The Influence of Social Media and Service Quality on the Decision to Use Diamond Event Organizer Services

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ARTICLE INFO	ABSTRACT
	The rapid development of the business world requires business actors to continue to adapt, including in the event organizer (EO) service industry. Berlian Event Organizer is one company that has successfully utilized social media and provided quality services to attract consumer interest. This study aims to analyze the influence of social media and service quality on the decision to use services of Berlian Event Organizer. The method used is a quantitative approach with multiple linear regression analysis techniques. Research data was obtained by distributing questionnaires to 72 respondents who have used Berlian Event Organizer services. The results showed that the variables of social media (X1) and service quality (X2) have a positive and significant effect on the decision to use Berlian Event Organizer services, with the average respondent giving an affirmative answer. Based on the results of the T test, the social media variable (X1) has a significance value of 0.034 (<0.05) which means it has a significant effect on the decision to use services. Likewise, the service quality variable (X2) has a significance value of 0.000 (<0.05) which indicates a significant effect. The results of the simultaneous F test produced a significance value of 0.000, which means that social media and service quality together have a significant effect on the decision to use services. The coefficient of determination (R^2) value of 0.845 indicates that 84.5% of the variation in service usage decisions can be explained by these two variables, while the remainder is influenced by other factors outside this study. *This is an open access article under the license.*

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1. INTRODUCTION

The rapid development of the business world, both in the economic, socio-cultural, and technological systems, has resulted in businesses having to make adjustments and keep up with the times. One of the businesses that has developed with the times is a business in the field of *event organizer* services, As a result, many *event organizer* services have emerged and more and more people are using event organizer

services. To face this competition, *event organizer service entrepreneurs* must be able to understand the needs and services that satisfy service users.

In the midst of this high competition, *event organizer* business actors are required to deeply understand the needs and expectations of service users. Good and on-target service is the main key in winning client trust and creating added value for the company. This added value can be obtained by providing a service experience that is not only technically satisfying, but also provides a continuous positive impression to customers.

One example of a company that has successfully implemented this strategy is Berlian *Event Organizer*. Berlian *Event Organizer* is a company engaged in *Event Organizer* and *Wedding Organizer services* that has been established since 2006 and is a service provider for events such as *weddings, gatherings, grand openings, birthday parties, gala dinners,* and reunions. Berlian *Event Organizer* is located on Jl. Bukit Sari Raya, Banyumanik, Semarang City, Central Java. Since its inception, Berlian *Event Organizer* has been known for having an interesting, creative, structured, meticulous event concept and the development of ideas that suit the client's character.

Berlian *Event Organizer* maximizes the use of social media, especially Instagram which has been created starting in 2014, Instagram as an effective social media. Through berlianeventorganizer_beo's Instagram account, they actively share the documentation of *events* that have been handled, displaying a portfolio of activities, customer testimonials, as well as various interesting information and offers. Berlian *Event Organizer* also shows a commitment to utilizing social media, especially Instagram, as an effective marketing tool. The official Instagram account of Berlian EO has been verified (blue tick) with the number of followers reaching 28.8 thousand. They actively share event documentation, activity portfolios, customer testimonials, as well as various attractive offers. Some promotional content has even reached up to 3,839 impressions, gaining 30 to 50

Figure 1. Social Media Instagram Berlian Event Organizer
Source: Social Media Berlian *Event Organizer*, 2025

