The Influence of Brand Image and Service Quality on Service User Decisions J&T Express in the Community Lhokseumawe City

Sufi [*], Nursakinah Ritonga, Nursanjaya, Rico Nur Ilham, Siti Munawiroh
Prodi atau Jurusan Administrasi Bisnis, Fakultas Ilmu Sosial Ilmu Politik, Universitas Malikussaleh
Jl. Kampus Unimal Bukit Indah, Blang Pulo, Kec. Muara Satu, Kota Lhokseumawe, Aceh 24355, Indonesia

Article Info

ABSTRACT

This study aims to analyze the effect of Brand Image and Service Quality on J & T Express Service User Decisions in the Lhokseumawe City community. This study uses a quantitative approach with a simple linear regression analysis method, and data processing is carried out with the help of SPSS version 20.0. The number of samples in this study were 97 respondents, which were obtained using the Lemeshow formula. The results showed that the Brand Image variable had no significant effect on service user decisions, as evidenced by the t-count value of $1.829 <$ t-table 1.985 and a significance value of $0.071 > 0.05$. This shows that the J&T Express brand image is not strong enough to influence consumer decisions in choosing delivery services. Customer perceptions of the brand are still not fully in line with expectations, especially in terms of service consistency during delivery spikes. In contrast, the Service Quality variable has a positive and significant effect on service user decisions. The t-count value of $5.006 >$ t-table 1.985 and a significance of $0.000 < 0.05$ indicate that service quality is the main factor influencing customer decisions. Aspects of physical facilities such as packaging and supporting tools received good ratings from respondents, but the speed in responding to customer complaints still needs to be improved. This finding is in line with previous research by Adha (2022), which states that brand image without real service quality is not enough to influence purchasing decisions. Therefore, J&T Express needs to continue to improve its service quality in order to build customer trust and loyalty in a sustainable manner.

Corresponding Author:

Sufi
Universitas Malikussaleh
Email: sufi@unimal.ac.id

INTRODUCTION

Globalization is a phenomenon characterized by integration between countries in various aspects, such as culture, economy, politics, and technology, which encourages global mobility of people, information, and goods (Zaroni, 2020). In the economic context, globalization increases competition in the logistics market, so that shipping service companies must be able to adapt and provide the best service in order to maintain their existence and win consumer purchasing decisions (Faiz, 2023).

Consumer purchasing decisions are strongly influenced by several factors, including brand image and service quality (Daga, 2020). Brand image is a consumer's perception of a product or service that influences the tendency of consumers to choose certain brands (Buchar, 2020). Consumers tend to choose brands that are

widely recognized and have a positive image. In addition, service quality is an important aspect that determines consumer satisfaction and loyalty. Fast, precise, and friendly service can increase consumer confidence and encourage repeat purchase decisions (Harahap, 2015).

J&T Express is a relatively new delivery service company that is able to compete with older companies such as JNE, TIKI, and Pos Indonesia. In a short period of time, J&T Express has succeeded in building a strong brand image and gaining a significant market share in Indonesia (Adiatma, 2021). Based on data, J&T Express occupies the second position in the number of users of shipping services nationally and is the first choice in Lhokseumawe City (Kompas.com, 2025; J&T Express Lhokseumawe Data, 2025).

However, an initial survey in Lhokseumawe City showed that there were complaints related to delivery timeliness and delivery estimate mismatches that could potentially affect consumer perceptions of J&T Express service quality. Nevertheless, consumers still choose J&T Express because of its ease of access and flexible operating hours.

This phenomenon shows that although J&T Express' brand image is quite strong, consistent service quality is very important to maintain consumer trust and purchasing decisions. Therefore, this study aims to analyze the effect of brand image and service quality on purchasing decisions for J&T Express services in Lhokseumawe City.

This research is expected to provide an empirical picture of the factors that influence purchasing decisions, as well as provide strategic recommendations for J&T Express managers to improve service quality and maintain a positive image in the eyes of consumers.

LITERATURE REVIEW

Brand Image (XI)

Brand Image according to Aaker and Biel in Firmansyah (2020: 81) is a consumer assessment of the brand in a market.

