

Corporate Image, Social Media Promotion, and Service Quality on Digital Banking Customer Satisfaction

Nadya Dwi Kusumaningtyas¹

¹ Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia

Abstract

Article history:

Received: January 9, 2023

Revised: February 20, 2023

Accepted: April 15, 2023

Published: June 30, 2023

Keywords:

Corporate Image,
Customer Satisfaction,
Digital Banking,
Service Quality,
Social Media Promotion.

Identifier:

Zera Open

Page: 1-17

<https://zeraopen.com/journal/ibr>

This study aims to analyze the relationship between corporate image, social media-based online promotion, and service quality on customer satisfaction in the banking sector. The research background is rooted in the rapid digitalization that has reshaped consumer behavior and forced banks to adapt through technology-driven marketing strategies. The method employed is a qualitative approach using literature review by examining academic publications from last five years. The findings reveal that corporate image plays a significant role in strengthening customer loyalty, social media promotion enhances engagement and builds a positive brand image, while service quality remains the key foundation for achieving customer satisfaction. The integration of these three variables produces a simultaneous effect that strengthens satisfaction and loyalty. Theoretically, this study contributes to the enrichment of service marketing literature in the digital era, while practically, it provides recommendations for banks to optimize digital promotion strategies, manage corporate image, and improve service quality.

*Corresponding author:
(Nadya Dwi Kusumaningtyas)

1. Introduction

The development of the business and banking world in the last two decades has undergone significant changes along with the rapid digitalization. Digital technology has become the backbone of the operations of the service industry, including banking, which demands rapid adaptation to changing consumer behavior. The presence of digital banking services, mobile banking, and the increasing use of social media have changed the way companies interact with customers. Consumers now not only judge companies by their core products and services, but also by how they are able to maintain relationships, build a positive image, and deliver a satisfying experience through digital channels (Yang et al., 2022).

The trend of digitalization is not only affecting banking business models, but also reshaping consumer behavior. One of the prominent phenomena is the role of social media as an effective two-way promotional and communication tool. Social media allows banks to reach consumers more widely, build emotional closeness, and strengthen brand image. Recent research shows that social media-based marketing activities are able to increase customer satisfaction through strengthening brand image which functions as a mediating variable (Onuorah et al., 2022). This confirms that social media-based online promotion is not only a trend, but also a strategic need in the marketing of banking services.

Marketing in the service industry, especially banking, has a vital role in retaining customers. Marketing not only includes efforts to introduce products, but also builds long-term relationships based on trust, satisfaction, and loyalty. The marketing mix that includes products, prices, promotions, and distribution must be

adjusted to the needs of increasingly digital-savvy consumers. In this context, social media-based marketing strategies and digital marketing are important elements that affect company image and customer satisfaction (Lazuardi & Sudaryo, 2022).

One of the main indicators of the success of a service company is the level of customer satisfaction. Customer satisfaction reflects the extent to which a company is able to meet or exceed consumer expectations. In banking, this satisfaction is not only influenced by the quality of core products and services, but also by the image of the company that is built in the eyes of the public. Studies in the Jordanian banking sector confirm that the quality of digital services has a significant effect on customer loyalty with the company's image as an important mediator in the relationship (Naeem, 2019). This shows that a company's reputation can strengthen or even weaken the customer experience of banking services.

However, existing research tends to highlight more of the relationship between service quality and customer satisfaction, while the integration of corporate image factors, social media promotion, and service quality in influencing customer satisfaction is still relatively rarely explored. In fact, in today's digital era, the company's image is increasingly formed through interactions on social media, while service quality remains the main foundation in maintaining customer trust. The study of Hossain et al. (2021) even emphasizes the importance of integrating service aspects, company image, and digital social influence in shaping customer satisfaction and loyalty.

The local context, especially in Indonesia, also presents its own urgency. Indonesia's banking industry faces fierce competition, both between conventional

and Islamic banks, with customers increasingly critical of service quality and corporate image. The high use of social media in Indonesia makes digital marketing a strategic factor in building relationships with customers (Wibawa et al., 2022). Therefore, it is important to further research how corporate image, social media-based online promotions, and service quality simultaneously affect banking customer satisfaction. Based on this description, this study aims to describe the relationship between company image, social media-based online promotion, and service quality with customer satisfaction. This research is expected to make a theoretical contribution by enriching the literature on service marketing in the digital era, as well as practical contributions in the form of strategic recommendations for banking companies to improve customer satisfaction through optimal integration between company image, digital promotion strategy, and quality service.

