

The Effect Of Brand Image On Customer Satisfaction Through Quality Of Courier Services During The Covid-19 Pandemic In Indonesia(SAP Express Depok Case Study)

Viniyati Maftuchach¹, Aliefia Liza Kusnuranti²

^{1,2} STIE Muhammadiyah Jakarta
Indonesia

Corresponding Author : yativym@gmail.com

Abstract—Customer satisfaction is important for business continuity, because satisfied customers will reuse the products or services sold, so that the factors that determine customer satisfaction, such as brand image and service quality are always interesting to study. The purpose of this study was to examine the effect of brand image on customer satisfaction through the quality of service delivery SAP Express Depok Branch. The population used in this study were customers who used SAP Express services during the pandemic. The sampling technique used in this research is purposive sampling. The number of samples taken as many as 140 respondents. The type of data in this study is primary data with quantitative research methods to find the direct effect of each variable. Analysis of the data used is the analysis of Structural Equation Modeling (SEM) with the Smart PLS 3.2 program. The test results conclude that Brand Image has a positive and significant effect on customer satisfaction, Brand Image has a positive and significant effect on service quality, Service Quality has a positive and significant effect on customer satisfaction, and Brand Image has a positive and significant effect on satisfaction through service quality. Based on the results of the study, it is necessary to improve the brand image by introducing the SAP Express name more massively, through advertising, holding promotions, and always innovating in good delivery services in terms of speed, security, and convenience of the goods to be delivered.

Keywords : Brand Image, Customer Satisfaction, Service Quality

I. INTRODUCTION

Currently the development of the shipping service industry has increased quite rapidly. The era of globalization requires humans to have high mobility. Since the enactment of the free market in Indonesia, the flow of trade in goods or services has become unlimited. The need for goods delivery services is increasing to meet the needs of the community (Amalia, 2016)

In Indonesia, there are quite a number of companies engaged in freight forwarding services, including Pos Indonesia, JNE, TIKI, DHL, Wahana, NINJA, J&T and various other freight forwarding companies. Goods that can be sent include packages, documents and others in accordance with the standard requirements for goods that can be sent by each shipping service.

According to Kotler and Keller (in Nurfikri, 2015) Competition in the shipping service industry is becoming increasingly tight. Companies are competing to make the right strategy to be applied in the market and attract many consumers.

Furthermore, consumers will determine and decide to buy services that suit their needs. Consumers are all individuals and households who buy or obtain goods or services for personal consumption. To meet the needs of consumers, companies need to convince consumers to buy the services the company offers.

According to Kotler and Keller (2016:27) consumer perceptions of a brand as a reflection of the associations that exist in the minds of consumers. Brand image is an association that appears in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts and images associated with a brand.

Saleem and Raja (2014:708) "brands are reflected by the brand links held by consumers. Storage". In simple words, brand image is basically what comes to the mind of consumers when a brand is placed in front of them. As a result, this association is built into the minds of consumers from direct service experience they have, after that experience they make conclusions by comparing previous experiences with established companies and associations.

Quality has a close relationship with customer satisfaction. Quality provides an impetus to customers to establish a strong relationship with the company. In the long term, this kind of bond allows companies to carefully understand customer expectations and their needs (Tjiptono, 2014).

The most important concept of customer satisfaction accepted worldwide is the confirmed expectation theory. This theory was presented by Oliver in 1980 which explains that the level of satisfaction is the result of the difference between anticipated and supposed performance. Satisfaction will be encouraging when the actual

service or product level is better than anticipated (positive disconfirmation), whereas (negative disconfirmation) when the product or service level is lower than expected. (Saleem and Raja, 2014).

Since its establishment on September 9, 2014, SAP Express recognizes the importance of networks and technology in supporting business growth. For the first time, SAP Express implemented an Android-based operational system in its business. This innovation places SAP Express as the pioneer of Android-based shipping service companies in Indonesia. In January 2015, the number of SAP Express branches has reached 16 branches, in March 2015, the number of branches has increased to 40 branches and the expansion of outlets to 200 points in the territory of Indonesia. In 2020, the total branches managed independently by SAP Express are 118 branches and will continue to grow every year.

