Customer Satisfaction Mediation: Brand Image and Perceived Value on Behavioral Intention

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ABSTRACT

This study aims to determine the impact of the variable Brand Image and Perceived Value against Behavioral Intention with Customers Satisfaction as an intervening variable in the MS Glow beauty clinic in Medan. The descriptive and verificative method is used in this study research. The object of this research is the citizen that lived at Bumi Asri who use MS Glow products the total is unknown and it can be almost 100 samples. Data were collected in this research with a questionnaire to all respondents using the accidental sampling technique. Data processing using the SEM approach PLS basis with SmartPLS 3.0. device. The data result analysis indicates that Brand Image had positive points and is significant against Behavioral Intention. Brand Image also had positive points and significance against Customers Satisfaction, and Customer satisfaction has positive point and significance against Behavioral Intention. Perceived Value takes a positive point effect but is not significant against Behavioral Intention. Perceived Value takes a positive point effect and is significant against Customers Satisfaction.

Keywords : *Brand Image, Perceived Value, Customer Satisfaction, Behavioral Intention*

INTRODUCTION

Companies will win the competition if there is positive information about products and service providers using word-of-mouth. Positive word of mouth is a description of the customer's behavioral intention, which has a tremendous impact on the survival of the company (Purwianti & Tio, 2017). Behavioral intention is an attitude towards action, so a good attitude will lead to good action. The theory is supported by research (Nursiah, 2017), behavioral intention salah satu perkiraan untuk mengetahui kepuasan pelanggan dalam penggunaan produk dan layanan yang dirasakan. Sehingga dari beberapa penelitian mengenai behavioral intention, dapat ditarik kesimpulan bahwa variabel behavioral intention merupakan tujuan akhir (Purwianti & Tio, 2017). In research Permana & Dewi, (2019); Setyawati, (2020); Somba et al., (2018) he measurement of behavioral intention refers to several indicators, including the choice to return, frequent use, referential interest, and loyalty.

Customer satisfaction is a comparison between customer expectations and customer sentiment when using a product; if the product meets customer expectations, the customer will be satisfied with the product, and if it does not meet customer expectations, the customer will be disappointed and will buy a new product. It is proven that customer satisfaction is a good or bad measure of a product meeting customer expectations (Fikri et al., 2020). That way, every company must improve service quality and product quality so that consumers feel satisfied and will make repeated purchases. Customer satisfaction greatly influences behavioral intentions, where a customer's expectations and perceived value for a product or service are appropriate, and then customer satisfaction will be created and recommended to others (Muharmi & Sari, 2019). The results of this study concluded that customer satisfaction has a solid relationship to be used as an intervening variable. In research (William & Purba, 2020), then Setyo, (2017) explained that there are indicators that influence customer satisfaction (Jovianggi & Soelasih, 2020; Wahyudi, 2021) Including meeting customer expectations, feeling happy when shopping, and the customer's desire to repurchase products. When the customer experience is more optimistic, the more likely the customer is willing to reuse the product. This shows that customer satisfaction has a significant effect on behavioral intentions (Ratnasari et al., 2020).

Before making a purchase, customers tend to look for information related to the product. Perceived value is based on customer assessment by comparing the benefits with the sacrifices they make to obtain a product so that it can provide better value than its competitors. (Indrata et al., 2017). This value relates to the total cost incurred by the customer related to the purchase. Performance and product quality perceived by customers, if it is as expected or more considered, can have a positive impact on satisfaction, Amril & Heryanto, (2020); Resika et al., (2019); Yuliansyah & Handoko, (2019) The indicators of perceived value consist of 4 aspects, namely quality value, social value, emotional value, and price/value of money. When customers feel the value and benefits are higher than the costs incurred, the customer will be satisfied. However, when customers feel the value and benefits are lower than the costs to be incurred, likely, the customer will not be satisfied (Mukarromah, 2019). Then the results of the influence of positive perceived value depend on the assessment of customers who use these products and services to trigger customer satisfaction. Research result Indrata et al., 2017) States that the effect of perceived value on behavioral intentions is not significant. However, the results of the study (Kusuma, 2019) proves that if the effect of perceived value is good or meets customer expectations, it will increase customer behavioral intentions. The theory is supported by research Muharmi & Sari, (2019) proves that if the effect of perceived value is

