

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND SERVICE QUALITY ON VIEWERS OF THE TVRI CHANNEL PROGRAM OF SOUTH SULAWESI

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Abstract

Social media marketing has emerged as a powerful tool for expanding the reach and visibility of TV programs, allowing them to connect with a broader audience. In addition to this, providing high-quality content and ensuring a positive viewing experience can play a pivotal role in increasing viewer satisfaction, fostering loyalty, and encouraging word-of-mouth recommendations. This study aims to investigate the impact of social media marketing and service quality on viewer loyalty towards the South Sulawesi TVRI Event Program, both partially and simultaneously. The study involved a sample of 99 participants who were followers of the Instagram social media account @tvri.sulawesi.selatan. Data was collected through questionnaires, interviews, and observations. The analysis encompassed validity tests, reliability tests, and classical assumption tests, including normality tests, multicollinearity tests, and heteroscedasticity tests. The hypothesis testing comprised of simultaneous tests, partial tests, determination tests, and multiple linear regression tests. The results of the study revealed three significant findings: Firstly, social media marketing variables had a positive and notable effect on audience loyalty. By effectively utilizing social media marketing strategies, the South Sulawesi TVRI Event Program was able to bolster its audience loyalty. Secondly, service quality variables displayed a positive and significant impact on audience loyalty. When the TV program delivered services that met or exceeded viewer expectations, it resulted in heightened levels of audience loyalty. Lastly, the study demonstrated that social media marketing and service quality, when considered together, had a simultaneous positive and considerable effect on audience loyalty. The integration of both aspects contributed to a more profound impact on viewer loyalty.

Keywords: Social Media Marketing, Service Quality, Loyalty

1. INTRODUCTION

The entertainment industry, especially the world of television, has always been one of the industries that has experienced significant developments. One television station that remains in a prominent position is Television Republic of Indonesia (TVRI), the first television station to broadcast in Indonesia, which has been operating for 50 years under the government's auspices. TVRI's duties include providing information, education, healthy entertainment, control, social cohesion, and preserving national culture for all levels of society across Indonesia through television broadcasting (PP No.13 of 2005).

According to a 2021 research report by the Reuters Institute & University of Oxford, TVRI Public Broadcasting Institution (LPP) is listed as one of the most trusted television stations, ranked third with a viewership percentage of 66%, following CNN with 69% and Kompas with 67% (Steele, 2021). The majority of the broadcasting during the research period was still in the context of analog television, leading to unsatisfactory results as TVRI struggled to increase its audience levels. This can be attributed to the lack

of quality in broadcasting services and the insufficient dissemination of information about TVRI's Internet-based programs to the wider community. Presently, people prefer television programs that offer interesting, informative, and educational content, making social media marketing an effective strategy. This is because individuals nowadays spend more time in cyberspace, providing broadcasters with an opportunity to advertise their programs through social media and reach a broader audience.

However, there has been a recent shift in the broadcasting pattern of television stations in Indonesia. As of November 2, 2022, the Indonesian government officially transitioned all analog television broadcasts to digital TV broadcasts, as inaugurated through Ministerial Regulation No. 11/2021, which amended Minister of Communication and Information Regulation No. 6/2021.

With the implementation of digital TV regulation, TVRI Sul-Sel now offers higher broadcast quality, featuring high-resolution images, clear sound, and advanced technology. Additionally, through social media marketing, broadcasting institutions can build brand loyalty by creating deep emotional connections with their customers (Kotler & Armstrong, 2012). Audience loyalty is a deeply held commitment to resubscribe for a product or service offered by a business, and social media can play a crucial role in fostering this loyalty beyond traditional methods (Basuki et al., 2021).

Social media marketing is a powerful tool used to create awareness (Apdillah et al., 2022), recognition, memory, and even action for a brand, product, business, individual, or group, either directly or indirectly (Chatterjee et al., 2021). Given that the number of internet users worldwide has reached 3.92 billion, with approximately half of the world's population using the internet (Telecommunication Union ITU 2018), companies now have a significant opportunity to leverage social media to enhance their advertising activities.

For instance, Instagram, with 99.15 million users, is one of the most widely used social media applications. A survey of 52 respondents who filled out Google forms revealed that 42.3% of them discovered TVRI Sulawesi-South channel programs through social media, 38.5% from friends or family, and 19.2% by chance while watching or browsing. Among various social media platforms, Instagram is the most effective in disseminating information about TVRI Sul-Sel programs, with a percentage of 57.7%.