In addition to social media, Berlian *Event Organizer* also shows excellent service quality and makes it comfortable in every event that is held. According to Indrasari (2019:61), the quality of service is divided into two, namely good and bad service. Meanwhile, Tjiptono (2020:61) stated that service quality is measured by the extent to which services meet customer expectations. All employees are dressed neatly and the facilities used are complete and modern. The decorations displayed are also attractive, thus supporting the atmosphere of the event to be more lively. When it comes to reliability, EO Diamonds always keep their promises. They work according to the agreed time and carry out tasks without many mistakes. Precision and accuracy in handling each event is one of their main advantages. The team's response was also excellent. Any questions or requests from clients are responded to quickly and clearly. The communication built during the preparation process is very open, so that the client feels involved and listened to. Diamond *Event Organizer* employees have sufficient knowledge about the different types of events. They also communicate well and are polite, so they are able to provide a sense of trust and

comfort to clients. Most importantly, Diamond *Event Organizer* takes care of the client's needs and wants thoroughly. They really try to understand the expectations of each client so that the event can run as desired. Overall, Berlian *Event Organizer*'s services reflect professionalism, reliability, and high concern for customer satisfaction.

According to Prasetyo and Kusumawati (2022), social media is an internet-based application that allows users to create and share content. In marketing, social media functions to attract attention and online interaction (Wijaya, 2021), with main platforms such as Instagram, Facebook, TikTok, and YouTube (Fadillah, 2022). Maharani and Pratiwi (2023) noted that 85% of the event industry in Indonesia utilizes social media. According to Hamrul et al. (2022), social media is divided into six categories: social networks, blogs, microblogs, sharing media, social markers, and wikis. Its effectiveness is measured through reach, engagement, message consistency, upload frequency, and interactive responses (Gunawan & Prasetya, 2023).

The following is an example of the reliability and *response of the crew* carried out by Berlian *Event Organizer* through social media *whatsapp* which reminds the event that it is in accordance with what is typed in the event news:

Figure 2. Reliability and Responsiveness of Diamond *Event Organizer Crew*
Source: Social Media Berlian *Event Organizer*, 2025

Since its establishment, Berlian *Event Organizer* has handled various types of *events* ranging from *weddings,* birthdays, *gatherings, gala dinners,* to *grand openings*. Based on *the events* that have been held for the last four years, there is a fluctuation in the number of *events* handled every year. The following is data on the number of *events* handled by Berlian *Event Organizer* from 2020 to 2024.

The number of visitors to Toba Caldera Resort in 2022 and 2023 is as follows:

Table 1. *Number of Diamond Event Organizer Events 2020-2024.*

Category *Event*	2020	2021	2022	2023	2024	Total Per *Event*
Wedding	19	27	28	32	36	142
Gala Dinner	3	3	3	2	3	14
Gathering	3	4	6	5	5	23
Grand Opening	2	3	3	3	3	14
Birthday Party	10	10	12	14	15	61
Total	37	47	52	56	62	254

Source: Data processed 2024

From the data in the table above, it can be seen that the use of Diamond *Event Organizer* services increased from 2020 to 2024, with a peak in 2024. *Wedding Events* were the most dominant event category, with a total of 142 events over five years, showing a high demand trend for wedding services, followed by *Birthday Party Events* with 61 *events*, which also showed significant growth each year. The average growth in the number of *events* per year is around 6-7 *events,* which reflects positive developments in the *event organizer industry*.

According to Wulandari (2024:70), consumption decisions are individual actions in choosing and using products or services. Sandra (2021:132-133) refers to it as the process of acquiring and using goods, while Andriani (2021:8-9) emphasizes that usage decisions are influenced by price, promotion, product quality, and service quality. Several studies show that social media and service quality play an important role in influencing consumers' decision to use *Event Organizer* (EO) services. Lestari and Pratama (2020) found that social media has a positive and significant influence on consumers' decisions in choosing EO services. Hidayati (2021) shows that service quality has a direct effect on service usage decisions through customer satisfaction. Santoso and Dewi (2022) emphasized that social media and service quality simultaneously have a significant effect on consumer decisions. Meanwhile, Amelia et al. (2023) stated that effective social media strategies and excellent service are able to build a positive image of EO, increase trust, and encourage decisions to use services. In line with that, Ramadhan and Salsabila (2024) also prove that social media and service quality together have a strong influence on customer decisions in choosing EO Diamonds.

