

# **The Influence of Brand Image And Brand Trust And Service Quality On Loyalty With Consumer Satisfaction As Mediation Variable**

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**ABSTRACT:** *The aim of this research is to determine the influence of brand image on customer satisfaction; to determine the effect of brand trust on customer satisfaction; to determine the effect of service quality on customer satisfaction; to determine the effect of consumer satisfaction on loyalty; to determine the influence of brand image on loyalty; to determine the influence of brand trust on loyalty; to determine the effect of service quality on loyalty; to determine the influence of brand image on loyalty which is mediated by customer satisfaction; to determine the effect of brand trust on loyalty which is mediated by customer satisfaction; and to determine the effect of service quality on loyalty which is mediated by customer satisfaction. The population in this research is consumers using PT's goods delivery services. Global Express Sejahtera (J&T Express) in Samarinda with a sample of 170 respondents. The data analysis used is PLS-SEM or variant-based Path SEM Modeling with the help of the SmartPLS 4 program in data processing. These findings indicate that brand image has a positive and insignificant effect on consumer satisfaction; brand trust has a positive and significant effect on consumer satisfaction; service quality has a positive and significant effect on consumer satisfaction; consumer satisfaction has a positive and significant effect on loyalty; brand image has a positive and insignificant effect on loyalty; brand trust has a negative and insignificant effect on loyalty; service quality has a positive and significant effect on loyalty; brand image has a positive and insignificant effect on loyalty which is mediated by consumer satisfaction; brand trust has a positive and significant effect on loyalty which is mediated by consumer satisfaction; and service quality has a positive and significant effect on loyalty which is mediated by consumer satisfaction.*

**Keywords:** *Brand Image; Brand Trust; Service Quality; Consumer Satisfaction; and Loyalty.*

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## **I. INTRODUCTION**

In the face of the development and competition of increasingly tight freight forwarding services, companies need a positive brand image, and companies must strategize by providing the best service for their consumers. PT. Global Express Sejahtera as a freight forwarding service company with its J&T Express branding is the most popular brand by consumers in the category of services or courier services. In the percentage of Top Brands where J&T Express courier services from 2019 to 2023 experienced a significant increase even though in 2022 it had decreased. However, in 2023, J&T Express managed to become a high-top Brand again than other brands in the courier service category, which means that this freight forwarding service has also managed to capture the market share of other large freight forwarding service companies that first started in the freight forwarding service business. It can be seen that JNE; Pos Indonesia; TIKI; and DHL has a well-known brand image in the minds of consumers and has a positive impression. The emergence of J&T Express has succeeded in giving the impression of a positive brand image on consumers, so that consumers are interested in using J&T Express services. For this, the increasing brand value of J&T Express gives its own blessings to the company in the midst of the rise of similar businesses. In its journey, J&T Express proactively presents new innovations to promote warm delivery service brands to the public such as in the context of services providing promos for day delivery to especially fellow cities with shipping starting from Rp.6,000 and shipping discounts of up to 30% for intercity shipments; and so on. A positive brand impression will result in

consumers continuing to trust to use this service. In addition to a positive brand image in the minds of consumers, which is important, no less important is trust in the brand or brand trust. Brand trust or brand trust is a very important component in attracting the public or consumers as service users to use J&T Express freight forwarding services. If consumers feel that they have trust in the long-distance freight forwarding service brand, then consumers are right, loyal, and confident that they will continue to use it because of the expected needs or desires. To realize the needs or desires of these consumers to be satisfied and remain loyal to using services, it is necessary to improve the quality of service or service quality. In each service company, especially in this J&T Express freight forwarding service, service quality is also considered. The best service for consumers can provide a positive image and trust in the brand of the freight forwarding service used. Many J&T companies spread out strive to continue to improve service quality to achieve success by striving to create the best service for consumers, especially J&T Express Samarinda.

Every company must be able to recognize early what are the needs and expectations of current and future consumers. With the creation of good service quality, consumers will feel satisfied with the services offered by the company. The services provided by J&T Express in Samarinda have been fulfilled well by employees and couriers who deliver goods or packages sent by consumers to the intended address. However, the phenomenon that occurs in the field is that there is a difference between the performance provided by employees and consumer expectations such as delays in delivery; damaged goods; disappear; or and the goods did not arrive on time. In addition, the presence of a dense traffic flow can cause the goods to not be able to arrive on time to the destination address. From July to November 2023, there are complaints, of which many complaints are related to delays in the delivery of goods. This if not addressed immediately will cause dissatisfaction; disappointed; and unhappy consumers with the services provided at J&T Express in Samarinda so that this could indirectly affect the loyal attitude of consumers to continue using this delivery service. Consumer satisfaction with loyalty is interrelated, if the freight forwarding service at J&T Express does not provide a sense of satisfaction for consumers such as the occurrence of consumer complaints above, this directly affects consumer loyalty.

In accordance with research conducted by Narotama, (2019) Proving that consumer satisfaction has a positive and significant effect on consumer loyalty. However, different studies conducted by Achmad & Solekah, (2021) which proves that consumer satisfaction has an insignificant effect on consumer loyalty. Then, other research from Ningrum, (2021); Djamaludin & Fahira, (2023); and Simanjuntak & Djumarno, (2023) Strengthen that consumer satisfaction has a positive and significant effect on consumer loyalty. With Brand which is very good and positive in the minds of consumers will cause consumer pleasure and satisfaction so that it is in great demand by the public, if brand image this continues to provide a good image, then indirectly through consumer satisfaction can affect the loyalty that is highly expected by the company for consumers to continue using its services.

In accordance with the research conducted Karyose et al., (2017) prove brand image significant effect on consumer loyalty through consumer satisfaction as a mediation variable. However, it is not in accordance with the research conducted by Achmad & Solekah, (2021) which proves indirectly Brand Image It has no significant effect on loyalty through customer satisfaction. However, other research from Handayani et al., (2021) prove that consumer satisfaction as a mediating variable or Intervening Affecting Brand Image against consumer loyalty. Furthermore, research from Wardani et al., (2023) Strengthen the evidence that Brand Image Positively and significantly affect loyalty through customer satisfaction. From the findings of this study, it proves that the role of consumer satisfaction mediates the influence brand image loyalty is very important for this company because with customer satisfaction it is able to increase brand image which is good or positive so that it indirectly impacts the loyalty attitude of consumers who are expected to continue to make repeat purchases or use this J&T Express freight forwarding service. Besides, factors brand image which can affect consumer satisfaction and loyalty, then brand trust or brand trust is also very important for companies because if consumers believe in a brand in this case freight forwarding services with the courier service category it will give a positive image in the minds of consumers, trust is very important for all companies, especially in J&T Express service companies if consumers do not believe in a brand then consumers will switch to using other similar services, If that happens, it will affect the loyal attitude so that it will also reduce the company's revenue level. Therefore, it is important to provide consumers with satisfaction with the services provided because if consumers feel satisfied it will affect brand trust which indirectly also has an impact on consumer loyalty expected by this company.

In accordance with research conducted by Adinda et al., (2018) prove that Brand Trust Positively and significantly affect loyalty through customer satisfaction. Then, other research from Wardani et al., (2023) prove brand trust positively and significantly affect loyalty through customer satisfaction. From the findings of this study, it proves that the role of consumer satisfaction strengthens the mediating influence arising from the influence brand trust on loyalty because if there is no satisfaction felt by consumers, it means that consumers also do not trust the brand that is given or received by the community so that this indirectly impacts loyalty. In addition to brand image and brand trust factors which are important components in influencing consumer

satisfaction and loyalty, as a fast freight forwarding service company, PT. Global Express Sejahtera (J&T Express) certainly strives to continue to improve the quality of service or service quality carried out to consumers who use the services of this company. The phenomenon of consumer complaints about freight forwarding services at J&T Express shows that consumers are dissatisfied with the quality service provided by this courier service company. As is known, consumer satisfaction is needed in all types of companies, where consumer satisfaction as an expectation of a performance carried out through services consumed or received. Therefore, it is necessary to pay attention to the company J&T Express Brigadier General. This catamso is to further improve the quality of its services such as minimizing delays in goods or packages sent from one city to another; there is no more loss of goods or damage to goods that causes consumers to be harmed; and responsible for damage and loss of consumer goods.

J&T Express as a company that provides transportation services or delivery of goods and documents and packages is required to always improve service quality which is prime to achieve customer satisfaction and loyalty. The existence of complain or consumer complaints must be paid more attention to by the company by analyzing customer complaints that are not in accordance with consumer expectations which if left unchecked it will result in considerable losses for J&T Express because it not only reduces customer satisfaction but also reduces the loyalty of a consumer in the future. Therefore, the role of service quality it is very important for this company because if consumers are satisfied then consumer loyalty will also increase. In accordance with research conducted by Narotama, (2019) prove service quality positively and significantly affect loyalty through customer satisfaction. However, different studies were found by Achmad & Solekah, (2021) which proves service quality indirectly has an insignificant effect on loyalty through consumer satisfaction. Then, other research from Lesmana et al., (2021) Strengthen the evidence that service quality positive and significant effect on loyalty mediated by consumer satisfaction. From the findings of this study, it proves that the role of consumer satisfaction strengthens the influence service quality indirectly to loyalty.

## **II. LITERATURE REVIEW**

### **Brand Image**

According to Ledikwe (2020:5) explains that brand image is the overall perception of attributes, functions, and meanings that consumers associate with a brand. Meanwhile, according to Kotler and Lee (2020:154), brand image is how consumers really prioritize thoughts, feelings, and actions towards a brand. Brand image is considered a type of association that comes to the mind of consumers when thinking of a particular product or brand.

