

# The Impact of Price, Brand Image and Quality of Service on Consumer Loyalty through Consumer Satisfaction Delivery Services

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# THE IMPACT OF PRICE, BRAND IMAGE AND QUALITY OF SERVICE ON CONSUMER LOYALTY THROUGH CONSUMER SATISFACTION DELIVERY SERVICES

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## ABSTRACT

*In this study, the researcher tried to find out and analyze the factors that influence the loyalty of the purchase of goods delivery services and how to increase the satisfaction of purchasing Tiki delivery services. This research was conducted on consumers who use the services of Tiki Branch Kedungsari as the research population, with a total sample of 200 respondents. The data analysis technique in this study uses Statistical Analysis with Path Analysis Model. The results showed that the variables of price, brand image and service quality had a significant impact on customer satisfaction as evidenced by the significant level value  $<0.05$ . While price and brand image do not have a significant direct impact on consumer loyalty as evidenced by the significant level value  $>0.05$ , for the service quality and customer satisfaction variables significantly directly impact on consumer loyalty as evidenced by the significant level value of  $0.000 < 0.05$ .*

**Keywords:** Price, Brand Image, Service Quality, Consumer Satisfaction and Consumer Loyalty

## INTRODUCTION

Currently the development of the shipping service industry has increased quite rapidly. The era of globalization requires humans to have high mobility. Since the enactment of the free market in Indonesia, the flow of trade in goods or services has become unlimited. The need for goods delivery services is increasing to meet the needs of the community.

In economics, the notion of price has a relationship with the notion of value and use. Value is a measure of the amount given by a product when it is exchanged for another product. While usability is an attribute of an item that provides a certain level of satisfaction to consumers. Giving a price that is too low will get a lot of sales, but it can reduce the value of an item, and consumers will think that the product is a cheap product, on the contrary, giving a price that is too high will affect purchasing decisions. This causes the company to lose both sales and customers (Kotler, 2014).

The marketing aspect does not only focus on product functions, but will also need to focus on brand battles (Tjiptono, 2015). Success in competition will be met if the company can create and retain customers.

The emergence of various kinds of products in one category with product quality that has become a standard and can be easily imitated and owned by anyone makes it difficult for a company to maintain itself as a market leader. To overcome the penetration by competitors, the company will maintain its market share, one of which is by forming a strong brand image by the

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