Brand image indicators according to Aaker and Biel in Firmansyah (2020: 81):
1. Corporate Image (maker image)
2. User Image (user image)
3. Product Image (product image)

Service Quality (X2)

Service quality according to Lupiyoadi in Indasari (2019: 62) is how much difference there is between the expectations and reality of customers for the services they receive.

Service Quality Indicators according to Lupiyoadi in Indasari (2019: 63):
1. Tangible
2. Reliability
3. Responsiveness
4. Assurance/Certainty
5. Empathy

Service User Decision (Y)

Purchasing decisions according to Kotler and Keller in Indasari (2019: 70) are the buying process carried out by consumers starting long before the act of buying is carried out and has consequences after the purchase is made.

Indicators of Purchasing Decisions according to Kotler and Keller in Indasari (2019: 74):
1. Product choice
2. Brand choice
3. Choice of distributor
4. Time of purchase
5. Purchase amount

RESEARCH METHODS

The research location chosen in this study is J&T Express Lhokseumawe City, Aceh. This location was chosen because Lhokseumawe City is the center of business and trade in the North Aceh region, where many small and medium enterprises (MSMEs) and individual consumers depend on fast and reliable delivery services.

The approach in this study uses quantitative methods. Quantitative research relies on data collection in the form of numbers from measurements, therefore in this study statistics play an important role as a tool for analyzing answers to problems. The type of quantitative research used in this study is descriptive research. Descriptive research is research intended to investigate circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report.

In this study using a sampling technique, namely the Cluster Random Sampling technique. Cluster Random Sampling can be used if the sample population cannot be known with certainty, which allows no design related to the sampling frame, and there is a population that is randomly distributed or collected in different scopes.

To determine the research sample from the population, researchers used the Lemeshow formula because the population size was not known with certainty. The Lemeshaw formula (Slamet Riyanto, 2020: 13) will be used:

$$n = \frac{z^2 p(1-p)}{d^2}$$

By not knowing the number of customers visiting J&T Express Lhokseumawe City, the number of samples was obtained by calculation using the Lemeshow formula (Slamet Riyanto, 2020: 13) as follows:

$$n = \frac{1,96^2 \, X \, 0,5 \, (1-0,5)}{0,10^2} = \frac{0,9604}{0.01} = 96,04$$

From the results of calculations using the Lemeshow formula above, the minimum sample required in this study was rounded up to 100 respondents. The technique used in this research is multiple linear regression analysis in this study using the help of the SPSS Statistics 20.0 for windows program.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

RESULTS

J&T Express (PT. Global Jet Express) is a multinational company engaged in expedition services with service coverage throughout Indonesia. Based on technology, J\&T Express aims to improve the quality of express delivery services to support online businesses more efficiently with the slogan "Express Your Online Business." The services provided include delivery within the city, between cities, between provinces, to between countries.

J&T Express was officially established on August 20, 2015, based in Pluit, North Jakarta. The founders of the company are Mr. Jet Lee, former CEO of OPPO Indonesia, along with Mr. Tony Chen, founder of OPPO International. In a short time, J&T Express was able to compete with other expedition companies such as JNE, TIKI, and Pos Indonesia. At the start of its operations, J&T had 1,025 branches, 10,000 couriers, and 1,000 fleet units, and offered a 365-day operational service without holidays.

Since 2017, Robin Lo was appointed CEO and focused the company on e-commerce business, while launching a slogan emphasizing support for online business. J&T Express continues to innovate and develop its network, including affiliating with Garuda Indonesia Cargo for air shipments, as well as collaborating with associations and e-commerce platforms to support service expansion.

Internationally, J&T has expanded to Southeast Asian countries such as Vietnam, Malaysia, the Philippines, Thailand, Singapore, and Cambodia. In 2018 and 2019, J&T Express received various prestigious awards such as the Top Brand Award and Go ASEAN Champion.

