The Influence Of Service Quality, Brand Image, And E-Wom On Consumer Satisfaction

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ARTICLE INFO	ABSTRACT
	The primary objective of the research is to determine the extent to which aspects such as the quality of service, the image of the business, and electronic word of mouth influence the overall enjoyment of consumers. For the purpose of this study, a non-probability-based purposive sampling approach was used. The researchers are engaging in deliberate sampling when they design study settings in accordance with the criteria that they have already specified. The majority of the sample will consist of customers who have used the service in the past as well as those who are now using it. This information for the research was gathered via the use of online questionnaires that were distributed. In the course of this research, online questionnaires were used to collect responses from one hundred clients of J&T Express Indonesia. For the purpose of determining whether or not the claims made by the questionnaire were accurate and trustworthy, the researchers examined both the internal and external models by using the Partial Least Square (PLS) methodology and the SmartPLS 3.0 software. Despite the fact that this research did not discover any connection between a good brand image and the level of pleasure experienced by customers, it did discover that electronic word of mouth had a beneficial influence on customer satisfaction. Last but not least, the quality of the service did have an effect on the level of satisfaction experienced by the consumer. Keywords: Brand Image, Consumer Satisfaction, E-WOM, Service Quality

INTRODUCTION

Research on service quality, brand image, Electronic Word of Mouth (E-WOM), and consumer satisfaction are interested to be research because a number of previous studies have shown mixed results.(Agus Khoironi et al., 2018; Alrwashdeh et al., 2020; Bernarto et al., 2022.; Dam & Dam, 2021; Gabriela & Antonio, 2022.; Gamaliel et al., 2022; Gholipour Soleimani & Einolahzadeh, 2018; Ginting et al., 2023; Hamidin & Hendrayati, 2022; Hsieh et al., 2018; Kuo & Nakhata, 2019; Redditt et al., 2022; Sulemana et al., 2023; Tandon et al., 2020; Wattoo & Iqbal, 2022)

According to Hsieh et al. (2018), the culture of traditional catering services was greatly influenced by the quality of the service. Based on this, it can be deduced that when there is a growth in service quality, brand image, and customer satisfaction, there is also an improvement in service culture. As a consequence of this, the market for traditional catering services is in dire need of all of the aforementioned characteristics in order to become more competitive. This makes it possible to effectively improve the brand image, as well as the service culture and quality of the service experience.

According to the findings of Agus Khoironi et al. (2018), the quality of the product and the image of the brand have a significant impact on the loyalty of customers. Customer satisfaction is, without a doubt, a significant component in determining the level of customer loyalty. The findings of research carried out by Gholipour Soleimani and Einolahzadeh (2018) indicate that the influence of word of mouth on the intention to return is significant. Because of this, word-of-mouth advertising from satisfied customers is an excellent method for bringing in more financial resources.

They are Kuo and Nakhata in 2019. Customers who utilize electronic word of mouth before making a purchase are less likely to hear negative things about the products they have purchased and are more likely to be happy with the products they have purchased. Consumers are also less happy with the products they purchase as a result of word-of-mouth marketing. According to study conducted by Tandon et al. (2020), the quality of a website has a favorable and substantial influence on both the level of customer satisfaction and electronic word-of-mouth (E-WOM). E-wom has been shown to have a positive correlation with user satisfaction, according to research conducted by Alrwashdeh et al. (2020), which lends more evidence to this concept.

According to Dam & Dam (2021), customers are more likely to be happy with the service they get for a supermarket that delivers high-quality service, and they are also more likely to stay loyal to the supermarket. As an additional responsibility, a manager is accountable for the development of strategies in the areas of advertising, e-commerce, and other similar areas in order to increase the level of brand recognition among consumers. The amount of happiness that customers have with the service they get is significantly impacted by the consumers' perceptions of the brand, particularly if those perceptions are positive.

The findings of a study conducted by Hamidin and Hendrayati (2022) indicate that customers are more likely to stay loyal to a firm after having a great experience. The researchers discovered that the link between service quality and customer loyalty is mediated by the presence of consumer pleasure. The partial link demonstrates that one of the things that affects the satisfaction of consumers is the perceived value of the product or service. When it comes to the satisfaction of customers, the quality of the service is a significant aspect; but, when it comes to the experience of customers, it is of less significance. Regardless of whether customers interact with a service via mobile applications or through more conventional methods, such as in the physical world, the service must be able to provide a satisfying experience.