Based on the phenomenon that occurred, "The Influence of Social Media and Service Quality on the Decision to Use Diamond *Event Organizer* Services" is an interesting title to be researched.

2. METHODS

According to Sugiyono (2025:126), a population is an entire object or subject with certain characteristics that researchers set to study. The population of this study includes all clients who have used Berlian Event Organizer services for the past 4 years.

$$n = \frac{254}{(1+254(0.1)^2}$$

Information:
n = Number of samples
N = Total population (254 people) e = Margin of
error (10% or 0.1)

Account:

$$n = \frac{254}{(1+254(0.1)^2}$$

$$n = \frac{254}{(1+254(0,01)}$$

$$n = \frac{254}{(1+2,54)}$$

$$n = \frac{254}{3,54}$$

n = 71.75

So, the minimum number of samples required is around 72 respondents. Although slightly below the ideal number, this number is still considered representative and can be used for analysis, noting that the *margin of error* is slightly greater than 10%. The data collection used in this study is quantitative data using primary and secondary sources

3. FINDINGS AND DISCUSSION

3.1. Results

1) Data Quality Test
a. *Validity Test*

Table 2. *Validity Test Results*

Variabel	Indicator	R count	R table	Criterion
X1 Social Media	Item 1	0,469	0,231	Valid
	Item 2	0,495	0,231	Valid
	Item 3	0,470	0,231	Valid
	Item 4	0,572	0,231	Valid
	Item 5	0,303	0,231	Valid
	Item 6	0,554	0,231	Valid
	Item 7	0,492	0,231	Valid
	Item 8	0,688	0,231	Valid
	Item 9	0,870	0,231	Valid
	Item 10	0,759	0,231	Valid
	Item 11	0,827	0,231	Valid
	Item 12	0,771	0,231	Valid
	Item 13	0,489	0,231	Valid
	Item 14	0,491	0,231	Valid
	Item 15	0,573	0,231	Valid
X2 Quality Service	Item 1	0,663	0,231	Valid
	Item 2	0,664	0,231	Valid
	Item 3	O,723	0,231	Valid
	Item 4	0,617	0,231	Valid
	Item 5	0,498	0,231	Valid
	Item 6	0,558	0,231	Valid
	Item 7	0,681	0,231	Valid
	Item 8	0,643	0,231	Valid
	Item 9	0,591	0,231	Valid
	Item 10	0,554	0,231	Valid
	Item 11	0,515	0,231	Valid
	Item 12	0,706	0,231	Valid
	Item 13	0,403	0,231	Valid
	Item 14	0,469	0,231	Valid
	Item 15	0,552	0,231	Valid
Y Decision Use	Item 1	0,469	0,231	Valid
	Item 2	0,741	0,231	Valid
	Item 3	0,517	0,231	Valid
	Item 4	0,634	0,231	Valid
	Item 5	0,669	0,231	Valid
	Item 6	0,642	0,231	Valid
	Item 7	0,709	0,231	Valid
	Item 8	0,558	0,231	Valid
	Item 9	0,804	0,231	Valid
	Item 10	0,634	0,231	Valid
	Item 11	0,647	0,231	Valid
	Item 12	0,573	0,231	Valid
	Item 13	0,740	0,231	Valid
	Item 14	0,598	0,231	Valid

| Item 15 | 0,363 | 0,231 | Valid |

Source: SPSS processed data, 2025

Overall, the results of the validity test proved that all items in the three variables, namely Social Media (X1), Service Quality (X2), and Service Use Decision (Y) had met the validity criteria. Therefore, all of these items are declared feasible and can be used in further research to support the analysis process and scientific conclusions.

