



The Implementation of Social Media Marketing and Service Quality in Increasing Customer Purchase Intention at PT. SUCOFINDO (Persero) SBU Mineral

Dedih Budiawan Sugianto¹, Amrin^{2*}, Anwar T³, Andi Ningrat⁴,
Arifin H Abd Majid⁵, Muhammad Ilham⁶

^{1,2,5}Marketing, Innovation, and Technology Department, Politeknik Maritim AMI Makassar, Indonesia

^{3,6}Port Management Department, Politeknik Maritim AMI Makassar, Indonesia

⁴Sea Transportation Department, Politeknik Maritim AMI Makassar, Indonesia

Email: dedihbs@gmail.com¹, amrinpettarani72@gmail.com^{2*}, anwarthr@gmail.com³, autadaaning@gmail.com⁴,
arifin.pitpolimarim@gmail.com⁵, muhammadilhamavr23@gmail.com⁶

*Corresponding Author: amrinpettarani72@gmail.com

Abstract. This study aims to analyze the influence of Social Media Marketing (X1) and Service Quality (X2) on the Purchase Intention (Y) of customers at PT Sucofindo (Persero) SBU Mineral. Employing a quantitative approach, data were gathered using Likert-scale questionnaires distributed to 100 corporate respondents representing Key Account and Regular Account customers. The data analysis technique used was multiple linear regression executed through SPSS software. The instrument testing results confirmed that all questionnaire items were valid and reliable. Classical assumption tests verified that the regression model met the normality requirements and was free from multicollinearity. Partially, both Social Media Marketing and Service Quality proved to have a positive and significant effect on Purchase Intention. Through a strong coefficient of determination (Adjusted R Square), this research model is able to significantly explain the variance in customer purchase intention, while the remainder is influenced by other factors outside the model. These findings emphasize the vital importance of integrating interactive digital communication activities and consistent technical operational service quality in maintaining customer preferences in the B2B mineral sector market

Keywords: Customer Preference; Digital Communication; Purchase Intention; Service Quality; Social Media Marketing.

1. INTRODUCTION

The mining and mineral sector in Indonesia is currently moving in a strategically significant direction. Alongside government policies promoting downstream industrialization and increasingly stringent national and international quality standards, mining commodities are no longer simply extracted and sold. There is growing demand for transparency in processes, occupational safety, and accuracy of product quality prior to entry into domestic and export markets. The Testing, Inspection, and Certification (TIC) industry occupies a frontline role in this context. Through laboratory analyses, field inspections, and certification issuance, TIC companies act as independent third parties that provide legal compliance assurance and security for business actors.

For mineral exporters, these services have become mandatory. Recent policies such as Minister of Energy and Mineral Resources Regulations No. 17 and 18 of 2025 explicitly require compliance with quality standards and technical operational reporting (JDIH ESDM, 2025). This requirement is reinforced by Minister of Trade Regulation (Permendag) No. 11 of 2024, which amends provisions on the export of processed and refined mining products and mandates technical verification by independent surveyors prior to loading; results must be documented

in a Surveyor Report (LS) as a compulsory export document. Thus, quality testing services are no longer optional operational activities but regulatory necessities that determine business continuity for mining companies.

As a state-owned enterprise (BUMN) prominent in the TIC sector, PT Sucofindo (Persero), particularly through its Strategic Business Unit (SBU) Mineral, plays a central role in this ecosystem. SBU Mineral categorizes customers into Account types: Key Account (major customers with substantial revenue contributions), Regular Account, and Retail Account. However, the sizable TIC market has attracted new private competitors, both national and international, that aggressively offer alternative services. This increased competition has begun to affect company performance. Based on internal company data, SBU Mineral's operating revenue realization at the start of 2025 exhibits fluctuation and a year-on-year (y-o-y) decline relative to the same period in the previous year. This trend indicates changes in customer fulfillment behavior or a weakening of corporate customers' purchase intention toward the services offered.

Purchase intention is a key leading indicator of actual buying behavior because it reflects an individual's willingness to purchase and confidence in a brand (Nastiti et al., 2021). According to Usman et al. (2024), when facing instability in performance targets and market fluctuations, companies must optimize available technological assets and resources to foster positive customer perceptions that ultimately stimulate purchase intention.

A highly relevant factor shaping purchase intention in the modern era is Social Media Marketing (SMM). Advances in information technology have fundamentally altered how consumers search for, evaluate, and interact with service providers (Anwar et al., 2025). By enabling cost-effective, two-way communication without temporal barriers, social media has become a crucial marketing instrument (Swasti et al., 2024). In technical B2B service industries such as PT Sucofindo's SBU Mineral, social media is not limited to direct promotion or entertainment; it functions as a strategic professional communication channel for conveying technical competence, laboratory capabilities, and regulatory updates to corporate customers.