The findings of a study that was carried out by Gamaliel et al. (2022) indicates that consumers are more likely to be content with the services that they get from a service provider if the service provider places a higher priority on tangibles, responsiveness, assurance, and empathy in their service quality standards. There was no statistically significant difference identified in the proportion of respondents who were satisfied with the services provided by the institution, according to the findings of the survey. Research carried out by Wattoo and Iqbal (2022) provides more evidence in favor of the concept that improving the quality of service may result in increased customer satisfaction.

Redditt et al. (2022) discovered that when E-WOM moderates the relationship between determining aspects such as facilities, community ownership, economic benefits, trust, and vacation

counselor/host, it does not substantially change customer happiness. This was the conclusion reached by the researchers.

According to Gabriela and Antonio (2022), the image of the brand has a beneficial impact on quality, but it has a moderate impact on the level of satisfaction experienced by patients. Bernardo et al. (2022) discovered that there is no negative link between the degrees of risk and the amount of satisfaction experienced by customers. Therefore, the reputation of the brand has a positive influence on the level of satisfaction experienced by customers. There is a correlation between the brand image survey and growth in customer satisfaction.

It was stated by Sulemana et al., (2023) that the findings of research that investigated five aspects of service quality (tangibility, dependability, responsiveness, assurance, and empathy) were presented. There is a positive association between loyal clients and high-quality service, as shown by the findings. In a similar vein, the quality of the service does not have a substantial impact on the electronic word of mouth that occurs between the sexes.

It has been suggested by Ginting et al. (2023) that an improvement in the quality of e-service might result in satisfied consumers. As a result of their research, they discovered that the quality of e-service has a favorable and considerable impact on customer satisfaction. E-WOM has a positive and significant influence on the level of satisfaction experienced by customers. There is no positive and statistically significant relationship between the quality of an e-service and the likelihood that a consumer will make a repeat purchase; however, customer happiness may mitigate this relationship. Although customer trust has a positive and significant impact on customer happiness, there is no correlation between the two.
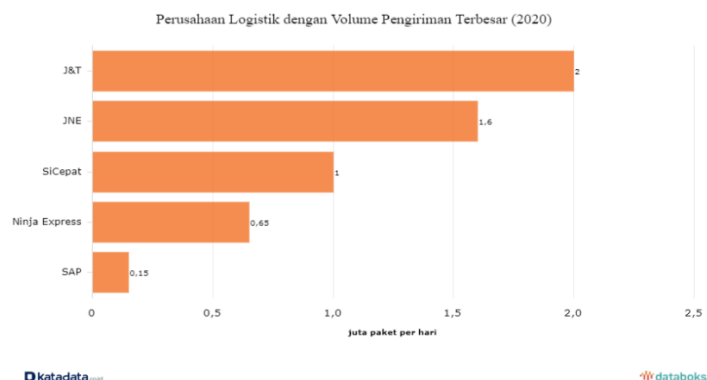

Figure 1 graph of delivery volume for logistics companies 2020

Source: https://www.kuriran.id/review-jt/

From the fews researches above, research on service quality, brand image and E-WOM on consumer satisfaction is an interesting thing to research. This research uses the J&T Express object because this company has a wide coverage area, making it easier for consumers to use this service. Many people know J&T Express because they often do online shopping in marketplaces and e-commerce, this has caused J&T Express to collaborate closely with several well-known e-commerce companies. J&T Express also provides several facilities, they are 24-hour hotline service, goods claims, tracking, package delivery and even guarantees. Based on this picture, it shows that J&T Express is one of the largest logistics companies and has the largest delivery volume.(https://www.kuriran.id/review-jt/). Examining how interactions between customers on E-WOM platforms or social media can influence perceptions of service quality and brand image. These kinds of interactions can have a significant impact on how consumers perceive certain services and brands. These changes can impact how consumers interact and share information. Because of this,

researchers are interested in the title of the influence of service quality, brand image, and electronic word of mouth on consumer satisfaction.