2. Literature Review

2.1. Marketing, Marketing Strategy, and Marketing Mix

Marketing is one of the main functions in maintaining the continuity of service companies, including banking. In this context, marketing is not only focused on product promotion, but also on efforts to build long-term relationships with customers. An effective marketing strategy aims to create value, improve the customer experience, and maintain their loyalty. The marketing mix, which consists of products, prices, promotions, and distribution, is an important foundation that must be adapted to consumer needs in the digital era. Banking products are now more technology-based, service distribution increasingly relies on digital channels,

while promotions are mostly carried out through social media and other digital platforms.

The study of Lazuardi and Sudaryo (2022) emphasizes that digital marketing is able to significantly affect customer satisfaction while strengthening the company's image. This shows that there is a synergy between digital promotion strategies and the company's reputation in shaping customer perception. Furthermore, Ibrahim et al. (2021) found that social media-based marketing activities increase customer satisfaction through brand image mediation. Thus, understanding the marketing mix in the digital era cannot be separated from the integration of social media strategies as the main means of reaching customers.

2.2. Company Image and Social Media-Based Online Promotion

A company's image is a consumer's perception of the reputation, credibility, and trust that a company has built in the eyes of the public. In the banking sector, a positive image is an important asset to attract and retain customers. The presence of social media accelerates the formation of a company's image because the interaction between banks and customers takes place openly and in real time. Social media-based promotions allow companies to build emotional closeness with consumers, increase engagement, and create interactive experiences that contribute to a positive image. According to Naeem (2019), the company's image plays an important role as a mediator in the relationship between the quality of digital services and the loyalty of banking customers. Meanwhile, Hossain et al. (2021) emphasized that the integration between company image, service quality, and digital social influence can increase customer satisfaction and loyalty. This shows that social media promotion not only

serves as a marketing tool, but also as a means of strengthening a company's reputation in the digital era.

2.2. Service Quality and Customer Satisfaction

Service quality is a major determinant in shaping customer satisfaction. In the banking industry, service quality includes the reliability of digital systems, ease of access, transaction security, and responsiveness of customer service. Customer satisfaction arises when the services provided meet or exceed consumer expectations. In addition, good service quality can strengthen the company's image while increasing customer loyalty. Yang et al. (2022) found that service quality is closely related to customer satisfaction and loyalty, with corporate image and social influence as moderation factors. Ahmed et al. research (2022) also shows that the quality of service in sharia mobile banking has a significant effect on customer satisfaction and perception. Thus, service quality can be seen as the foundation that supports other variables, such as company image and digital promotion, in shaping overall customer satisfaction.

3. Methods

This study uses a qualitative approach with a literature study method. The qualitative approach was chosen because the research focuses on an in-depth understanding of the relationship between conceptual variables, namely company image, social media-based online promotion, service quality, and customer satisfaction. Qualitative research allows researchers to interpret non-numerical data by emphasizing the meaning, context, and dynamics behind the phenomenon being

studied. Thus, this study does not aim to produce statistical generalizations, but rather to provide a comprehensive conceptual picture of the topic studied.

Literature studies are considered relevant because the phenomenon of customer satisfaction in the context of digital banking and service marketing has been widely researched in various scientific publications. Through a search of the latest literature, this study identifies key variables that are often discussed, examines previous empirical findings, and reveals research gaps that are still rarely explored. The data collection process was carried out by accessing scientific articles from Google Scholar and other academic databases with a span of the last five years. The selected articles cover the topics of corporate image, social media promotion, service quality, and customer satisfaction in the context of banking, both conventional and sharia.

The research stage starts from the process of identifying keywords, including “corporate image”, “social media promotion”, “service quality”, “customer satisfaction”, and “banking industry”. These keywords are used to filter relevant articles. Furthermore, the articles obtained were evaluated based on the relevance of the topic, the year of publication, and their contribution to the conceptual framework of the research. Only articles that meet academic quality criteria, such as published in indexed journals or reputable proceedings, are then further analyzed.