Along with the development of technology and the pace of modernization that is growing very rapidly, various services in the field of shipping services are also experiencing rapid progress. SAP Express is the first delivery service with the "Cashless On Delivery" service, a new breakthrough in COD transactions, SAP Express always improves its technological capabilities to answer the demands of the times, one of which is by launching an online payment system for cashless on delivery services. Online payments on the SAP Express COD service can be through any platform because it applies the QRIS (Quick Response Indonesia Standard) set by Bank Indonesia.

In the COD payment system, SAP Express cooperates with various digital wallets available to carry out COD SAP Express transactions such as GoPay, OVO, LinkAja and mobile banking features from Bank BCA, Bank Mandiri, and Maybank. Furthermore, this system is expected to provide a breakthrough for the development of payment technology in Indonesia, especially in the field of delivery services.

Currently, the SAP Express service is less well known by the general public, the covid-19 pandemic has also hampered delivery services in sending goods to their customers, this can make customers switch brands or use other delivery services.

According to the results of research conducted by Kurniawati, Suharyono, and Kusumawati (2014), explaining that the Brand Image variable has a direct and significant effect on the Customer Satisfaction variable, while according to Suwandi, Sularso and Suroso (2015), reveals that brand image has a positive and significant effect on customer satisfaction. However, Sondakh (2014), found different results where the brand image variable had no significant effect on the customer satisfaction variable partially.

According to research conducted by Prasetyo (2012) regarding service quality and price on customer satisfaction, the results of service quality have a significant effect on customer satisfaction, price has a significant effect on customer satisfaction. Normasari, Kumadji, and Kusumawati (2013) state that the service quality variable has a significant influence on the customer satisfaction variable.

II. LITERATURE REVIEW

A. Marketing Management

Marketing management according to Kotler and Keller (2012: 5) is the art and science of choosing target markets and obtaining, acquiring, retaining, and increasing the number of customers by creating, delivering and communicating superior customer value. According to Assauri (2013:12) marketing management is an activity of analyzing, planning, implementing, and controlling programs designed to establish, build, and maintain profits from exchanges through target markets in order to achieve organizational (company) goals in the long term.

B. Service Marketing

Zethaml and Bitner (2013) explain the limitations of services, namely service marketing is an action that is offered by a person either the producer to consumers in the form of services that cannot be seen (intangible), tasted, heard, or touched but can be felt by the benefits consumer.

C. Customer Satisfaction

Customer satisfaction is an encouragement of individual desires that are directed at the goal of obtaining satisfaction. Customers will be loyal to a product or service offered if he gets satisfaction from the product or service. (Nugroho and Sudaryanto, 2013).

According to Tjiptono & Chandra (2012:55) customer satisfaction is a central concept in business and management discourse, it is certain that all best-selling textbooks compared to strategic management, marketing, and consumer behavior set aside a large enough portion to discuss this one issue. The consequences of customer satisfaction/dissatisfaction are crucial for businesses, governments and consumers alike.

According to Handi quoted by Rahmiati (2012) there are five factors driving the creation of customer satisfaction, namely:

1. Product quality consists of performance, durability, feature (appearance), reliability, consistency and design.
2. Price is related to the price of a product compared to its performance.
3. Service quality is related to the services provided when acquiring products, especially products in the form of services.
4. Emotional Associated with a sense of pride, self-confidence, and a symbol of success resulting from the use of the product.
5. Convenience is related to the ease, convenience and efficiency in getting the product.

In this study, we will use four dimensions because it is appropriate and what will be examined tends to be service. The factors used are price, service quality, emotional and convention.