b. *Reliability Test*

Table 3. *Social Media Reliability Test Results (X1)*

Reliability Statistics

Cronbach's Alpha	N of Items
.853	15

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	54.06	35.969	.391	.849
X1.2	53.86	35.192	.402	.848
X1.3	53.65	35.300	.372	.850
X1.4	53.81	33.652	.468	.846
X1.5	53.96	36.491	.167	.865
X1.6	53.81	35.342	.484	.845
X1.7	53.63	35.618	.410	.848
X1.8	53.96	33.928	.627	.837
X1.9	53.78	31.950	.838	.825
X1.10	53.78	32.598	.702	.832
X1.11	53.72	32.288	.786	.828
X1.12	53.74	32.873	.719	.832
X1.13	53.86	33.502	.337	.860
X1.14	54.33	35.775	.414	.848
X1.15	53.99	35.197	.505	.844

Source: SPSS 2025 processed data

The reliability test results of the Service Quality variable (X2) showed a *Cronbach's Alpha value* of 0.862, indicating that the instrument was very reliable. The X2.1–X2.4 indicator has a strong correlation (0.54–0.66), X2.5 is low (0.395) and needs to be reviewed, X2.6–X2.12 ranges from 0.463–0.636 with significant contribution, X2.13 is the lowest (0.304) but still feasible, while X2.14–X2.15 is quite good (0.370–0.459) and still meets the reliability requirements.

Table 4. *Results of the Reliability Test of Use Decision (Y)*
Reliability Statistics

Cronbach's Alpha	N of Items
.885	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	54.71	72.998	.356	.888
Y.2	54.31	68.441	.679	.871
Y.3	54.17	74.817	.446	.881
Y.4	54.10	72.145	.568	.877
Y.5	54.51	70.676	.601	.875
Y.6	54.51	70.760	.567	.877
Y.7	54.31	69.793	.646	.873
Y.8	54.40	73.174	.481	.880
Y.9	54.33	68.620	.761	.868
Y.10	54.10	72.145	.568	.877
Y.11	54.51	71.352	.578	.876
Y.12	54.43	72.587	.494	.880
Y.13	54.25	70.021	.687	.871
Y.14	54.37	72.604	.526	.878
Y.15	54.29	76.632	.271	.888

Source: SPSS 2025 processed data

The results of the reliability test of the Usage Decision variable (Y) showed *a Cronbach's Alpha value* of 0.885, indicating that the instrument was very reliable. Indicators Y.2, Y.5, Y.7, Y.9, and Y.13 were the most consistent (0.60–0.76), while Y.3–Y.12 was quite good (0.46–0.58). Indicators Y.1 (0.356) and Y.15 (0.271) had the lowest correlation, with Y.15 needing to be evaluated as it lowered reliability.

2) Classical Assumption Test
a. *Normality Test*

Table 5. *Shapiro-Wilk Test*

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	Df	Itself.	Statistic	df	Itself.
X1TOTAL	.059	72	.200*	.992	72	.919
X2TOTAL	.060	72	.200*	.985	72	.525
YTOTAL	.098	72	.081	.958	72	.018

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

a. Lilliefors Significance Correction
Source: SPSS processed data (2025)

All of these significance values are greater than the significance level used (α = 0.05). This shows that there is no significant difference between the distribution of data and the normal distribution, or in other words, the whole data is distributed normally.

Thus, it can be concluded that the regression model has fulfilled the assumption of residual normality, which is one of the essential requirements in classical linear regression. The fulfillment of this assumption indicates that the regression model used is statistically feasible, the regression estimation results can be interpreted and used validly, and there are no problems in the distribution of errors or residuals. Therefore, the analysis and decision-making process based on the regression model can be carried out with a high level of confidence.

b. *Multicollinearity Test*

Table 6. Multicollinearity Test
Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Itself.	Collinearity Statistics Tolerance	BRIGHT
1	(Constant)	20.748	11.203		1.852	.068		
	X1TOTAL	.072	.166	.050	.433	.666	.901	1.110
	X2TOTAL	.568	.161	.405	3.521	.001	.901	1.110

a. Dependent Variable: YTOTAL
Source: SPSS 2025 processed data

Based on the results of the analysis in the table above, it is known that the value *of the Variance Inflation Factor* (VIF) for the Social Media (X1) and Service Quality (X2) variables is 1,110 respectively, which is far below the general threshold of 10.