HIPOTESIS
Service Quality

The quality of the service that a customer receives has a substantial influence on a number of dimensions, including the customer's satisfaction, loyalty, trust, and perception of the brand. The remaining five pillars of service excellence are referred to as the following: response, constraints, tangibility, empathy, and verification. The provision of high-quality services has the potential to improve a number of aspects, including reputation, customer retention, word-of-mouth advertising, financial performance, and income opportunities. By the year 2023, Sulemana and his colleagues had gathered the information that is presented here. As part of the quality assessment, the service sales process is assessed as well (Masitoh & Wibowo, 2019). This evaluation is undertaken in addition to the evaluation of the service results themselves. An examination of the relevant literature (Dam & Dam, 2021; Gamaliel et al., 2022; Gholipour Soleimani & Einolahzadeh, 2018; Hamidin & Hendrayati, 2022; Hsieh et al., 2018; Sulemana et al., 2023; Tandon et al ., 2020) reveals that service quality has a positive and significant impact on the level of satisfaction experienced by customers. Using this description as a starting point, one may perhaps develop a hypothesis.

H₁: It is suspected that the service quality variable has a positive and significant effect on consumer satisfaction.

Brand Image

A brand is a very complex set of images and experiences in the minds of consumers, who have expectations about the benefits that will be obtained when consumers use products produced by a particular (Agus Khoironi et al., 2018). Brand Image is a set of perceptions for the brand of certain brands. There are several literature studies that indicate the relationship between the influence of brand image on consumer satisfaction has a positive and significant effect (Agus Khoironi et al., 2018; Bernardo et al., n.d.; Dam & Dam, 2021; Gabriela & Antonio, 2018.; Hsieh. et al., 2018). Therefore, from this explanation a hypothesis can be concluded.

H₂: It is suspected that the brand image variable has a positive and significant effect on consumer satisfaction.

Electronic Word of Mouth (E-WOM)

As a result of the development of social media and the rapid spread of the internet, electronic word of mouth (E-WOM), which is also known as online customer evaluations, has become an increasingly important source of information for a large number of customers prior to making purchases. When it comes to the growth of any company, social networks, particularly those that take the form of online virtual communities, are an extremely significant asset. Buzz and viral marketing are the two primary forms of word-of-mouth marketing that may be conducted via electronic means. The purpose of buzz marketing is to increase visibility, arouse interest, and convey new and relevant details about the company via the use of marketing strategies that are unexpected. On the other hand, Elmeida et al. (n.d.) acknowledges that viral advertising is a kind of word-of-mouth that is distinct from other forms. Following a review of the relevant literature (Ginting et al., 2023; Kuo & Nakhata, 2019; Tandon et al., 2020), it has been discovered that e-wom has a large and beneficial impact on the level of satisfaction experienced by customers. Redditt et al. (2022) state that when this variable moderates the relationship between determining factors, electronic word of mouth does not have a substantial influence on the level of pleasure experienced by consumers. Using this description as a starting point, one may perhaps develop a hypothesis.

H3: Electronic word of mouth has a positive and significant effect on consumer satisfaction

METHODS

In this particular investigation, quantitative approaches are used. According to Hamidin and Hendrayati (2022) and Wattoo and Iqbal (2022), a quantitative approach is understood to be the process of locating numerical data and using it in order to examine information about a phenomenon that is being investigated. For the purpose of gathering information for this research, a survey will be carried out in the field. A purpose sample category will be used in the survey, which will be conducted in the form of a questionnaire. All of the consumers who have used or are now using J&T Express are included in this research group. This research makes use of a measuring scale, which is often referred to as a Likert scale. It is possible for the replies on the Likert scale to begin with the numbers 1 through 5 because these constraints have been implemented: Five different replies are available to us: Strongly disagree, disagree, neutral, agree, and strongly agree are the five possible responses to this question. One hundred individuals were surveyed by the researcher. The sampling for this study was carried out using a non-probability sampling technique that was based on a purposive sampling approach. Several tests were carried out in order to guarantee the reliability and validity of the questionnaire statements. These tests were carried out with the help of the partial least squares (PLS) approach and the SmartPLS 3.0 software applications. Testing the hypothesis, testing the inner model, and testing the outer model are all examples of the kind of tests that are included in smartPLS testing.

RESULTS AND DISCUSSION

Based on the outer model and inner model research methods, the results are as follows:

Convergent Validity Result Test

The convergent validity value of each item in the survey is examined. This number reflects how effectively the item reveals the relationship between the latent variable and the reflective item via the use of the instrument. For the purpose of quantifying convergent validity tests, the outer loading value may be used. A value of the outer loading that is more than 0.7 is required for the indication to be appropriate.Saputro & Achmad, (2015).