Description of Respondents

This study involved 100 respondents who were J&T Express consumers in Lhokseumawe City. The characteristics of respondents in this study were studied based on four categories, namely gender, age, frequency of use of J&T Express services, and occupation.

a. Gender

Based on the results of the analysis, the majority of respondents were women with a percentage of 72%, while men were only 28%. This shows that female consumers are more dominant in using J&T Express services in Lhokseumawe City. Women tend to be more responsive to the services provided, pay more attention to details, and are more quickly influenced by brand image and good service approaches. In addition, most female users of expedition services do online shopping at a higher frequency, thus encouraging them to use delivery services more often.

b. Age

In terms of age, the 17-25 years age group dominates the respondents with a percentage of 77%, followed by the 26-40 years age group at 13%, and more than 40 years at 10%. The high percentage in the 17-25 age group indicates that the younger generation are active users of delivery services. This group is known to be more adaptive to technology and digital trends, including online shopping, which is a major factor in the increasing need for shipping services. They are also more exposed to digital promotions and have a strong tendency to rate and share their experiences regarding brands and service quality, so this age group has a significant influence on public perception of J&T Express.

c. Occupation

In terms of occupation, the majority of respondents are students with a percentage of 26%, followed by freelance (20%), housewives (18%), employees (17%), SPG (5%), and entrepreneurs (4%). The high percentage of students shows that they are an important segment in the use of J&T Express services. Students are generally active in online shopping, both for personal use and the small businesses they run. Therefore, their need for fast, practical, and trustworthy expedition services is very high. On the other hand, housewives and freelancers also show great participation, showing that this delivery service has touched various layers of consumers with diverse needs.

Multiple Linear Regression Analysis

Before conducting multiple linear regression analysis, an instrument test is carried out, namely validity test and reliability test. Based on the validity test, all instruments (question items / indicators) are declared valid, so they are suitable for use as research instruments. Meanwhile, based on the reliability test, the questionnaire used for each variable is declared reliable or reliable as a variable measuring tool.

In addition to conducting instrument tests, classical assumption tests were also carried out which included normality tests, multicoloniarity and heteroscedasticity tests. Based on the classical assumption test, it is concluded that the data is normally distributed and there is no heteroscedasticity. The table below shows the results of multiple linear regression:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,254	2,449		3,371	,001
	Brand Image	,273	,150	,200	1,829	,070
	Kualitas Pelayanan	,463	,092	,546	5,006	,000

a. Dependent Variable: Keputusan Pengguna Jasa

From the results of statistical calculations using the help of the SPSS program as shown in the table above, the multiple linear regression equation is obtained as follows:

$$Y = 8.254 + 0.273 \, X_1 + 0.463 \, X_2$$

Based on this equation, the relationship between the independent variable and the dependent variable can be explained partially. From this equation it can be concluded that:

The constant value is 8.254, which means that if the Brand Image (X_1) and Service Quality (X_2) variables are 0, then the Service User Decision (Y) will remain at 8.254. This means that without the influence of the two variables, the service user's decision will still remain at 8.254 units.

The Brand Image coefficient (X_1) is 0.273, meaning that if the Brand Image increases by one unit, the Service User Decision (Y) will increase by 0.273 units, assuming other variables remain constant.

The Service Quality Coefficient (X_2) is 0.463, meaning that if the Service Quality increases by one unit, the Service User Decision (Y) will also increase by 0.463 units.

Thus, it can be said that the two independent variables together have a positive relationship with the dependent variable, namely the Service User Decision.

Hypothesis Testing

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,254	2,449		3,371	,001
	Brand Image	,273	,150	,200	1,829	,070
	Kualitas Pelayanan	,463	,092	,546	5,006	,000
a. Dependent Variable: Keputusan Pengguna Jasa						

Based on the test results in the table above, it is obtained:

Brand Image variable (X_1) has a tcount value of 1.829 and a t table of 1.985, and a significance value of 0.070 > 0.05. So it can be concluded that Brand Image has no significant effect on the Decision to Use J&T Express Services in Lhokseumawe City. Thus, hypothesis H_1 is rejected.