In addition, the *Tolerance* value of the two variables is 0.901, which is greater than the minimum tolerance limit of 0.10. This shows that there is no multicollinearity between independent variables in the regression model. In other words, there is no high linear relationship between Social Media variables and Service Quality, so each variable can contribute independently in explaining the dependent variable, namely the Decision to Use Services.

c. *Heteroscedasticity Test*

Table 7. Heteroscedasticity Test
Correlations

			X1TOTAL	X2TOTAL	ABS_RES
Spearman's rho	X1 TOTAL	Correlation Coefficient	1.000	.284*	.057
		Sig. (2-tailed)	.	.015	.635
		N	72	72	72
	X2 TOTAL	Correlation Coefficient	.284*	1.000	-.077
		Sig. (2-tailed)	.015	.	.518
		N	72	72	72

*. Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS 2025 processed data

Based on the table above, it is known that the significance value between the Social Media variable (X1) and the absolute residual (ABS_RES) is 0.635, and the significance value between the Service Quality variable (X2) and *the absolute residual* is 0.518. Both values are greater than 0.05, so based on the decision-making criteria, it can be concluded that there is no heteroscedasticity problem in the two independent variables in the model. Thus, the regression model meets the classical assumption regarding homokedasticity, which means that the residual distribution is homogeneous. This shows that the regression model used is feasible to proceed to the stage of further analysis and interpretation, because the estimation results are not biased due to the disturbance of residual variance that is not constant.

3) Multiple Linear Regression Analysis Test

$$Y = a + \beta_1 X1 + b2X2 + e$$

Information:
Y = Visitor Satisfaction
A = Coefazine Constanta
$\beta1$ = Regression Coefficient of X_1 (Facility)
$\beta2$ = Regression Coefficient of X_2 (Tourist Attractions)
X1 = Facilities
X2 = Tourist Attractions
e = *Standard Error*

Table 8. Multiple Linear Regression Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1 (Constant)	20.748	2.241		9.260	.000
X1TOTAL	.072	.033	.108	2.165	.034
X2TOTAL	.568	.032	.879	17.605	.000

a. Dependent Variable: TOTALLY

Source: SPSS 2025 processed data

Based on the results of the regression analysis above, the regression equation is obtained as follows.

$$Y = 20,748 + 0,072X1 + 0,568X2 + e$$

From the linear regression equation above, it can be explained as follows:
1. Constant (a = 20.748): If the variables of social media and service quality are zero, then the value of the use decision is predicted to be 20.748. This suggests that there is a fixed baseline value of satisfaction even though the two independent variables do not contribute.
2. Promotion Coefficient (X1) = 0.072: Has a positive result, which means that every one unit increase on social media will increase usage decisions by 0.072, assuming the service quality variable is under constant conditions.
3. Service Quality Coefficient (X2) = 0.568: Also shows a positive value, which means that every one unit increase in service quality will increase usage decisions by 0.568, assuming the social media variable does not change.

4) Hypothesis Test
  a. *Partial Significance Test (t-test)*

Table 9. Partial Significance Test Results (t-Test)