### **Brand Trust**

According to Copley, (2014:160), brand trust is a commitment that is seen when consumers believe that an ongoing relationship with the brand is very important so they want to maintain it through maximum effort and believe buying a brand will produce positive results. According to Firmansyah, (2019:141), brand trust from the company's point of view is a brand that has succeeded in creating a memorable brand experience in consumers that is sustainable in the long term, based on the integrity, honesty, and politeness of the brand. Meanwhile, according to Zaerofi, (2020:302), brand trust is a feeling of security that consumers have in their interactions with brands, which is based on the perception that brands are reliable and responsible for the interests and welfare of consumers.

### **Service Quality**

According to Zeithaml et al., (2016:44), service quality is the distinction between consumers expectation for service performance and their perception of the service received. Defined perceived service quality as the judgement of a costumer about the overall excellence or superiority of a product or service. Then, Kotler & Keller (2016:156), service quality is the totality of features and characteristics of services that depend on the ability to satisfy stated or implied needs of consumers or service users. Meanwhile, further explained Kotler & Armstrong, (2018:228), service quality is any performance measure that one party can offer to another that is essentially intolerable and does not result in the ownership of anything, production may or may not be tied to a physical product.

### **Consumer Satisfaction**

According to Kottler & Armstrong (2018:39), consumer satisfaction is the degree to which the perceived performance of a product or service is in accordance with its expectations. If the performance of the product or service is smaller than expected, then consumers are not satisfied. If the performance is in line with expectations, then consumers are satisfied. If the performance exceeds expectations, then the consumer feels very satisfied or very happy. Meanwhile, according to Belás & Gabčová, (2016) in Ananda et al., (2021:19), consumer satisfaction includes the difference between expectations and performance, or the results obtained. Consumer

satisfaction is one of the main goals that companies and entrepreneurs should consider maintaining long-term relationships with their customers, customer satisfaction is the key to success for the sustainability of the business.

### **Loyalty**

According to Kotler & Keller, (2018:138), customer loyalty is a deeply held commitment to buy or support a product or service that is liked in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch. Furthermore, according to Firmansyah, (2019:135), customer loyalty is a strong commitment from customers to resubscribe or repurchase preferred products / services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behaviour to move.

### **Relationship Between Variables**

#### **The Influence of Brand Image on Consumer Satisfaction**

According to Fakaubun, (2019:231), a good brand image in the eyes or minds of consumers will cause customer satisfaction and vice versa if the brand image is bad in the eyes or minds of consumers it will reduce the image of the product or service. Consumers who are accustomed to using brand certain tend to have consistency towards brand image. Consumers more often buy products with well-known brands because they feel more comfortable with familiar things, the assumption that well-known brands are more reliable, always available, and easy to find, and have undoubted quality so that more recognizable brands are more often chosen by consumers than non-well-known brands.

In accordance with research conducted by Rahayu, (2015) prove that brand image positive and significant effect on customer satisfaction. Then, research is done Diputra & Yasa, (2021) also proved brand image positive and significant effect on customer satisfaction. And reinforced from research conducted by Wardani et al., (2023) which proves that brand image also has a positive and significant effect on consumer satisfaction. Based on the theoretical and empirical studies formulated, the first hypothesis proposed, namely.

H1: brand image has a positive and significant effect on consumer satisfaction.

#### **The Influence of Brand Trust on Consumer Satisfaction**

According to Kotler & Armstrong, (2018:112), brand trust has a very big influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, products with that brand will be difficult to develop in the market conversely, if the brand is trusted by consumers, then products with the brand will be able to continue to grow in the market, Trust is built because of the expectation that other parties will act in accordance with the needs and desires of consumers. When someone has trusted the other party then they are sure that expectations will be fulfilled and there will be no more disappointment

In accordance with research conducted by Azizan & Yusr, (2019) prove brand trust have a positive and significant effect on consumer satisfaction. Then, research conducted by Prabjit et al., (2021) also proved brand trust positive and significant effect on customer satisfaction. However, different research conducted by Sinta et al., (2023) prove brand trust negative and insignificant effect on consumer satisfaction. And other research Wardani et al., (2023), strengthen the evidence that brand trust have a positive and significant effect on consumer satisfaction. Based on the theoretical and empirical studies formulated, the second hypothesis proposed, namely.

H2: brand trust has a positive and significant effect on consumer satisfaction.

#### **The Influence of Service Quality on Consumer Satisfaction**

According to Parasuraman in Tjiptono, (2016:157), there are factors that affect a service are expected service and perceived service (service received). If the service received is appropriate and can even meet what is expected, then the service can be said to be good or positive. If Perceived service exceed expected service, Then the quality of service is perceived as ideal quality. Conversely, when perceived service uglier than Expected Service then the quality of service is perceived negatively or poorly. Therefore, whether the quality of service depends on the company's ability and nature to meet customer expectations consistently so that it affects customer satisfaction.

This is not in accordance with research conducted by Rahayu, (2015) which proves that service quality does not have a significant effect on consumer satisfaction. However, it is different from the research conducted by Narotama, (2019) which proves the quality of service has a positive and significant effect on customer satisfaction. Then, research conducted by Lesmana et al., (2021) Strengthen the evidence that directly service quality have a positive and significant effect on consumer satisfaction. Based on the theoretical and empirical studies formulated, the third hypothesis proposed, namely.

H3: service quality has a positive and significant effect on consumer satisfaction.

### **The Influence of Consumer Satisfaction on Loyalty**

According to Kotler & Keller, (2016:177), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance or results of a product in thought against the expected performance or results. If the performance is below expectations, the customer will not feel satisfied, if the performance meets the customer's expectations, then the customer will be satisfied and if the performance exceeds expectations, then the customer will feel very satisfied or happy. Customers usually form expectations about the value and satisfaction that various offers will provide in the market and buy based on those expectations. If consumer satisfaction has been formed, consumer loyalty will also form by itself. Then, according to Biscaia et al., (2017) deep Aladwan et al., (2021:31), customer satisfaction is a prime precedent of customer loyalty, and in other words, customer loyalty is considered a direct result of customer satisfaction. Further, customer loyalty increases in part through customer satisfaction as one of the most influencing factors. Highly satisfied customers tend to become loyal supporters of the company and spread positive news about how satisfied they are with the company. Customer satisfaction provides two great benefits to a company: loyalty, and participation in positive verbal recommendations.

In accordance with research conducted by Narotama, (2019) Proving that consumer satisfaction has a positive and significant effect on consumer loyalty. However, different studies conducted by Achmad & Solekah, (2021) which proves that consumer satisfaction has an insignificant effect on consumer loyalty. Then, other research from Djamaludin & Fahira, (2023) and Simanjuntak & Djumarno, (2023) It also proves that consumer satisfaction has a positive and significant effect on consumer loyalty. Based on the theoretical and empirical studies formulated, the fourth hypothesis proposed, namely.

H4: consumer satisfaction has a positive and significant effect on loyalty.

### **The Influence of Brand Image on Loyalty**

According to Son, (2014:3), brand image relates to attitudes in the form of confidence and preference towards a brand. Consumers with a positive image of a brand, are more likely to make purchases to create loyalty. Then, according to Kotler & Keller (2016:57), Image is a person's beliefs, ideas, and impressions of something. Brand image is the consumer's understanding of a brand or production with confidence in brand, and a view of a brand so that with the creation of brand image, then marketers must continue to improve brand image that exists in order to maintain purchase loyalty.

In accordance with research conducted by Hasby et al., (2018) prove that Brand Image Significant effect on consumer loyalty. However, other research from Narotama, (2019) Proving different things are Brand Image positive and insignificant effect on consumer loyalty. Then, another study from Handayani et al., (2021) reinforces also that brand image positive and significant effect on consumer loyalty. Based on the theoretical and empirical studies formulated, the fifth hypothesis proposed, namely.

H5: brand image has a positive and significant effect on loyalty.

### **The Influence of Brand Trust on Loyalty**

According to Morgan and Hunt (1994) in Putri et al., (2018:26), trust and commitment are key to building loyalty. Consumer loyalty will arise when there is trust from consumers in the product brand so that there is communication and interaction between customers by talking about the product. The relationship between variables and customer loyalty is, the higher customer trust in a product, the higher the level of customer loyalty to a brand. Customer commitment to the product is a belief in using a product that includes advice and confidence. Thus, the higher the level of consumer loyalty to a brand. Customer commitment to the product is a belief in using a product that is recommended and trusted. Indirectly, companies can leverage contact relationships, specialization, and the scale of employees' economic operations with customers to increase customer commitment to product brands.

In accordance with research conducted by Azizan & Yusr, (2019) prove that brand trust positive and significant effect on consumer loyalty. Then, research conducted by Prabjit et al., (2021) prove that brand trust positive and significant effect on customer loyalty. And, other research from Djamaludin & Fahira, (2023) reinforces also that brand trust positive and significant effect on consumer loyalty. Based on the theoretical and empirical studies formulated, the sixth hypothesis proposed, namely.

H6: brand trust has a positive and significant effect on loyalty.

### **The Influence of Service Quality on Loyalty**

According to Frederick, (2017:71), providing customer needs through good service quality, it will create good customer loyalty as well. This means that by meeting customer needs through good service quality, good customer loyalty will also be created. Then, another explanation from Barnes, (2018:110), stable service quality to improve will create even higher customer loyalty. When customers feel they are receiving something of value, they reward the company with loyalty.