The Service Quality variable (X_2) has a tcount value of 5.006> t table of 1.985, and a significance value of 0.000 <0.05, it can be concluded that Service Quality has a significant effect on the Decision of J&T Express Service Users in Lhokseumawe City. Then the H_2 hypothesis is accepted.

Thus, based on the results of regression analysis and partial hypothesis testing, it can be concluded that Service Quality has a positive and significant influence on Service User Decisions, while Brand Image does not have a partially significant effect on Service User Decisions at J&T Express Lhokseumawe City.

Simultaneous Test

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	803,152	2	401,576	49,133	,000^b
	Residual	792,808	97	8,173		
	Total	1595,960	99			
a. Dependent Variable: Keputusan Pengguna Jasa						
b. Predictors: (Constant), Kualitas Pelayanan, *Brand Image*						

Coefficient of Determination

The coefficient of determination is a tool to detect the best accuracy of the regression line. The magnitude of the coefficient of determination is between zero and 1. The determination test is used to determine how much influence the independent variable (free), namely location on the dependent variable, namely the purchase decision. If the greater the r value, the greater the dependent variable that can be explained by the independent variable, and vice versa. The calculation of determination that has been obtained is as follows:

Based on Table, it can be seen that the R value is 0.709 or 70.9%, indicating that the correlation coefficient shows a relatively strong relationship between brand image and service quality on customer purchase decisions at J&T Express Lhokseumawe. The coefficient of determination (R^2) is 0.503 or 50.3%, which means that 50.3% of the variation in purchase decisions can be explained by the variables brand image and service quality, while the remaining 49.7% is explained by other variables that are not included or discussed in this research model.

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,709^a	,503	,493	2,859
a. Predictors: (Constant), Kualitas Pelayanan, *Brand Image*				
b. Dependent Variable: Keputusan Pengguna Jasa				

Based on Table, it can be seen that the R value is 0.709 or 70.9%, indicating that the correlation coefficient shows a relatively strong relationship between brand image and service quality on customer purchase decisions at J&T Express Lhokseumawe. The coefficient of determination (R^2) is 0.503 or 50.3%, which means that 50.3% of the variation in purchase decisions can be explained by the variables brand image and service quality, while the remaining 49.7% is explained by other variables that are not included or discussed in this research model.

DISCUSSION

The discussion in this study aims to answer the problem formulation and test the hypotheses that have been proposed previously. Data processing was carried out using the help of SPSS version 20.0 software through simple and multiple linear regression analysis methods. The test results are explained as follows:

The Effect of Brand Image on User Decisions for J&T Express Services in Lhokseumawe City

The partial test results show that the tcount value of the brand image variable of 1.829 is smaller than the ttable value of 1.985, with a significance level of more than 0.05. This shows that the first hypothesis is rejected, this shows that the first hypothesis is rejected. This shows that the first hypothesis is rejected, which means that brand image has no significant effect on the decision to use J&T Express services in Lhokseumawe City.

This finding indicates that although J&T Express has a well-recognized existence in the community, its brand image has not become the main determining factor in consumer decisions to use the delivery service. This can be caused by inconsistencies in service perceived by customers, such as inaccurate delivery times during busy periods, which reduce perceptions of service reliability. The statement that "J&T Express has a safe and timely delivery service" was considered not fully appropriate by some respondents.

These results are in line with the findings of Adha (2022) which show that brand image has no significant effect on service purchasing decisions, due to the discrepancy between image perceptions and actual service experience. Therefore, brand image development needs to be accompanied by real and consistent proof of service quality to form positive perceptions and have a direct impact on consumer decisions.

The Effect of Service Quality on the Decision of J&T Express Service Users in Lhokseumawe City

Partial test of the service quality variable results in a tcount value of 5.006, greater than the t table 1.985 and a significance value of $0.000 < 0.05$. Thus, the second hypothesis is accepted, which means that service quality has a significant effect on service user decisions.

These results reinforce that service dimensions such as reliability, empathy, assurance, responsiveness, and tangible evidence are the main considerations in decision making. J&T Express is considered to have provided adequate physical facilities such as packaging and shipping tools, but there are still weaknesses in terms of responsiveness, especially in handling complaints or delivery problems.