Coefficientsa

Model		B	Std. Error	Beta	T	Itself.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	20.748	2.241		9.260	.000
	X1TOTA L	.072	.033	.108	2.165	.034
	X2TOTA L	.568	.032	.879	17.605	.000

a. Dependent Variable: TOTALLY

Source: SPSS 2025 processed data

Based on the results of the partial significance test (T test) shown in the table above, it was obtained:

a. The Influence of Social Media on the Decision to Use Diamond *Event Organizer* Services. Alternative hypothesis (Ha$_1$): Social media affects the decision to use Berlian Event Organizer services. The test results showed a significance value (Sig.) of 0.034, which is smaller than $\alpha = 0.05$. This means that Ha$_1$ is accepted, so it can be concluded that social media has a partial influence on the decision to use Berlian *Event Organizer services.*

b. The Effect of Service Quality on the Decision to Use Diamond *Event Organizer* Services. Alternative hypothesis (Ha$_2$): The quality of service affects the decision to use Berlian *Event Organizer* services. The test results showed a significance value (Sig.) of 0.000, which is much smaller than $\alpha = 0.05$. Thus, Ha$_2$ is accepted, meaning that the quality of service has a partial effect on the decision to use the services of Berlian *Event Organizer*. The two independent variables (Social Media and Service Quality) have a partial significant influence on the dependent variable, namely the Decision to Use Services in Berlian *Event Organizer*.

b. *Simultaneous Significance Test (F test)*

Table 10. Results of Simultaneous Significance Test (F Test)

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Itself.
1	Regression	1037.927	2	518.963	187.870	.000b
	Residual	190.602	69	2.762		
	Total	1228.529	71			

a. Dependent Variable: TOTALLY

Predictors: (Constant), X2TOTAL, X1TOTAL

Source: SPSS 2025 processed data

Based on the table above, it can be explained that the F test is carried out to find out whether the promotion variable (X1) and service quality (X2) simultaneously have a significant effect on visitor satisfaction (Y). Based on the results of ANOVA's analysis, an F-value of 187.870 was obtained with a significance value (p-value) of 0.000. This significance value is smaller than the set significance level of 0.05, so Ha is accepted. This means that simultaneously social media variables and service quality have a significant effect on the decision to use services on Berlian EO.

With the value of F calculated (187.870) > F table (3.13), this result further strengthens that the regression model used is feasible and that there is a significant influence between independent variables and dependent variables simultaneously. This shows that the two independent variables (social media and service quality) are able to explain the variation that occurs in the variables of usage decisions.

c. *Determination Coefficient Test (R Square)*

Table 11. Determination Coefficient Test Results (R2)

Model Summary

Type	R	R Square	Adjusted R Square	td. Error of the Estimate
1	.919a	.845	.840	1.662

a. Predictors: (Constant), X2TOTAL, X1TOTAL

Source: SPSS processed data (2025)

Based on the table above, the value of R (correlation coefficient) of 0.919 and R Square (coefficient of determination) of 0.845 was obtained. This R Square value shows that 84.5% of the variation that occurs in the Service Use Decision variable (Y) can be explained by two independent variables, namely Social Media (X1) and Service Quality (X2) simultaneously. Meanwhile, the remaining 15.5% is explained by other factors outside of this research model.

Thus, it can be concluded that this regression model has a very strong explanatory power, since most of the variation of the dependent variables can be explained by the independent variables used in this study. This shows that the model used is worthy of being used as a basis in the decision-making process.

3.2. Discussion

1) The Influence of Social Media on Usage Decisions

Based on the results of the partial test (T test), it is known that the Social Media variable (X1) has a calculated T value of 2.165 with a significance level of 0.034, which is smaller than 0.05. This shows that statistically, social media has a significant effect on the decision to use services at Berlian *Event Organizer*. These findings indicate that the more optimal the social media strategy applied, such as presenting engaging content, responsive interaction, and consistent promotion, the greater its influence in encouraging potential customers to use these services.

This finding is in line with the results of research by Lestari & Pratama (2020) which shows that social media plays a positive and significant role in influencing consumers' decisions in choosing *event organizer* services. Santoso & Dewi (2022) also confirmed that social media is one of the important factors that can shape positive perceptions and influence customer decisions. In addition, Amelia, et al. (2023) added that social media is very effective in building the image of the EO Diamond, which is one of the main factors driving decisions to use services.