Data analysis is carried out through content analysis techniques, which are examining the content of the literature to find key themes, relationships between variables, and consistent patterns. For example, articles on service quality are evaluated to see which digital service indicators have the most impact on customer

satisfaction. Articles on social media promotion are reviewed to identify forms of digital marketing activities that are effective in improving the company's image. Meanwhile, articles that discuss company image are analyzed to understand how reputation moderates the relationship between service and satisfaction. From the results of this analysis, the researcher then compiled a synthesis that integrated the previous findings into a more comprehensive conceptual framework.

To maintain validity, this study uses source triangulation, which is by comparing findings from various different articles to ensure consistency of results. If there are differences in findings, these differences are further analyzed to find contextual factors that may be influencing, such as differences in banking systems (conventional vs. sharia), market characteristics, or the level of digital penetration in a country. Thus, the results of the research are expected to be not only descriptive but also interpretive, highlighting the local context as well as global relevance. With a qualitative approach based on literature studies, this study is expected to provide a comprehensive overview of the relationship between corporate image, social media-based online promotion, and service quality in shaping customer satisfaction, especially in the Indonesian banking industry.

4. Results

A comprehensive analysis of various scientific literature reveals a complex and synergistic relationship between corporate image, social media-based online promotion, service quality, and customer satisfaction in the banking sector. The results of this synthesis show that these four elements do not operate in isolation,

but rather interact with each other simultaneously to shape customer perceptions, experiences, and loyalty. Understanding these dynamic interactions is crucial for banks that want to maintain competitiveness and relevance in an increasingly competitive digital era. Company image has proven to be a fundamental factor in determining customer satisfaction. A positive image reflects a strong reputation, integrity, and public trust in the company. In the banking industry, trust is not just an added value, but a major capital. Without trust, banks cannot establish long-term relationships with customers. A solid image serves as an unspoken guarantee to customers that the bank is reliable and reliable.

Al-Shormana et al., (2022) affirm this role by stating that corporate image acts as an important mediator between the quality of digital services and customer loyalty. This means that even though banks have provided the best digital services, customer loyalty will be better maintained if supported by a strong corporate image. A good image provides a halo effect, where customers tend to forgive small shortcomings because they already have an overall positive perception of the bank. Conversely, a negative image can damage a relationship, even if the service provided is satisfactory.

Meanwhile, service quality remains an irreplaceable basic element. In the context of digital banking, the quality of service includes various technical and functional aspects, such as the reliability of mobile banking applications, transaction speed, system security, and ease of access and use. Services that don't meet customer expectations can quickly erode the positive image that has been built and make digital promotion ineffective. Ahmed et al. (2022) found that in the context of sharia mobile banking, the main indicators of customer satisfaction are ease of use and quality of

information. These findings underscore the importance of providing an intuitive, fast, and transparent service. High-quality service is the main foundation that allows banks to build sustainable and mutually beneficial relationships with their customers.

In the digital era, online promotion through social media has become the dominant marketing strategy. Social media opens up space for two-way interactions, allowing banks to not only disseminate information, but also create engagement and build emotional closeness with customers. Effective promotion on this platform can increase positive perceptions and strengthen the company's image significantly. Research by Onuorah et al. (2022) specifically proves that social media-based promotional activities are able to significantly increase customer satisfaction through brand image mediation. These findings confirm that social media is not just a communication tool, but a strategic instrument that has the potential to strengthen a bank's reputation. Through relevant and interactive content, banks can highlight their values, promote products, and respond to customer feedback directly. These responsive and personalized interactions help foster a sense of community and trust.

In Indonesia, the local context further strengthens the relevance of digital promotion. The high penetration of social media makes this strategy a must. A study by Lazuardi and Sudaryo (2022) confirms that digital marketing contributes positively not only to satisfaction, but also to strengthening the company's image, especially in Islamic banks. This shows that a bank that is consistent in its digital marketing strategy can gain a significant competitive advantage in the domestic market. Customer satisfaction is not the result of a single factor, but rather the effect of the simultaneous interaction between these three aspects. Santoso and Christanto

(2022) show that service quality, corporate image, service fairness, and digital social influence collectively contribute to customer satisfaction and loyalty. These findings reinforce the idea that modern banks should adopt a holistic approach. A strategy that focuses only on one aspect, for example only promoting an image without satisfactory service support, will lose its credibility.