D. Brand Image

Mowen, John and Miner (2012), explain that brand image is a set of brand associations formed in the form of consumers. Ardiansyah (2014) Adding a brand image is a series of associations that exist in the minds of consumers towards a brand, usually organized into meaning. Images or associations represent perceptions that can reflect objective reality or not. Nuraini (2015) revealed that the dimensions of brand image can be done based on aspects of a brand, namely as follows:

1. Strength (strength). The part that is included in the strength is the physical appearance of the product, the benefits and functions of all product facilities, the price of the product, as well as the appearance of the supporting facilities of the product.
2. Favorability (advantage), according to Nuraini (2015) which is included in the favorable category is the ease with which the product brand can be pronounced, the ability of the brand to be remembered by consumers, ease of use of the product, the suitability of consumers with the product, and the suitability of brand impressions. in the minds of customers with the desired image of the company for the brand in question.
3. Unique (unique), including the most dominant unique category is a product with competing products, service variations, price variations, physical product itself such as product features and product variations available, appearance or name of a brand that gives a positive impression, way of conveying information to consumers, strict privacy guidelines from the company, and guaranteed purchasing procedures.

Meanwhile Malik, the basis of Ghafoor, and Iqbal (2012:123) suggest that brand image has three dimensions, namely attributes, benefits, and evaluation.

E. Service Quality

According to Kotler and Keller (in Apriyani, 2013) service is an action or performance that one party can offer to another that is essentially intangible and does not result in any ownership. Tjiptono (2014:268) explains that service quality focuses on efforts to meet customer needs and delivery accuracy to balance customer expectations. Service quality can be evaluated by comparing the quality experienced or received by the company's customers with the expected service.

According to Watiwena (2018), there are 5 dimensions of service quality, namely:

1. Tangible evidence, namely the appearance of physical facilities, equipment, personnel, and communication materials, such as office buildings, attributes worn by employees, equipment for delivering services.
2. Empathy is an effort to pay attention and give personal attention to customers. This means that the company can be easily contacted, the existence of customer care services, and the company's efforts to understand customers.
3. Responsiveness, namely the willingness to help customers and service immediately. This means the alertness of employees in serving customers, the speed of employees in handling transactions, and handling customer complaints.
4. Reliability, namely the ability to perform the promised services reliably and accurately. This means that the company provides services in accordance with its promises to consumers
5. Assurance i.e. knowledge and courtesy of employees and their ability to demonstrate trust and confidence. This means that employees have the right knowledge of products or services, are friendly, polite and can instill trust in customers.

III. METHOD

This research is a quantitative research, where the researcher tries to find the direct effect of the independent variable, namely the influence of brand image on customer satisfaction through service quality as an intervening

variable. The research was conducted in March – July 2020. In this study, it was conducted at SAP Express Depok Branch. Jl. Citizen Services No. 2, Bakti Jaya. district. Sukma Jaya, Depok City. Tel: 021-7701328.

This data collection uses Primary and Secondary data. Primary Data through Respondents are SAP Express consumers. Data were collected using a questionnaire. The questionnaire in this study is closed because the alternative answers in the questionnaire have been determined by the researcher (Noor, 2017: 139). The instrument used in this study is in the form of a scale, namely the available answer choices based on a certain level (Noor, 2017).