good or meets customer expectations, it will increase customer behavioral intentions. The theory is supported by research (Indrata et al., 2017). The effect of perceived value has positive and significant results on behavioral intention through an indirect relationship by passing customer satisfaction first before influencing Behavioral Intention (Kusuma, 2019).

The brand is an identity for a company to distinguish a product from other products. With a good brand image, one predicts customer satisfaction to make repeat purchases. Since the customer's opinion of a company is determined by its brand image, companies strive to instill a positive image of the brand in the minds of consumers . According Mabkhot et al., (2017), By creating a solid connection between a brand and its image in customers' minds, marketing initiatives can help create a favorable brand image. Brand image is a factor supporting success in behavioral intention. Trust experience to customer assessment is a picture of the involvement between brands and customers (Hidayat & Setiawati, 2021). According Miati, (2020); Poha et al., (2022); Roshan & Sudiksa, (2019) Some factors form a brand image, namely consumer memory of the brand, quality, brand attributes, and brand characteristics that differ from other brands. A company must be able to minimize the possibility of brand failure. If the brand image of a product is stable, customers will be satisfied, and the possibility of brand failure will decrease.(Taqi & Muhammad, 2020). Customers will also prefer a good brand image even though the price is higher. The better a brand can meet customer expectations, the higher the level of consumer satisfaction (Qanita & Albab, 2020; Muis et al., 2020).

The study's results Cuong & Long, (2020) show that brand image positively affects behavioral intentions. Brand image is a precursor to behavioral intention, which has a substantial effect. Previous empirical studies confirm the results of these studies.

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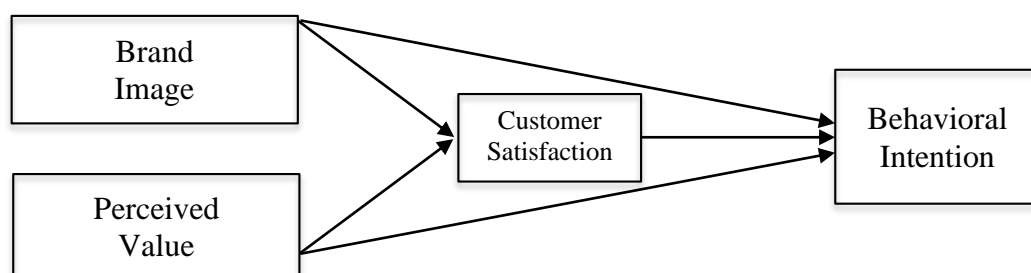

Figure 1. Conceptual framework

The hypothesis that can be given in this study describes the relationship in the conceptual framework in Figure 1: H1: Brand Image has a positive and significant effect on Behavioral Intention. H2: Brand Image has a positive and significant effect on Customer Satisfaction. H3: Customer Satisfaction has a positive and significant effect on Behavioral Intention. H4: Perceived Value has a positive and significant effect on Behavioral Intention. H5: Perceived Value has a positive and significant effect on Customer Satisfaction. H6: Brand Image positively and significantly affects Behavioral Intention through Customer Satisfaction. H7: Perceived Value has a positive and significant effect on Behavioral Intention through Customer Satisfaction.