In addition, research also indicates a close relationship between satisfaction and loyalty. Customer satisfaction not only keeps them going, but also encourages them to recommend services to others. Social media plays an important role in increasing customer retention, as high satisfaction encourages consumers to remain loyal while also becoming indirect promotional agents for the company. Satisfied customers can serve as the most effective brand ambassadors, spreading positive testimonials that are often more convincing than paid advertising.

In the context of Islamic banking in Indonesia, Darmawan (2018) found that the quality of service and company image contribute greatly to maintaining customer loyalty. Although this research was conducted a few years ago, its relevance remains high given the rapid growth of Islamic banks and the fierce competition they face. Similarly, research by Santoso and Christanto (2022) in Yogyakarta reinforces these results by showing that service quality and company image have a significant effect on customer satisfaction, which ultimately increases loyalty. This confirms that the bank's strategy to retain customers in the long term cannot be separated from the superior service aspect and irreproachable reputation.

Overall, the literature analyzed illustrates a consistent pattern: good service quality reinforces satisfaction, a positive corporate image strengthens consumer

perception, and digital promotion helps amplify those positive influences. The integration of these three elements creates an ecosystem that supports the success of banking in the digital era. Therefore, modern banking strategies must be oriented towards the simultaneous management of these three aspects. Banks that are able to align qualified digital services, build a positive and trusted image, and carry out effective promotions on social media, will be in a leading position to achieve and maintain customer loyalty. This success depends not only on the products and services offered, but also on how the bank manages its reputation, interacts with the public, and meets customer expectations in a consistent and integrated manner.

5. Discussion

The results of this study show that company image, social media-based online promotion, and service quality are three important variables that simultaneously affect customer satisfaction. These three variables cannot be viewed as separate entities, but rather as complementary and reinforcing systems. These findings are consistent with previous studies that emphasize the importance of integrated marketing strategies in the digital banking era. First, the role of the company's image has proven to be very crucial. A positive image built through reliable service, consistent reputation, and effective communication is the foundation of customer trust. In the risk-laden banking industry, trust is the key capital. Research by Al-Shormana et al., (2022) confirms that corporate image serves as an important mediator in increasing customer loyalty. These findings indicate that companies with

a good reputation will find it easier to maintain long-term satisfaction, even when there are occasional service interruptions.

Second, social media-based online promotion has emerged as a strategic instrument in reaching out and building engagement with consumers. Social media allows banks to interact in real time, create emotional connections, and increase brand awareness. These activities not only contribute to product promotion, but also strengthen the company's image in the eyes of the public. The study of Ibrahim et al. (2021) confirms that social media promotion can increase customer satisfaction through strengthening brand image. In the context of Indonesia, where social media penetration is very high, this strategy is becoming increasingly relevant. Banks that are able to use social media effectively will be superior in building an image while maintaining consumer satisfaction.

Third, service quality remains the core in determining customer satisfaction. No matter how good the company's image or digital promotion strategy is implemented, if the quality of service does not meet expectations, then customer satisfaction will not be achieved. Digital banking services must guarantee aspects of security, convenience, speed, and ease of use. The findings of Ahmed et al. (2022) emphasize that the quality of service in Islamic mobile banking greatly affects consumer perception and satisfaction. This shows that the quality of digital services is the main determining factor in maintaining long-term relationships with customers in the era of financial technology.

Further discussion also revealed that the integration of the three variables forms a mutually reinforcing cycle. Good service quality increases satisfaction,

satisfaction strengthens the company's image, and a positive image magnifies the effectiveness of social media promotions. Conversely, if any of these aspects are weak, then the impact will diminish the overall consumer experience. For example, poor service can damage a company's image and make digital promotion ineffective. As such, banking companies must manage these three aspects in an integrated manner in order to achieve continued customer satisfaction and loyalty.

In the local context of Indonesia, this discussion has strategic relevance. Indonesia's banking industry faces stiff competition, both between conventional and sharia banks. The high use of social media in Indonesia makes digital promotion a must, not just an option. Banks that are able to integrate corporate image, social media promotion, and service quality will be more competitive in attracting and retaining customers. In addition, Indonesian customers who are increasingly critical of digital services demand companies to continue to innovate in providing the best experience. Theoretically, this study contributes by enriching the literature on service marketing, especially in integrating three main variables within the same framework. Meanwhile, practically, the results of this research can be a reference for banking management to design a digital marketing strategy that is oriented towards customer satisfaction. The focus is not only on improving service quality, but also on managing the company's image and utilizing social media as a strategic communication tool.

