

Can we satisfy our customer through brand image?

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Abstract: The increasing public need for transportation has made entrepreneurs competing to establish a company in the field of land transportation, especially buses. This has resulted in increased competition among transportation companies. The reason for choosing the bus is because of its wide range and affordable ticket prices. One of the transportation service companies in Indonesia is also participating in the existing business competition. Companies engaged in services interact more directly with customers or consumers in providing services, so they are required to be able to satisfy customer desires. This research focuses on customer satisfaction and of course the factors that influence it, such as service quality, brand image and price perception. This associative research looks for the relationship or influence of the independent variable consumer quality, brand image, price perception on the dependent variable consumer satisfaction. In this study, the questionnaire used was a closed questionnaire and was successfully collected by 90 respondents. Data analysis using Partial Least Square. The results of the study found the influence of the variable consumer quality, brand image, perceived price on the dependent variable consumer satisfaction.

Keywords: Customer satisfaction, service quality, brand image, price perception, transportation services.

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I. Introduction

Human activity increased significantly with the times. Increased human activity affects all modes of transportation (land, air, and sea). Transportation is needed in activities, especially those related to travel. This can be seen from various developments in the transportation sector service industries such as airlines, ships, trains, bus fleets, and other land transportation services in Indonesia. The following table shows the high users of land transportation services compared to air and sea transportation.

Table 1. Data on the Number of Land, Sea and Air Transportation Users in 2018

Tahun	Darat	Laut	Udara
2018	± 414.400.000	51.014.782	131.839.802

Source : BPS 2018

One of the land transportation facilities that are still widely used by Indonesian people is the bus. People choose buses because of their wide reach and affordable ticket prices when compared to other land transportation. Pratiwi and Sutopo (2012) said that price has a positive and significant effect on consumer satisfaction. Product or service companies must provide their best services to gain customer loyalty. It also applies in transportation services companies that their services interact directly with customers or consumers. Cesimariani and Dibyantoro (2012) stated that service quality has a positive and significant effect on customer satisfaction. Permata (2019), customer satisfaction has significant impact customer loyalty and trust.

Consumer satisfaction in using services is a complex process and is influenced by various factors, such as service quality and competitive price mapping. Service users or consumer will compare prices to get cheap services, comparable to the quality of their services, etc. Perceived value is a comprehensive evaluation of the usefulness of a product based on consumers' perceptions of the number of benefits to be received compared to the efforts made or generally thought by consumers. Value is known as "value for money", "best value" and "you get what you pay for". Here are data on the number of buses from 2014 to 2018.

Table 2. Number of busses from 2014 – 2018

Bulan	2014	2015	2016	2017	2018
Jumlah	2.398.846	2.420.917	2.486.898	2.509.258	2.538.182

Source : BPS

In fulfilling and satisfying its customers, one of the transportation companies in Indonesia is trying to provide a bus fleet that suits its customers' needs. The company is trying to provide the best service to increase customer satisfaction through the procurement of a fleet that suits the needs of its customers. This transportation service company strives to provide the best service so that customers feel satisfied. This transportation company provides three classes of services namely Super Executive, Executive, and *Patas AC*. The company's target market is middle and lower class customers. Every transportation company must have competitive strategies, such as providing a comfortable place to add a variety of facilities that are expected to increase customer satisfaction. However, there has been a decrease in the number of bus passengers on the Jakarta-Yogyakarta route in the past 4 months. Table 3 shows the number of bus passengers.