Table 1. Outer Loading

Variabel	Indicators	Outer Loading	Conclusion
Service Quality (X1)	KP1	0,800	Valid
	KP2	0,841	Valid
	KP3	0,837	Valid
	KP4	0,852	Valid
	KP5	0,850	Valid
Brand Image(X2)	BI1	0,842	Valid
	BI2	0,851	Valid
	BI3	0,853	Valid
	BI4	0,844	Valid
	BI5	0,848	Valid
E-WOM(X3)	EW1	0,828	Valid
	EW2	0,843	Valid
	EW3	0,761	Valid
	EW4	0,823	Valid
	EW5	0,728	Valid

Variabel	Indicators	Outer Loading	Conclusion
Consumer Satisfaction (Y)	KK1	0,826	Valid
	KK2	0,897	Valid
	KK3	0,867	Valid
	KK4	0,832	Valid
	KK5	0,866	Valid

Source: Processed Data (2023)

This is shown by the fact that the construct variable's indicators have an outer loading value that is more than 0.7, which can be seen from the test results of each variable. Therefore, all of the indicators that are associated with the research variables are valid. In addition to revealing the relative importance of each indicator, a large loading coefficient indicates that a variable is being measured in the most accurate manner.

Discriminant Validity Result Test

The objective of the discriminant validity evaluation was to ensure that every single concept in the latent model was different from all of the other variables. If the value of an indicator's average variance extracted (AVE) is more than 0.6, then the indicator is deemed to have passed the discriminant validity test, as stated by Tasrif et al. (2023). The following are the AVE values for this study:

Table 2. *Average Variance Extrated(AVE)*

Variable	*Average Variance Extrated (AVE)*	Conclusion
Brand Image	0,718	Valid
E-WOM	0,653	Valid
Consumer Satisfaction	0,736	Valid
Service Quality	0,699	Valid

Source: Processed Data (2023)

From what can be observed in the table that displays the average variance extracted (AVE), all of the values of the variables are more than 0.6. Within the scope of this investigation, the following are some examples of the values that were allocated to the variables: brand image (0.718), electronic word of mouth (0.653), customer satisfaction (0.736), and service quality (0.699). It should be clear to you by the time you finish reading this that the variables used in the AVE test are able to pass the discriminant validity check.

Reliability Result Test

The reliability test that is being utilized in this research might be evaluated using composite reliability. Composite reliability is a valuable tool for exhibiting the items' internal consistency and consistency value when evaluating latent variables or the true worth of a construct. This is because it allows for the exhibition of the items' internal consistency. 2019 publication by Terapan and colleagues. A composite reliability value that is more than 0.7 indicates that the item in question may be considered reliable. The following table presents the composite dependency values that were determined by this investigation:

Table 3. Composite Reliability

Variable	Composite Reliability	Conclusion
Brand Image	0,927	Reliable
E-WOM	0,904	Reliable
Consumer Satisfaction	0,933	Reliable
Service Quality	0,921	Reliable
		Reliable

Source: Processed Data (2023)

According to the data shown in the table, the composite dependency value is more than 0.7. Particularly noteworthy are the values of 0.927 for the Brand Image variable, 0.904 for the Electronic Word of Mouth (E-WOM) variable, 0.933 for the customer pleasure variable, and 0.921 for the service quality variable. The dependability of each variable is shown by the data given in the table that is located above. In order to provide further support for the results of composite reliability testing, the Cronbach's Alpha value might be used. The value of a variable is considered to be reliable if it is more than 0.7, as stated by Terapan et al. (2019). The value of Cronbach's Alpha for this investigation is shown below:

Table 4. Cronbach's Alpha

Variable	Cronbach's Alpha	Conclusion
Brand Image	0,902	Reliable
E-WOM	0,867	Reliable
Consumer Satisfaction	0,910	Reliable
Service Quality	0,892	Reliable

Source: Processed Data (2023)

Several of the variables in the table have Crobach's Alpha values that are more than 0.7, as shown by the data presented in the table. A few examples of these factors include the following: brand image (0.903), word-of-mouth (0.867), customer satisfaction (0.910), and service quality (0.892). The fact that this is the case suggests that the values produced by each variable in this investigation are reliable.

