

THE EFFECT OF SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION AT PT SHOPEE EXPRESS

Agus Yulianto, Novembriani Irenita, Chaerul Fahmi, Azzahra Putri Abdilla

Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti,
Jakarta, Indonesia

Corresponding author : cfahmi1152@gmail.com

Abstract : This study was conducted with the aim of examining the effect of service quality and brand image on customer satisfaction at PT Shopee Express on Curug Tangerang Warehouse. This study contributes to understanding how these two factors interact to improve customer satisfaction in the logistics and shipping services sector. This study underlines the importance of high-quality service and strong brand image in achieving customer satisfaction. This study uses a quantitative approach, focusing on users of the Shopee Express shipping service in Curug, Tangerang Region. A sample of 122 respondents was selected through random sampling. With the results of the analysis showing that: (1) service quality has a positive and significant effect on customer satisfaction, (2) brand image also has a positive and significant effect on customer satisfaction, and (3) service quality and brand image when considered together have a simultaneous and significant effect on customer satisfaction.

Keywords: *service quality, brand image, customer satisfaction, logistics, e-commerce*

1. Introduction

In today's era, more and more people are making purchases using only a smartphone. There are also more and more buying and selling platforms or applications that make it easier for people to make transactions. For example, Shopee is an e-commerce application that is easily accessible via smartphone. Various features are available to make it easier for people to shop with this application, which makes this platform superior to other platforms. The advantages that customers get include many free shipping vouchers, COD (pay on the spot) features, being able to transact with coins, and having its own expedition service called Shopee Express. (Hartono, 2024)

Service quality is an invisible activity that occurs due to interactions between customers and employees, or other elements provided by the service provider company, which aims to solve consumer problems. Instruments for measuring service quality are based on instruments that have been developed. Service quality is very important to ensure that the products offered are in accordance with consumer expectations, because dissatisfied customers tend to switch to other service providers. (Kadek Devi Sukmayanti & Ni Luh Wayan Sayang Telagawathi, 2024)

According to (Pratama & Yulianthini, 2021) . Service quality is the provision of value by customers aimed at the service delivery process that has been experienced by

customers. The quality of a service is the level of assessment obtained by consumers and then compared with what is given by buyers in order to obtain related services or goods. The quality of a service offered, the quality of service expected by consumers is able to offer a promising level of customer satisfaction. Customers do not only make assessments based on the results given, but also from the related service delivery process. Brand Image is a collection of associations about a brand that are stored in the minds or memories of consumers (Schiffman, 2013:13) while according to Kotler (2012) brand image is a collection of beliefs, ideas, and impressions that someone has about a brand. Meanwhile, according to (Zentra et al., 2019) brand image is what consumers think when they hear, see the name of a core product that consumers have learned.

Brand image plays an important role in providing appeal to consumers to always be remembered and obtain satisfaction from customers. Brand image is an idea, belief, and impression of a brand in the consumer's memory that arises from the shared experience of users of products or services.

Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance (or results) of a product with their expectations. If performance does not meet customer expectations, then the customer will feel dissatisfied. If performance is in accordance with expectations, then the customer will feel satisfied. If performance exceeds expectations, then the customer will feel very satisfied or very happy. (Syanjari & Argo, 2024)

Customer satisfaction is an evaluation after a purchase, if customer satisfaction is achieved then customer loyalty will arise. Therefore, customer satisfaction is very important for companies engaged in the service sector. Customers who are satisfied with a product or service will generally become customers continuously. It is possible that customers will tell their experiences of the quality of service provided to others, this will automatically become a means of direct promotion and advertising for free. This shows that customer satisfaction is very dependent on feelings or impressions of a product or service. So customer satisfaction can be interpreted simply as a condition where the needs, desires, and expectations of customers can be met through what they consume (Kotler & Keller, 2009: 139).

