

EXPLORING THE IMPACT OF SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION AND PURCHASE INTENTION

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Abstract.

This study investigates the influence of service quality and brand image on customer satisfaction and purchase intention among online transportation users. Primary data was collected through an online survey via Google Forms and using purposive sampling included predominantly female respondents aged 26-35 who use online transportation services. Analyzing the data with SmartPLS 3.0 and SEM-PLS techniques, the study finds that service quality and brand image significantly and positively affect customer satisfaction. Moreover, service quality, brand image, and customer satisfaction significantly contribute to purchase intention. These findings suggest strategies to enhance purchase intention in the online transportation sector.

Keywords : Brand image; Customer satisfaction; Purchase Intention; Service Quality

INTRODUCTION

In the current era of rapid technological advancement and extensive public transportation availability, companies must ensure their offerings provide unique advantages. To attract and retain customers, they need strategic plans to improve service quality. Today, people are more mobile, leading to a rising demand for digital, convenient, cost-effective, comfortable, and safe public transportation. Therefore, companies must innovate constantly to engage customers, gather feedback on service experiences, and use it to enhance their offerings (Uzir et al., 2021).

Researchers are focusing on developing and prioritizing service quality due to the essential need for customer engagement in experiencing service quality. Companies rely on understanding customer perceptions to gauge whether their services meet expectations (Agarwal & Dhingra, 2023). Service quality plays an integral role, bridging production and marketing tasks to align with customer needs and satisfaction (Ahmad & Zhang, 2020). Therefore, organizations must continually enhance service quality to deliver superior experiences that fulfill customer desires and expectations (Dhingra et al., 2020).

Beside focusing on service quality, companies must also cultivate a positive brand image among the customers. A favorable impression enhances the likelihood of repeat service usage (Pranata et al., 2020). Currently, a significant number of people, approximately 21.7 million, utilize online transportation services alongside private vehicles, with 54.6% indicating a continued preference even without promotional incentives. Improving the brand image involves shaping consumer perceptions both rationally and emotionally, integrating aspects like quality, value, attitude, association, and customer perception (Dash et al., 2021). Brand image crucial in influencing customer mindset, which in turn drives actual consumer behavior through a pivotal decision-making process (Rao et al., 2021).

Customer happiness significantly impacts purchasing decisions and should be a primary focus for companies aiming to enhance competitiveness and achieve success (Kee et al., 2023). Maintaining high levels of customer satisfaction is crucial for fostering long-term relationships (Balci, 2021). To retain clients and encourage repeat business, companies must prioritize ensuring customers are consistently satisfied with their services (Kim et al., 2020).

Previous studies have extensively explored the impact of service quality on customer satisfaction and purchase intention (Agarwal & Dhingra (2023); Dhingra et al. (2020); Uzir et al. (2021); Ahmad & Zhang (2020); Zibarzani et al. (2022)). However, these studies have not comprehensively investigated other factors influencing customer satisfaction and purchase intention. Therefore, this study introduces brand image. Previous research indicates that brand image is closely linked to customer loyalty and can foster sustainable business growth (Pranata et al. (2020); Rahi et al. (2020); Baumeister et al. (2022); Bernarto et al. (2022); Dash et al., (2021); Rao et al. (2021)). While previous research by Dhingra et al. (2020) focused on the aviation industry, this study investigates the online transportation sector, providing a unique perspective on purchase intention in this digital context.

The study examines how service quality and brand image impact customer satisfaction and purchase intention in online transportation services, aiming to provide insights that enhance marketing practices and improve customer engagement.

LITERATURE REVIEW

Service Quality

Service quality is defined as the difference between what customers expect and what they perceive they receive. It is a key indicator of marketing effectiveness, highlighting the need for services to meet customer expectations. This perspective emphasizes evaluating service quality from the customer's

viewpoint, focusing on how well services fulfill their needs and expectations (Shen & Yahya (2021); Twum et al. (2020); Sukamuljo et al. (2021)) .