In line with research by Faiz (2023), it was found that service quality has a significant influence on the decision to use J&T Express services. This shows that consistent and responsive service determines customer loyalty and repurchase decisions.

Simultaneous Effect of Brand Image and Service Quality on Service User Decisions

The simultaneous test results show that the brand image and service quality variables have an Fcount value of 49.133> Ftable 3.09, with a significance value of $0.000 < 0.05$. This means that the third hypothesis is accepted, which means that brand image and service quality simultaneously have a significant effect on the decisions of J&T Express service users in Lhokseumawe City.

The correlation coefficient (R) value of 0.709 indicates a fairly close relationship between the two independent variables and user decisions. The determination value (R^2) of 0.503 indicates that 50.3% of consumer decisions can be explained by brand image and service quality variables, while the rest (49.7%) is influenced by other factors outside the model, such as price, promotion, personal experience, or recommendations.

This finding implies that the synergy between a positive brand image and high service quality can have a significant influence on consumer behavior. Although service quality proved to be the dominant factor, building a relevant and credible brand image is still necessary as a long-term strategy in shaping customer loyalty.

CONCLUSION

This study aims to analyze the effect of brand image and service quality on user decisions for J&T Express services in Lhokseumawe City. The results of data processing show:

Brand image has no significant effect on service user decisions, as evidenced by tcount 1.829 < t table 1.985 and significance> 0.05. This means that the J&T Express brand image is not strong enough to influence customer decisions, mainly due to negative experiences during shipping surges.

Service quality has a significant effect on service user decisions (tcount 5.006 > t table 1.985; significance $0.000 < 0.05$). Customers consider aspects of reliability, responsiveness, and physical facilities. However, response to complaints still needs to be improved.

Brand image and service quality simultaneously have a significant effect, indicated by Fcount 9.133> Ftable 3.09 and significance 0.000. The R² value of 0.503 means that 50.3% of customer decisions are explained by these two variables.

The correlation coefficient (R) value of 0.709 shows a strong relationship between brand image and service quality with customer decisions. The remaining 49.7% is influenced by other factors such as price, promotion, and personal experience.

This finding confirms that consistently improving service quality is key in shaping customer decisions. A focus on responsive and sustainable service will help J&T Express increase satisfaction, loyalty, and competitiveness in the delivery services market.

Suggestion

Based on the research results and conclusions above, suggestions can be given:

1. Improved Service Responsiveness

To strengthen the impact of service quality, J&T Express needs to improve the speed and effectiveness in handling customer complaints. This can be done through strengthening the customer service system, training in handling complaints, and providing more responsive communication channels such as live chat or a 24-hour hotline. Good responsiveness will increase satisfaction and encourage customer decisions to use the service.

2. Strengthening Brand Image Based on Consumer Experience

A strong brand image is formed from consistent and positive customer experiences. Therefore, J&T Express is advised to maintain on-time delivery, package security, and employee professionalism. A satisfying real experience will strengthen the brand image and increase consumer confidence in choosing a delivery service.

3. Service Optimization during Overload Period

In the face of spikes in demand (for example during promos or holidays), J&T Express needs to manage operational expenses more efficiently. Strategies that can be implemented include adding fleets, optimizing distribution channels, and transparency in shipping estimates. This is important to maintain consistency in service quality under various conditions.

4. Continuous Evaluation and Innovation

To strengthen the simultaneous influence between brand image and service quality, companies need to conduct regular evaluations of service performance. Innovations such as real-time tracking systems, digital feedback, and customer loyalty programs can be an added value. These efforts will strengthen positive customer perceptions and increase the company's competitiveness in the competitive expedition industry.

REFERENCES

[1] Akmila Farida Damayant and Farida Indriani, "Analisis Pengaruh Kualitas Layanan, Persepsi Terhadap Harga Dan Citra Merek Terhadap Keputusan Pembelian Jasa (Studi Pada Pengguna Layanan Pengiriman Barang J&T Express)," Diponegoro Journal of Management 10, no. 3, 2021.

