial for micro businesses to wisely harness the power of social media. Social media usage serves not only as a marketing tool but also as a means to interact with customers, build positive relationships, and understand their needs and preferences. By doing so, micro businesses can enhance customer satisfaction and consequently strengthen their brand image in the eyes of consumers.

The findings from this path analysis also underscore the importance of measuring business success using broader parameters beyond mere financial figures. Customer satisfaction, social media interactions, and brand awareness are also vital indicators that need to be monitored and enhanced.

As a recommendation, micro businesses should strive to continually adapt to changing social media trends and consumer preferences. The use of social media should be integrated into broader strategies to boost customer satisfaction and reinforce the brand. Regular evaluations of marketing and brand development strategies are also necessary to ensure sustainability and alignment with evolving business and market environments.

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