The objective of service quality is to evaluate a company's services with the aim of enhancing customer satisfaction (Chuenyindee et al., 2022). Customer reviews provide crucial insights that help sustain service quality, enabling customers to assess the relevance and effectiveness of the service provided by the company(Zibarzani et al., 2022).

Brand Image

Brand image encompasses the associations linked with a brand in customers' minds, appealing to them in a meaningful manner (Praselia & Syah, 2020). It represents customers' perceptions and beliefs about the brand, playing a pivotal role in brand promotion (Abbas et al., 2021). This impression or concept existing in society about a company, object, person, or organization defines brand image (Irpan & Ruswanti, 2020).

Brand image is the perception held by customers based on their past interactions and experiences with the company (Wilson, 2021). It encompasses the distinctive qualities that set a brand apart from its competitors (Baumeister et al., 2022).

Customer Satisfaction

Customer satisfaction is evaluated by how the perceived performance of a product or service aligns with prior expectations, without requiring a direct comparison (Fransisca et al., 2022). It serves as a metric to gauge how content customers are with a product, service, or overall experience (Pranata et al., 2020). Additionally, customer satisfaction reflects customers' overall responses based on their cumulative shopping and consumption experiences with a brand (Suthianto & Syah, 2023).

Customer satisfaction is the assessment conducted after a purchase, where the perceived performance of a product exceeds the customer's expectations (Januarko et al., 2018). It is examined by comparing the customer's desires with the actual performance of the product received (Asha et al., 2023).

Purchase Intention

Purchase intention is crucial for predicting customers' regular purchases of products and services, signifying their commitment to buying a brand and aligning with their purchase plans, thus predicting actual purchase behavior effectively (Ahmad & Zhang (2020); Chae et al. (2020); Haro et al. (2020)).

Purchase intention is the inclination or desire of customers to acquire a product spontaneously(Kemec & Yuksel, 2021). It is considered a critical factor as it

determines whether a product meets customers' desires and expectations, enabling them to evaluate goods and services more deeply (Kee et al., 2023).

Service Quality and Customer Satisfaction

In the online transportation industry, ensuring service quality that customers can perceive is essential for evaluating and improving company performance (Uzir et al., 2021). Meeting customer expectations for service quality allows companies to assess their performance based on customer perceptions and capitalize on new opportunities (Zibarzani et al., 2022). When service quality meets customer expectations, it fosters customer satisfaction with the company's offerings.

Service quality serves as a critical metric for evaluating business and marketing services, playing a pivotal role in determining customer satisfaction (Chuenyindee et al., 2022). Customer satisfaction levels are directly affected by their perception of service quality. Consequently, the authors propose an initial hypothesis based on these insights.

H1: Service Quality has a positive effect on Customer Satisfaction.

Brand Image and Customer Satisfaction

Brand image in online transportation industry encompasses customer attitudes, beliefs, and preferences towards brands. A positive brand image increases the likelihood of customer purchases due to enhanced satisfaction (Pranata et al., 2020). Companies must align their brand image with customer expectations and ensure their products meet customer needs to achieve satisfaction (Rahi et al., 2020).

Brand image significantly impacts customer satisfaction, particularly in service industries where evaluation is challenging and competitive comparisons are less influential (Baumeister et al., 2022). A positive brand image reflects customers' attitudes, beliefs, and preferences towards a brand, influencing their perception of satisfaction. Therefore, companies with a strong brand image are likely to consistently achieve high levels of satisfaction (Bernarto et al., 2022). Based on current research, the authors develop the following hypothesis:

H2: Brand Image has a positive effect on Customer Satisfaction.

Customer Satisfaction and Purchase Intention

Customer satisfaction is heightened when an organization's operational processes align with customer expectations, prompting immediate purchase decisions (Kee et al., 2023). In the online transportation industry, customer satisfaction strongly influences purchase intentions, underscoring its critical role in shaping consumer decisions (Dash et al., 2021).