Table 3. Number of bus passengers in 2018

Bulan	Januari	Februari	Maret	April
Jumlah	3.300	3.170	2.820	2.750

Source : company

II. Literature Review

According to Kotler, customer satisfaction is a feeling or result that is felt by consumers that shows a match between the company's performance (service) and customer expectations (Kotler and Keller, 2012). Customers are satisfied when their expectations are met and happy when their expectations are exceeded. Satisfied customers tend to be loyal customers for a long period of time, buy more, be less sensitive (accept) price changes, and deliver something that benefits the company. He also stated quality of service is the overall characteristics of goods and services that affect its ability to meet the stated and unstated needs of customers. According to Kotler (2009), a brand is a name, symbol, sign (design), or a combination of these elements created to identify certain goods or services and distinguish them from their competitors. Based on these definitions, it can be concluded that the brand is one of the main factors that influence consumer satisfaction in buying products or using services. He added that a product, both goods, and services, must have a name or brand. According to Kotler & Keller (2012), price is the easiest element to use in marketing than the product, channel, or communication features that require more time. Prices also communicate the value of a company's product or brand to the market. Products that are well designed and marketed can be sold at high prices and generate large profits.

Research Cesimariani and Dibyantoro (2012) showed that service quality is a variable that has a positive and significant effect on customer satisfaction. Some research also showed the same results (Pratiwi and Sutopo, 2012; Woro and Naili 2013; Harjati and Venesia, 2015). The hypothesis (H_1) from the description above is service quality has a positive and significant effect on customer satisfaction.

Research by Wati et al (2009) found that brand image and product collateral simultaneously influence customer satisfaction. While Merlin et al., (2011) and Putri et al., (2016) found that brand image had a significant effect on customer satisfaction. The hypothesis (H_2) from the description above is brand image has a positive and significant effect on customer satisfaction.

Some research showed that price has a positive and significant effect on consumer satisfaction (Pratiwi and Sutopo, 2012; Hidayat and Firdaus, 2014; Harjati and Venesia, 2015). The hypothesis (H_3) from the description above is price perception has a positive and significant effect on customer satisfaction. The framework of the literature review and previous research are:

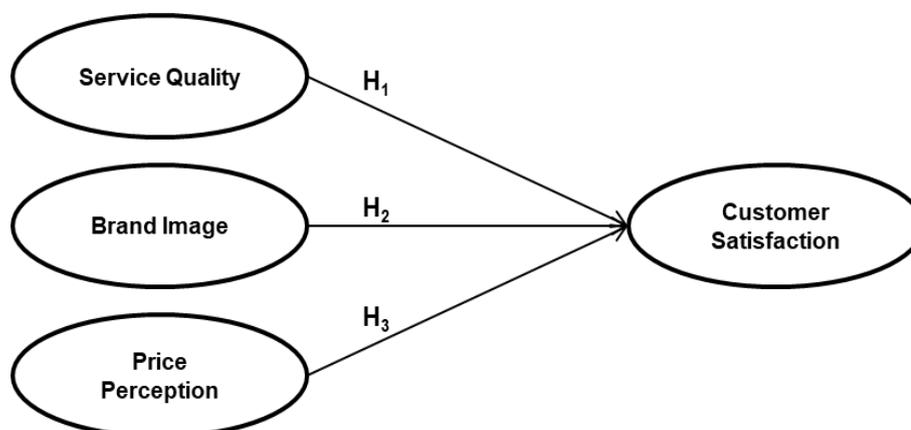


Figure 1. Research Framework

III. Method

It is a quantitative study with a causal research design. Causal research examines the causal relationship where the independent variable influences the dependent variable (Sugiyono, 2014). The population in this study was 90 respondents. Sampling was carried out using a non-probability sampling method with a sample technique that is saturated sample (census) and using Smart PLS.

IV. Result and Discussion

Convergent Validity Test is carried out on each construct indicator. According to Chin in Ghozali (2014), an indicator has "good" validity if the value is greater than 0.70, while the loading factor 0.50 to 0.60 is "moderate". Based on these criteria, loading factors below 0.60 will be removed from the model.