Utilizing social media as a marketing medium offers several advantages for television stations, including real-time information delivery, the potential for content to go viral, facilitating two-way interaction and communication with the intended audience, and receiving valuable feedback for evaluation and improving broadcast content (Borgomastro, 2016).

Considering the current intense competition in the industry, television stations must embrace the developments of the era and continuously innovate, particularly in marketing their programs and ensuring high-quality content that includes reliable information, free from fraud or racism, and appealing to audiences of all ages. Such factors play a crucial role in building loyalty among program viewers.

This study aims to investigate the impact of social media marketing and service quality on viewer loyalty towards the South Sulawesi TVRI Event Program, both partially and simultaneously. By examining the role of social media marketing, this study can shed light on how TVRI South Sulawesi can leverage various social media platforms to promote their event programs, reach a wider audience, and enhance viewer engagement.

Social media marketing strategies can significantly impact the visibility and appeal of TVRI's programs, leading to increased viewer interest and loyalty.

2. LITERATURE REVIEWS

2.1. Local Broadcast Media

In the era of advanced media technology, television media has become increasingly popular not only among general audiences but also among specific groups, including business people (Shah et al., 2015). Local broadcast media refer to television and radio stations operating at a local or regional level, catering to specific communities or geographic areas. Their main focus is to deliver news, entertainment, and other content tailored to the interests and needs of local audiences. Local broadcast media play a crucial role in connecting communities, providing local news and information, supporting local businesses, and reflecting the unique characteristics and interests of the regions they serve. They serve as valuable sources of information, entertainment, and engagement for the local population.

2.2. Social Media

Social media, as defined by Kaplan & Haenlein (2010), encompasses a group of internet-based applications built on an ideological framework supported by technology from the Blog 2.0 platform. These platforms allow individuals to connect and share information with others online. Social media includes various online platforms and websites that enable users to create, share, and interact with content and information. It has revolutionized communication, information sharing, and networking, offering opportunities for individuals and organizations to connect, engage, and interact with a wide audience in a virtual space. The impact of social media on society, business, politics, and culture continues to evolve, shaping our digital landscape.

2.3. Instagram Marketing

Instagram, in high demand among users, offers significant opportunities for businesses, including television stations, to use it as a primary marketing medium (Tinaliah et al., 2022). Instagram marketing involves using the social media platform as a tool to promote products, services, or brands and interact with the platform's user base. Its popularity is attributed to its visual nature and large user base. Instagram marketing can be an effective way to reach and interact with a wide audience, particularly those who are visually oriented or belong to a younger demographic. The platform's features make content more appealing to audiences, enabling businesses to effectively promote their products or services and establish a strong brand presence on Instagram.

2.4. Quality of Service (Program/Broadcast)

According to Sunyoto, quality is a measure used to assess whether a product or service fulfills its function and provides value in line with established standards (Sunyoto, 2013). In the context of television broadcasting, the quality of service refers to the characteristics, features, and aspects that contribute to the overall quality and value of a program from the viewer's perspective. This assessment focuses on the subjective

evaluation of the content, production, and presentation of the program. Delivering high-quality programming is essential for providing viewers with a positive viewing experience that meets their expectations and needs.

2.5. Television Audience Loyalty

Loyalty, according to Meyer and Muthaly (2008), involves creating repeated instances of viewership for television programs. Viewer loyalty is reflected in the consistent viewership of a TV program or channel. It signifies a viewer's level of support and preference for specific TV content, leading them to consistently watch and engage with the program or channel. To foster audience loyalty, the television industry must understand viewers' needs and preferences, deliver consistent and engaging content, and create a sense of community and emotional connection with the audience.

2.6. Relationship between Social Media Marketing and Loyalty

Social media can build brand loyalty because customers perceive it as a medium for creating deep emotional connections (Choi et al., 2018). By adopting a strategic and customer-centric approach to social media marketing, businesses can effectively drive customer loyalty. This highlights the power of social media in fostering and strengthening customer loyalty.

3. RESEARCH METHODS

The type of research used in this study was quantitative research. This research involved data presented in numbers and used statistical analysis to show the relationship between variables, test theories, and find generalizations that had predictive value (Sugiyono, 2017).