Customer satisfaction significantly boosts purchase intentions, whether customers have prior experience with the product or not (Dhingra et al., 2020). Satisfaction with a company's services enhances customer loyalty and increases the likelihood of repeat usage (Almakayeel, 2023). Considering the above discussion, the following hypothesis is formulated:

H3: Customer Satisfaction has a positive effect on Purchase Intention.

Service Quality and Purchase Intention

According to Ahmad & Zhang (2020), when customers are pleased with the quality of service, their intention to buy the product or service again in the future is increased. Similarly, Dhingra et al. (2020) suggest that experiencing high service quality makes customers more likely to use those services again, thereby increasing their intention to make future purchases.

Haro et al. (2020) and Qalati et al. (2021) emphasize that service quality plays a crucial role for service companies, particularly in online transportation. They argue that improving service quality not only enhances customer purchase intention, but also boosts market share and profitability, highlighting its significance in gaining a competitive edge in the industry. Based on the above study, the following hypothesis is formulated:

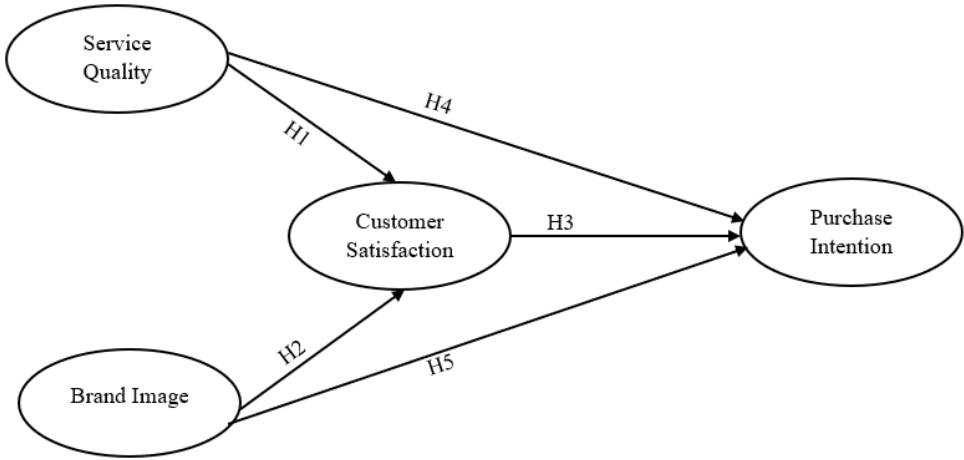
H4: Service Quality has a positive effect on Purchase Intention.

Brand Image and Purchase Intention

According to Dash et al. (2021) and Tan et al. (2022), aligning a brand image with the preferences and aspirations of its target audience can drive customer purchase intention. The brand image should effectively convey high-quality services, appealing to customers and influencing their decision to purchase products or services.

Benhardy et al. (2020) suggest that customers primarily assess the value of a product based on its brand image before forming a purchase intention. Sidharta et al. (2021) emphasize the importance for companies to establish a strong brand image in the minds of customers, as this positively influences future purchase intentions. Based on the above study, the following hypothesis is formulated:

H5: Brand Image has a positive effect on Purchase Intention.



METHODS

Ruswanti & Januarko (2021) utilized primary data collected directly by researchers for their research, aiming to analyze and address specific challenges. They employed a survey method using online questionnaires distributed via the Google Form application. The study focused on five prominent online transportation brands in Indonesia: Go-Jek, Grab, Maxim, InDrive, and OKEJEK, selected through purposive non-random sampling. The sample included 200 respondents who were customers of these brands across Indonesia, with sociodemographic characteristics such as age, gender, education, occupation, online transportation brand preference, and frequency of use considered in the study.

Measurements

The study employed a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) for measurement. Service Quality was assessed using 22 statements adapted from Parasuraman et al. (1988). Brand image was evaluated with 4 statements derived from Chitty et al. (2007). Customer satisfaction was evaluated with 3 statements derived from Li et al. (2018), while Purchase Intention utilized 4 statements based on Salhab et al. (2023). In total, the questionnaire comprised 33 statements. According to Hair et al. (2014), the sample size was determined to be at least 165 respondents, calculated as 5 times the number of questionnaire statements, to ensure statistical reliability in the study of online transportation services.