Multicollinearity Result Test

The purpose of the multicollinearity test is to determine whether or not there is multicollinearity between the variables by using correlation values between the variables that are considered independent. It is possible to employ the multicollinearity test in situations when the value of the variance inflation factor (VIF) is lower than 10. Based on the results of this investigation, the multicollinearity test has the following value::

Table 5. Multicollinearity

	Service Quality
Brand Image	4,962
E-WOM	3,421
Consumer Satisfaction	4,569

Source: Processed Data (2023)

There is a substantial association between brand image (with a value of 4.962) and customer satisfaction (with a value of 3.421), as well as between brand image and service quality (with a value of 4.569). This is shown by the data that is presented in the table. The fact that the VIF score in this inquiry is lower than 10 demonstrates that there is neither multicollinearity nor non-multicollinearity present in the data.

Coefficient Determination Result Test (R Square)

Following the completion of the determination coefficient test, the R-squared score will show the findings. The correlation coefficients are divided into four categories by Tasrif et al. (2023): zero, which indicates that there is no relationship; twenty-five, which indicates a weak correlation; fifty, which indicates a medium correlation; and seventy-five, which indicates a strong correlation. The outcomes of the R-squared statistical tests that were carried out using SmartPLS 3.0 are shown in the table that follows:

Table 6. R Square

Variable	R Square	R Square Adjusted
Consumer Satisfaction	0,810	0,804

Source: Processed Data (2023)

According to the information shown in the table, the factors that account for 81.0% of the variation in customer satisfaction are electronic word of mouth (E-WOM), brand image, and service quality. Other factors account for the remaining 19.0% of the variance. According to the results of this study, the research seems to have a good degree of internal consistency (R Squared = 0.810).

Model Feasibility Result Test (Goodness of Fit)

Model feasibility or Goodness of Fit testing is carried out to ensure the accuracy of the sample regression function in estimating actual values statistically. The following are the results of testing the feasibility of the model:

Table 7. Goodnes of Fit

Variable	Model	Result
Consumer Satisfaction	$Q^2 \left(1 - \dfrac{SSE}{SSO}\right)$	0,587

Source: Processed Data (2023)

Based on the table above, it can be seen that the Q^2 value of consumer satisfaction is 0.587, meaning $Q^2 > 0.5$, thus this research model is predictive relevance.

Effect Square Result Test

Effect size is a test used to determine the goodness of the model. The F^2 values recommended by experts are 0.02 (small), 0.15 (fair), and 0.35 (large). The following are the results of the f square test:

Table 8. Effect Square

Variable	Consumer Satisfaction
Brand Image	0,059
E-WOM	0,219
Service Quality	0,135

Source: Processed Data (2023)

Following are the conclusions that can be drawn from the data that has been presented above: the brand image variable has a moderate proportion of consumer satisfaction with a $F2$ of 0.059, which is greater than 0.02 but less than 0.15. Similarly, the E-WOM variable has a $F2$ of 0.219, which is greater than 0.15, indicating that these variables also have a moderate proportion of consumer satisfaction. The last variable, service quality, has a value of 0.135, which indicates that it has a modest proportion to customer satisfaction. This number also indicates that it is more than 0.15, and so on.

Path coenfficient Result Test (Direct Effect)

One might do a direct impact analysis in order to ascertain if a collection of elements has an indirect or direct influence on the overall outcome. The findings of the hypothesis testing in this research are shown by the t-statistic, the p-value (critical ratio), and the starting sample value that was obtained by the booth strapping process. In the event that the p-value is less than 0.05, it indicates the existence of either an indirect or direct effect. Conversely, if the p-value is more than 0.05, it indicates the presence of either a direct or indirect influence. despite the fact that the p value (which is larger than 0.05) does not indicate either a direct or indirect influence whatsoever. The following table presents the results of the hypothesis testing conducted in this research:

Table 9. Path Coefficient

Hypothesis	Variable Relationship	Original Sample(O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (|O/STDEV|)	P Value
H[1]	Service quality -> consumer satisfaction	0,324	0,333	0,120	2,847	0,005
H[2]	Brand Image->Consumer satisfaction	0,236	0,242	0,130	1,816	0,070
H[3]	EWOM-> Consumer Satisfaction	0,378	0,384	0,089	4,251	0,000

Source: Processed Data (2023)