However, digital communication in the virtual realm will lose its significance if it is not accompanied by tangible performance in the field. Accordingly, the second primary determinant of customers' purchase intention is service quality. Service quality reflects the company's ability to meet or exceed customer expectations (Singh et al., 2023). In the mineral industry characterized by very high operational and financial risks customers have minimal tolerance for data errors or process delays. Drawing on the SERVQUAL model, service quality is assessed through five dimensions: tangibles, reliability, responsiveness, assurance, and

empathy. For customers of the Mineral SBU of PT Sucofindo, service quality is concretely manifested in the reliability and accuracy of laboratory test results, the professionalism and competency assurance of auditing personnel, and responsiveness in the form of turnaround time for Surveyor Reports. Consistent delivery of high-standard physical service quality fosters customer satisfaction, which empirically drives repeat purchase intention and long-term service commitment (Wibawa et al., 2024).

Although the effects of social media marketing and service quality on purchase intention have been widely studied, most prior research has focused on the retail sector, the airline industry, or B2C consumer services (e.g., Ying et al., 2025; Xia et al., 2024). Empirical studies that specifically examine corporate customer behavior in the Testing, Inspection, and Certification (TIC) industry within the mineral sector particularly within state-owned enterprises (BUMN) such as PT Sucofindo remain scarce. The regulated nature of the industry and the complexity of B2B decision-making underscore the current study's importance and urgency.

Motivated by performance fluctuations and the need to align digital communication with operational excellence, this study rigorously examines the application of social media marketing and service quality in enhancing purchase intention among customers of PT SUCOFINDO (Persero) Mineral SBU. The findings are expected to provide practical guidance for management in formulating targeted digital marketing strategies without neglecting the standardization of physical service quality central to the company's business.

2. THEORETICAL REVIEW

Theory Of Planned Behavior

In Predicting Health Behaviour (Conner & Norman, 2005), the Theory of Planned Behavior (TPB) is described as a model from social psychology that explains individual decision-making when performing actions. TPB is widely used to understand behaviors across professional and organizational contexts. It extends the Theory of Reasoned Action (TRA) by emphasizing the role of perceived behavioral control alongside attitude and subjective norms as determinants of intention and behavior.

Social Media Marketing

Social media marketing (SMM) refers to the use of online social media platforms (social media platforms/SMPs) for marketing purposes. Akar and Topcu (2011), cited in Sheth (2018), define SMM as "the use of social media channels to promote a company and its products." This aligns with Drury (2008), who describes SMM as "the utilization of existing social media

platforms to increase brand awareness among consumers on online platforms through the use of word of mouth (WOM) principles." SMM offers several benefits, including facilitating the exchange of ideas and information among consumers and enabling two-way communication between brands and consumers, which can reduce consumer bias and enhance brand equity (Sheth, 2018; Kim & Ko, 2012).

Service Quality

Service quality denotes the level of excellence of services provided by a company. It is manifested in the company's ability to meet or exceed customer expectations across service delivery dimensions such as reliability, responsiveness, assurance, empathy, and tangibles (Singh et al., 2023; Parasuraman and Berry, 1991).

3. RESEARCH METHODS

This study employed a quantitative survey-based approach to examine the relationship between social media marketing and service quality and purchase intention at PT Sucofindo (Persero) Strategic Business Unit (SBU) Mineral. The quantitative approach was selected because the study focuses on statistically testing relationships among variables based on empirical data collected directly from respondents. The population comprised all 196 customers of PT Sucofindo (Persero) SBU Mineral. The sample size was determined using the Slovin formula, resulting in 100 respondents serving as the units of analysis. The sample selection process employed a non-probability sampling technique using an accidental sampling approach, in which respondents were selected based on the availability and willingness of customers encountered directly to participate in the study.

Before being used for data collection, the research instrument was assessed for suitability through validity and reliability tests to ensure that each indicator accurately and consistently measured the intended variable. Furthermore, classical assumption tests were conducted, including normality and multicollinearity tests, as prerequisites for applying multiple linear regression analysis.

All data processing was conducted using SPSS software. The analytical techniques included multiple linear regression to examine the relationships among the variables, a partial test (t-test) to identify the individual effect of each independent variable, and a simultaneous test (F-test) to assess the collective effect of both independent variables on customer satisfaction. In addition, the coefficient of determination (R^2) was used to measure the proportion of variance in purchase intention explained by social media marketing and service quality.