6. Conclusion

This research confirms that customer satisfaction is the result of the complex interaction between company image, social media-based online promotion, and

service quality. These three variables complement and strengthen each other in shaping customer experience of banking services. A positive company image plays an important role in creating a good perception in the eyes of customers. A strong reputation not only increases trust, but also strengthens customer loyalty in the long run. Social media-based promotions, on the other hand, have proven to be an effective strategic means of reaching consumers, building emotional relationships, and strengthening the company's brand image. Meanwhile, service quality remains the main foundation in creating satisfaction. Safe, accessible, fast, and on-demand services will encourage consumers to remain loyal to the banking services offered. The integration between these three variables results in a significant simultaneous impact on customer satisfaction.

Good service quality will increase satisfaction, satisfaction will strengthen the company's image, and a positive image will magnify the effectiveness of digital promotions. Thus, banking companies that want to maintain a competitive advantage need to manage these three aspects in an integrated manner. Theoretically, this research contributes to enriching the service marketing literature by integrating company image, digital promotion, and service quality as determining factors for customer satisfaction. Meanwhile, practically, this research can be used as a reference by banking management to design a digital marketing strategy that focuses on improving service quality, managing company image, and utilizing social media optimally. In the end, this study confirms that the success of banking companies in the digital era is not only determined by products or services alone, but also by how

the company builds a positive image, communicates effectively through social media, and provides a superior service experience according to consumer expectations.

References

Ahmed, S., Mohiuddin, M., Rahman, M., Tarique, K. M., & Azim, M. (2022). The impact of Islamic Shariah compliance on customer satisfaction in Islamic banking services: mediating role of service quality. *Journal of Islamic Marketing*, 13(9), 1829-1842.

Al-Shormana, H., Al-Zyadat, A., Khalayleh, M., Al-Quran, A. Z., Alhalalmeh, M. I., Mohammad, A., & Al-Hawary, S. (2022). Digital Service Quality And Customer Loyalty Of Commercial Banks In Jordan: The Mediating Role Of Corporate Image. *Inf. Sci. Lett*, 11(6), 1887-1896.

Darmawan, D. (2018). The Effect of Service Quality, Customer Satisfaction and Corporate Image on Customer Loyalty in the banking sector in Indonesia. *Journal of Business and Management (IOSR-JBM)*, 19(11), 46-51.

Hossain, M. A., Yesmin, M. N., Jahan, N., & Kim, M. (2021). Effects Of Service Justice, Quality, Social Influence And Corporate Image On Service Satisfaction And Customer Loyalty: Moderating Effect Of Bank Ownership. *Sustainability*, 13(13), 7404.

Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop facebook pages: Exploring sequential mediation mechanism. *Sustainability*, 13(4), 2277.

Lazuardi, A. R., Ts, A. R., & Sudaryo, Y. (2022). Influence of Digital Marketing on Customer Satisfaction Of Bank Jabar Banten Syariah (BJBS) and the Implications On Corporate Image. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(1), 4036-4048.

Naeem, M. (2019). Do Social Networking Platforms Promote Service Quality And Purchase Intention Of Customers Of Service-Providing Organizations?. *Journal of Management Development*, 38(7), 561-581.

Onuorah, C. P., Ojiaku, O. C., & Olise, M. C. (2022). Effect Of Social Media Marketing On Customer Brand Engagement In The Banking Industry: Evidence From An Emerging Economy. *Management & Marketing Journal*, 20(2).

Santoso, S., & Christanto, Y. M. (2022). The Influence Of Service Quality, Corporate Image, And Customer Satisfaction On Customer Loyalty In Banking Sector in Yogyakarta. *International Journal of Research in Business and Social Science*, 11(7), 9-16.

Wibawa, B. M., Baihaqi, I., Nareswari, N., Mardhotillah, R. R., & Pramesti, F. (2022). Utilization of social media and its impact on marketing performance: A case study of SMEs in Indonesia. *International Journal of Business & Society*, 23(1).

Yang, Q., Hayat, N., Al Mamun, A., Makbul, Z. K. M., & Zainol, N. R. (2022). Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. *Plos one*, 17(3), e0264899