METHOD

The method used in this research is descriptive and verification analysis method. Researchers use this method to describe the facts related to the studied matter and analyze the relationships between variables or how one variable mediates other variables. The population in this study are residents of the Bumi Asri housing complex who use MS GLOW products whose number is unknown and can be said to be in the unlimited category. This study used a non-probability sampling technique in the form of accidental sampling because the population size was too large, so 100 samples were determined. In this technique, each population element has a different chance of being selected for the sample. Collecting data in this study using observation techniques and questionnaires was measured using a Likert scale. The Likert scale is used to measure the level of the subject agrees or disagrees with the statement, which has five options with the arrangement: Strongly Agree (5); Agree (4); Enough (3); Disagree (2); Strongly Disagree (1). Hypothesis testing was carried out using the PLS (Partial Least Square) based SEM (Structural Equation Model) approach, which aims to test whether there is a relationship and influence between variables. There are two stages in this technique. Namely, the first stage tests the measurement model, and the second stage tests the structural model. Data.

RESULTS AND DISCUSSION

Setelah kuesioner dikumpulkan dengan jumlah responden sebanyak 100. Demografi responden terdiri dari 75 persen perempuan dan 25 persen laki-laki. Berdasarkan umur yang terdiri dari 50 persen berumur 19-21 tahun, 20 persen berumur 22-24 tahun, 19 persen berumur 25-27 tahun, 5 persen berumur 29-32 tahun, dan 2 persen berumur 32-35 tahun. Berdasarkan status 20 persen sudah menikah, 80 persen belum menikah.

Tabel 1. Construct realibility and validity

Variabel	Indikator	Outer Loading	AVE	Composite Reability	Cronbach's Alpha
Brand Image	BI 2 BI 3 BI 4	0,871 0.869 0,898	0,774	0,911	0,854
Perceived Value	PV 2 PV 3	0,951 0,949	0,902	0,949	0,892
Customer Satisfaction	CS 1 CS 2	0,919 0,943	0,874	0,954	0,928

Variabel	Indikator	Outer Loading	AVE	Composite Reability	Cronbach's Alpha
	CS 3	0,943			
Behavioral Intention	BT 1	0,887	0,782	0,915	0,861
	BT 2	0,888			
	BT 4	0,877			

The results of the Composite reliability and Cronbach alpha tests also show valid values, namely the latent variables are reliable because all latent variable values have Composite reliability and Cronbach's alpha values of 0.70 (Table 1).

The next test is discriminant validity. A construct with good discriminant validity if each loading factor value for each latent variable indicator has a very significant loading factor value with other loading values for other latent variables.

Tabel 2. Discriminant validity test results (Cross loading).

	Brand Image	Perceived Value	Customer Satisfaction	Behavioral Intention
BI2	**0,871**	0,648	0,735	0,775
BI3	**0,869**	0,577	0,618	0,664
BI4	**0,898**	0,728	0,741	0,752
PV2	0,724	**0,951**	0,869	0,778
PV3	0,688	**0,949**	0,849	0,776
CS1	0,719	0,854	**0,919**	0,760
CS2	0,794	0,832	**0,943**	0,852
CS3	0,723	0,852	**0,943**	0,829
BT1	0,727	0,674	0,734	**0,887**
BT2	0,723	0,780	0,756	**0,888**
BT4	0,761	0,715	0,817	**0,877**

It can be seen in the indicators of Brand Image, Perceived Value, Customer Satisfaction, and Behavioral Intention that latent constructs predict indicators in their section better than indicators in other sections. Thus it can be concluded that from the results of the cross-loading analysis, there is no discriminant validity problem. So it can be concluded that the variables used are consistent.