Table 1. Variable Operationalization

Variable	Variable concept	Dimension	Indicator	Source
Brand Image (X)	The extrinsic nature of the product/service includes the way in which the brand tries to meet the psychological or social needs of the customer.	Strength	<ul style="list-style-type: none"> SAP Express is an affordable price delivery service SAP Express is fast to serve customers SAP Express has adequate vehicles Courier Vehicle is adequate 	Kotler & Keller (2016)
		Favourability	<ul style="list-style-type: none"> Easy to pronounce Easy to remember SAP Express the right delivery service. 	
		<i>Unique</i>	<ul style="list-style-type: none"> Easily recognizable colors Different logo designs 	
Service quality (Z)	Characteristics of products and services that depend on their ability to satisfy stated or implied needs.	<i>Tangible</i>	<ul style="list-style-type: none"> Courier Appearance Customer convenience 	Kotler & Amstrong (2008)
		Reliability	<ul style="list-style-type: none"> Courier's ability to carry out tasks Courier age Courier professionalism 	
		Responsiveness	<ul style="list-style-type: none"> Communication to customers Fast and accurate service Courier respect to customers 	
		Assurance	<ul style="list-style-type: none"> Timely guarantee Security guarantee 	
		Empaty	<ul style="list-style-type: none"> Friendly and polite attitude Respect every customer without discriminating Receive customer complaints 	
Customer satisfaction (Y)	A person's feelings of pleasure or disappointment arising from comparing the product's perceived performance to their expectations.	Price	<ul style="list-style-type: none"> Delivery price as expected 	Rahmiati (2012)
		Service Quality	<ul style="list-style-type: none"> Understand what customers want Able to fulfill the delivery of goods 	
		Emotional	<ul style="list-style-type: none"> Proud to use the services of SAP Express Confidence in SAP Express Services 	
		Convenience	<ul style="list-style-type: none"> Recommend SAP Express 	

The population in this study were users of SAP Express services at least 2 times in the last 3 months. The population is limited due to the Covid-19 pandemic. Sugiyono (2010) stated that the number of samples was determined by SEM analysis with calculations referring to Hair et al (2010), namely the number of research indicators multiplied by 5 to 10. Thus the samples for this study were:

$$\begin{aligned} \text{Number of samples} &= \text{number of indicators} \times 5 \\ &= 28 \times 5 = 140 \end{aligned}$$

In the calculation of the formula above, the number of samples is 140 samples. In this study, data analysis used the SmartPLS software approach and hypothesis testing. This research uses Partial Least Square Regression analysis. Partial Least Square is a variant-based multivariate statistical technique designed to solve Multiple Regression when specific data problems occur, such as small research sample sizes, Missing Values and multicollinearity (Wati, 2017). The purpose of PLS is to help researchers for predictive purposes. The formal model defines latent variables as linear aggregates of the indicators (Ghozali, 2014).

IV. RESULT

1. Characteristics of Respondents

Characteristics of respondents by gender can be seen in the graph below:

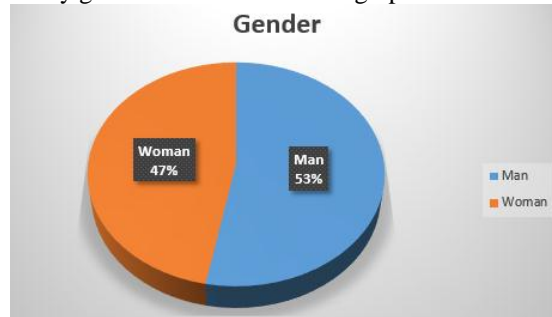


Figure 1. Gender of Respondents

Based on Figure 1 above, it can be seen that the number of respondents is 140 respondents, where the female gender is 74 (53%) more than the male gender 66 (47%).

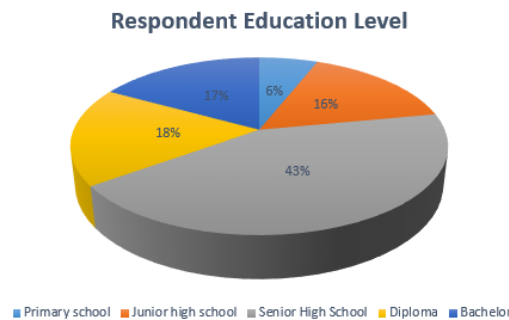


Figure 2. Education Level of Respondents

Based on Fig. 2 above regarding data from 140 respondents according to education level that the highest number of respondents is respondents with high school education level or equivalent, namely 61 (43%), Diploma level 25 (18%), Bachelor level 24 (17%), Junior High School level 23 (16%) and Primary School level 8 (6%).