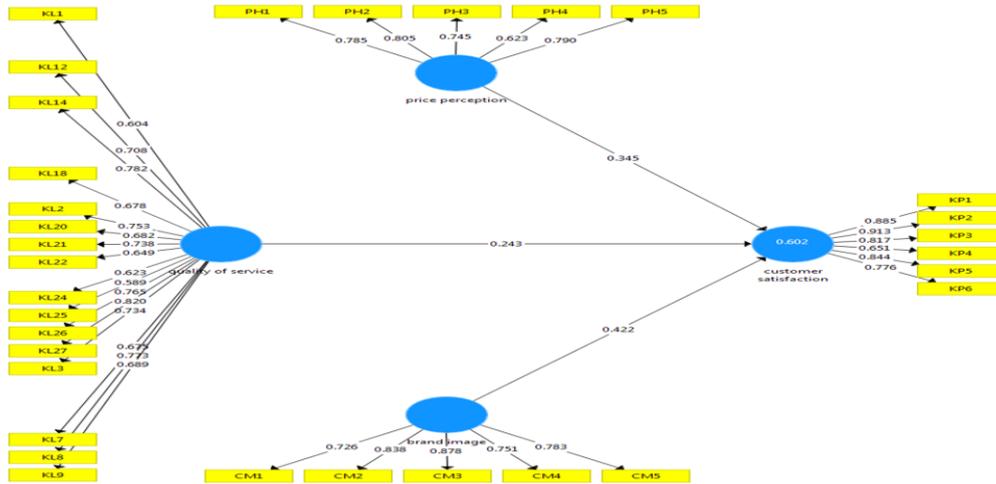


Figure 2. PLS algorithm

Table 4 show the result from factor loading, composite reliability, and cronbach's alpha in a research model. If the composite reliability and Cronbach's alpha value of all latent variable values is ≥ 0.70 then the construct has good reliability or the questionnaire in this study is reliable or consistent. Tables 4 show that the composite reliability test results show satisfactory values where the value of composite reliability on all latent variable values is ≥ 0.70 . Furthermore, the results of the Cronbach's alpha test also showed satisfactory values where all values of the latent variable were ≥ 0.70 . This means that all latent variables are reliable.

Table 4. Factor loadings and reliability

Indikator	Loading α	Composite Reliability	Cronbachs Alpha
KL1	0,611	0.939	0.931
KL2	0,737		
KL3	0,696		
KL7	0,673		
KL8	0,739		
KL9	0,698		
KL12	0,713		
KL14	0,764		
KL18	0,650		
KL20	0,658		
KL21	0,710		
KL22	0,676		
KL24	0,646		
KL26	0,783		
KL27	0,802	0.897	0.856
CM1	0,726		
CM2	0,838		
CM3	0,878		
CM4	0,751		
CM5	0,783	0.866	0.813
PH1	0,785		
PH2	0,805		

PH3	0,745		
PH4	0,623		
PH5	0,790		
KP1	0,885	0.924	0.899
KP2	0,912		
KP3	0,818		
KP4	0,651		
KP5	0,844		
KP6	0,777		

Reflective indicators in the discriminant validity test can be seen in the cross-loading between the indicators and their constructs. An indicator is declared valid if the loading factor in the construct is higher than the other loading factor. It means that latent constructs predict indicators in their blocks better than indicators in other blocks and its show in table 5 below.

Table 5. Discriminant validity result

	Quality of Service	Brand Image	Price Perception	Customer Satisfaction
KL1	0.600	0.024	0.142	0.212
KL2	0.759	0.229	0.360	0.392
KL3	0.734	0.153	0.182	0.272
KL7	0.670	0.007	0.169	0.184
KL8	0.777	0.206	0.300	0.306
KL9	0.690	0.110	0.189	0.307
KL12	0.706	0.157	0.223	0.322
KL14	0.780	0.168	0.317	0.369
KL18	0.674	0.252	0.335	0.385
KL20	0.692	0.290	0.323	0.411
KL21	0.741	0.152	0.419	0.435
KL22	0.646	0.180	0.223	0.313
KL24	0.624	0.150	0.077	0.237
KL26	0.762	0.126	0.195	0.314
KL27	0.817	0.144	0.277	0.366
CM1	0.043	0.726	0.114	0.400
CM2	0.266	0.838	0.467	0.535
CM3	0.137	0.878	0.382	0.573
CM4	0.136	0.751	0.373	0.501
CM5	0.324	0.783	0.491	0.525
PH1	0.175	0.360	0.785	0.429
PH2	0.408	0.413	0.805	0.579
PH3	0.249	0.177	0.745	0.421
PH4	0.179	0.232	0.623	0.277
PH5	0.314	0.507	0.790	0.574
KP1	0.488	0.552	0.561	0.885
KP2	0.435	0.608	0.603	0.913
KP3	0.376	0.610	0.395	0.817
KP4	0.096	0.431	0.493	0.651
KP5	0.364	0.494	0.583	0.844
KP6	0.481	0.437	0.468	0.775