The research was conducted in the Sulawesi-South region, focusing on TVRI South Sulawesi viewers and Instagram users who were followers of the @tvri.sulawesi.selatan account. The population used consisted of viewers of the TVRI Sul-Sel channel and followers of the Instagram account @tvri.sulawesi.selatan, totaling 8,897 accounts. The total sample size was 99.

This study used primary data sources. Data analysis techniques consisted of validity tests, reliability tests, classic assumption tests, including normality tests, multicollinearity tests, and heteroscedasticity tests. The hypothesis test included Simultaneous test, partial test, determinant test, and multiple linear regression test.

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Descriptive Statistics

Table 1. Descriptive Statistical Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Means	Std. Deviation
Social Media Marketing	99	37.00	50.00	42.5758	3.65081
Service Quality	99	27.00	40.00	34.6970	3.00834
Audience Loyalty	99	28.00	40.00	34.5556	2.80751
Valid N (listwise)	99				

Source: Processed primary data, 2023

The table 1 explains the results of descriptive statistics regarding the variables in this study, including:

a. Social Media Marketing (X1)

Based on table above X1 has a minimum value of 37, a maximum value of 50, and a mean of 42.5758 with 10 statement items ($42.5758 : 10 = 4.2576$) so that 4.2576 is on the value scale which indicates the answer choices strongly agree. The standard deviation value indicates a deviation of 3.65081 from the average number of respondents' answers.

b. Quality of Service (X2)

Based on table above X2 has a minimum value of 27, a maximum value of 40, and a mean of 34.6970 with 8 statement items ($34.6970 : 8 = 4.3371$) so that 4.3371 is on the value scale which indicates the answer choices strongly agree. The standard deviation value indicates a deviation of 3.00834 from the average value of the number of respondents' answers.

c. Audience Loyalty (Y)

Based on table above, Y has a minimum value of 28, a maximum value of 40, and a mean of 34.5556 with 8 statement items ($36.8857 : 8 = 4.3194$) so that 4.3194 is on the value scale indicating the answer choices strongly agree. The standard deviation value indicates a deviation of 2.80751 from the average value of the number of respondents' answers.

4.1.2. Instrument Test

Table 2. Variable Reliability Test Results

Variable	Cronbach's Alpha	Information
Social Media Marketing(X1)	0.906	Reliable
Quality of Service (X2)	0.857	Reliable
Audience Loyalty (Y)	0.870	Reliable

Source: Processed primary data, 2023

The table above shows that the variables from social media marketing, service quality and audience loyalty have a Cronbach's alpha value greater than 0.6. This shows that the question items in this study are reliable. So that each question item used will be able to obtain consistent data and if the question is asked again, an answer that is relatively the same as the previous answer will be obtained.

4.1.3. Classical Assumption Test Result

a) Normality Test

Table 3 Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		99
Normal Parameters, ^b	Means	.0000000
	Std. Deviation	1.98013169
Most Extreme Differences	Absolute	.069
	Positive	.060
	Negative	-.069
Test Statistics		.069
asympt. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed primary data, 2023

Based on the table above Kolmogorov-Smirnov above, it is known that the significance value of Asymp. Sig (2-tailed) of 0.200 is greater than 0.05, it can be concluded that the data is normally distributed.

b) Multicollinearity Test

Table 4. Multicollinearity Test Results
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Social Media Marketing	.935	1,069
Service Quality	.935	1,069

a. Dependent Variable: Audience Loyalty

Source: Processed data, 2022

Based on the table above, it can be seen that social media marketing and service quality variables have a tolerance value above 0.1 and VIF is less than 10. This means that in the regression equation model there are no symptoms of multicollinearity so that the data can be used in this study.