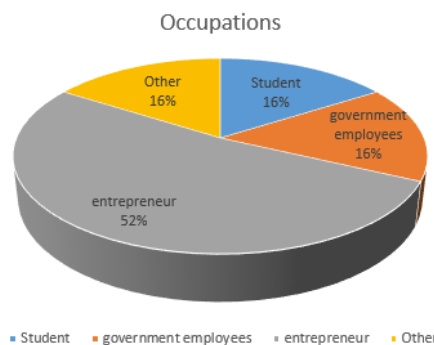


Figure 3. Respondents Occupations

Based on Figure 3 above regarding data from 140 respondents based on employment level, the highest number is Entrepreneur 72 (52%), respondents from Student 23 (16%) and government employment 23 (16%) have the

same number and respondents with total the lowest is Others 22 (16%) because it is outside of work-related options.

2. Validity test

Data analysis in this study used confirmatory first order. Based on research variables and research indicators, in the structural equation model, building a path diagram of the casual relationship that has been formed is a must. The path diagram makes it easier for researchers to see the quality relationship that they want to test and is used to analyze the path in estimating the strength of the casual relationship.

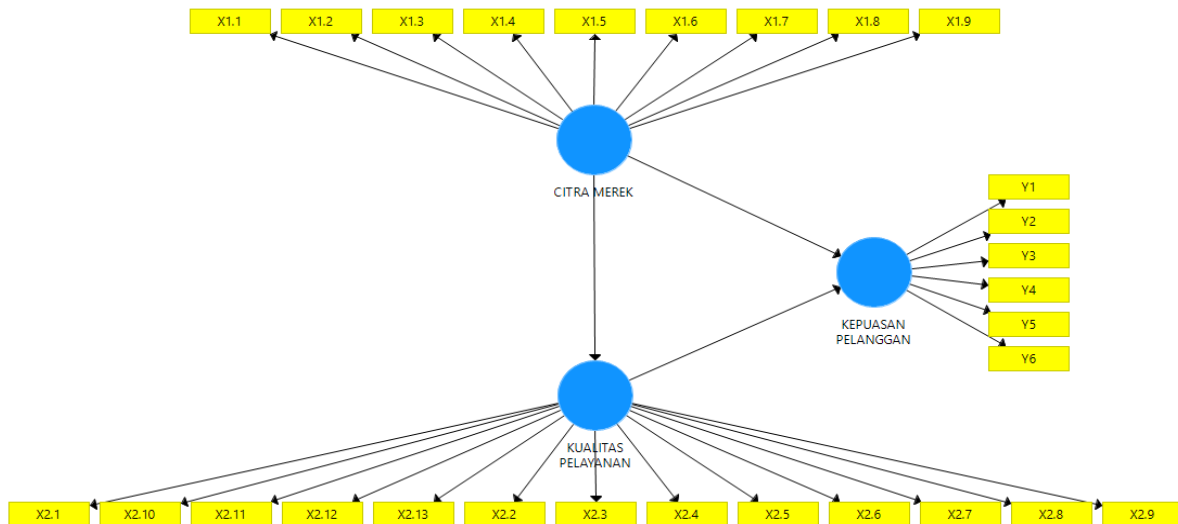


Figure 4. Research Variable Path Diagram

Prior to the path model analysis and hypothesis testing, validity and reliability tests were carried out on each question item using the SmartPLS 3.2.3 software. An individual reflexive measure is said to be valid if it has a loading value (α) with the latent variable to be measured 0.5. The following is the output factor loading of research variables on Smart PLS:

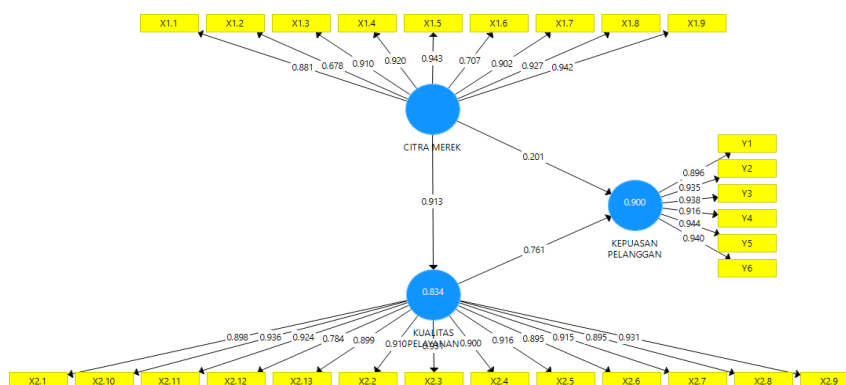


Figure 5. Path & Loading Factor Diagram of Research Variables

Based on the factor loading value above, after calculating the PLS there is no factor loading value below 0.5. because there are no indicators that are invalid or with a value below 0.5, it is not necessary to re-analyze.

2. Reliability Test

In research, a variable is said to be quite reliable if the variable has a construct reliability value greater than 0.6. The following is a table of the results of reliability testing on each research variable.

Table 2. Reliability Test

Variable	AVE	Composite Reliability	Cronbachs Alpha
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Brand Image	0,767	0,966	0,959
Service quality	0,816	0,983	0,981
Customer satisfaction	0,862	0,974	0,968

Based on the reliability output results above, it can be concluded that the brand image, service quality and customer satisfaction variables have Composite Reliability above 0.9 and Croncbachs Alpha above 0.7 so it can be concluded that the indicators used in each variable have good reliability or able to measure the construct. Likewise with the value of Average Variance Extracted (AVE), Brand image variables, service quality, and customer satisfaction have values above 0.5 and can be said to be sub marginal, so it can be said that the brand image, service quality and customer satisfaction variables have a high Discriminant Validity. tall.

3. Hypothesis test

To test the hypothesis in this study, the t-statistic value in each path of direct influence is partially used. The following is an image explaining the path diagram for hypothesis testing:

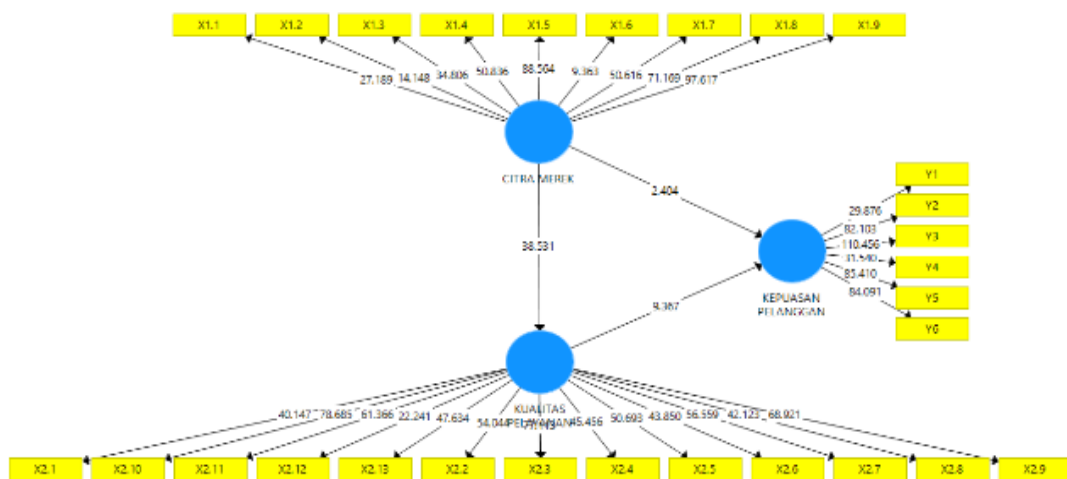


Figure 6. Hypothesis testing path diagram

Based on the path diagram for testing the hypothesis above, all indicators in each variable have tstatistics values greater than 1.66 (ttable). To test the relationship between variables (hypothesis testing), the tstatistic value of the Smart PLS output is compared with the ttable value. The following is a table that gives the results of the relationship between constructs (Variables):