Shopee has Shopee Express branch offices spread across several locations. Recently, Shopee Express in Curug Tangerang Warehouse has been in the spotlight because many packages were lost due to congestion. Shipping estimates often do not match what was promised, and packages are returned on the grounds of overloading. All sellers are required to use the Shopee Express shipping service because this feature is automatically activated by Shopee and cannot be deactivated. As a result, sellers on Shopee have no other alternatives, causing many customers to complain about the quality of service and punctuality of delivery. This reduces trust and lowers Shopee's brand image towards customer satisfaction. (Zentra et al., 2019)

From the background description above, the researcher can formulate the problem formulation which is the objective of this study, namely to see the influence of service

quality and brand image on customer satisfaction at PT Shopee Express in the Curug Tangerang Warehouse.

2. Literature Review

Quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. We can say that a seller has provided quality when its product or service meets or exceeds customer expectations, Kotler and Keller (2009; 143). As a form of product, service can be defined as any act or deed that can be offered by one party to another that is essentially intangible (not physically tangible) and does not result in the ownership of anything (Kotler and Keller 2014). Basically, the quality of service perceived by customers consists of two dimensions. The first dimension of technical quality (Outcome dimension) is related to the quality of service output perceived by customers. The second dimension, functional quality (Process-related dimension) is related to the quality of how services are delivered or concerns the process of transferring technical quality, output or end result of the service provider to the customer.

According to Cynthia in (Utomo et al., 2024) , service quality is the most fundamental aspect for service providers, because the products sold in the market are essentially quality performance, namely what is ultimately purchased by consumers or customers. Service is any act or performance that can be offered by one party to another that is essentially intangible and does not result in the ownership of anything. Services can be associated with physical products, but also cannot be associated. (Philip Kotler and Kevin Lane Keller, 2009:36) basically the purpose of business is to create satisfied customers. The basic concept of service or product quality can be defined as fulfillment that can exceed what customers want or expect. Its production can be associated or not associated with physical products.

Service is the behavior of producers in order to meet the needs and desires of customers in order to achieve satisfaction in the customer itself. Kotler also said that this behavior can occur during, before, and after the transaction. In general, high-quality service will result in high satisfaction and more frequent repeat purchases.

According to Kotler and Keller (2009:403), brand image is the perception and beliefs held by customers, as reflected in associations embedded in customer memories, which are always remembered first when hearing a slogan and are embedded in the minds of consumers.

According to Suryani in (FADHILAH ANNA, 2020) brand image is the impression that customers give to the brand they use. Brand image is a collection of associations in the minds of consumers towards a brand, both positive and negative. A positive brand image provides benefits to producers because it can increase brand recognition in the eyes of consumers. Conversely, a negative brand image will make consumers think more carefully when considering a purchase (Sangadji and Sopiah, 2013: 337-338).

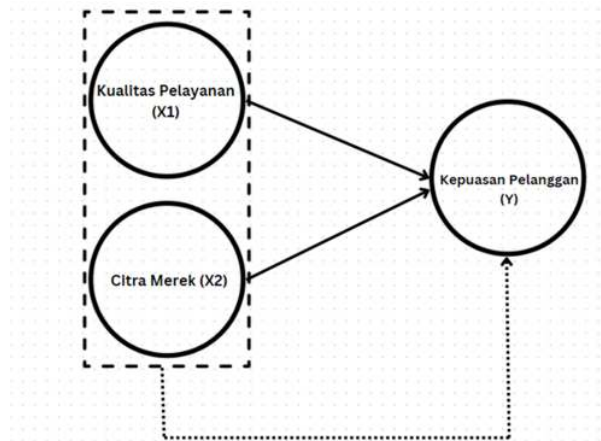
According to Philip Kotler, brand image is the perception and belief made by consumers

towards a brand that is associated with attitudes in the form of references to a brand, as reflected in the associations that occur in consumer memory. From several definitions, it can be concluded that brand image is the perception and belief made by consumers or what consumers think and feel when they hear or see a brand.

Satisfaction is a response to the fulfillment of consumer desires. Satisfaction is an assessment that the features of a product or service, or the product or service itself, provide a pleasant level of consumption related to the fulfillment (Zeithaml, 2009:104). If performance is below expectations, consumers will not be satisfied. If performance meets expectations, consumers will be satisfied. If performance exceeds expectations, consumers are very satisfied or happy. Satisfied consumers tend to provide good references to products or services to others.