Based on Table 6 above it can be concluded that the R-square adjusted value is 0.588 which means that the model has a good level of the goodness-fit model. It means that the variability of Customer Satisfaction that can be explained by Quality of Service, Brand Image, and Price Perception is 58.8%, while the remaining 41.2% is explained by other variables not examined in this model.

Table 6. R-square value of Endogen variable

Variabel Endogen	R-square Adjusted
Customer Satisfaction	0.588

Table 7. Hypothesis test result

Variabel	Original Sample	T-statistics	Result
Quality of Service --> Customer Satisfaction	0.243	3.230	support
Brand Image --> Customer Satisfaction	0.422	4.011	support
Price Perception --> Customer Satisfaction	0.343	3.420	support

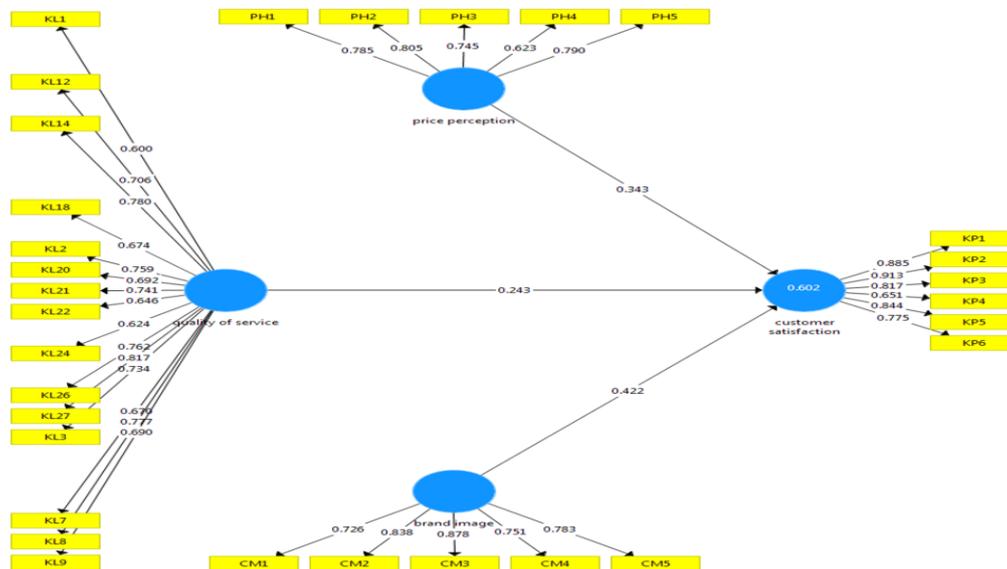


Figure 3. The Structural Model

V. Conclusion

The conclusion of the first result of this study is that the variable customer satisfaction is influenced by the variable quality of consumers, according to previous research (Cesimariani and Dibyantoro, 2012; Pratiwi and Sutopo, 2012; Woro and Naili, 2013; Harjati and Venesia, 2015). The second result of this study is that the variable customer satisfaction is influenced by the brand image variable, according to previous studies (Wati et al., 2009; Merlin et al., 2011; Putri et al., 2016). The third result of this study is that the variable customer satisfaction is influenced by the price perception variable, according to previous research (Pratiwi and Sutopo, 2012; Hidayat and Firdaus, 2014; Harjati and Venesia, 2015).

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