4. RESULTS AND DISCUSSION

Validity And Reliability Test Results

Validity testing assessed the ability of the research instrument to measure the intended variables. The results indicate that all questionnaire items for social media marketing, service quality, and purchase intention have r calculated values greater than the critical r table value of 0.1266; therefore, all items are deemed valid and suitable for use in the study.

Reliability testing evaluated the internal consistency of the research instrument. All variables yielded Cronbach's Alpha values greater than 0.60; consequently, the instruments are declared reliable and suitable for consistent data collection.

Results Of Classical Assumption Tests

Normality Test

Based on the Kolmogorov–Smirnov test, the significance value (Sig.) is 0.200 (> 0.05), indicating that the regression residuals are normally distributed.

Multicollinearity Test

The calculation results indicate that tolerance values for all independent variables exceed 0.10 and that variance inflation factor (VIF) values are well below 10. These results confirm the absence of multicollinearity and of excessively high linear relationships among the independent variables in the model..

Results Of Multiple Linear Regression Analysis

Coefficient Of Determination

The adjusted coefficient of determination (Adjusted R Square) indicates that the model explains 86.1% of the variance in the dependent variable. The remaining 13.9% of variance is attributable to variables outside the model that were not included in this study.

Results Of Multiple Linear Regression Analysis

a. Partial Test Results (t-TEST)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.994	1.324		3.016	.003
	CorporateImage	.238	.032	.370	7.561	.000
	SocialMediaMarketing	.284	.033	.379	8.610	.000
	ServiceQuality	.191	.025	.378	7.501	.000

a. Dependent Variable: PurchaseIntention

Figure 1. Partial Test Results.

Based on the partial (t-test) results reported in the coefficients table, both independent variables Social Media Marketing (X1) and Service Quality (X2) exert a statistically significant partial effect on the dependent variable, Purchase Intention (Y). Each variable's significance value is less than 0.05.

- a) The Social Media Marketing variable (X1) has an unstandardized regression coefficient (B) of 0.379, $t = 8.610$, and significance = 0.000. Therefore, H1 is accepted.
- b) The Service Quality variable (X2) has an unstandardized regression coefficient (B) of 0.378, $t = 7.501$, and significance = 0.000. Therefore, H2 is accepted.

Discussion

Effect of Social Media Marketing on Purchase Intention

The regression results for Social Media Marketing show $B = 0.379$, $t = 8.610$, and significance = 0.000, indicating that H1 is accepted. Partially, Social Media Marketing (X1) exerts a positive and significant effect on the Purchase Intention of PT Sucofindo (Persero) SBU Mineral customers (Y). This suggests that the company's marketing activities on social media increase customers' interest and intention to use the offered services. Social media functions as an effective communication channel to disseminate information, foster interactions, strengthen corporate credibility, and raise customer awareness of available services. This result is consistent with Ying et al. (2025), who found that social media marketing variables are significantly related to purchase intention.

Ngo et al. (2025) reported that dimensions of Social Media Marketing Activities (SMMA), such as informativeness, interactivity, personalization, trendiness, entertainment, and electronic word-of-mouth, positively influence consumers' perceptions of quality, value, and trust, thereby increasing purchase intention. K. S. and Massand (2025) similarly found that SMMA components—electronic word-of-mouth, interaction, customization, and advertising—significantly affect purchase intention. Additional support is provided by Chafidon et al. (2022), Salhab et al. (2023), and Sandyatama and Istanti (2025), who assert that social media marketing drives consumer purchase intentions through enhanced engagement, communication, and exposure to information.

Effect of Service Quality on Purchase Intention

The regression results for Service Quality show $B = 0.378$, $t = 7.501$, and significance = 0.000, indicating that H2 is accepted. Partially, Service Quality (X2) exerts a positive and significant effect on the Purchase Intention of PT Sucofindo (Persero) SBU Mineral customers (Y). This finding indicates that perceived service quality is a key determinant of customers' intentions to use PT Sucofindo SBU Mineral services: higher perceived service quality

increases the likelihood that customers will select and use the company's services. This outcome aligns with Gunawan and Indrinanto (2025), who reported a positive and significant effect of service quality on purchase intention, and with Hanaysha, Ramadan, and Alhyasat (2025), who found that perceived service quality positively influences purchase intention directly and via increased customer trust.

5. CONCLUSIONS AND RECOMMENDATIONS

Social Media Marketing has a positive and significant effect on the Purchase Intention of PT Sucofindo (Persero) SBU Mineral customers, indicating that effective social media marketing can increase customers' intention to use the company's services. Service Quality also has a positive and significant effect on Purchase Intention, indicating that higher perceived service quality increases customers' intention to use PT Sucofindo SBU Mineral's services.

PT Sucofindo SBU Mineral should optimize its Social Media Marketing strategy, as this variable has the most dominant influence on purchase intention. The company can enhance digital content quality to be more informative, educational, and relevant to mineral-industry customers and should strengthen interactions with customers across social media platforms.