This quantitative research employs the Structural Equation Model (SEM) method for data analysis, conducted using SPSS and Smart-PLS software. Validity testing includes the Kaiser-Meyer-Olkin (KMO) and Measure of Sampling

Adequacy (MSA) tests, with a threshold value greater than 0.5 indicating suitability for factor analysis and further processing (Ghozali (2016); Ruswanti & Januarko (2021)). Reliability is measured using Cronbach's Alpha, with values approaching 1 signifying greater reliability of the variables (Hair et al., 2014).

Data Analysis, Results, and Interpretation

The study surveyed 200 online-based transportation users in Indonesia, specifically users of Go-Jek, InDrive, Grab, OKEJEK, and Maxim. Among the respondents, 50.5% were female, totaling 101 individuals, and 60% resided in DKI Jakarta. Grab was the most preferred brand among respondents, chosen by 48% of participants. A majority (60%) of respondents were aged 26-35 years and worked in private sector jobs, while 63.5% had obtained a bachelor's degree (S1). Most respondents (35.5%) reported spending IDR 50,000 - IDR 100,000 per month on online transportation services, with 53.5% using these services 1-4 times per week.

Table 1. Profile of Research Respondents

Characteristic	Frequency	Percentage (%)
Age		
18-25 years old	41	20,5
26-35 years old	65	32,5
36-45 years old	38	19
≥ 46 years old	56	28
Total	200	100%
Gender		
Male	99	49,5
Females	101	50,5
Total	200	100%
Last Education		
High School	4	2
Associate Degree	29	14,5
Bachelor Degree	127	63,5
Master/Doctoral Degree	40	20
Total	200	100%
Job		
College Student	18	9
Private Employee	120	60
Public Servant	29	14,5
Entrepreneur	29	14,5
Housewife	4	2

Characteristic	Frequency	Percentage (%)
Total	200	100%
Your current place of residence		
DKI Jakarta	120	60
Bandung	9	4,5
Bogor	10	5
Surabaya	3	1,5
Semarang	9	4,5
Denpasar	5	2,5
Yogyakarta	8	4
Medan	6	3
Depok	21	10,5
Padang	1	0,5
Bekasi	6	3
Tangerang	2	1
Total	200	100%
Your average spending for 1 week for online transportation services		
IDR 50,000 – IDR 100,000	71	35,5
IDR 150,000 – IDR 200,000	60	30
IDR 200,000 – IDR 250,000	40	20
>IDR 250,000	29	14,5
Total	200	100%
Favorite ride-hailing brands you use frequently		
Go-Jek	86	43
InDrive	2	1
Grab	96	48
OKEJEK	3	1,5
Maxim	13	6,5
Total	200	100%
Frequency of Use of the Favorite Brand within 1 week		
1-4 times	107	53,5
4-8 times	43	21,5
8-12 times	33	16,5

Characteristic	Frequency	Percentage (%)
> 12 times	17	8,5
Total	200	100%

Cronbach Alpha

Following Hair et al. (2017), criteria were established in SmartPLS 3.0 for loading factors ≥ 0.70 and Cronbach's Alpha ≥ 0.60 to validate and ensure the reliability of reflective construct models. After validity analysis, 25 out of 37 statements remained suitable for the questionnaire. However, nine indicators in Service Quality, two in Brand Image, and one in Customer Satisfaction were deemed invalid and removed. In contrast, all indicators for Purchase Intention were validated and retained for further analysis.