However, this is different from the research conducted by Hasby et al., (2018) which proves service quality does not have a significant effect on consumer loyalty. Then, another study from Putra et al., (2020) Proving that service quality has a positive and significant effect on consumer loyalty. Furthermore, research from Achmad & Solekah, (2021), service quality significant effect on consumer loyalty. Based on the theoretical and empirical studies formulated, the seventh hypothesis proposed, namely.  
H7: service quality has a positive and significant effect on loyalty.

#### **The Influence of Brand Image on Loyalty through Consumer Satisfaction**

According to Kotler & Keller, (2018), consumer satisfaction is a person's feelings of pleasure and disappointment after comparing performance or perceived results compared to his expectations. If a product or service has a good brand image in the community, then it gets a good position as well, one of which is that the product can be accepted in the community. If a good brand image can provide an advantage, namely customer loyalty.

This is not in accordance with research conducted by Achmad & Solekah, (2021) which proves indirectly Brand Image It has no significant effect on loyalty through customer satisfaction. However, other research from Handayani et al., (2021) prove that consumer satisfaction as a mediating variable or intervening affecting brand image against consumer loyalty. Furthermore, research from Wardani et al., (2023) shown that brand image positively and significantly affect loyalty through customer satisfaction. Based on the theoretical and empirical studies formulated, the eighth hypothesis proposed, namely.

H8: brand image has a positive and significant effect on loyalty mediated by consumer satisfaction.

#### **The Influence of Brand Trust on Loyalty through Consumer Satisfaction**

According to Lie et al., (2019), brand trust effect on customer loyalty with customer satisfaction as Intervening variables. When customers already believe in a brand, these customers will choose products from that brand because they feel satisfied and will be loyal to the product. Customers who already have trust in a brand will continue to make purchases repeatedly. The trust that customers have in a brand can be a long-term mediator. When customers already believe in the brand offered, this will have an impact on customer satisfaction with the brand used.

In accordance with research conducted by Adinda et al., (2018) prove that brand trust positively and significantly affect loyalty through customer satisfaction. Then, other research from Wardani et al., (2023) prove brand trust positively and significantly affect loyalty through customer satisfaction. Based on the theoretical and empirical studies formulated, the ninth hypothesis proposed, namely.

H9: brand trust has a positive and significant effect on loyalty mediated by consumer satisfaction.

#### **The Influence of Service Quality on Loyalty through Customer Satisfaction**

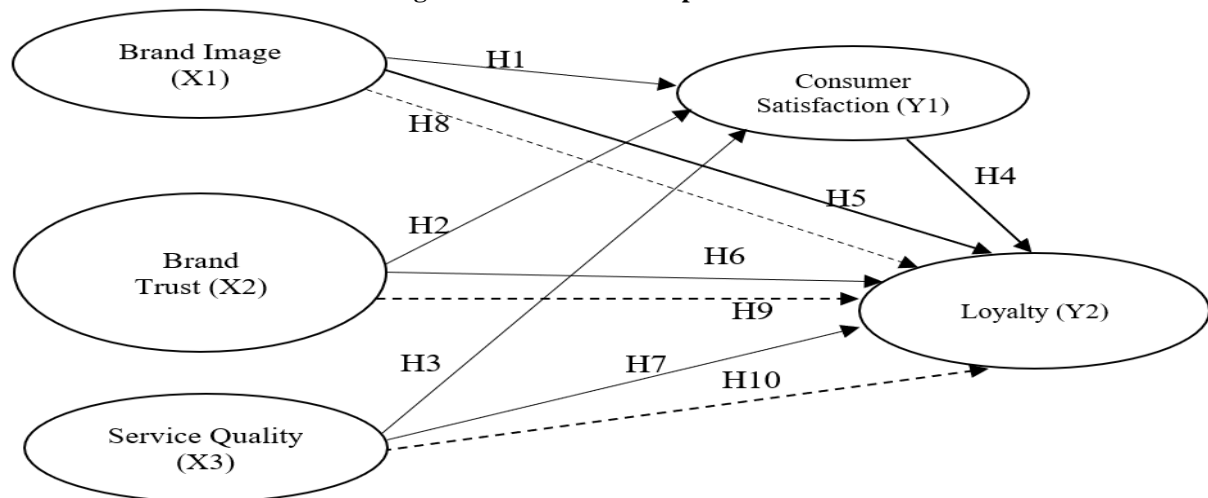
According to Zeithaml et al., (2016), Customer satisfaction and loyalty depend on the level of quality of service provided to consumers and believe that there is a positive relationship between customer service quality and consumer loyalty. Every company that pays attention to customer satisfaction will get several benefits, namely an increasingly positive company reputation encourages the creation of customer loyalty, harmonious company relationships with customers encourage everyone in the company to work with better goals. For customers who decide to be loyal to a product or service is often due to feelings about what services are created by the company. Good service not only suits the needs but also can satisfy and delight customers. If the quality of service received by customers is better or the same as expected and customers feel happy or satisfied, customers are likely to try again. Vice versa, if the quality of service received by customers is lower than customer expectations and customers feel disappointed, it is likely that customers will stop trying products or services from the company. (Tjiptono, 2016:348).

In accordance with research conducted by Narotama, (2019) prove service quality positively and significantly affect loyalty through customer satisfaction. however, different studies were found by Achmad & Solekah, (2021) which proves service quality indirectly has an insignificant effect on loyalty through consumer satisfaction. Then, other research from Lesmana et al., (2021), strengthen the evidence that service quality positive and significant effect on loyalty mediated by consumer satisfaction. Based on the theoretical and empirical studies formulated, the tenth hypothesis proposed, namely.

H10: service quality has a positive and significant effect on loyalty mediated by consumer satisfaction.

**Research Conceptual Framework**

**Figure 1. Research Conceptual Framework**



**III. RESEARCH METHOD**

**Operational of Definitions**

1. Brand image (X1)

Brand image is a deep consumer perception regarding the freight forwarding service brand at J&T Express in Samarinda. The indicators or parameters used to measure brand image according to Keller & Swaminathan, (2020:235) namely.

- a. Strength is an attribute of information that is easy to remember or owned at J&T Express in Samarinda.
- b. Favourability is a consumer perception related to the attributes and benefits owned by J&T Express in Samarinda consumers in providing freight forwarding services.
- c. Uniqueness is a unique impression possessed by J&T Express in Samarinda that distinguishes it from other brands.

2. Brand trust (X2)

Brand trust It is the consumer's judgment to trust a Brand owned by J&T Express Samarinda as a freight forwarding service. The indicators or parameters used to measure Brand Trust according to Lau & Lee, (2007) deep Balaw & Susan, (2022:100) namely.

- a. Brand characteristic is an assessment of the consumer's decision to trust the attributes or characteristics of the brand owned by J&T Express in Samarinda as a fast delivery service to the intended address before using it.
- b. Company characteristic is consumer trust in the attributes or characteristics of the company owned by J&T Express in Samarinda as a technology-based company.
- c. Consumer brand characteristic is the suitability or similarity possessed by consumers as users of freight forwarding services in the form of documents or packages with brand attributes owned by J&T Express in Samarinda as express delivery services or services.

3. Service quality (X3)

Service quality is a condition dynamically related to freight forwarding services on &T Express Samarinda to consumers. As for the indicators used to measure Quality of Service According to Kotler & Keller (2016:284) namely.

- a. Tangible is direct evidence or tangible display of employees or couriers at J&T Express in Samarinda.
- b. Reliability is the reliability of employees and couriers at J&T Express in Samarinda in serving consumers who use this freight forwarding service appropriately.
- c. Responsiveness is the responsiveness of employees or couriers at J&T Express in Samarinda in responding to consumer complaints about the delivery of goods or packages.
- d. Assurance isa guarantee of compensation provided by J&T Express to consumers in freight forwarding services.
- e. Empathy is the sincere attention of employees or couriers at J&T Express in Samarinda in providing services for the delivery of goods and consumer complaints.

4. Consumer satisfaction (Y1)

Consumer satisfaction is a response in the form of a feeling of satisfaction; happy; and happy consumers in using J&T Express freight forwarding services in Samarinda. The indicators or parameters used to measure consumer satisfaction according to according to Indrasari, (2019:92) namely.

- a. Conformity of expectations is the attitude of satisfied consumers with their needs related to freight forwarding services at J&T Express in Samarinda are in accordance with expectations.
- b. Interest in visiting again is the consumer's satisfaction attitude towards freight forwarding services at J&T Express in Samarinda quickly to the intended address so that they are interested in visiting again using the services provided.
- c. The willingness to recommend is the attitude of satisfied consumers in the freight forwarding services provided at J&T Express in Samarinda so that they are ready to refer and tell positive things to others who need it.

#### 5. Loyalty (Y2)

Loyalty is a loyal or loyal attitude of consumers in using freight forwarding services at J&T Express in Samarinda. The indicators or parameters used to measure loyalty according to Kotler & Keller (2016:126) namely.

- a. Repeats repurchase is consumer behaviour in buying or reusing freight forwarding services at J&T Express in Samarinda.
- b. Retention is a consumer behaviour to survive or become the main choice in using freight forwarding services at J&T Express in Samarinda.
- c. Referrals is consumer behaviour in recommending freight forwarding services at J&T Express in Samarinda to others.

