

ABSTRACT

Customer satisfaction has an important role in a company that aims to get loyal customers to the company itself, here the author do research on customer satisfaction through social media marketing that is applied by PT Niion Indonesia Utama. Niion is one of the local brand companies engage in fashion with many models and color variants, but Niion has its own advantages that other competitors. Using materials made from parachutes, making splash proof products and foldable. In this modern era Niion uses social media as a medium to market their products to consumers. The media used to offer products are Instagram and Line. The existence of social media in this era can facilitate a company like Niion to get their customers. The purpose of this research was to find out how satisfied Niion's customers were with the services Niion did through Social Media Marketing. The type of this research is quantitative research with the total respondents as many as 100 people who are all Niion consumers by taking samples using the Importance Performance Analysis (IPA) method by assisting SPSS Version 24. The results of this study indicate that the level of consumer expectations at PT Niion Indonesia Utama with percentage of 86.82%. While the reality that was received by Niion consumers with a percentage of 81.85%.

Keywords: Customer Satisfaction, Social Media Marketing, IPA Methode