Table 3. Relationship Between Variables

Relationship between variables	Original samples	Sample average	Standard deviation	T statistic (I/O/STD EV I)	P Values
Brand Image -> Customer Satisfaction	0.201	0.207	0.084	2.404	0.017
Brand Image -> Service Quality	0.913	0.913	0.024	38.531	0.000
Service Quality -> Customer satisfaction	0.761	0.755	0.081	9.367	0.000
Brand image -> service quality -> customer satisfaction	0.695	0.688	0.071	9.765	0.000

Based on the path diagram and hypothesis testing output above, all indicators in each variable have tstatistics of more than 1.96 (ttable) so that these indicators are able to measure each construct. Meanwhile, to test the relationship between variables (hypothesis testing), the tstatistic value of the Smart PLS output is compared with the ttable value or by looking at the significant value of the P-Value.

Table 4. Hypothesis testing

Influence between variables	Parameter coefficient	T Statistic	P value	Information
Brand Image -> Customer Satisfaction	0.201	2.404	0.017	Signifikan**
Brand Image -> Service Quality	0.913	38.531	0.000	Signifikan**
Service Quality -> Customer Satisfaction	0.761	9.367	0.000	Signifikan**
Brand Image -> Service Quality -> Customer Satisfaction	0.695	9.765	0.000	Signifikan**

Note: **Significant at 5% level, *Significant at 10% level

The influence of the relationship between variables in the table above can be explained as follows:

1. The path parameter coefficient obtained from the influence of the brand image variable on customer satisfaction is 0.201 with a tstatistic value of 2.404 > 1.66 at a significance level of = 0.5 (5%) that there is a positive and significant influence between brand image and customer satisfaction. The value of 0.201 on the parameter coefficient means that the better the brand image, the customer satisfaction will increase. The results of this study support the first research hypothesis, where there is a positive and significant influence between brand image on customer satisfaction.
2. The path parameter coefficient obtained from the influence of the brand image variable on service quality is 0.913 with a tstatistic value of 38,531 > 1.66 at a significance level of = 0.5 (5%) that there is a positive and significant influence between brand image and service quality. The value of 0.913 in the parameter coefficient means that the better the brand image, the quality of service will increase. The results of this study support the second research hypothesis, where there is a positive and significant influence between brand image on service quality.
3. The path parameter coefficient obtained from the influence of the service quality variable on customer satisfaction is 0.761 with a tstatistic value of 9.367 > 1.66 at a significance level of = 0.5 (5%) that there is a positive and significant effect between service quality and customer satisfaction. The value of 0.761 in the parameter coefficient means that the better the service quality, the customer satisfaction will increase. The results of this study support the third research hypothesis, where there is a positive and significant influence between service quality and customer satisfaction.
4. The path parameter coefficient obtained from the influence of the brand image variable on customer satisfaction through service quality is 0.695 with a tstatistic value of 9.765 > 1.66 at a significance level of = 0.5 (5%) that there is a positive and significant influence between brand image and customer satisfaction through service quality . The value of 0.695 on the parameter coefficient means that the better the brand image, the customer satisfaction will increase through service quality. The results of this study support the fourth research hypothesis, where there is a positive and significant influence between brand image on customer satisfaction through service quality.

Based on the research path diagram above, it is then translated into the following equation:

$$KPEL = 0.761 KP + e$$

$$KP = 0.913 CM + 0.761KPEL + 0.695 CMKPEL + e$$

Information:

KPEL = Service quality

CM = Brand Image

KP = Customer satisfaction

CMKPEL = Service Quality Intervening

e = eror

V. DISCUSSION

In the research model, the effect of Brand Image on Customer Satisfaction has a smaller coefficient value when compared to the service quality parameter coefficient, meaning that service quality has more influence on customer satisfaction than brand image, the effect of brand image on service quality has the highest coefficient value. This result is proven by hypothesis testing where the brand image variable has a positive and significant effect on service quality, and the service quality variable has a positive and significant effect on customer satisfaction, and the brand image variable has a positive and significant effect on customer satisfaction through brand image.