### **Population and Sample**

The population that will be sampled in this study is consumers who use PT. Global Express Sejahtera (J&T Express) in Samarinda. Not all populations in this study were given opportunities or opportunities to be sampled. Therefore, researchers use a sampling technique, namely non-probability sampling. The non-probability sampling technique used in this study is purposive sampling where this method researchers take a sample of cases / participants strategically so that the sample is relevant to the research question posed. Therefore, researchers provide inclusion criteria to limit respondents who will be sampled in this study. The following inclusion criteria are as follows.

1. Respondents are at least 20 years old because they use the most package delivery services through J&T.
2. Respondents who send packages through J&T Samarinda with the origin of the respondent's delivery come from or are domiciled in Samarinda City.
3. Respondents who have used J&T delivery services at least 2 times in the past month.

Based on these inclusion criteria, the author determines the number of samples to be analysed and tested statistically according to the guidelines or rules for using SEM analysis. According to Barclay et al., (1995) deep Hair et al., (2017:21) proposed the rule 10 times which was later accepted in the PLS-SEM literature. Therefore, 10 x the estimated parameters or (10 x 17) are 170 respondents who will be used as research samples.

### **Analysis Method**

Data analysis techniques use SEM-PLS or component or variant-based Structural Equation Modeling (SEM) models. According to Ghozali & Latan (2015:17), the PLS approach is distribution free (does not produce data with a certain distribution, which can be nominal, ordinal, interval, and ratio). According to Ghozali & Latan (2015:17), PLS is a powerful factor indetermination analysis method because it does not assume that the data must be measured on a certain scale and the sample size is small. PLS is used to confirm the theory, when compared with covariance-based SEM, components based on PLS can avoid two major problems faced by covariance based SEM. The difference between covariance-based SEM and component-based PLS is whether we will use structural equation models to test theory or develop theory for prediction purposes.

### **Hypothesis Test**

Testing hypotheses between constructs, namely exogenous constructs against endogenous constructs and endogenous constructs against endogenous constructs, was carried out by the bootstrap resampling method developed by Geisser. (Ghozali, 2015:25). The test statistics used are t statistics or t tests, the application of the resampling method allows the validity of freely distributed data does not require normal distribution assumptions and does not require large samples.

According to Ghozali & Latan (2015:81), role of thumb evaluation of structural models regarding two-sided significant tests (two tailed) which if the significance value is t-value > 1.96 with a significance level of 5% or 0.05, it is concluded to be significant. Here is the basis for decision making, namely.



- a. If the value of t-value is less than 1.96 then H0 is accepted, and Ha is rejected.
- b. If value t-value greater than 1.96 then H0 is rejected, and Ha is accepted.

**Mediation Testing**

According to Hayes (2018:78), mediation analysis is a statistical method used to evaluate evidence from studies designed to test hypotheses about how some causal antecedent variable X transmits its effect on a consequent variable Y. According to Hair Jr et al., (2022:234) Explaining that there are 2 types of mediation, namely.

- a. Direct-only non mediation where the direct effect is significant but not indirect effect.
- b. No-effect non mediation where both direct and indirect effects are not significant.

Then, further explanation from Zhao et al., (2010) in Hair Jr et al., (2022:234) Identifying if there is a mediating effect is divided into 3 types, namely.

- a. Complementary mediation where indirect effect and direct effect are both significant and lead in the same direction.
- b. Competitive mediation where indirect effect and direct effect are both significant and show opposite directions.
- c. Indirect only mediation where indirect effect is significant but not direct effect.

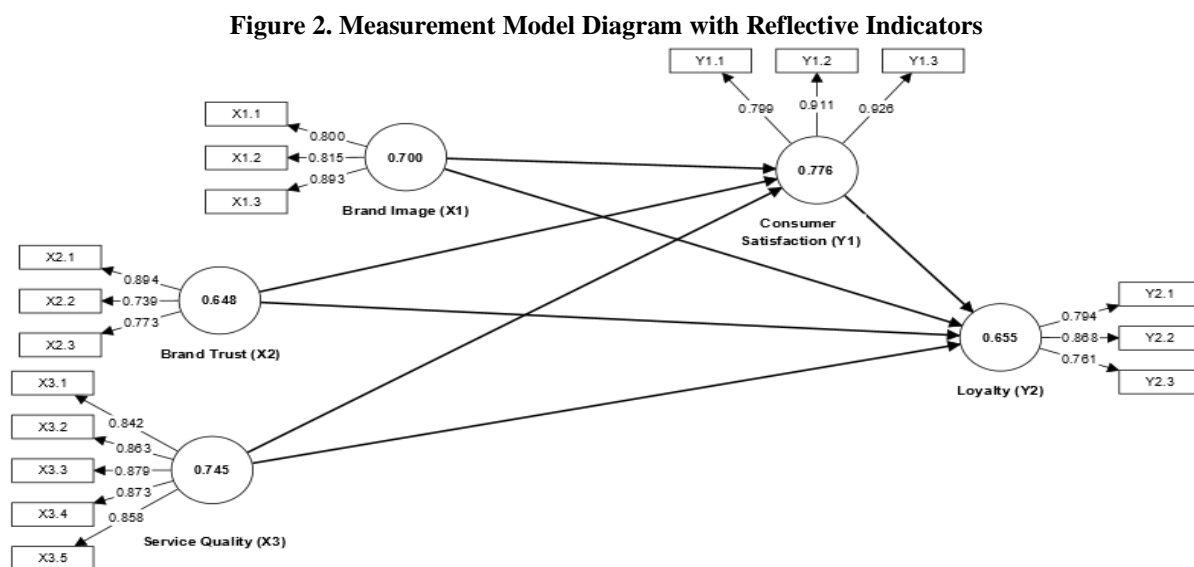
**IV. ANALYSIS AND DISCUSSION**

**Structural Equation Modelling (PLS-SEM)**

Data analysis uses structural equation modeling (SEM) with the approach used is VB-SEM (variance based-SEM). The following analysis of data testing was carried out, which is as follows.

**1. Evaluation of the Measurement Model (Outer Model)**

The measurement model is used to determine the results of testing the validity and reliability of measuring instruments. The following is a measurement model diagram (outer model) that explains the relationship between latent variables and manifest variables or indicators as Figure 2 below.



**Figure 2. Measurement Model Diagram with Reflective Indicators**

**Source: SmartPLS Output 4.**

Based on the Figure 2 above, it can be seen that the results of the analysis must be met in the evaluation of the measurement model, which are as follows.

**a. Convergent validity test**

The convergent validity test aims to determine the validity between indicators with each latent construct or variable. In this study, a loading factor limit of 0.70 will be used. To assess the results of the convergent validity test can be seen from the loading factor value reflected in the outer loading results as shown in Table 1 below.

**Table 1. Convergent Validity Test Results Using Outer Loading**

	Brand Image (X1)	Brand Trust (X2)	Consumer Satisfaction (Y1)	Loyalty (Y2)	Service Quality (X3)
X1.1	0.800				
X1.2	0.815				

	Brand Image (X1)	Brand Trust (X2)	Consumer Satisfaction (Y1)	Loyalty (Y2)	Service Quality (X3)
X1.3	0.893				
X2.1		0.894			
X2.2		0.739			
X2.3		0.773			
X3.1					0.842
X3.2					0.863
X3.3					0.879
X3.4					0.873
X3.5					0.858
Y1.1			0.799		
Y1.2			0.911		
Y1.3			0.926		
Y2.1				0.794	
Y2.2				0.868	
Y2.3				0.761	

Source: SmartPLS Output 4.

Based on the Tabel 1 above, it was obtained that the indicators used to measure each variable in this study all have a loading factor value above 0.7 which means that it can be concluded that the indicators used are able to explain latent variables or constructs and all indicator items are valid for measuring construct validity. In addition, the highest loading factor value indicates the most powerful and dominant factor in forming variables. In addition, outer loading to see construct validity, other convergent validity test results can also be reported which are reflected in the AVE (average variance extracted) value where the limit value is 0.50 as in Table 2.

Table 2. Average Variance Extracted (AVE) Results

	Average variance extracted (AVE)
Brand Image (X1)	0.700
Brand Trust (X2)	0.648
Consumer Satisfaction (Y1)	0.776
Loyalty (Y2)	0.655
Service Quality (X3)	0.745

Source: SmartPLS Output 4.

Based on the Table 2, shows an AVE value that is greater than the threshold of 0.50 so that it can be concluded that construct validity has a good convergence of validity, which describes the magnitude of variance or diversity of manifest variables that can be owned by latent constructs. Thus, the greater the variance or diversity of manifest variables that can be contained by latent constructs, the greater the representation of manifest variables to their latent constructs.

b. Discriminant validity test

Discriminant validity is used to see to what extent a construct is completely different from another. Therefore, to evaluate discriminant validity test, researchers use heterotrait-monotrait ratio (HTMT) because it is the recommended method for assessing discriminant validity. To assess the validity of a discriminant using the threshold value must be below 0.90. The following are the results of the heterotrait-monotrait ratio (HTMT) test as shown in Table 3 below.

Table 3. Discriminant Validity Test Results Using Heterotrait-Monotrait Ratio (HTMT)

	Brand Image (X1)	Brand Trust (X2)	Consumer Satisfaction (Y1)	Loyalty (Y2)	Service Quality (X3)
Brand Image (X1)					
Brand Trust (X2)	0.862				

	Brand Image (X1)	Brand Trust (X2)	Consumer Satisfaction (Y1)	Loyalty (Y2)	Service Quality (X3)
Consumer Satisfaction (Y1)	0.523	0.866			
Loyalty (Y2)	0.440	0.643	0.794		
Service Quality (X3)	0.381	0.727	0.721	0.790	

Source: SmartPLS Output 4.