Composite Reliability and Average Variance Extracted

In this study, analyses of Composite Reliability (CR) and Average Variance Extracted (AVE) were performed, fulfilling the established criteria by Hair et al. (2017). The required thresholds are $CR \geq 0.70$ and $AVE \geq 0.50$. The results for CR and AVE were as follows: Service Quality (CR= 0.949 ; AVE= 0.589), Brand Image (CR= 0.944 ; AVE= 0.894), Customer Satisfaction (CR= 0.952 ; AVE= 0.908) and Purchase Intention (CR= 0.902 ; AVE= 0.699). Therefore, four variables exceeded the Cronbach's Alpha threshold of 0.60 and were deemed acceptable for further analysis. \

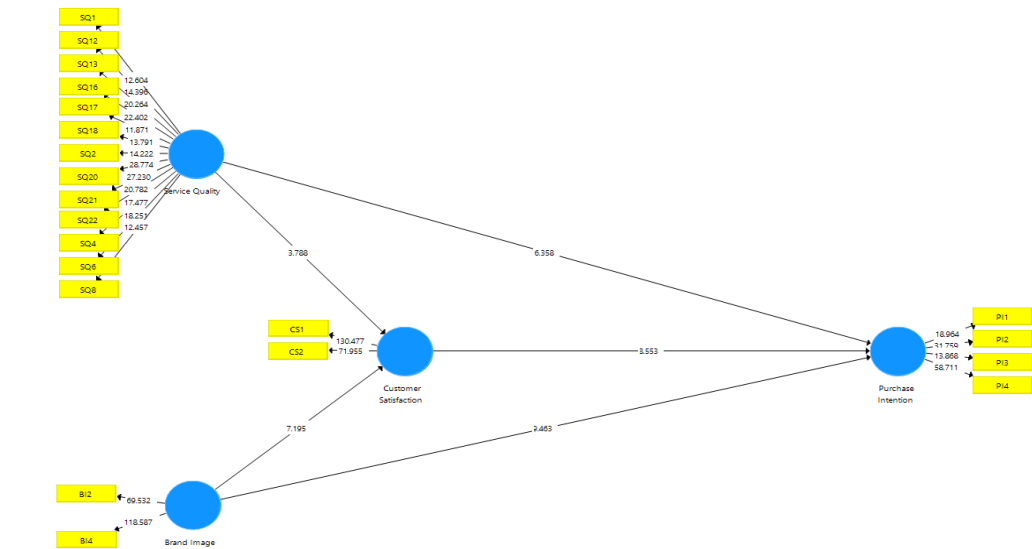
The Discriminant Validity test confirmed validity as the square root of the AVE for each latent variable exceeded their correlations with other variables (Fornell-Larcker Criterion). Additionally, indicators showed higher correlations with their respective latent variables compared to others (Cross Loading), and HTMT (Heterotrait-Monotrait Ratio) was below 0.90 (Henseler et al., 2009). Model fit was assessed using the SRMR, measuring the average discrepancy between observed and model-implied correlations. Despite an SRMR value of 0.095, slightly above the ideal threshold of 0.08, the study's fit was considered adequate (Pavlov et al., 2021).

After validating and ensuring reliability of the measurement model, the study proceeded to evaluate the structural model to test its hypotheses. As part of this process, a test for multicollinearity was conducted to detect any potential Common Method Bias (CMB) in PLS-SEM. The test used the inner Variance Inflation Factor (VIF), where tolerance VIF values below 3.3 are considered acceptable (Kock, 2017). In this study, VIF values ranged from 1.000 to 3.002, indicating no significant issues with multicollinearity.

R-Square

In the structural analysis, R-square indicates how well independent variables explain the dependent variable. The SEM analysis shows that service quality, brand image, and customer satisfaction together explain 90.4% of the variance in purchase intention, highlighting their significant impact. The remaining 9.6% of the variance is due to other unexamined factors. In the second structural analysis, service quality and brand image together explain 60.9% of the variance in customer satisfaction, as indicated by an R-square of 0.609. The remaining 39.1% of the variance is attributed to other factors not covered in the study.