[2] Albi Anggito dan Johan Setiawan, Metodologi Penelitian Kualitatif, Sukabumi: CV Jejak, 2018. Alfabeta, 2012. Alma, Buchari, Manajemen Pemasaran dan Pemasaran Jasa, Alfabeta: Bandung, 2016. Anang Firmansyah, Pemasaran Produk dan Merek (Planning & Strategy), Jawa Timur: CV. Penerbit Qiara Media, 2019.

[3] ANDI, 2020. Vito Perdana Gusti, "Pengaruh Brand Image Dan Kualitas Layanan Terhadap Keputusan Pembelian Jasa J&T Express, Studi Kasus Pada Pengguna Jasa Ekspedisi Di Purwokerto" (IAIN Purwokerto, 2021).

[4] Aris Ariyanto Hadion Wijoyo, Denok Sunarsi, Yoyok Cahyono, Pengantar Bisnis, Selayo, Sumatra Barat: Grup Penerbitan CV Insan Cendekia Mandiri, 2021. Boyd Walker, Manajemen Pemasran, Jilid 1 Alih Bahasa Oleh Imam Nurmawan, Jakarta:Erlangga.

[5] Dani Adiatma, "Pengaruh Brand Image Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Jasa J&T Express," Jurnal Wacana Ekonomi 20, 2021.

[6] Djanur Magenta and Johanes Sugiarto, "Membangun Kepuasan Konsumen Melalui Keputusan Pembelian," Diponegoro Journal of Management, 2021

[7] Dr. Meithiana Indrasari, Pemasaran Dan Kepuasan Pelanggan, Surabaya: universitas Dr. Soetomo Surabaya, 2019.

[8] Dwi Endriani, "Pengaruh Brand Image Dan Kualitas Layanan Terhadap Keputusan Pembelian Jasa Dalam Perspektif Ekonomi Islam (Studi Pada Pengguna Jasa J&T Express Di Bandar Lampung)", UIN Raden Intan Lampung, 2018.

[9] Echo Perdana K, Olah Data Skripsi Dengan SPSS 22, Bangka Belitung: LABKOM MANAJEMEN FE UBB, 2022.

[10] Eko Purwanto, Pengantar Bisnis Era Revolusi Industri 4.0, Purwokerto Selatan: Sasanti Institute, 2020. Endriani, "Pengaruh Brand Image Dan Kualitas Layanan Terhadap Keputusan Pembelian Jasa Dalam Perspektif Ekonomi Islam, Studi Pada Pengguna Jasa J&T Express di Bandar Lampung.

[11] Firmansyah, Anang. (2020). Pemasaran Produk dan Merek (Planning & Strategy). Surabaya: CV. Penerbit Qiara Media.

[12] Hana Catur, dkk, pengendalian kualitas, Yogyakarta: Graha Ilmu, 2020.

[13]   Hendrani et al, Metode Penelitian Kualitatif & Kuantitatif, Yogyakarta: CV. Pustaka Ilmu Group, 2020.

[14]   I Wayan Widana Dan Putu Lia Muliani, Uji Persyaratan Analisis, Jawa Timur: Klik Media, 2020.

[15]   Imam Ghozali, Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21 Up Date PLS Regrasi, Semarang: Badan Penerbit Universitas Diponegoro, 2013.

[16]   Indasari, Meithiana. (2019). Pemasaran & Kepuasan Pelanggan. Jawa Timur: Utimo Press.

[17]   Ismail Nurdin dan Sri Hartati, Metedologi Penelitian Sosial, Surabaya: Media Sahabat Cendekia, 2019

[18]   Isra Misra & Muhammad Sholeh Hudin Ali Sadikin, Pengantar Manajemen Dan Bisnis, Banguntapan, Bantul, Yogyakarta.: K-Media, 2020.

[19]   Ita Musfirowati Hanika Rudy Irwansyah, Khanti Listya, Amanda Setiorini et al., PERILAKU KONSUMEN (Bandung: Widina Bhakti Persada Bandung, 2021.