According to Santoso in (Japa et al., 2023) customer satisfaction is one of the reasons consumers decide to shop at a place repeatedly, at least three times. Consumers who are satisfied with a product or service are likely to make purchases or use the product or service continuously and will tell their positive experiences to those closest to them (Danang, 2013). Sunyoto, 2015: 140).

The word satisfaction or satisfait comes from Latin, consisting of the word satis which means good enough or adequate. The second word satisfait which means to do or make. According to Kotler and Keller (2009; 138), "Satisfaction is a feeling of pleasure or disappointment that arises from comparing the performance (or results) of a product that is felt with its expectations". So satisfaction is a feeling of pleasure or disappointment that arises from comparing the performance (or results) of a product that is felt with its expectations. Based on the theories above, it can be concluded that satisfaction is the result received by customers exceeding the desired expectations.



2.1 Conceptual Model and Research Hypothesis

H₁ : Service quality has a partial influence on customer satisfaction.

According to Brady and Cronin (2001), service quality can be measured through three dimensions: interaction quality, physical environment quality, and outcome quality. Good service quality in each dimension will increase customer satisfaction.

H₂ : Brand image has a partial influence on customer satisfaction.

Research conducted by Dwi Yana et al. (2015) shows that brand image has a positive and significant effect on customer satisfaction and loyalty. This shows that the better the brand image, the higher the level of customer satisfaction.

H₃ : Service Quality and Brand Image simultaneously influence customer satisfaction .

Research conducted by Yulisetiari et al. (2019) and Malik et al. (2012) shows that service quality and brand image have a positive influence on customer satisfaction. Service quality is a factor that can have implications for customer satisfaction, while brand image is a positive factor that can shape customer satisfaction. Brand image can also have implications for the creation of customer satisfaction.

3. Research Methods

Researchers use quantitative methods based on the measurement or quantification of the variables studied. Sampling using random sampling. The population in this study were Service Users at Shopee Express Curug. Tangerang Warehouse. In this study, the sample of respondents used was 122 people. Sampling to measure respondent responses used a Likert scale of 1 to 5. Value 1 = Strongly Disagree (STS), 2 = Disagree (TS), 3 = Neutral (N), 4 = Agree (S) = 5 Strongly Agree (SS). Where each variable studied has questions that correspond to the Likert scale options to measure respondents' attitudes, opinions, or perceptions of the variables studied. The questionnaire was created using a google form consisting of a number of questions related to the variables to be studied. Questionnaire information was collected in August 2024. The data analysis technique used the Structural Equation Model (SEM) using SEM-PLS software.

Variables	Operational definition	Goods	Source
Quality of Service	Service Quality is the result of the difference between expectations and reality regarding the service received.	1. Reliability 2. Responsiveness 3. Empathy 4. Guarantee 5. In the form of	The Greatest Showman (2009)
Brand Image	Brand Image is the customer's perception of a product's brand image.	1. Originality 2. Trust 3. quality 4. Creativity 5. Personality	The Greatest Showman (2012)
Customer satisfaction	Customer Satisfaction is a positive or negative feeling obtained or felt by a customer towards a product or service.	1. Loyal to the product 2. Positive communication by word of mouth 3. Company is the main consideration	The Greatest Showman (2017)

Table 1 Measurement of Variables

4. Results and Discussion

4.1 Respondent Characteristics

From the results of the calculations carried out with SmartPLS 3.0, the following results were obtained:

Table 2 Respondent Characteristics Based on Gender

Table 2		
Gender	Number of people)	Percentage
Man	63	52%
Woman	59	48%
Total	122	100%

Source: processed by researchers, 2024

Based on table 2 above, it can be concluded that women constitute 48% of the sample, while men constitute 52%.

Table 3 Respondent Characteristics Based on Age

The age grouping of respondents in this study was: <18 years, 17-25 years, 26-35 years, 36-50 years.