Structural Test

The results of convergent validity testing on several indicators have been fulfilled because all loading factor values are above 0.70. So, this reflects that all indicators are valid. In addition, the AVE value must be above 0.5. Construct reliability and validity results show that the AVE value is valid (Table 1.).
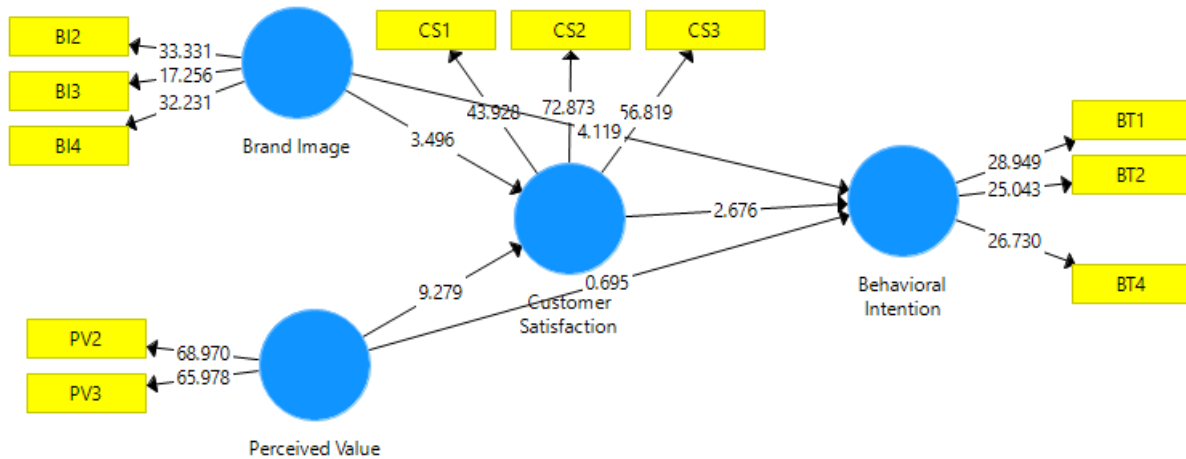
Figure 2. *Structural Model (Inner Model)*

Tabel 3. *Hasil pengujian hipotesis (Path coefficients)*

Path	Original Sample	T Statistics	Note
Brand Image → Behavioral Intention	0,376	3,972	**Accepted**
Brand Image → Customer Satisfaction	0,280	3,712	**Accepted**
Customer Satisfaction → Behavioral Intention	0,463	2,629	**Accepted**
Perceived Value → Behavioral Intention	0,120	0,655	**Rejected**
Perceived Value → Customer Satisfaction	0,697	9,750	**Accepted**
Brand Image → Customer Satisfaction → Behavioral Intention	0,129	2.619	**Accepted**
Perceived Value → Customer Satisfaction → Behavioral Intention	0,323	2.225	**Accepted**

Explanation from table 1 as follows: Effect of Brand Image on Customer Satisfaction, based on the table with path analysis, it can be seen that the path coefficient value is 0.280 with a T-statistic of 3.712 > 1.96. Because the significance value is <0.05, the H1 hypothesis is accepted.

Based on the table with path analysis, the influence of Brand Image on Behavioral Intention shows that the path coefficient value is 0.376 with a T-statistic of 3.972 > 1.96. Because the significance value is <0.05, the H2 hypothesis is accepted.

Based on the table with path analysis, it can be seen that the path coefficient value is 0.463 with a T-statistic of 2.269 > 1.96. Because the significance value is <0.05, the H3 hypothesis is accepted.

Based on the table with path analysis, the effect of Perceived Value on Behavioral Intention can be seen that the path value is 0.120 with a T-statistic of 0.655 <1.96. because the significance value is > 0.05, the H4 hypothesis is rejected.

Based on the table with path analysis, the effect of Perceived Value on Customer Satisfaction shows that the path value is 0.697 with a T-statistic of 9.750 > 1.96 because the value is <0.05, so the H5 hypothesis is accepted.

Based on the table with path analysis, the effect of Brand Image on Behavioral Intention through Customer Satisfaction shows that the path value is 0.129 with a T-statistic of 2.619 > 1.96 because the significance value is <0.05, so hypothesis H6 is accepted.

