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The Influence of Brand Image and Service Quality on User Satisfaction of Lion Parcel Services

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Abstract: Lion Parcel is a freight forwarding company that serves domestic and international shipments. The low quality of service in Lion Parcel can affect customer satisfaction and make customers switch to other service companies. This is a challenge for Lion Parcel to improve service quality to attract consumer buying interest. The aim of this study was to assess the effects of brand image and service quality on customer satisfaction of Lion Parcel services in Tugu Utara, Jakarta. A quantitative research approach was employed, utilizing questionnaires distributed to Lion Parcel customers. A probabilistic sampling method was applied, involving a sample of 85 individuals. The data collected was analyzed using linear regression to evaluate the influence of brand image and service quality on customer satisfaction. The results in this study are, service quality and Brand Image have a significant influence and on customer satisfaction.

Keyword: Brand Image, Service Quality, User Satisfaction, Loyalty, Lion Parcel Tugu Utara Jakarta

INTRODUCTION

Aaker (1997) stated that brand image is a collection of information that has meaning for consumers. Surachman, (2008) defines brand image as a recognizable but unpronounceable component of a brand, such as a symbol, letter design, or special color, or the way customers see the goods or services represented by its brand Ahmad et al., (2020) Brand image is the impression given to a brand from its market share, or an abstract picture of a product (Hanim Faizal1, 2019). Brand image is the impression given to a brand from its market share or an abstract picture of a product for customers, brand image is an important factor in making decisions. Brand image can be described as the image that comes to their mind when customers remember a particular brand (Nasrul Efendi et al., 2023).

Building a positive brand image can be achieved with a strong marketing program for the product, which is unique and has advantages that are highlighted, which distinguishes it from other products. Building brand image popularity can be done with a communication system by promoting the quality of product excellence. Building the popularity of a well-known brand is

not easy. However, popularity is one of the keys that can shape brand image. That is what will continue to be a link between the product/brand and consumers. Thus, the brand will be quickly recognized and will be maintained in the midst of rampant competition.

Companies can use brands as a powerful tool so their competitors cannot imitate or have them. Confidence when making purchasing decisions is based on a strong brand reputation in customers' minds (Pamungkas, 2019). According to Wijaya (2013), there are five Attributes of brand image. Brand identity includes physical or tangible elements, for example logos, names, colors, packaging, locations, corporate identities, slogans, and so on. Brand personality refers to the unique traits of a brand that shape it as if it were a person, allowing customers to easily differentiate it from other brands within the same category. These traits can include qualities such as strong, sophisticated, rigid, dignified, noble, friendly, warm, compassionate, sociable, dynamic, creative, modern, and free. Brand associations are specific elements associated with a brand, which can come from product offerings, repetitive or consistent activities such as advertising, sponsorship, or social activities, as well as issues that are closely related to the brand, brand quality, people, or certain symbols that are strongly associated with the brand. Brand attitudes and behaviors include how a brand communicates, advertises, and interacts with consumers to communicate the benefits or values of the brand and to influence consumer perceptions and judgments. Benefits and competence of a brand are the values, gains, and distinct competencies provided by a brand in addressing consumer challenges that enable consumers to reap benefits, as the brand's offerings align with and fulfill the needs, desires, aspirations, and preoccupations of the consumers

Service quality is directly tied to customer happiness, which encourages customers to form strong ties with the organization. To measure the level of customer satisfaction, first consider the quality of service supplied by the manufacturer to its customers. Customer satisfaction arises when someone has positive experience with the service provider's level of service. Customer satisfaction arises when someone has positive experience with the service provider's level of service. Good service has a directly proportional relationship with customer satisfaction, the better the service provided, the more satisfied the customer will be (Helfi et al., n.d.). Apart from service quality, price or price level is also one of the things that customers consider. To determine the level of customer satisfaction, the first thing to do is to know the quality of service provided by the producer to the customer. If the customer feels that the quality of service provided is good, the customer will feel satisfied and the assessment of the company will be good in the eyes of the customer. (Gultom et al., n.d.)

In running a business, the products or services sold must be of good quality or in accordance with the price offered. In order for a business or company to survive in the face of competition, especially competition in terms of quality, companies need to continuously improve the quality of their products or services. Because improving product quality can make consumers feel satisfied with the products or services they buy and will influence consumers to make repeat purchases.

According to Goetsch and Davis (1994), quality of service is a variable scenario encompassing service items, staff members, processes, and environments that exceed or meet client expectations. Companies must provide excellent customer service in order to survive and maintain client trust. Customers ultimately determine the level of service they receive. They analyze the product or service by contrasting their expectations to the actual service provided. As a result, establishing service quality requires successfully meeting client wants and expectations.