c) Heteroscedasticity Test Results

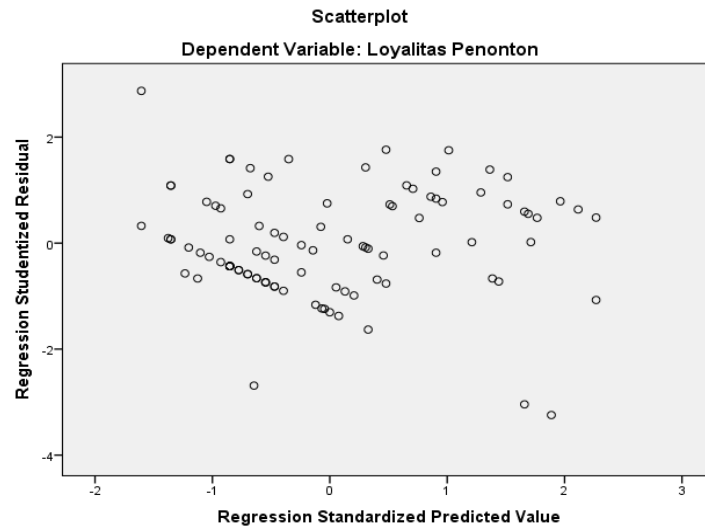


Figure 1. Heteroscedasticity Test Results

Source: Processed data, 2022

Based on the scatterplot graphic image, it shows that the data is spread on the Y axis and does not form a clear pattern in the distribution of the data. This shows that there is no heteroscedasticity in the regression model, so the regression model is appropriate to use to predict audience loyalty with the influencing variables, namely social media marketing and service quality.

4.1.4. Multiple Linear Regression

Table 5. Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	8014	2,966		2,702	.008
Social Media Marketing	.500	.057	.650	8,729	.000
Service Quality	.152	.069	.163	2,185	.031

a. Dependent Variable: Audience Loyalty

Source: Processed data, 2023

Based on the table above, the regression equation formed in this regression test is:

$$Y = 8.014 + 0.500 X_1 + 0.152 X_2 + e$$

The model can be interpreted as follows:

- a) The constant value is 8.014. This indicates that, if the independent variable (social media marketing and service quality) is zero (0), then the value of the dependent variable (audience loyalty) is 8.014 units.
- b) The social media marketing regression coefficient (b1) is 0.500 and is positive. This means, the value of variable Y will increase by 0.500 if the value of variable X1 increases by one unit and the other independent variables have a fixed value. The coefficient with a positive sign indicates that there is a direct relationship between social media marketing variables (X1) and audience loyalty variables (Y). The better the social media marketing, the audience loyalty will increase.
- c) The service quality regression coefficient (b2) is 0.152 and is positive. This means that the value of variable Y will increase by 0.152 if the value of variable X2 increases by one unit and the other independent variables have a fixed value. The coefficient with a positive sign indicates that there is a direct relationship between the service quality variable (X2) and audience loyalty variable (Y). The better the service quality, the audience loyalty will increase.

4.1.5. Hypothesis Testing

a) Simultaneous Test Results (F Test)

Table 6. Simultaneous Test Results (F Test)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	388,194	2	194,097	48,493	.000 ^b
Residual	384,250	96	4,003		
Total	772,444	98			

a. Dependent Variable: Audience Loyalty

b. Predictors: (Constant), Service Quality, Social Media Marketing

Source: Processed data, 2022

The table above shows that the significance level is less than 0.05. This means that H3 is accepted so that it can be said that social media marketing and service quality simultaneously (together) have an influence on audience loyalty, with a probability of 0.000. Because the probability is much smaller than the significant value of 0.05, the regression model can be used to predict audience loyalty.

b) Partial Test Results (t test)

**Table 7. Partial Test Results (t test)
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	8014	2,966		2,702	.008
Social Media Marketing	.500	.057	.650	8,729	.000
Service Quality	.152	.069	.163	2,185	.031

a. Dependent Variable: Audience Loyalty

Source: processed data, 2023

Through t-test statistics consisting of Social Media Marketing (X1) and Service Quality (X2) it can be partially known that the effect on Audience Loyalty (Y).

1. First Hypothesis Testing (H1):

Table 7 shows that the social media marketing variable has a significant level of 0.000, which is less than 0.05. The coefficient value of 0.500 indicates a positive influence on the dependent variable. This means that Ha1 is accepted and Ho is rejected so that it can be said that social media marketing has a positive and significant effect on audience loyalty.

2. Second Hypothesis Testing (H2):

Table 7 shows that the service quality variable has a significant level of 0.031, which is less than 0.05. The coefficient value of 0.152 indicates a positive influence on the dependent variable. This means that Ha2 is accepted and Ho is rejected so that it can be said that service quality has a positive and significant effect on audience loyalty.

c) Coefficient of Determination Test

**Table 8. R² Test Results
Summary model^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.492	2.00065

a. Predictors: (Constant), Service Quality, Social Media Marketing

b. Dependent Variable: Audience Loyalty

Source: Processed primary data, 2023

From the table above, there is an R number of 0.709 which indicates that the relationship between audience loyalty and the independent variable is strong, because it is in the definition of strong, the number is between 0.6 – 0.8. While the R square value of 0.503 or 50.3% indicates that the variable audience loyalty can be explained by social

media marketing and service quality variables of 50.3% while the remaining 49.7% can be explained by other variables not present in this study.