Based on the Table 3 show that all HTMT values below or lower than 0.90 are obtained which means that a construct has good discriminant validity. Besides, according to Hair et al., (2019), if HTMT < 0.90 then the relationship or correlation between a construction is conceptually similar.

3. Reliability consistency test

The reliability test used for Cronbach’s alpha must be greater than 0.6 and the composite reliability must be greater than 0.7 which can be seen in Table 4 below.

Table 4. Reliability Consistency Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Image (X1)	0.799	0.911	0.875
Brand Trust (X2)	0.728	0.756	0.846
Consumer Satisfaction (Y1)	0.853	0.855	0.912
Loyalty (Y2)	0.739	0.770	0.850
Service Quality (X3)	0.915	0.916	0.936

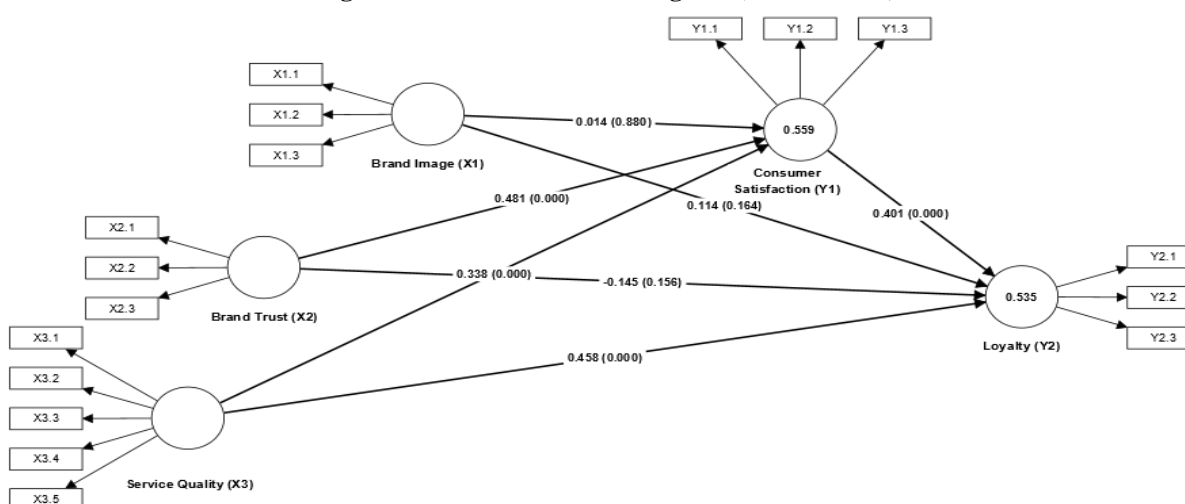
Source: SmartPLS Output 4.

Based on the Table 4, Cronbach’s alpha value is greater than 0.6 which means that the structure can be said to be reliable as an instrument to measure the variables while the composite reliability (rho\_a) is greater than 0.7 which indicates the consistency of the measuring instrument used uniformly or similarly.

2. Evaluation of the Structural Model (Inner Model)

The structural model (inner model) is a model that shows the relationship between latent variables where the diagram model can be seen in Figure 3 below.

Figure 3. Structural Model Diagram (Inner Model)



Source: SmartPLS Output 4.

As per Figure 3 above, it can be seen showing the relationship between latent variables by displaying t-values and path coefficients. The following is an evaluation in structural testing, which is as follows.

a. Structural model collinearity test (colinierity)

The collinearity test is used to see the conditions that arise when there are two independent variables that are interconnected. In the collinearity test the structural model uses the Inner VIF with the threshold should be below 5 as shown in Table 5 below.

**Table 5. Statistical Collinearity Test Results (Inner VIF Values)**

	Brand Image (X1)	Brand Trust (X2)	Consumer Satisfaction (Y1)	Loyalty (Y2)	Service Quality (X3)
Brand Image (X1)			1.879	1.881	
Brand Trust (X2)			2.630	3.113	
Consumer Satisfaction (Y1)				2.253	
Loyalty (Y2)					
Service Quality (X3)			1.624	1.889	

Source: SmartPLS Output 4.

Based on the Table 5, the results of the structural collinearity test (inner values) obtained an inner VIF (variance Inflated Factor) value of less than 5, it can be concluded that there is no multicollination between variables that affect consumer satisfaction and loyalty.

b. Coefficient of determination (R-Square)

Value R-squares used as the explanatory force for each endogenous latent variable. According to Hair et al., (2017:183), in scientific research focused on marketing problems, the value of R<sup>2</sup> range 0.75; 0.50; or 0.25 which is described as substantial; keep; or weak. Here are the results of the coefficient of determination tester (R-Square) as shown in Table 6.

**Table 6. Test Results R2 (R square)**

	R-square	R-square adjusted
Consumer Satisfaction (Y1)	0.557	0.548
Loyalty (Y2)	0.533	0.522

Source: SmartPLS Output 4.

Based on the Table 6, the value of R2 (R square) for consumer satisfaction (Y1) is 0.557 or 55.7%, while for loyalty (Y2) is 0.533 or 53.3%. According to the results of the R2 (R square) value for all endogenous constructs in the moderate or medium category because it is below 0.75. Then the Rsquare adjusted value of consumer satisfaction (Y1) is 0.548 or 54.8%, meaning that the remaining 45.2% is influenced by other factors. Similarly, loyalty (Y2) was 0.522 or 52.2% which means that 47.8% was influenced by other factors outside the model.

c. Effect size (f-Square)

Effect size (f2 or f square) is used to evaluate the magnitude of the effect of direct influence of endogenous variables in structural models with their respective thresholds of effect size (f2) values are 0.02; 0.15; and 0.35 which are interpreted as small; medium; and large. The following are the results of the effect size or f-square test in Table 7.

**Table 7. Effect Size Test Results (f2Test)**

	Brand Image (X1)	Brand Trust (X2)	Consumer Satisfaction (Y1)	Loyalty (Y2)	Service Quality (X3)
Brand Image (X1)			0.001	0.013	
Brand Trust (X2)			0.185	0.012	
Consumer Satisfaction (Y1)				0.150	
Loyalty (Y2)					
Service Quality (X3)			0.163	0.236	

Source: SmartPLS Output 4.

Based on the Table 7, the amount of influence on the brand image variable (X1) on consumer satisfaction (Y1) is 0.001 which means the amount of influence is small; the effect on the brand trust variable (X2) on

consumer satisfaction (Y1) is 0.185 which means the magnitude of the influence is large; and the effect on the service quality variable (X3) to consumer satisfaction (Y1) is 0.163 which means the magnitude of the effect is large. Then, the influence or effect of the consumer satisfaction variable (Y1) on loyalty (Y2) is 0.150 which means the magnitude of the influence is large; the influence or effect of the brand image variable (X1) on loyalty (Y2) is 0.013 which means the amount of influence is small or no influence at all; influence or effect on brand trust variables(X2) to loyalty (Y2) is 0.012 which means the magnitude of the effect is small; and, the effect of the service quality variable (X3) on loyalty (Y2) is 0.236 which means the magnitude of the effect is large.

d. Predictive Relevance (Q-Square/Q2) and Effect Size (Q2)

The Q2 value is useful for validation of the ability to predict models where this model is only suitable for use in endogenous constructs that have reflective indicators. To test the predictive relevance value (Q2 or Q square test) using the blindfolding procedure which can be seen in the construct cross validated redundancy section in SmartPLS. The following are the results of the predictive relevance test or Q-squares test as shown in Table 8 below.

**Table 8. Predictive Relevance Test Results (Q-Square Test)**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Brand Image (X1)	510.000	510.000	0.000
Brand Trust (X2)	510.000	510.000	0.000
Consumer Satisfaction (Y1)	510.000	293.813	0.424
Loyalty (Y2)	510.000	342.267	0.329
Service Quality (X3)	850.000	850.000	0.000

Source: SmartPLS Output 4.

Based on the Table 8 above, it is obtained that the endogenous variable or construct has a value of Q2 > 0 which indicates that the model model has met the predictive relevance where the model has been well reconstructed. From these results can also be determined the value of q2 predictive relevance as a measure or magnitude of influence (effect size) that has a relative impact on structural models that can be measured by formulas, namely.

$$q^2 = \frac{Q^2_{included} - Q^2_{excluded}}{1 - Q^2_{included}}$$

$$= \frac{0.424 - 0.329}{1 - 0.424}$$

$$= \frac{0.095}{0.576} = 0.165$$

According to this manual calculation, the amount of influence of the q2 predictive relevance value is 0.165 which means the size of the influence of predictive relevance is medium or moderate. This means that the model is quite capable of being used as a prediction model.

**3. Model Fit Evaluation (Goodness of Fit / GoF)**

It is used to evaluate how the model fits or matches the distribution of data used. In evaluating the suitability of the model with the data can be done through, which is as follows.

1. Model fit (goodness of fit / GoF)

Goodness of Fit (GoF) is used to test the feasibility of a model where this test is carried out for overall model validation, namely a combination of inner model and outer model. The goodness of Fit (GoF) value is measured by the average communality index and the average R-square which to find the communality value of each variable can be known from the model measurement with the blindfolding technique in the construct cross validated communality section in PLS which can be seen in the Appendix. The following is the average value of the communality index as shown in Table 9 below.