The effect of Perceived Value on Behavioral Intention through Customer Satisfaction, based on the table with path analysis, shows that the path value is 0.323 with a T-statistic of 2.225 > 1.96 because the significance value is <0.05, so hypothesis H7 is accepted.

Discussion

This study demonstrates a complete mediation study on the influence of Brand Image and Perceived Value on Behavioral Intention, with Customer Satisfaction as Intervening Variable at the MS GLOW Clinic in Medan. The results of this study indicate that of the seven hypotheses, six are supported, and one is not supported, namely perceived value on behavioral intention. This study's results also reveal a significant influence of Brand Image on Customer Satisfaction, where the better the brand image, the higher the customer satisfaction. Brand Image arises from customer confidence in a brand. If consumer expectations are met or exceeded, the consumer will desire to use or repurchase (Purwianti & Tio, 2017). Then, Brand Image significantly influences consumer behavior patterns to introduce the brand to the broader community, where the better the brand image, the higher the consumer's desire to take action. The brand image is intended so that people can get to know the MS Glow brand well so that consumers have confidence in the MS Glow brand and the brand can face competition between companies. Thus consumers will feel satisfied and gain experience from the product so that it can become a conduit of information to others through word of mouth (Purwianti & Tio, 2017). Selanjutnya, Customer Satisfaction on Behavioral Intention has a significant influence, which is on the research results (Shahzadi et al., 201; Fahmi et al., 2020) Good service quality helps create customer satisfaction and builds behavioral intentions from positive word of mouth. When customer satisfaction is successfully created, positive behavioral intentions will be implemented. (Tandijaya, 2018). Meanwhile, the hypothesis that is rejected is the influence of Perceived Value on Behavioral Intention. This hypothesis is rejected because there are not many values that meet consumer expectations, so the better the perceived value, the better the consumer's behavioral intention so that it has many values that will meet consumer expectations. It's the same with research (Tandijaya, 2018) in higher education, perceived value does not affect behavioral intention because the results of questionnaires for higher education students tend to be low on the quality of higher education services. This result is inconsistent with many previous studies, which show that perceived value is an essential factor in behavioral intention. After that, Perceived Value also has a significant influence on Customer Satisfaction. The better the Perceived Value is, the more customer satisfaction will increase. Consumers can feel that the value of the products/services differs in terms of personal values, needs, preferences, and financial resources. Thus, companies must build superior customer-perceived value compared to competing for service products. Customers receive quality and feel they

have received fair value for the costs incurred. This shows that many customers benefit from the values provided and the factor that significantly influences customer satisfaction is Perceived value. Next, the Customer Satisfaction variable, which mediates the influence of Brand Image and Perceived Value on Behavioral Intention, has a significant influence. When customers are satisfied, they will directly recommend their experience to others (Indrata et al., 2017) so that it will significantly affect the brand image. As well as product quality factors and price factors that play an essential role in achieving Perceived Value so that customers can feel that some facilities and prices make them satisfied (Anggit et al., 2021).

CONCLUSIONS

In this study, six hypotheses were accepted, namely H1, H2, H3, H5, H6, H7, and H4 were rejected. Thus a good Brand Image can increase Behavioral Intention even when mediated by Customer Satisfaction. Only the Perceived Value hypothesis results do not significantly influence Behavioral Intention directly. However, Perceived Value significantly affects Customer Satisfaction in respondents to the MS Glow beauty clinic in Medan. So that the marketing manager must pay attention in the following ways: (1) Each product and service is considered according to quality and economical prices, compatibility between prices and benefits obtained by consumers, therefore the price for each product and service can be accepted so that the brand image of MS Glow is considered very high quality and can increase consumer satisfaction. (2) Utilizing effective communication strategies to increase awareness that the company provides internet access and other services so that the brand will be easily remembered and recognized and easily distinguish this brand from others. Moreover, it is hoped that in future research, the number of respondents needs to be increased, and it is better to add variables and research indicators that are more varied.

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