<i>Table 3</i>		
Age	Number of people)	Percentage
<17 years	7	6%
18 - 25 years	98	80%
26 - 35 years	13	11%
36 - 50 years	4	3%
Total	122	100%

Source: processed by researchers, 2024

Based on table 3 above, this study concluded that the respondents' ages were as follows: <17 years (6%), 18-25 years (80%), 26-35 years (11%), 36-50 years (3%).

Respondents were categorized based on their highest level of education as follows: Students, Private Officers, State Officials, Entrepreneurs, Others.

Table 4
Respondent Characteristics by Occupation

Work	Number of people	Percentage
Student	75	62%
Private Officer	24	20%
State officials	10	8%
Businessman	9	7%
Another	4	3%
Total	122	100%

Source: processed by researchers, 2024

Based on Table 4, the research respondents consisted of 75 students (62%), 24 private officers (20%), 10 state officials (8%), 9 entrepreneurs (7%), and 4 others (3%).

Table 5

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
Citra Merk	0.965	0.965	0.968	0.654
Kepuasan Pelanggan_	0.970	0.971	0.972	0.636
Kualitas Pelayanan	0.970	0.971	0.973	0.641

Reliability and Validity Constructs

Source: SEM-PLS Data

Based on the results obtained using SmartPLS 3.0, the square root value of AVE of all variables is greater than the correlation coefficient between constructs with other constructs so that it can be concluded that the value has good discriminative validity. From table 5 it can be seen that the variables of Service Quality and Brand Image versus Customer Satisfaction can reflect each valid variable because the AVE value is > 0.5 .

HTMT (Heterotrait Monotrait Ratio)

Table 6

HTMT Table (Monotrait Heterotrait Ratio)

	Citra Merk	Kepuasan Pelanggan_	Kualitas Pelayanan
Citra Merk			
Kepuasan Pelanggan_	0.812		
Kualitas Pelayanan	0.739	0.787	

Source: SEM-PLS Data

proposed the heterotrait-monotrait (HTMT) correlation ratio estimate. In short, HTMT is the ratio of correlations between dimensions to correlations within properties. HTMT is the average of all indicator correlations across constructs measuring different constructs (i.e., heterotrait-heteromethod correlations) relative to the (geometric) mean of the average correlated indicators measuring the same construct. HTMT is a recommended alternative method for evaluating discriminant validity. The hTMT value should be < 0.9 to ensure discriminant validity between two variables. (Henseler et al., 2015)

Validity Testing

In this study, validity testing was carried out using two criteria, namely convergent validity and discriminative validity. Convergence validity is a multi-item scale validity test which is a condition where the variance value of an item measuring the same structure is greater than 70% (Hair et al., 2019). Based on the results of the validity test in the figure below, it shows that the loading factor value of each dimension has a loading factor value of ≥ 0.70 , so it can be concluded that it has met the criteria for convergent validity.