**Table 9. Communality Index Value Results**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Brand Image (X1)	510.000	308.313	0.395
Brand Trust (X2)	510.000	353.041	0.308
Consumer Satisfaction (Y1)	510.000	238.659	0.532
Loyalty (Y2)	510.000	347.159	0.319

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Service Quality (X3)	850.000	333.439	0.608

Source: SmartPLS Output 4.

Based on the Table 9 above, the average value of communality index is 0.399 while the average value of R-square is 0.501 obtained from the value of R-square (R1 + R2 / 2 or 0.557 + 0.533 / 2). From this value can also be determined the feasibility test of the model (godness of fit) by the formula, ie.

$$\begin{aligned}
 \text{GoF} &= \sqrt{\text{com} \times \overline{R^2}} \\
 &= \sqrt{0.432 \times 0.545} \\
 &= \sqrt{0.236} \\
 &= 0.485 \text{ or } 48.5\%.
 \end{aligned}$$

Based on manual calculations related to the GoF value, a result of 0.485 or 48.5% is obtained, which means that the GoF value is large. This provides an understanding that the resulting model is good or fit in explaining the distribution of data. Then, in addition to the Goodness of Fit (GoF) above, the following SRMR test results need to be reported in evaluating whether the model matches the distribution of empirical data reflected in the SRMR values in Table 10 below.

Table 10. SRMR Value Test Results

	Saturated models	Estimated model
SRMR	0.095	0.095
d_ULS	1.394	1.394
d_G	0.827	0.827
Chi-square	694.704	694.704
NFI	0.684	0.684

Source: SmartPLS Output 4.

Based on the Table 10 above, the SRMR value is 0.095 < 0.10 which means that the model formed is acceptable and suitable or in accordance with empirical data. Although the SRMR value obtained is not below 0.08. However, as per the recommendations of Schermelleh-Engel & Moosbrugger, (2003:38), SRMR less than 0.10 still acceptable Fit or matches are still acceptable.

#### 4. PLS Predict Evaluation

PLS predict is used to assess the extent to which the proposed PLS model has good predictive power. The following are the results of PLS predict testing as shown in Table 11 below.

Table 11. PLS Predict Test Results

	Q <sup>2</sup> predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
Y1.1	0.281	0.503	0.380	0.434	0.272
Y1.2	0.483	0.451	0.310	0.434	0.281
Y1.3	0.438	0.461	0.310	0.482	0.307
Y2.1	0.180	0.545	0.434	0.556	0.445
Y2.2	0.407	0.457	0.349	0.490	0.357
Y2.3	0.228	0.569	0.446	0.592	0.450

Source: SmartPLS Output 4.

Based on the Table 11 shows that most of the measurement items of endogenous variables (consumer satisfaction and loyalty) in the proposed PLS model have RMSE values lower than LM (linear regression) models. This means that the proposed PLS model has the power of "predictive medium".

**5. Hypothesis Testing**

To answer the hypothesis in this study directly without any mediating variables, namely by looking at the results of the path coefficient and the significance value can be seen in Figure 5.2 above which shows the path coefficient and t-value. Testing the structural model of path coefficients using the bootstrapping method uses the threshold if the relationship or influence is significant by looking at the t-value > 1.96 and p-value < 0.05. The following test results can be seen in Table 12 below.

**Table 12. Path Coefficient Test Results**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV)	P values
Brand Image (X1) -> _ Consumer Satisfaction (Y1)	0.014	0.018	0.094	0.152	0.880
Brand Image (X1) -> Loyalty (Y2)	0.114	0.114	0.082	1.390	0.164
Brand Trust (X2) -> _ Consumer Satisfaction (Y1)	0.481	0.493	0.121	3.969	0.000
Brand Trust (X2) -> Loyalty (Y2)	-0.145	-0.138	0.102	1.420	0.156
Consumer Satisfaction (Y1) -> loyalty (Y2)	0.401	0.388	0.105	3.801	0.000
Service Quality (X3) -> _ Consumer Satisfaction (Y1)	0.338	0.328	0.096	3.529	0.000
Service Quality (X3) -> Loyalty (Y2)	0.458	0.466	0.084	5.464	0.000

Source: SmartPLS Output 4.

Based on the Table 12 shows the overall direct influence of which there are 4 acceptable relationships, namely the effect of brand trust (X2) on consumer satisfaction (Y1); the effect of consumer satisfaction (Y1) on loyalty (Y2); the effect of service quality (X3) on customer satisfaction (Y1); and the effect of service quality (X3) on loyalty (Y2); Then, 3 rejected influences are the influence of brand image (X1) on consumer satisfaction (Y1); the influence of brand image (X1) on loyalty (Y2); and brand trust (X2) on loyalty (Y2). From the results of testing this hypothesis can be interpreted, as follows.

**6. Mediation Testing**

Furthermore, to answer the hypothesis of this study with the existence of mediating variables or indirect influences which are reflected in specific indirect effects in SmartPLS. Here are the test results as shown in Table 13 below.

**Table 13. Specific Indirect Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV)	P values
Brand Trust (X2) -> _ Consumer Satisfaction (Y1) -> Loyalty (Y2)	0.193	0.190	0.071	2.724	0.006
Brand Image (X1) -> _ Consumer Satisfaction (Y1) -> Loyalty (Y2)	0.006	0.004	0.038	0.152	0.879
Service Quality (X3) -> _ Consumer Satisfaction (Y1) -> Loyalty (Y2)	0.136	0.129	0.053	2.558	0.011

Source: SmartPLS Output 4.

In addition to the magnitude of influence and significance of mediation in SmartPLS 4 the auto-eject effect size (f-Square) which is to show the magnitude of its direct influence however effect size or the amount of influence for mediation has not been automatically generated by SmartPLS, so for that it is necessary

to assess it using upslon statistics ( $v$ ) because to see the amount of influence alone is not enough so it is necessary to look at the category of the amount of influence of mediation at the structural level. Interpretation of the statistical value of the mediated effect of upslon ( $v$ ) refers to the recommendations Lachowicz et al., 2018; Ogbeibu et al., (2021) i.e. 0.175 (high mediation effect); 0.075 (medium mediation effect); and 0.01 (low mediation effect). Here's the calculation effect size Upsilon Statistical Mediation ( $V$ ) as shown in Table 14 below.

**Table 14. Results of The Calculation of Effect Mediation at Structural Level Using Upsilon Statistics ( $v$ )**

No.	Effect Size Upsilon	Direct Effect	Indirect Effect	Upsilon Statistics ( $v$ )	Information
1	Brand Image (X1) to loyalty (Y2) through consumer satisfaction (Y1)	0.114	0.006	0.120	Effect of Medium Mediation
2	Brand Trust (X2) to loyalty (Y2) through consumer satisfaction (Y1)	-0.145	0.193	0.048	Effect of Medium Mediation
3	Service Quality (X3) to loyalty (Y2) through consumer satisfaction (Y1)	0.458	0.136	0.594	Effect of High Mediation

**Source: Microsoft Excell.**

Based on the Table 14 above, the role of consumer satisfaction (Y2) as a mediating variable in influencing brand image (X1) to loyalty (Y2) at the structural level is classified as the influence of medium mediation. Furthermore, the role of consumer satisfaction (Y2) as a mediating variable in influencing brand trust (X2) to loyalty (Y2) at the structural level is classified as the influence of medium mediation. Then, for the role of consumer consumers (Y2) in influencing service quality (X3) to loyalty (Y2) at the structural level, the mediation influence is high.

### **Finding and Interpretation**

#### **1. The Influence of Brand Image on Consumer Satisfaction**

The research results show that brand image (X1) has a positive and insignificant effect on consumer satisfaction (Y1) of users of PT goods delivery services. Global Express Sejahtera (J&T Express) in Samarinda, which means the influence is positive or in the same direction but not significant in supporting consumer satisfaction. The meaning is that the better or more positive the brand image of the courier service company, the greater the sense of security; comfortable; and satisfied consumers when using their services. However, this has not been able to push it to a significant or meaningful/important level because in identifying or deciding to use a product or service, especially in this company, consumers or users first see or review it from all aspects, such as the quality of the service provided, whether the goods or packages are delivered quickly; or late in delivery; and others.

In accordance with research conducted by Rahayu, (2015), it is proven that brand image has a positive and significant effect on customer satisfaction. Then, research conducted by Diputra & Yasa, (2021) also proves that brand image has a positive and significant effect on customer satisfaction. And this is strengthened by research conducted by Wardani et al., (2023) which proves that brand image also has a positive and significant effect on consumer satisfaction. However, the results of these findings prove something different, namely that the brand image has a positive effect directly but does not have a significant impact on consumer satisfaction because the majority of respondents are men who not only look at the brand image but also the services provided by the company. It is proven that many respondents make deliveries. goods or packages at this courier service company.

#### **2. The Influence of Brand Trust on Consumer Satisfaction**

The research results show that brand trust (X2) has a positive and significant effect on consumer satisfaction (Y1) for users of PT goods delivery services. Global Express Sejahtera (J&T Express) in Samarinda which means the influence is positive or in the same direction and significant or meaningful. The meaning is that brand trust can encourage increased satisfaction felt by consumers as users of brands or services. This is because when consumers have high trust in a brand, consumers tend to feel satisfied and believe that the product or service can meet expectations or expectations. So, in general, brand trust can provide a strong basis for creating positive relationships between brands and consumers, which in turn contributes to overall consumer satisfaction.