Structural Equation Modeling



Source: Processed Data

Figure 2. Path Diagram T-Value
Table 2. Research Model Hypothesis Testing

Hypothesis Statement	Path Coefficients	T-Statistics (1,96)	P-Values (0,05)	Conclusion
Service Quality has a positive effect on Customer Satisfaction (H1)	0,278	3,673	0,000	Accepted

Hypothesis Statement	Path Coefficients	T-Statistics (1,96)	P-Values (0,05)	Conclusion
Brand Image has a positive effect on Customer Satisfaction (H2)	0,579	6,937	0,000	Accepted
Customer Satisfaction has a positive effect on Purchase Intention (H3)	0,374	7,812	0,000	Accepted
Service Quality has a positive effect on Purchase Intention (H4)	0,260	6,227	0,000	Accepted
Brand Image has a positive effect on Purchase Intention (H5)	0,434	9,329	0,000	Accepted

Service Quality positively affects Customer Satisfaction (path coefficient = 0.278, tcal = 3.673, p-value = 0.000 < 0.05). The hypothesis is accepted, indicating that Service Quality has a significant positive effect on Customer Satisfaction. Brand Image positively affects Customer Satisfaction (path coefficient = 0.579, tcal = 6.937, p-value = 0.000 < 0.05). The hypothesis is accepted, showing that Brand Image significantly influences Customer Satisfaction. Customer Satisfaction positively affects Purchase Intention (path coefficient = 0.374, tcal = 7.812, p-value = 0.000 < 0.05). The hypothesis is accepted, demonstrating that Customer Satisfaction has a significant positive impact on Purchase Intention. Service Quality positively affects Purchase Intention (path coefficient = 0.260, tcal = 6.227, p-value = 0.000 < 0.05). The hypothesis is accepted, indicating that Service Quality significantly influences Purchase Intention. Brand Image positively affects Purchase Intention (path coefficient = 0.434, tcal = 9.329, p-value = 0.000 < 0.05). The hypothesis is accepted, showing that Brand Image has a significant positive effect on Purchase Intention.

RESULT AND DISCUSSION

Based on the results of conducted tests, Service Quality significantly and positively influences Customer Satisfaction, aligning with findings from previous studies (Uzir et al. (2021); Zibarzani et al. (2022); Chuenyindee et al. (2022); Agarwal & Dhingra (2023)). This suggests that customers' perceptions of service quality play a crucial role in their satisfaction with the services provided by companies. When service quality meets or exceeds customer expectations, it enhances satisfaction and opens new opportunities for businesses. Service quality serves as a vital tool for evaluating business and marketing services, reflecting its importance in assessing and enhancing customer satisfaction. Higher perceived service quality corresponds to increased satisfaction, indicating alignment with customer preferences and expectations.

Based on the results of the tests conducted, it has been established that Brand Image significantly and positively influences Customer Satisfaction, consistent with findings from prior research (Pranata et al. (2020); Rahi et al. (2020); Baumeister et al. (2022); Bernarto et al. (2022)). In the context of the online transportation industry, brand image encompasses customer attitudes, beliefs, and preferences towards the brand. Customers who perceive a brand positively are more inclined to engage and make purchases, thereby experiencing higher levels of satisfaction (Pranata et al., 2020). Companies must align their brand image with customer needs and preferences, ensuring that their offerings meet customer expectations, which in turn fosters satisfaction (Rahi et al., 2020). Successful establishment of a positive brand image leads to increased sales and reinforces customer satisfaction with the brand's products or services.

The test results clearly show that Customer Satisfaction has a significant impact on Purchase Intention, which is consistent with previous research findings (Dhingra et al. (2020); Dash et al. (2021); Kee et al. (2023); Almakayeel (2023)). This relationship indicates that when customers perceive that organizational procedures and systems meet their expectations, they are more likely to proceed with their purchase intentions without delay (Kee et al., 2023). High levels of customer satisfaction positively correlate with increased purchase intentions, particularly in industries such as online transportation where customer satisfaction plays a pivotal role in shaping service usage and repeat patronage (Dash et al., 2021). Therefore, ensuring customer satisfaction with online transportation services is crucial for enhancing customer interest in repeated usage and encouraging future purchases.