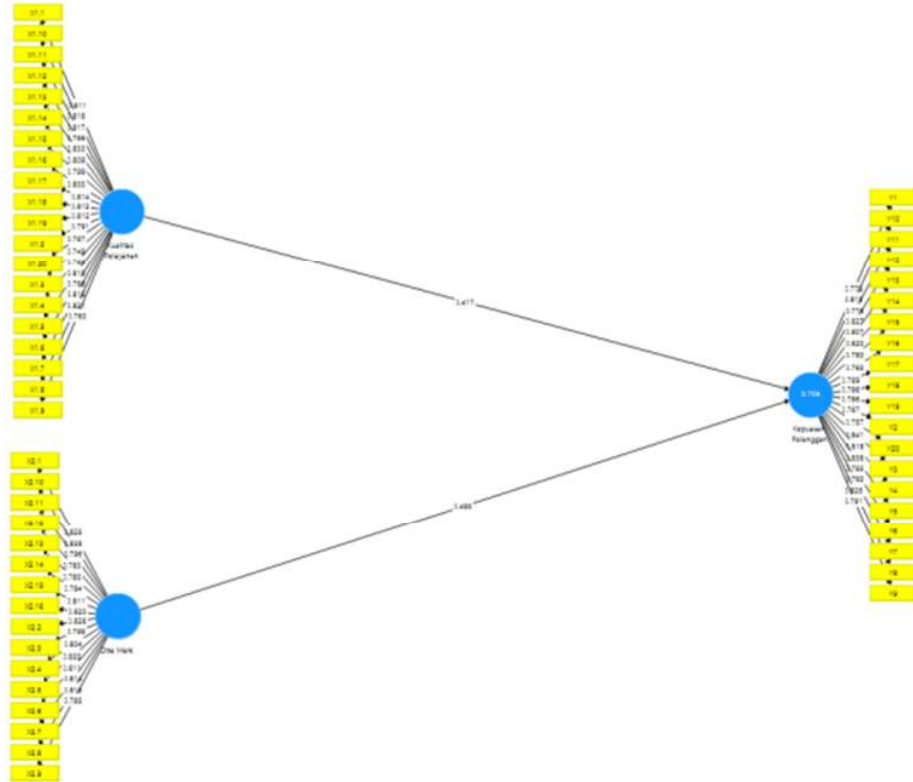


Fig. 1. Outer Model

Discriminant Validity

Discriminant Validity can be seen from the Fornell-Larcker Criterion method. The Fornell - Larcker criterion value is the correlation value between the same variable with one variable and another variable.

Table 7
Fornell-Larcker criteria

	Brand Image	Customer satisfaction	Quality of Service
Brand Image	0.809		
Customer satisfaction	0.788	0.798	
Quality of Service	0.718	0.767	0.800

Source: SEM-PLS Data

In Table 7, it can be seen that the correlation of each variable has a higher value compared to other variables, so it can be concluded that the data in the table above has good discriminatory validity.

4.2 Structural Model Evaluation

Hypothesis testing assessment related to research variables as Structural Model Evaluation. VIF below 5 indicates no multicollinearity. Hypothesis testing is determined by analyzing whether the T-value exceeds 1.96 or the P-value is below 0.05, which indicates a significant relationship between variables. The f-squared value is used to calculate the average return, with values of 0.02, 0.15, and 0.35) which roughly correspond to the average, medium, and high returns. In addition, the f square mediation effect is classified into three categories: medium (0.075), high (0.175), and low (0.01), which indicates the level of mediation degradation.

Table 8.
Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
BI -> CS	0.490	0.483	0.130	3,781 people	0.000
-> BI	0.718	0.679	0.164	4,383 people	0.000
QOS - >CS	0.415	0.395	0.125	3,323 people	0.001

Source: SEM-PLS Data

Riduwan and Engkos Ahmad Kuncoro (2007:152) Direct Effect = DE (Direct Effect) Direct effect is the influence of one independent variable on the dependent variable that occurs without going through other independent variables. A positive path coefficient value indicates that the influence of the independent variable on the dependent variable is unidirectional, while the path coefficient value.

Based on the hypothesis testing in this study using the statistical T value and the T table, if the T value obtained statistically is greater than the T table, then the hypothesis is accepted (endorsed):

- Brand image has a positive and significant influence on customer satisfaction, as seen from the T-Statistic value > 1.98, 3.781 and p-value < 0.05 and the p-value result is 0.000.
- Service Quality has a significant and positive influence on Brand Image, as seen from the Tstatistic value > 1.98, 4.383 and p-value < 0.05 and the p-value result is 0.000.
- Service Quality has a positive and significant influence on customer satisfaction, this can be seen from the statistical value > 1.98 of 3.323 and p-value < 0.05 and the p-value result of 0.001.

Shows that the influence of the independent variable on the dependent variable is in the opposite direction.

Direct impact of Brand Image on customer satisfaction

The test results above show that there is a direct influence of brand image on customer satisfaction of 0.490, T statistic of 3.781 is greater than Table 1.98. It can be stated that the hypothesis of the influence of brand image on customer satisfaction is supported by these results.

The direct impact of service quality on brand image

The test results above show that there is an influence of Service Quality on Brand Image of 0.415, T Statistic 4.383 is greater than Table 1.98. It can be stated that the hypothesis of the influence of punctuality on customer satisfaction is supported by these results.