[20]   Jannah, Z, Ritonga, N, Maisyura, Ameliany, N, & Sufi. (2024). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Mie Instan (Studi Konsumen Indomie dan Mie Gaga pada Mahasiswa Administrasi Bisnis Universitas Malikussaleh). JIMU: Jurnal Ilmiah Multidisipliner, 3(02), 678–713.

[21]   Januar Ida Wibowati, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada PT Muarakati Baru Satu Palembang," Adminika 7, no. 1, 2021.

[22]   Johanes Djohan Agustinus, "Manajemen & Strategi Pembelian" Media Nusa Creative, 2016.

[23]   M. Anang Firmansah dan Budi W. Mahardika, Pengantar Manajemen, Yogyakarta: CV BUDI UTAMA, 2018.

[24]   Ma'ruf Abdullah, Metodologi Penelitian Kuantitatif, Yogyakarta: Aswaja Pressindo, 2015. Metha Melyani and Arry Widodo, "Pengaruh Brand Image Terhadap Keputusan PembelianMelalui Service Quality Pada J&T Express Bandung," EProceedings of Management 9, no. 3, 2022.

[25]   MM Dr. Rosnia Daga,.SE, Buku Citra, Kualitas Produk, Dan Kepuasan Pelanggan, Makasar: Global Research and Consulting Institute, 2017.

[26]   MM. Dr. M. Anang Firmansyah, SE., Pemasaran Produk Dan Merek, Planning & Strategy) (Surabaya: CV. Penerbit Qiara Media, 2019.

[27]   Muhammad Yusat, "Pengaruh Brand Image Dan Kualitas Produk Terhadap Kepuasan Pelanggan Pada CV. Galigo Food Makassar", Universitas Islam Negeri Alauddin Makassar, 2016.

[28]   Muri Yusuf, Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan, 4 ed, Jakarta: Kencana, 2017.

[29]   N Suarditha, A Rafikirwin, and S Sugeng, "Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Produk Bedak Merek Wardah," Aktiva– Jurnal Penelitian Ekonomi Dan Bisnis 12, 2019.

[30]   Nining Catur Pawestriningtyas and Iman Suyadi, "Pengaruh Kualitas Pelayanan Jasa Terhadap Kepuasan Nasabah," Jurnal Administrasi Bisnis (JAB)| Vol 32, no. 2, 2016.

[31]   Philip Kotler dan Kevin Lanne Keller, Manajemen Pemasaran, Jakarta: PT Indeks, 2007.

[32]   Prof. Dr. M.E. Winarno, M.Pd, Metodologi Penelitian Dalam Pendidikan Jasmani, Malang: UM Press, November 2013.

[33]   Radita Herliza and Marheni Eka Saputri, "Pengaruh Brand image Terhadap Kepuasan Pelanggan (Studi Pada Zara Di Mall Pvj Bandung)," EProceedings of Management 3, no. 2, 2016.

[34]   Sheila Pradina and Nunik Kusnilawati, "Pengaruh Kepercayaan Pelanggan, Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan PDAM Kabupaten Demak," Jurnal USM 1, no. 2, 2012.

[35]   Sofian Siregar, Statistik Parametrik Untuk Penelitian Kuantitatif: Di Lengkapi Dengan Perhitungan Manual dan Aplikasi SPSS Versi 17, Jakarta: Bumi Aksara, 2014.

[36]   Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R & D, Bandung: Alfabeta, 2016.

[37]   Sugiyono, Metode Penelitian Manajemen, Bandung: Alfabeta, 2018.

[38]   Umi Nirmawati dkk, Metode Penelitian Dalam Implementasi Ragan Analisis: Untuk Penulisan Skripsi, 1 ed. Yogyakarta:

[39]   Yonathan Natanael dan Sufren, Mahir Menggunakan SPSS Secara Otodidak, Jakarta: PT Elex Media Komputindo, 2013.

[40]   Zuhaeri et al, pedoman karya ilmiah edisi revisi, Jakarta:Rajawali Pers, 2016