In accordance with research conducted by Prabjit et al., (2021) , it is proven that brand trust has a positive and significant effect on customer satisfaction. However, different research conducted by Sinta et al., (2023) proves that brand trust has a negative and insignificant effect on consumer satisfaction. Meanwhile, the findings in this research prove that brand trust also has a positive and significant effect on consumer satisfaction.

### **3. The Influence of Service Quality on Consumer Satisfaction**

The research results show that service quality (X3) has a positive and significant effect on consumer satisfaction (Y1) for users of PT goods delivery services. Global Express Sejahtera (J&T Express) in Samarinda, which means the influence is positive or unidirectional and important and meaningful in supporting the satisfaction felt by consumers. What this means is that service quality is able to increase the sense of satisfaction felt by consumers when using this courier service. Good or positive service quality can create an experience that meets or even exceeds consumer expectations. When consumers feel that the service provided exceeds expectations, they can provide high satisfaction.

From research conducted by Rahayu, (2015) it is proven that service quality does not have a significant effect on consumer satisfaction. However, this is different from research conducted by Lesmana et al., (2021), which strengthens the evidence that service quality directly has a positive and significant effect on consumer satisfaction. And the results of these findings support that service quality has a positive and significant effect on consumer satisfaction.

### **4. The Influence Consumer Satisfaction on Loyalty**

The research results show that consumer satisfaction (Y1) has a positive and significant effect on the loyalty (Y2) of consumers using PT's goods delivery services. Global Express Sejahtera (J&T Express) in Samarinda, which means the influence is positive or unidirectional and important and meaningful in supporting loyalty. The meaning is that the satisfaction felt by consumers can increase loyalty in the long term. Consumer satisfaction tends to be a key factor in building long-term loyalty. Consumers who are satisfied with their experience when using services are more likely to remain loyal and subscribe to the brand on an ongoing basis.

In accordance with research conducted by Narotama, (2019) proves that consumer satisfaction has a positive and significant effect on consumer loyalty. However, different research conducted by Achmad & Solekah, (2021) proves that consumer satisfaction has no significant effect on consumer loyalty. And these findings support that consumer satisfaction really does have a positive or unidirectional impact on consumer loyalty.

### **5. The Influence of Brand Image on Loyalty**

The results showed that brand image (X1) had a positive and insignificant effect on consumer loyalty (Y2) of PT. Global Express Sejahtera (J&T Express) in Samarinda which means its influence is positive or unidirectional but not significant or important and meaningful in supporting loyalty. The meaning is that when the image owned by the brand in this courier service company is good or positive, it has not supported consumer loyalty or there is also not always a strong correlation, this is because consumer loyalty also depends on a number of factors, including the quality of the product or service; customer service or customer care; broader market dynamics; and so on.

In a highly competitive industry, even brands with a positive image may struggle to maintain loyalty if competitors offer better value or innovation. Therefore, if you want consumers to remain loyal to using this courier service, management needs to offer new innovations so that consumers remain loyal to using their services.

Research from Narotama, (2019) prove that brand image positive and insignificant effect on consumer loyalty. Then, another study from Handayani et al., (2021) prove differently that brand image positive and significant influence on consumer loyalty. And, then these findings also do not support that brand image positive and insignificant effect on loyalty.

### **6. The Influence of Brand Trust on Loyalty**

The results showed that brand trust (X2) had a negative and insignificant effect on consumer loyalty (Y2) of PT. Global Express Sejahtera (J&T Express) in Samarinda which means that the influence is negative or unidirectional and also does not mean in supporting loyalty carried out by consumers. This is because there may be many similar companies that have the same brand as this company as a delivery service or courier which in a very competitive business environment, trust in a brand may be less significant if consumers have many alternatives to choose from. This, in turn, can further influence consumer decisions.

In accordance with research conducted by Azizan & Yusr, (2019) prove that brand trust positive and significant effect on consumer loyalty. Then, research conducted by Prabjit et al., (2021) prove that brand trust positive and significant effect on customer loyalty. And, these findings are different, namely brand trust

negative and insignificant effect on consumer loyalty. This is because, most respondents also have other alternative choices in using this courier service.

### **7. The Influence of Service Quality on Loyalty**

The results showed that service quality (X3) had a positive and significant effect on consumer loyalty (Y2) of PT. Global Express Sejahtera (J&T Express) in Samarinda which means the influence is positive or unidirectional and supports loyalty. The meaning is that the better or positive service quality carried out at this courier service company, the better it will be in supporting or encouraging the creation of loyalty. If referring to this courier service company, how a positive experience in the quality of service provided by courier services can increase the level of consumer loyalty to the service.

However, this is different from the research conducted by Hasby et al., (2018) which proves Service Quality does not have a significant effect on consumer loyalty. Then, research from Achmad & Solekah, (2021) reinforce that service quality significant effect on consumer loyalty. And on these findings further support that service quality it is true that it affects the level of loyalty carried out by consumers.

### **8. The Influence of Brand Image on Loyalty Mediated by Consumer Satisfaction**

The results of this study show that brand image (X1) has a positive and insignificant effect on loyalty (Y2) mediated by consumer satisfaction (Y1) of PT. Global Express Sejahtera (J&T Express) in Samarinda which means that consumer satisfaction is unable to mediate the influence of brand image on loyalty even though the impact or influence is positive or unidirectional. This shows that a positive brand image is expected to contribute positively to consumer loyalty to courier services. In other words, the more positive the brand image, the higher the expected level of loyalty. However, "Insignificant" means that the relationship between brand image and loyalty, when mediated by consumer satisfaction, is not statistically strong enough to be considered significant. Despite the presence of positive influences, the effect may not be large or may be influenced by other factors not mediated by consumer satisfaction. So, overall, the statement implies that while brand image has a positive impact on loyalty, the effect may not be large enough and could be influenced by the extent to which consumer satisfaction mediates the relationship between brand image and loyalty. Other factors may also play a role in influencing the level of consumer loyalty to courier services.

The results of these findings support and are in accordance with research conducted by Achmad & Solekah, (2021) which proves indirectly brand image it has no significant effect on loyalty through customer satisfaction. This means that consumer satisfaction has not been statistically capable enough to influence brand image (X1) to loyalty (Y2) as there may be other factors do not present in the model that have been disclosed.

### **9. The Influence of Brand Trust on Loyalty Mediated by Consumer Satisfaction**

The results showed that brand trust (Y2) positively and significantly affects loyalty (Y2) mediated by consumer satisfaction (Y1) of PT. Global Express Sejahtera (J&T Express) in Samarinda which means that the higher the level of consumer trust in the brand, the more likely consumers will remain loyal and make repeat purchases. And furthermore, consumer satisfaction serves as a mediator or intermediary between brand trust (X2) and loyalty (Y2). Overall, that consumer trust in a brand directly affects consumer loyalty, and part of this influence is explained by the level of consumer satisfaction generated by their interaction with the brand. These factors together form a positive and significant relationship between brand trust, consumer satisfaction, and loyalty.

Because brand trust (X2) directly has an insignificant effect on loyalty (Y2) and consumer satisfaction (Y1) also significantly mediates these two variables, the role of consumer satisfaction is full mediation. Then, because the two influences have different impacts, namely the direct influence is negative, but the indirect influence is positive, the mediation is competitive mediation. Furthermore, when viewed from the role of consumer satisfaction (Y2) as a mediating variable in influencing brand trust (X2) to loyalty (Y2) at the structural level, the influence of mediation is medium, which means that the mediating influence of consumer satisfaction in the relationship between brand trust and loyalty is "medium" or moderate. This could mean that consumer satisfaction serves as a significant link but does not fully explain the entire influence between brand trust and loyalty. There are likely other factors that also play a role in the relationship. Thus, at the structural level by including consumer satisfaction as a mediating variable of the medium, the model attempts to show that part of the effect of brand trust on loyalty is explained by consumer satisfaction. That is, consumers who have a high level of satisfaction with the brand's product or service tend to have a higher level of loyalty.

In accordance with research conducted by Adinda et al., (2018) prove that brand trust positively and significantly affect loyalty through customer satisfaction. Then, other research from Wardani et al., (2023) prove brand trust positively and significantly affect loyalty through customer satisfaction. And in the results of this finding, it also statistically supports that it is true that consumer satisfaction as a mediating variable that affects the relationship between service quality on consumer loyalty.

## **10. The Influence of Service Quality on Loyalty Mediated by Consumer Satisfaction**

The results showed that service quality (X3) positively and significantly affects loyalty (Y2) mediated by customer satisfaction (Y1) users of PT. Global Express Sejahtera (J&T Express) in Samarinda which means that the higher the level of service quality (X3) provided by courier services, the more likely the courier service users will remain loyal and loyal. Furthermore, it is also mediated by consumer satisfaction (Y1) which means the existence of consumer satisfaction (Y1) in the model shows that part of the positive influence of service quality (X3) on loyalty (Y2) is explained by consumer satisfaction. In this case, service quality (X3) can affect customer satisfaction (Y1), and consumer satisfaction (Y1) also then affects loyalty (Y2). So, on the whole, the statement characterizes the complex relationship between service quality, consumer satisfaction and loyalty of courier service users. Good service quality is expected to increase customer satisfaction, which in turn affects their loyalty to the courier service.