Based on the test results, it is evident that Service Quality significantly influences Purchase Intention, consistent with findings from previous research (Ahmad & Zhang (2020); Dhingra et al. (2020); Haro et al. (2020); Qalati et al. (2021)). Service quality has emerged as a crucial determinant for customers, as impressive service experiences can enhance their intention to purchase products

or services in the future (Ahmad & Zhang, 2020). When customers perceive high service quality, it fosters a positive impression and increases their likelihood of using the service again, thereby boosting their personal purchase intentions (Dhingra et al., 2020). Enhancing service quality in online transportation services is therefore essential for increasing customer interest in repeat usage and driving future purchases.

Based on the conducted tests, it is evident that Brand Image significantly influences Purchase Intention, consistent with findings from previous research (Benhardy et al. (2020); Sidharta et al. (2021); Dash et al. (2021); Tan et al. (2022)). A brand image tailored to the needs and desires of the target market can effectively stimulate customer purchase intentions for products or services (Dash et al., 2021). A positive brand image attracts customers by signaling high service quality, thereby boosting their inclination to make purchases (Tan et al., 2022). Consequently, the brand image crafted by companies plays a pivotal role in enhancing customer interest in the repeated use of online transportation services.

CONCLUSION

The study successfully validated several hypotheses: Service quality and brand image positively influence customer satisfaction, while service quality, brand image, and customer satisfaction collectively influence purchase intention. Subscribers in the online transportation sector prioritize service quality and the company's brand image when selecting services, aiming to attract and retain customers. Excellent service quality and a positive brand image contribute to customer satisfaction, influencing their future purchase intentions to favor using the service over private or public transportation options.

This study presents several managerial implications. Firstly, implementing service quality improvements in the online transportation industry can enhance user satisfaction and contribute to the company's growth. By leveraging user feedback to refine services, companies can create greater satisfaction among customers, thereby expanding their market share. In the digital era, such improvements are crucial as they streamline activities and enhance convenience for users. Companies that prioritize service quality gain a sustainable competitive advantage by continually innovating in services, processes, and business models, thereby maintaining strong competitiveness and consistently creating new value in the market.

The study identifies significant managerial implications. Brand image is a vital factor in the competitive environment of the online transportation sector. A positive brand image influences customer decisions, with customers favoring services that align with their values and lifestyle. Effective marketing strategies via social media platforms such as Facebook, TikTok, YouTube, Instagram, and WhatsApp are essential to communicate brand information effectively. Ensuring

that information about online transportation services is comprehensive, accurate, and regularly updated enhances customer perception and fosters trust. Understanding customer lifestyles enables companies to target their marketing efforts effectively, enhancing brand image among potential customers.

This research provides valuable insights for the research and development division to enhance service quality, innovate, and improve competitiveness. Customers prioritize brands that deliver satisfaction, necessitating a thorough understanding of customer satisfaction in the online transportation sector. By identifying and addressing customer satisfaction levels, companies can develop high-quality services that surpass competitor offerings. Regularly seeking customer feedback and implementing suggestions are crucial for ongoing service improvement and sustaining the development of online transportation services.

LIMITATION

The research highlights limitations, including its narrow focus on the online transportation industry, which may not represent the broader sector. Future studies could examine various segments within the industry for a more comprehensive understanding of factors affecting purchase intention. Secondly, the variable of purchase intention could be further developed and expanded to encompass more complex determinants relevant to brand competition in the online transportation market. Future studies could enrich the literature by investigating additional antecedents that contribute to purchase intention. Thirdly, factors influencing purchase intention and customer satisfaction, beyond service quality, and brand image, could be explored. Variables such as brand engagement, brand identity, advertising impact, and brand reputation among online transportation users remain unexplored and could provide valuable insights.

Fourthly, the study involved customers broadly without segmenting them based on specific characteristics or behaviors. Future research could benefit from segmenting customers based on demographic or behavioral factors to uncover nuanced insights relevant to different customer groups. Lastly, future studies could enhance the measurement of service quality and brand image beyond traditional questionnaire-based approaches. Incorporating data from actual usage patterns and preferences in online transportation services could offer a more robust reflection of customer behavior and preferences in this industry.

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