PT Sucofindo SBU Mineral should continuously maintain and improve service quality by enhancing human resource competencies, service responsiveness, timeliness of job completion, and the capacity to provide solutions that align with customer needs. Consistent service quality will increase customer confidence in using the company's services.

REFERENCES

- Anwar, Ilham, M., & Amrin. (2025). The influence of learning orientation, strategic renewal, and ICT usage on organizational performance through innovation capability. *Jurnal Ilmiah Manajemen Kesatuan*, 13(6), 4347–4360. <https://doi.org/10.37641/jimkes.v13i6.4070>
- Chafidon, M. A. A. Z., Margono, M., & Sunaryo, S. (2022). Social media marketing on purchase intention through mediated variables of perceived value and perceived risk. *Interdisciplinary Social Studies*, 1(9), 1182–1195. <https://doi.org/10.55324/iss.v1i9.228>
- Gunawan, G., & Indrinanto, A. T. L. (2025). The influence of airline image and service quality on purchase intention and its impact on passenger loyalty of Lion Air. *Journal Research of Social Science, Economics, and Management*, 4(11), 2012–2027. <https://doi.org/10.59141/jrssem.v4i11.895>
- Hanaysha, J. R., Ramadan, H. I., & Alhyasat, K. M. K. (2025). Exploring the impact of customer reviews, website quality, perceived service quality, and product assortment on online purchase intention: The mediating role of trust. *Telematics and Informatics Reports*, 19, 100236. <https://doi.org/10.1016/j.teler.2025.100236>

- K S, D., & Massand, A. (2025). A study on reflective factors of social media marketing activities and its influence on purchase intention of Gen Z. *Acta Psychologica*, 259, 105459. <https://doi.org/10.1016/j.actpsy.2025.105459>
- Kementerian Energi dan Sumber Daya Mineral. (2025). Laporan kinerja Direktorat Jenderal Mineral dan Batubara tahun 2024. Kementerian Energi dan Sumber Daya Mineral Republik Indonesia.
- Nastiti, D. M., Syavaranti, N., & Aruman, A. E. (2021). The effect of corporate re-branding on purchase intention through the brand image of PT Pelita Air Service. *Journal of Consumer Sciences*, 6(1), 40–61. <https://doi.org/10.29244/jcs.6.1.40-61>
- Ngo, T. T. A., An, G. K., Dao, D. K., Nguyen, N. Q. N., Phong, B. H., Nguyen, N. Y. V., & Nguyen, T. B. N. (2025). Leveraging social media marketing activities (SMMAs) to enhance consumer satisfaction and purchase intention for bio-cosmetics. *Acta Psychologica*, 261, 105768. <https://doi.org/10.1016/j.actpsy.2025.105768>
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Sheth, J. N. (2018). How social media will impact marketing media. In G. Heggde & G. Shainesh (Eds.), *Social media marketing: Emerging concepts and applications* (p. 72). Palgrave Macmillan. https://doi.org/10.1007/978-981-10-5323-8_1
- Singh, V., Sharma, M. P., Jayapriya, K., Kiran Kumar, B., Raj, M. A., Chander, N., & Kumar, B. R. (2023). Service quality, purchase intention and customer loyalty: A comprehensive literature review. *Journal of Survey in Fisheries Sciences*, 10(4S), 3457–3464.
- Swasti, Y., Indra, R., Sigit, N. K., Ilham, M., Mani, L., & Aras, M. (2024). The impact of social media marketing towards purchase decision: Interactive flat 61 panel display technology distribution from Indonesia's B2B market. *Journal of Distribution Science*, 22(9), 129–139. <https://doi.org/10.15722/jds.22.09.202409.129>
- Wibawa, A. B., Utama, A. P., & Titis, P. (2024). Impact of service quality on purchase intentions with consumer confidence as mediators. *European Journal of Management and Marketing Studies*, 9(1), 126–162. <https://doi.org/10.46827/ejmms.v9i1.1734>
- Xia, L., Xu, Y., Zhang, Y., Jiang, H., & Cui, B. (2024). Impact of airline social media marketing on purchase intention: Evidence from China using PLS-SEM. *Transport Economics and Management*, 2, 249–262. <https://doi.org/10.1016/j.team.2024.09.003>
- Ying, L. J., Te Chuan, L., Rashid, U. K., & Abu Seman, N. A. (2025). Social media marketing in Industry 4.0: The role of TikTok in shaping Generation Z's purchase intentions. *Procedia Computer Science*, 253, 2176–2185. <https://doi.org/10.1016/j.procs.2025.01.278>