Research on the effect of brand image, service quality on customer satisfaction on SAP Express can be discussed as follows:

1. Effect of Brand Image on Customer Satisfaction:

The results of this study indicate that brand image has a positive and significant effect on customer satisfaction. This was stated by previous researchers, the results of research regarding the Effect of Brand Image on Customer Satisfaction. Suwandi, Sularso and Suroso (2015), Suwandi (2015) reveal that brand image has a positive and significant effect on customer satisfaction. Thus, customer satisfaction is strongly influenced by the SAP Express brand image itself, the more known the delivery service, the more customers will decide to use the delivery service.

2. **The Influence of Brand Image on Service** The results of this study indicate that there is a positive and significant influence between brand image on service quality. The results of brand image research on service quality Wardhana (2013) "influence of service quality and brand image of official workshops on customer value and implications for customer satisfaction" from the results of his research that brand image affects service quality. Thus the existence of a good brand image can improve the quality of service and the public will continue to remember the delivery service.
3. **The Influence of Service Quality on Customer Satisfaction** The results of this study indicate that service quality has a positive and significant effect on customer satisfaction. the results of previous studies regarding the effect of service quality on customer satisfaction. Research conducted by Prasetyo (2012) found that service quality has a significant effect on customer satisfaction. Thus, the quality of service is very influential on customer satisfaction SAP Express itself, the more well known the service provided by the delivery service, the customer will decide to use the delivery service.
4. **The Effect of Brand Image on Customer Satisfaction through Service Quality** The results of this study indicate that brand image has a positive and significant effect on customer satisfaction through service quality. Research conducted by Tombokan, Kawet and Uching (2015). From the results of the study simultaneously Service Quality and Brand Image have a significant influence on Consumer Satisfaction, partially Service Quality and Brand Image have a significant effect on the Consumer Satisfaction variable. However, this is not in line with Sondakh's research (2014), the results of his research that service quality has a positive and significant effect on customer satisfaction and brand image has no effect on customer satisfaction.

VI. CONCLUSIONS AND SUGGESTIONS

The conclusions from this research are:

1. The results show that brand image has a positive and significant effect on customer satisfaction, thus the better the brand image provided by the SAP Express delivery service, the more customer satisfaction will increase.
2. The results show that brand image has a positive and significant effect on service quality, thus the better the brand image provided by the SAP Express delivery service, the better the quality of service that will be provided by SAP Express employees and couriers because if the SAP Express brand image is high then employees and couriers will provide good service to customers.
3. The results of this study also show that service quality has a positive and significant effect on customer satisfaction, thus the better the services provided by SAP Express Employees and Couriers, the customers will feel satisfied.
4. The results of this study indicate that brand image has a positive and significant effect on customer satisfaction through service quality, thus a brand image that is known to the public will increase customer satisfaction through good service quality provided by SAP Express.

Based on the description above, the researcher would like to give some suggestions related to the results of this study:

1. On the brand image factor, it is necessary to increase the brand image by introducing the SAP Express name further, this can be improved through advertising, holding promotions, and always innovating in good delivery services in terms of speed, security, and convenience of the goods to be delivered. delivered, other things that have interesting characteristics that can make the SAP Express name continue to stick and be embedded in the hearts of consumers.
2. The service quality factor still needs to improve in order to develop performance, especially in terms of service or delivery time which must be delivered quickly and safely, so that it will influence consumers to stay familiar with and choose SAP Express delivery services.
3. Future researchers are expected to be able to add samples and use a wider population so that the results can be more accurate. Further research can add other variables that are still relevant in this study.

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