Direct Impact of Service Quality on Customer Satisfaction

The test results above show that there is a direct influence of customer satisfaction on customer loyalty of 0.721, T Statistic 3.323 is greater than Table 1.98. It can be stated that the hypothesis of the influence of customer satisfaction on client loyalty is supported by these results.

Indirect Effect

Table 9.
Indirect Effect

Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Value
Quality Service → Brand Image → Customer Satisfaction	0.352	0.326	0.119	2,960	0.003

Based on the table above, it can be concluded as follows:

- Service Quality through Brand Image has a positive and significant influence on Customer Satisfaction, which can be seen from the T-value > 1.98 which is 2960 and p-value < 0.05 and the p-value result is 0.003.

R square

Table 10.
Rsquare

Variables	R- Square	Adjusted R-Square
Brand Image	0.515	0.511
Customer satisfaction	0.705	0.700

The Rsquare value in the strong category is 0.75, the medium category is 0.5, and the weak category is 0.25 (Hair et al., 2011). Based on brand image and Customer Satisfaction data with a score of 0.515 or 51% in the medium category, while the remaining 49% comes from other variables not involved in this study. Then, the customer loyalty variable is influenced by the brand image variable and punctuality by 52% in the medium category and the remaining 48% comes from other variables not involved in this study.

F square

Table 11

F square

	Quality of Service	Brand Image	Customer satisfaction
Quality of Service		1,062	0.283
Brand Image			0.394

In addition to assessing whether or not there is a significant relationship between variables, researchers also assess the magnitude of the influence between variables with Effect Size or f-square (Wong, 2013). An f square value of 0.02 is considered small, 0.15 is considered moderate, and a value of 0.35 is considered large. Values less than 0.02 can be ignored or considered to have no effect (Sarstedt et al., 2017). Based on the data in Table 8, the analysis in the F-square table shows that Service Quality (X1) shows a value (F Square = 1.062) which means a significant influence on Brand Image (X2) with a moderate structural impact. (F square = 0.283) has a moderate impact on customer satisfaction with (F square = 0.394)..

5. Conclusion

From data analysis, it is evident that service quality at Shopee Express Tangerang Curug has a significant effect on customer satisfaction. Fast, friendly, and responsive service is the main factor that creates a positive experience for users. Good service can increase customer loyalty, so they are more likely to use shipping services from Shopee Express repeatedly.

The brand image of Shopee Express also has a significant impact on customer satisfaction. A positive image is able to increase public trust in the services offered. Customers who feel satisfied with the brand image are likely to recommend Shopee Express to others, creating a favorable viral effect. The results show that there is a strong interaction between service quality and brand image in influencing customer satisfaction. Good service quality alone is not enough if the brand image is unfavorable, anconversely, a strong brand image will not be effective without being supported by satisfactory service quality.

Based on the results of research data on the influence of service quality and brand image on customer satisfaction at Shopee Express Curug Gudang Tangerang, both directly and indirectly.

6. Implications

This study can be evidence that service quality and brand image play an important role for e-commerce in Indonesia in shaping customer satisfaction which ultimately has a significant impact on customer satisfaction of goods delivery or logistics services such as Shopee Express. Positive customer satisfaction can directly emphasize customer satisfaction, while brand image also contributes significantly to customer satisfaction. Both service quality and brand image move simultaneously towards customer satisfaction. Therefore, an effective strategy must include improving service quality and brand image towards customer satisfaction. The implementation of this strategy will help PT Shopee Express to maintain their brand image by increasing the quality of their services in order to maintain customer satisfaction in the expedition or logistics delivery segment.

7. Research limitations

In this study, there are several limitations that can be used as a basis for further research to obtain better results. The following are the saturations that need to be considered:

1. This research is limited to a certain time period, where what happens to service quality and brand image can change at any time.
2. In this study, there were only 122 respondents from all Shopee Express Tangerang users.
3. The variables used in this study are only three variables, of which two variables are independent variables, namely service quality and brand image, and one variable is a mediating variable of customer satisfaction.P

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