Because service quality directly has a significant effect on customer loyalty and satisfaction also significantly mediates these two variables, the role of customer satisfaction is full mediation. Then, because both influences have the same positive impact, the mediation is complementary mediation. Furthermore, the role of consumer consumers (Y2) in influencing service quality (X3) on loyalty (Y2) at the structural level is classified as high mediation influence which implies that the role of consumers in influencing the relationship between service quality and loyalty is considered a high mediator. In other words, consumers have a significant or strong influence in explaining how service quality affects loyalty. Referring to the structural level, this emphasizes that the effect of consumer mediation on the relationship between service quality and loyalty is quite complex and profound. That is, consumers are not only passive recipients of service quality, but also have an active role in shaping perceptions of that quality and how it affects loyalty. In other words, consumers in this context can act as significant mediators who not only assess the quality of service received but also bring subjective factors and emotional responses into the evaluation process. Consumer perceptions of service quality, and how these perceptions affect loyalty levels, are key elements in the structural model. The high effect of mediation suggests that the consumer's role in explaining the relationship between service quality and loyalty is considered a crucial factor and may have a greater impact than other factors. This can open the door to a deeper understanding of how consumer interaction with service quality contributes to loyalty levels.

In accordance with research conducted by Narotama, (2019) prove service quality positively and significantly affect loyalty through customer satisfaction. However, different studies were found by Achmad & Solekah, (2021) which proves service quality indirectly has an insignificant effect on loyalty through consumer satisfaction. And furthermore, these findings support the statement that it is true Service Quality Positive and significant effect on loyalty mediated by consumer satisfaction.

## **V. CLOSING**

### **Conclusion and Recommendation**

#### **Conclusion**

- 1) Brand image has a positive and insignificant effect on consumer satisfaction using PT Global Express Sejahtera (J&T Express) goods delivery services in Samarinda, starting from the uniqueness factor because the factor loading value is the highest with this company using influencers as ambassadors. This is because these factors quickly encourage a sense of satisfaction felt by consumers which is expected to be able to continue to create consumer satisfaction because it is unique and becomes the identity or branding of this company so that it also differentiates it from other similar companies.
- 2) Brand trust has a positive and significant effect on consumer satisfaction using PT Global Express Sejahtera (J&T Express) goods delivery services in Samarinda, starting from the brand characteristic factor because the factor loading value is the highest with this company sending most of its goods or packages to consumers on time. This is because courier services need to be carried out quickly and on time and if there are consumer complaints they are immediately addressed because they are highly expected or needed so they can influence consumer satisfaction.
- 3) Service quality has a positive and significant effect on consumer satisfaction using PT Global Express Sejahtera (J&T Express) goods delivery services in Samarinda, starting from the responsiveness factor because the loading factor value is the highest with this company being responsive in responding to consumer complaints when goods or packages are delivered. or sent not according to the estimated time specified. This is because consumers or users of this courier service want that when problems or obstacles occur in the delivery of goods or packages, the hope is that consumers will be given a solution or solution to the problem quickly and responsively so that in the future the service will be even better.
- 4) Consumer satisfaction has a positive and significant effect on loyalty in using PT Global Express Sejahtera (J&T Express) goods delivery services in Samarinda starting from the factor of willingness to recommend that the services at this company are comfortable and satisfying. This is because consumers or users feel satisfied with the service process which is carried out quickly and precisely and the delivery of goods or

- packages quickly arrives at the destination address according to the specified estimates.
- 5) Brand image has a positive and insignificant effect on loyalty in using PT goods delivery services. Global Express Sejahtera (J&T Express) in Samarinda starts from the retention factor because the loading factor value is the highest, making this courier service company the main choice compared to other delivery services.
  - 6) Brand trust has a negative and insignificant effect on loyalty in using PT Global Express Sejahtera (J&T Express) goods delivery services in Samarinda starting from the retention factor because the factor loading value is the highest. To be able to encourage or maintain consumer loyalty through brand trust, the factor that is encouraged is repeat repurchase, which consumers or service users need to maintain and build long-term relationships between brands and consumers. A high level of trust in a brand can increase consumer loyalty. Consumers who feel confident and satisfied with a brand will most likely choose to buy products or services from that brand again in the future.
  - 7) Service quality has a positive and significant effect on loyalty in using PT Global Express Sejahtera (J&T Express) goods delivery services in Samarinda, starting from the retention factor because the factor loading value is the highest. If you want to encourage increased consumer loyalty through service quality, the factor that is encouraged is repeat repurchase, where service users must continue to buy and maintain the decision to continue using this courier service. High-quality courier service can create a positive user experience.
  - 8) Brand image indirectly has a positive and insignificant effect on loyalty which is mediated by consumer satisfaction of users of PT Global Express Sejahtera (J&T Express) goods delivery services in Samarinda. This is because there are other factors which also play a role in influencing the level of consumer loyalty to the service courier.
  - 9) Brand trust indirectly has a positive and significant effect on loyalty which is mediated by consumer satisfaction using PT Global Express Sejahtera (J&T Express) goods delivery services in Samarinda. This is because consumer trust in a brand directly influences consumer loyalty, and part of this influence is explained by the level of consumer satisfaction generated by interactions with the brand. These factors together form a positive and significant relationship between brand trust, consumer satisfaction and loyalty.
  - 10) Service quality indirectly has a positive and significant effect on loyalty which is mediated by consumer satisfaction using PT Global Express Sejahtera (J&T Express) goods delivery services in Samarinda. This is because the quality of service provided by this company is perceived as good and is expected to increase consumer satisfaction, which in turn influences loyalty to this courier service.

## **Recommendation**

### **1. For Management**

- a. The results showed that brand image has a positive and insignificant effect on consumer satisfaction of PT Global Express Sejahtera (J&T Express) freight forwarding service users in Samarinda. If the managerial party wants to increase consumer satisfaction through brand image, the priority of attention is on the uniqueness factor with this company using influencers as ambassadors.
- b. The results showed that brand trust has a positive and significant effect on consumer satisfaction of PT Global Express Sejahtera (J&T Express) freight forwarding service users in Samarinda. If the managerial party wants to increase consumer satisfaction through brand trust, the priority of attention is made to the brand characteristic factor with this company sending most of its goods or packages to consumers on time.
- c. The results showed that service quality had a positive and significant effect on consumer satisfaction of PT Global Express Sejahtera (J&T Express) freight forwarding service users in Samarinda. If the managerial party wants to increase customer satisfaction through service quality, the priority of attention made is on the responsiveness factor with this company being responsive in responding to consumer complaints when the goods or packages delivered or sent are not in accordance with the specified estimated time.
- d. The results showed that consumer satisfaction had a positive and significant effect on the loyalty of PT Global Express Sejahtera (J&T Express) freight forwarding service users in Samarinda. If the managerial party wants to increase loyalty through customer satisfaction, the priority of attention carried out is on the factor of willingness to recommend with consumers or users are satisfied with the service process carried out quickly and precisely to the destination address in accordance with the specified estimate, it can encourage loyalty or add new consumers which directly encourages increased consumer loyalty.
- e. The results showed that brand image had a positive and insignificant effect on the loyalty of PT Global Express Sejahtera (J&T Express) freight forwarding service users in Samarinda. If the managerial party wants to increase loyalty through brand image, the priority of attention is on factor retention by making this courier service company the first choice compared to other delivery services.

- f. The results showed that brand trust had a negative and insignificant effect on the loyalty of the use of PT Global Express Sejahtera (J&T Express) freight forwarding services in Samarinda. If the managerial party wants to increase loyalty through brand trust, the priority of attention is on the repeat repurchase factor where consumers or service users need to maintain and build long-term relationships between brands and consumers.
  - g. The results showed that service quality had a positive and significant effect on the loyalty of the use of PT Global Express Sejahtera (J&T Express) freight forwarding services in Samarinda. If the managerial party wants to increase loyalty through service quality, the priority of attention is on the repeat repurchase factor where service users must continue to buy and maintain the decision to continue using this courier service.
  - h. The results showed that brand image indirectly had a positive and insignificant effect on loyalty mediated by consumer satisfaction of PT Global Express Sejahtera (J&T Express) freight forwarding service users in Samarinda. If the managerial party wants to increase customer satisfaction through the influence of brand image on loyalty, the priority of attention is on consumer value preferences because consumers or service users have different needs and desires.
  - i. The results showed that brand trust indirectly had a positive and significant effect on loyalty mediated by consumer satisfaction of PT Global Express Sejahtera (J&T Express) freight forwarding service users in Samarinda. If the managerial party wants to maintain consumer satisfaction through the influence of brand trust on loyalty, the priority of attention carried out is consumer trust in the brand of services provided.
  - j. The results showed that indirectly service quality had a positive and significant effect on loyalty mediated by customer satisfaction of users of PT Global Express Sejahtera (J&T Express) freight forwarding services in Samarinda. If the managerial party wants to maintain customer satisfaction through the influence of service quality on loyalty, the priority of attention carried out is with good service quality, then consumers are not satisfied which in turn maintains consumer loyalty.
2. For Further Research
- a. For further research, you should replace the brand image variable with other variables with different factors because it is not proven that this variable directly affects consumer satisfaction and loyalty to this courier service company, for example by using corporate reputation variables because building and maintaining a positive reputation through consistent service quality will help increase customer satisfaction and brand loyalty.
  - b. For further research, you should replace the brand trust variable with other variables because it is proven that this variable does not have a unidirectional influence and tends not to support the loyalty variable in this courier service company. This can be done using word of mouth variables where the influence of customer reviews or recommendations from friends and family can be stronger than the level of trust in the brand.
  - c. For future research, it is best to review external factors, such as changes in industry trends or shipping policies, that may affect the relationship between brand image and consumer satisfaction.

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