Customer satisfaction is a critical element in marketing, playing a pivotal role in a company's ability to sustain long-term success. Conversely, customer dissatisfaction poses a significant risk to the ongoing viability of a business. In today's highly competitive market environment, there is a strong connection between customer satisfaction and customer loyalty. When businesses focus on improving customer satisfaction, it naturally results in greater

customer loyalty. On the other hand, a drop in customer satisfaction tends to lead to a corresponding decrease in loyalty. Ensuring customer satisfaction is fundamental to cultivating and maintaining a loyal customer base.

In its operations, Lion Parcel faces many problems related to Service Quality which is still not good or not optimal, resulting in packages received by customers in incomplete situations with the original delivery. Problems related to the timeliness of delivery are still many that are not on time so that the packages received exceed the predetermined estimate. Problems related to inadequate facilities result in some locations having to pick up our shipments from the Lion Parcel agent. Optimal customer satisfaction has not been achieved, resulting in customer dissatisfaction with service quality, timeliness of delivery, and facilities obtained from the Lion Parcel expedition.

Literature review

1. Brand Image

Based on Kotler & Armstrong's research (2016) "Brand image refers to the collection of perceptions and beliefs that consumer hold about a particular brand" Meanwhile, Hartimbul (2011) defines "A brand is a name, term, sign, symbol, design, or a combination of them to mark a product or service from a seller or group of sellers and to differentiate it from competitors". A favorable brand image of a product will inspire potential purchasers when compared to other brands with the same product. Brand image is a person's perception of a set of associations towards a brand.

2. Brand Image Indicators

According to Keller & Kotler, (2016) Brand image indicators are :

- a. Attributes: Brands remind us of certain attributes
- b. Values: Brands also state something about the producer's values
- c. Benefits: Attributes need to be translated into functional and emotional benefits
- d. Personality: Brands can also reflect or project certain personalities

3. Service Quality

Tjiptono & Chandra, (2012) Service quality refers to the degree to which a brand's service aligns with customer expectations. It involves how well a company delivers services that fulfill customer needs as anticipated, influencing the decisions made by consumers.

Service quality refers to an activity or group of invisible actions that occurs as result of relations among consumer and employees, or other services provided by the company that provides the service to resolve consumer/customer issues.

According to Kotler and Keller (2012), five indicators can be used to measure service quality, namely:

1. Tangible This means that service attributes are tangible such as buildings, servants, administration, facilities, and so on.
2. Reliability This means that services are provided without provisions or discrimination based on certain assessments. Services are provided to all customers without exception.
3. Responsiveness This relates to the response and speed of providing services, so as not to make customers wait too long or queue too long.
4. Assurance This means that services are carried out, there are service procedures, and efforts to provide services sincerely and seriously, and all employees behave the same in providing services.
5. Empathy (Empathy) The personality of mature employees in service, does not make any excuses (tiredness, not their job, and so on) not to serve and provide friendly and pleasant service. This indicator emphasizes the role of employees as an instrument of service realization.

4. User Satisfaction

Customer satisfaction is measured by Martín-Consuegra et al.,(2007) Includes conformity to expectations, performance perceptions, customer assessments, price, service quality, and product quality. An individual's emotional evaluation of a product or service stems from comparing the product's actual performance with their expectations of how it should perform. Angelova & Zekiri, (2011). Customer satisfaction reflects how well a product's perceived performance aligns with the buyer's expectations and involves comparing repeat purchases and costs with the anticipated outcomes.

Customer satisfaction affects customer loyalty, if customer satisfaction is perceived well, then customer loyalty is perceived well too. This can be explained that the positive relationship between customers and business is fostered by high customer satisfaction. Customers who are happy with the products or services of a company are likely to be loyal and continue to use them if they believe the company has met or exceeded their expectations.