Thus, social media is not only a means of communication and promotion, but also a bridge of emotional relationships between EO Diamonds and their potential consumers. The image, credibility, and attractiveness of the services offered are largely shaped by how social media is managed and used strategically.

2) The Influence of Service Quality on Use Decisions

The results of the T test on the Service Quality variable (X2) showed a calculated t value of 17.605 with a significance level of 0.000. This value is much smaller than 0.05, which means that the quality of the service has a very significant influence on the decision to use the service. Professional, timely, friendly, and customer-specific services can increase customer trust and satisfaction, which in turn drives decisions to reuse or recommend the service.

This finding is supported by Hidayati's (2021) research which states that service quality has a direct influence on consumer decisions, both through satisfaction channels and directly. Santoso & Dewi (2022) also stated that service quality is the key to shaping customer decisions. Furthermore, Amelia, et al. (2023) show that excellent service not only makes customers feel satisfied, but also builds loyalty and deep trust in EO.

In other words, the services provided by Berlian EO from the initial consultation stage to the execution of the event are an integral part of the consumer experience. Success in providing comprehensive, professional, and solutive services is the main factor that encourages consumers to decide to use the same service again.

3) The Influence of Social Media and Service Quality on Use Decisions

The results of the simultaneous test (F test) showed that the F value was calculated as 187.870 with a significance level of 0.000, which is smaller than 0.05. This shows that simultaneously, the variables of Social Media and Service Quality have a significant effect on the decision to use services. This means that the combination of an effective social media strategy and superior service quality creates a strong influence on consumer decision-making behavior in choosing EO Diamonds.

These results are supported by the findings of Ramadhan & Salsabila (2024) which confirm that these two variables simultaneously have a major influence on the decision to use services in Berlian *Event* Organizers. When both are optimized, the effect will be stronger than if only one of the factors is highlighted.

Thus, the success of Diamond EO is not enough to rely solely on one aspect. Social media that is able to attract attention must be accompanied by a quality of service that is able to meet or even exceed customer expectations. The synergy between the two is an effective marketing and operational strategy to strengthen Berlian EO's position in the *event organizer services market.*

4) Coefficient of Determination (R Square)

The results of the determination test showed that the value of R Square was 0.845. This means that 84.5% of variations in service usage decisions can be explained by two main variables, namely social media and service quality. The rest, at 15.5%, is explained by other factors not included in the model, such as price, company reputation, customer testimonials, psychological factors, and other situational factors. This value reflects that the strength of the regression model used in the study is very high. This provides evidence that social media strategy and service quality are indeed two dominant factors that influence consumers' decisions in choosing EO Diamonds. By maintaining and improving these two aspects, EO Diamond can continue to build customer loyalty and expand its market share on an ongoing basis.

4.   CONCLUSION

Based on the results of the analysis and discussion in the research on the Influence of Social Media and Service Quality on Service Use Decisions at Berlian Event Organizers, it can be concluded: 1) Social Media has a significant effect on service usage decisions. The more effective the social media strategies used by Berlian EO, such as attractive visual content, responsive interaction, and clear information, the higher the interest of consumers in using the services offered. Social media is not only a means of promotion, but also shapes the image, reputation, and trust of consumers in the company. 2) Service Quality has a significant influence on the decision to use services. Excellent, professional, and responsive service is an important factor in increasing customer confidence and trust in EO Diamonds. From the initial communication to the implementation of the event, good service quality will increase satisfaction and encourage purchase decisions. 3) Social Media and Service Quality simultaneously have a significant effect on the decision to use services. The combination of these two factors complements each other and becomes an effective strategy in attracting and retaining consumers. Marketing strategies through social media will be more optimal if supported by consistent service quality. 4) Based on the results of the determination coefficient, it is known that 84.5% of the variation in service usage decisions can be explained by social media and service quality. This shows that both variables have a very strong influence, and the regression model used has good statistical feasibility.

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