4.2. Discussion

4.2.1. The Impact of Social Media Marketing on Audience Loyalty

The study delved into the influence of social media marketing on audience loyalty towards the South Sulawesi TVRI program on Instagram (@tvri.sulawesi.selatan). The findings revealed a compelling relationship between social media marketing and audience loyalty, indicating a positive and significant effect. When social media marketing strategies were effectively implemented, the level of audience loyalty demonstrated a noticeable increase.

In the contemporary digital age, social media platforms have evolved far beyond mere photo and information sharing platforms. They have become powerful tools for communication, interaction, and engagement between businesses and their target audiences. The exponential growth of social media users has transformed the landscape of marketing and advertising. As such, companies have recognized the potential of social media as a valuable channel to promote their products, services, and brands.

For the South Sulawesi TVRI program, utilizing social media marketing effectively has proven beneficial in cultivating audience loyalty. By engaging viewers through interactive content, responding promptly to their inquiries, and fostering a sense of community, the TVRI program has created a loyal following on its Instagram account. Social media enables the program to reach a wider audience and maintain a consistent presence, which contributes to the establishment of a strong brand identity and recognition among viewers.

4.2.2. The Effect of Service Quality on Audience Loyalty

Another pivotal aspect explored in the study was the influence of service quality on audience loyalty. The results underscored the significance of service quality in shaping audience loyalty, revealing a positive and significant relationship between the two variables. When the quality of services provided by the South Sulawesi TVRI program met or exceeded viewer expectations, it positively affected audience loyalty.

Viewers' satisfaction with the services they receive plays a crucial role in determining their loyalty towards the TVRI program. When the program consistently delivers high-quality content, provides a seamless viewing experience, and addresses viewers' needs effectively, it enhances overall satisfaction levels. This satisfaction translates directly into increased audience loyalty.

The TVRI program's commitment to maintaining service quality contributes to building trust and credibility among its audience. As a result, viewers are more likely to choose the TVRI program over competitors, fostering long-term loyalty. Additionally, positive word-of-mouth recommendations from satisfied viewers can further enhance the program's reputation, attracting new audiences and strengthening loyalty.

4.2.3. The Combined Influence of Social Media Marketing and Service Quality on Audience Loyalty

One of the key insights derived from the study is the combined effect of social media marketing and service quality on audience loyalty. The results demonstrated that

when both social media marketing and service quality were enhanced simultaneously, the impact on audience loyalty was even more substantial.

The South Sulawesi TVRI program's success in engaging its audience through social media, along with its dedication to delivering high-quality content and services, has created a synergistic effect on audience loyalty. By leveraging social media marketing to promote exceptional service quality and vice versa, the TVRI program has fostered a loyal and engaged viewership.

Social media platforms offer a cost-effective and accessible means for businesses to reach and connect with their target audience. When combined with a focus on improving service quality, social media becomes a powerful tool for the TVRI program to build lasting relationships with its viewers. By listening to audience feedback, promptly addressing concerns, and continuously improving the viewing experience, the TVRI program has nurtured a loyal following that actively supports and advocates for the program.

5. CONCLUSION

Based on the data analysis, it can be concluded that Social Media Marketing has a partially positive effect on the loyalty of viewers of the South Sulawesi TVRI program on Instagram (@tvri.sulawesi.selatan). Similarly, Service Quality also has a partially positive effect on viewer loyalty. Both Social Media Marketing and Service Quality together affect viewer loyalty. To maintain audience loyalty, it is essential to innovate in creating social media marketing content and research trending content to attract the younger generation's attention. Improving service quality is crucial for viewer satisfaction and increased loyalty to TVRI channels, as it significantly impacts audience satisfaction, ratings, and loyalty.

This study is limited to three independent variables: social media marketing, service quality, and customer loyalty. Future researchers are encouraged to include other variables for a more comprehensive research model.

Additionally, it's important to note that this research may not provide absolute truth. Customer loyalty can be influenced by factors beyond social media marketing and service quality. People's perceptions and opinions of loyalty can vary over time, affecting consumer behavior during surveys.

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