Research Framework and Hypotheses

1. The Effect of Brand Image on Service User Satisfaction

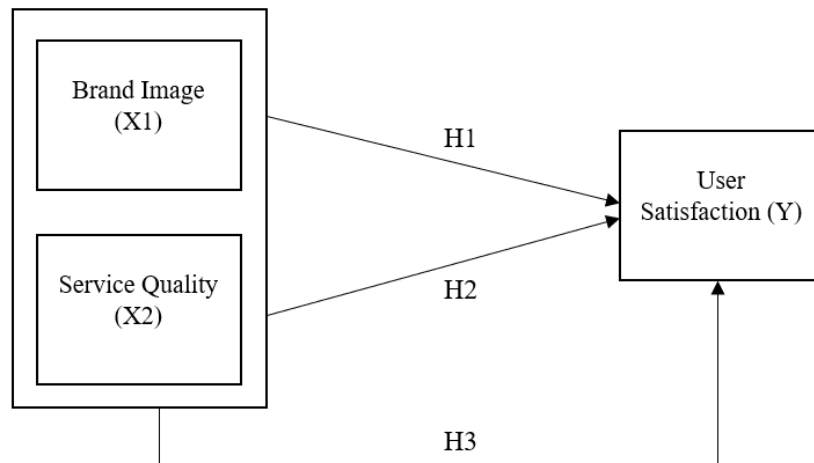
Brand Image according to Kotler & Keller, (2009)is “An impression that exists in the minds of consumers about a brand which is formed by messages and consumer experiences about the brand, giving rise to an image in the minds of consumers. Brand Image greatly affects the level of customer satisfaction as in research conducted by Girsang et al (2020) shows that Brand Image affects Customer Satisfaction and Product Quality affects Customer Satisfaction. This is also supported by the results of research from Kurniawati & Suharyono, (2014) which states that brand image has a positive effect on customer satisfaction. Brand image is an image or something that collides with the consumer's mind. The better the assumptions in the minds of consumers on the company's brand image, so that consumers will always be satisfied. Conversely, if consumer assumptions about the brand image are not good, the level of consumer satisfaction will always be small.

2. Effect of Service Quality on Service User Satisfaction

Service Quality according to Huang et al (2019) is a form of consumer assessment of the level of service received (perceived service) with the level of service expected (expected service). If the service received or felt is as expected, the service quality is perceived as good and satisfying. The satisfaction that has been achieved can encourage consumers to make repeat purchases and eventually become loyal customers. In research conducted by Latief et al (2023) shows that service quality variables consisting of physical evidence (tangibles), reliability (reliability), responsiveness, assurance (assurance), and empathy (empathy) have a positive and significant effect on customer satisfaction. The results of this study are also supported by the results of research conducted (Ariane Chaterina Natalia Telan, 2011) The relationship between service quality and customer satisfaction is that service quality has a positive influence on customer satisfaction. The better consumer perceptions of the company's service quality, the higher consumer satisfaction will be.

3. The Effect of Brand Image and Service Quality on Customer Satisfaction

In previous research conducted by Setyawan et al (2021) stated that brand image and service quality simultaneously have a significant effect on customer satisfaction. This is supported by the results of research from Pa & Kalangan (2013) which states that brand image and service quality have a significant influence on customer satisfaction.



Source: Data processed by the author using SPSS

Figure 1. Framework

Hypothesis

Drawing from the descriptions and findings established by experts and prior studies, the combined hypothesis formulated by the author for this research is as follows:

- H1: There is a suspicion that Brand Image has a positive effect on Customer Satisfaction.
- H2: There is a suspicion that Service Quality has a Positive and Significant Effect on Customer Satisfaction.
- H3: It is suspected that there is a simultaneous influence between Brand Image and Service Quality on Customer Satisfaction.

METHOD

According to Sugiyono (2008), quantitative method is a scientific approach that views a reality that can be classified, concrete, observable and measurable, the variable relationship is causal where the research data is in the form of numbers and the analysis uses statistics. The research method used to analyze the effect of brand image and service quality on user satisfaction of Lion Parcel services is to use multiple regression analysis with the help of SPSS for Windows 24. This research uses a quantitative approach with data collection techniques through distributing questionnaires to 85 Lion Parcel service users. In this study, the population is Lion Parcel service users January-February 2024 which amounted to 440 people. Based on the slovin formula, the researchers took a sample of 85 people.

RESULTS AND DISCUSSION

The data obtained are primary data from distributing questionnaires using Google Forms distributed to respondents regarding Brand Image, Service Quality, and User Satisfaction with Lion Parcel Services. This section must answer the problems or research hypotheses that have been formulated previously.