The results of this research are shown in the table that can be seen above, and they are as follows: With a T-Statistic value of 2.847 and a P-Value of 0.005, the outcomes of testing Hypothesis 1 in this research show that there is a correlation between the quality of service and the level of pleasure experienced by customers. There is a connection between the pleasure of the consumer and the

quality of the service provided. We do, in fact, accept H1. The results of testing Hypothesis 2 in this research indicate that there is no correlation between brand image and customer happiness. The T-Statistic value is 1.816, and the P-Value is 0.070, which indicates that there is no influence between the two. As a result, the satisfaction of customers is unaffected by their opinion of the brand. We do not accept H2. The results of testing Hypothesis 3 in this research revealed that there is a connection between electronic word-of-mouth and the level of experienced happiness by customers. On the other hand, the P-Value was 0.000, and the T-Statistic was 4.251. E-WOM does, in fact, have an effect on the satisfaction of customers.

DISCUSION

The Effect of Service Quality on Consumer Satisfaction

The overall analysis results show that service quality has a positive and significant effect on consumer satisfaction. The direction of the positive influence is if the quality of service is always improved to attract a good impression, this will increase consumer satisfaction. J&T Express is a package delivery service company that prioritizes quality in all its services, on time delivery, and is responsive to all complaints. If delivery is carried out according to the promised schedule or even faster than expected, consumers will feel satisfied. Regularity and reliability in delivery can increase consumer confidence in the service. Goods that are sent safely and well protected will increase consumer satisfaction. When the package arrives in good condition without damage, consumers tend to be happy with the service provided. J&T Express also has a good communication system to provide information about delivery status, tracking numbers and how to resolve problems if there are problems with delivery which will increase consumer satisfaction. The results obtained are also supported by the results of studies by (Dam & Dam, 2021; Gamaliel et al., 2022; Gholipour Soleimani & Einolahzadeh, 2018; Hamidin & Hendrayati, 2022; Hsieh et al., 2018; Sulemana et al., 2023; Tandon et al., 2020) which also states that the service quality variable has a positive and significant effect on the consumer satisfaction variable.

The influence of brand image on consumer satisfaction

The results obtained from this research show that Brand Image does not have a significant effect on customer satisfaction. This happens because there are several factors that dominate in influencing consumer satisfaction, such as customer experience, service quality, consumer preferences. Customers may have varying experiences with J&T Express services. Even though the brand image is generally good, there may be cases where the consumer experience does not match the expectations provided by the brand image. sometimes, a strong brand image may not fully reflect or align with the quality of the actual services provided. If consumer experiences are inconsistent with the image built by the brand, this can reduce the positive influence of brand image on perceived service quality. and consumers may have certain preferences and priorities in courier services that they consider more important than just brand image. For example, they may care more about shipping reliability or responsive customer service than simply a well-known brand. Therefore, the results of this study contradict research (Agus Khoironi et al., 2018; Bernarto et al., n.d.; Dam & Dam, 2021; Gabriela & Antonio, n.d.; Hsieh et al., 2018)

The Influence of Electronic Word of Mouth on Consumer Satisfaction

According to the conclusions of this research, the pleasure of customers is greatly increased when they get digital recommendations from their friends and family. The usage of electronic word of mouth, which is also often referred to as online consumer reviews, is one of the key methods by which consumers choose the goods delivery services that they hire. It is possible that J&T Express may reap the benefits of positive comments and suggestions from consumers that are posted on review websites, social media platforms, and online forums. This can help the firm improve its reputation for delivering high-quality service options. Through the use of E-WOM, customers have the opportunity to submit in-depth feedback about their experiences with J&T Express services.

Reviews of courier services that include subjects such as delivery time, product quality, and overall customer service may be of great use to customers who are looking into these services. It has been shown that the results are supported by Ginting et al. (2023), Kuo and Nakhata (2019), and Tandon et al. (2020). On the other hand, this contradicts the findings of Redditt et al. (2022), which said that electronic word of mouth does not seem to have any significant influence when this variable moderates the connection between certain componentss.

CONCLUSION

Among the many conclusions that can be drawn from the data of this research, one of the conclusions that can be drawn is that providing customers with high-quality service considerably increases their level of happiness. There was not a positive and statistically significant association between the image of the brand and the level of satisfaction experienced by the customers in the research. According to a number of studies, the use of electronic word of mouth increases the level of satisfaction experienced by customers.

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