Validity Test

Table 1. Validity Test Results

| Variable | Statement | Pearson Correlation | R.Table | Status |
|---------------------------|-----------|---------------------|---------|--------|
| Brand Image (X1) | X1.1 | 0,852 | 0,2133 | Valid |
| | X1.2 | 0,822 | 0,2133 | Valid |
| | X1.3 | 0,847 | 0,2133 | Valid |
| | X1.4 | 0,796 | 0,2133 | Valid |
| Service Quality (X2) | X2.1 | 0,822 | 0,2133 | Valid |
| | X2.2 | 0,809 | 0,2133 | Valid |
| | X2.3 | 0,839 | 0,2133 | Valid |
| | X2.4 | 0,812 | 0,2133 | Valid |
| | X2.5 | 0,787 | 0,2133 | Valid |
| Customer Satisfaction (Y) | Y1 | 0,810 | 0,2133 | Valid |
| | Y2 | 0,799 | 0,2133 | Valid |
| | Y3 | 0,842 | 0,2133 | Valid |
| | Y4 | 0,775 | 0,2133 | Valid |
| | Y5 | 0,844 | 0,2133 | Valid |
| | Y6 | 0,821 | 0,2133 | Valid |

Source: Data processed by the author using SPSS

Surachman, (2008) defined the validity test as the similarity of data reported by researchers with data received directly from research subjects. A questionnaire is regarded to be legitimate if the count exceeds the table. Using two-way research, namely the formula $df = 85 - 2 = 83$ with a significant amount of 0.05, the r table is 0.2133. So, the results of this data processing show that the results of the questionnaire carried out are valid.

The validity test results show that the question items on the questionnaire have a significant correlation with the total score of each variable, so it can be concluded that the research instrument is valid and can be used to accurately analyze the relationship between brand image, service quality, and customer satisfaction. The results of this study have important implications for companies in formulating effective marketing strategies.

Reliability Test

Table 2. Reliability Test Results

| Variable | Cronbach's Alpha | N of Item | Information |
|---------------------------|------------------|-----------|-------------|
| Brand Image (X1) | 0,861 | 4 | Reliable |
| Service Quality (X2) | 0,871 | 5 | Reliable |
| Customer Satisfaction (Y) | 0,899 | 6 | Reliable |

Source: Data processed by the author using SPSS

The reliability Test According to Sugiyono (2018) is used to show the level of reliability, accuracy, precision, and consistency of the indicators in the questionnaire. Reliability testing uses Alpha Cornbach's reliability coefficient method. With the provision that if Cronbach's alpha α value is > 0.60 , the questions/statements listed in the questionnaire are declared reliable.

Multicollinearity Test

Table 3. Multicollinearity Test Results

| Variable | Tolerance | VIF | Keterangan |
|------------|-----------|-------|----------------------|
| X1, X2 > Y | 0,299 | 3.340 | No Multikolienaritas |

Source: Data processed by the author using SPSS

Multicollinearity, as identified by VIF and tolerance values (Ghozali, 2016), assesses the interdependence of independent variables within a regression model. A tolerance exceeding 0.10 or a VIF below 10 typically indicates an absence of multicollinearity.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test

| Model | Unstandardized B | Coefficients std. Error | Standardized coefficients beta | T | Sig. |
|----------------------|------------------|-------------------------|--------------------------------|-------|------|
| (Constant) | 1.972 | 1.237 | | 1.594 | .115 |
| Brand Image (X1) | .418 | .135 | .270 | 3.084 | .003 |
| Service Quality (X2) | .779 | .103 | .664 | 7.596 | .000 |

Source: Data processed by the author using SPSS

The analysis of multiple regression is a crucial tool that helps us understand the complex relationships among multiple independent factors and the dependent variable. It provides us with valuable insights into the relationship pattern among the dependent and independent variables (Ghozali, 2016). Brand Image (X1) and Service Quality (X2) are deemed constant if the result is a positive constant, further enhancing our awareness.

Multiple Correlation Coefficient Test

Table 5. Multiple Correlation Coefficient Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,902 ^a | .814 | .810 | 1.768 |

Source: Data processed by the author using SPSS

The multiple variable correlation coefficient measures the degree or intensity of the association among all variables X and Y simultaneously. So, the conclusion is that Variables X1/Facilities and X2/Service Quality are significantly correlated simultaneously with Variable Y/Passenger Satisfaction. Therefore, it is stated that the correlation is vital because the Pearson correlation value (R-value) is 0.902.

Multiple Determination Coefficient Test

Table 5. Multiple Determination Coefficient Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,902 ^a | .814 | .810 | 1.768 |

Source: Data processed by the author using SPSS

The results of the data processing above indicate a very strong relationship between brand image and service quality on service user satisfaction. As much as 81.4% of the variation from the Brand Image and Service Quality variables. And as much as 18.6% is influenced by other factors. In this case, brand image and service quality are important factors that can affect service user satisfaction.

T-Test (Partial)

Table 6. T-Test (Partial)

| Model | Unstandardized B | Coefficients Std. Error | Standardized Coefficients Beta | T | Sig. |
|----------------------|------------------|-------------------------|--------------------------------|-------|------|
| (Constant) | 1.972 | 1.237 | | 1.594 | .115 |
| Brand Image (X1) | .418 | .135 | .270 | 3.084 | .003 |
| Service Quality (X2) | .779 | .103 | .664 | 7.596 | .000 |

Source: Data processed by the author using SPSS

As stated by Ghozali (2016), The T-test is used to assess the significance of each coefficient by evaluating the effect of individual independent variables on the dependent variable. When the significance value (Sig) is less than or equal to 0.05, the independent variable influences the dependent variable. The T-test results showed a t-value of 1.989 for all variables, with a significance level below 0.05. This confirms that all the hypotheses are significant.

F Test (Simultaneous)

Table 7. F Test (Simultaneous)

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|---------|-------------------|
| Regression | 1111.697 | 2 | 555.849 | 177.755 | .000 ^b |
| Residual | 253.291 | 81 | 3.127 | | |
| Total | 1364.988 | 83 | | | |

Source: Data processed by the author using SPSS

According to Ghozali (2016), the F test is used to assess the validity of a research model, precisely whether the regression equation can accurately measure the impact of the independent variables (X1 and X2) on the dependent variable (Y). The F test results show that the f-value for X1 and X2 is 177.755, higher than the f-table value and has a significance threshold of less than 0.05. Based on these findings, it is determined that both Brand Image (X1) and Customer Quality (X2) considerably impact Service User Satisfaction.

H1 Brand Image has a positive effect on Customer Satisfaction

Brand Image variable (X1) has a positive influence on customer satisfaction. Based on the SPSS calculation, the t_{count} value is $3.084 > t_{table} 1.989$ while the p value is 0.003, so the p value < 0.05 . From the above results it can be concluded that brand image has a significant influence on customer satisfaction. This research is supported by research that has been previously researched by Karmila & Barlian, (2023) And these results also show that the better the brand image displayed by the company, the higher customer satisfaction will be, and vice versa.

H2 Service Quality has a positive effect on Customer Satisfaction

Based on the results of the partial test calculation, the value of $t_{count} > t_{table} (7.596 > 1.989)$. With a significance level of $0.000 > 0.05$. The results showed that service quality has a significant influence on Lion Parcel customer satisfaction. Referring to the calculation results above, it can be concluded that H2 is accepted which indicates that whether or not the service quality perceived by Lion Parcel customers can affect the high and low customer satisfaction. This result is in line with the opinion of Sariputri & Santoso, (2018), according to him the better the quality of service created by a company, the higher the satisfaction felt by customers. Conversely, if the worse the quality of service provided, it will create a bad view as well. So that at that time the company will be considered incompetent in the eyes of the community because it is unable to meet expectations.

H3 Brand Image and Service Quality have a significant and positive influence on Customer Satisfaction

Testing this hypothesis is known that the results of the F test research above the f-count $X1 \& X2$ of $177.755 > 3.11$ from the f-table with a significant level < 0.05 . From the above results, the conclusion is that Brand Image (X1) and Service Quality (X2) simultaneously have a significant effect on Service User Satisfaction. Because the sig value is $0.000 < 0.05$, the hypothesis which states that there is a positive influence on brand image variables and service quality on Customer Satisfaction is simultaneously accepted. This research is supported by research conducted previously by Sugiharto & Rizki, (2021)

CONCLUSION

1. **Brand Image's Impact on Customer Satisfaction:** This study found that a positive brand image significantly affects Lion Parcel's customer satisfaction. A more impressive brand image increases customer satisfaction.
2. **Service Quality's Impact on Customer Satisfaction:** Customer satisfaction is strongly influenced by the quality of service provided, by improving facilities and the speed and accuracy of staff in responding to customer needs can increase customer happiness requires an increase in the quality of service provided.
3. **Combined Effect of Brand Image and Service Quality:** Strong brands and high-quality services are essential for happy customers. These components work together to determine customer happiness in a big way, which emphasizes the need to give these elements top priority in corporate operations.

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- rationale in this marketing practice is , fostering a closer relationship by creating twoway communication with managing a mutually beneficial relationship between the customer and the firm (Chan S , 2003). Table 1 . Total Producer of Milkfish Softbone Products in the city of Semarang Source : Company Data , 2010. 18(1), 1–12.*
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