Effect of Service Quality on Customer Satisfaction Through Brand Experience and Brand Awareness in Postal and Delivery Services

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Abstract

E-Commerce in Indonesia is increasing very fast compared to buying and selling activities in the digital world. It is noted that there are numbers of e-commerce that are growing rapidly in Indonesia, namely Lazada, Tokopedia, Shopee, BukaLapak and many others. With the development of e-commerce, the businessmen must be able to send their messages to customers well. There are several postal and delivery services companies in Indonesia, namely JNE, JnT, Pos Indonesia, Tiki and others. The purpose of conducting this research is to be able to provide input to the parties engaged in the field of postal and delivery services in order to find out what can affect customer satisfaction and increase its influence. the relationship between service quality on consumer satisfaction has no significant effect (H1 not supported), the relationship between service quality on brand experience has a positive and significant effect (H2 supported), the relationship between service quality on the brand. awareness has a positive and significant effect (H3 Supported), the relationship between brand experience on consumer satisfaction has a positive and significant effect (H4 supported), the relationship between brand awareness on consumer satisfaction has a positive and significant effect on (H5 supported)

Keywords: Service Quality, Brand Experience, Brand Awareness, Consumer Satisfaction.

JEL Classification: M30

INTRODUCTION

Research results from theAssociation Indonesian e-commerce(idEA), Google Indonesia and TNS (Taylor Nelson Sofres) predict that Indonesia will have ancommerce valuation of 295 trillion rupiah (Kominfo, 2016) . Indonesia has a population of 261.9 million inhabitants and consists of 34 provinces (BPS, 2018) . At this time E-commerce has become a lifestyle in Indonesia and the obstacles that are often faced are logistics with its characteristics consisting of various islands from Sabang to Papua (Dinisari, 2018).

The logistics business is a business sector that has a fairly high growth rate (Greece, 2017). The World Bank released data in 2018 that Indonesia was ranked 46th, behind other ASEAN countries such as Thailand, Vietnam and Malaysia.

Tabel 1 Logistic performance indexs

Country	Year	LPI Rank	LPI Score
Thailand	2018	32	03.41
Vietnam	2018	39	03.27
Malaysia	2018	41	03.22
Indonesia	2018	46	03.15

With the high growth of e-commerce in Indonesia, it must be balanced by good delivery of goods as well. There are several companies engaged in the delivery of goods either new or old. The following is a list of several shipping service companies in Indonesia that already serve inter-island shipping.

Tabel 2 List Company

Nama Perusahaan	Website
Kargo	www.kargo.co.id
Cahaya Abadi Express	www.pengirimanmurah.com
Hari's Cargo	www.harisglobal.com
CV. Dinamika Indo Nusantara	www.promokirim.com
Klik Logistics	www.kliklogistics.co.id
Saroha Cargo	www.jasakirimbarang.com
Sakti Cargo	www.kirimpaketmurah.com
PT. Cargonesia Utama Trans	www.pengirimanmurah.id
JNE	www.jne.co.id
Sinar Mulia Express Cargo	www.sinarmuliaexpresscargo.com
Kargoku	www.kargoku.com
Alois Gemilang	www.aloisgemilang.com
Pos Indonesia	www.posindonesia.co.id
J&T Express	www.jet.co.id
Tiki	www.tiki.id
Pahala Express	www.pahalaexpress.co.id

Service quality is an important achievement indicator (Sricharoenpramong, 2017), becomes very important when companies engaged in delivery services can pay attention to service quality. Better service quality is an important factor that can be useful for differentiating and improving organizational performance in an era of intense competition (Namukasa, 2013; Ong and Tan, 2010; Shoaib, Salam, Fayolle, & Jaafar, 2018).

The measurement of service quality considers all aspects from starting the right production process so that consumers can truly experience service quality (Sricharoenpramong, 2017). Service quality is related to several customer outcomes:customer satisfaction, attitude loyalty, and purchase intentions (Carrillat, Jaramillo, & Mulki, 2009; Miranda, Tavares, & Queiró, 2017).

Customers will rate a brand very well to allow brand awareness and their pleasant feelings towards a service, where the perceived value is often beyond awareness, wants, hopes, and needs (Lam, Lau, & Cheung, 2016); (Chen, Li, & Liu, 2018). Brand awareness c as the amount of trust, relevance and meaning to the customer experience and evaluation of the process of delivering services or products (Chekalina, Fuch, & Lexhagen, 2016); (Chen et al., 2018).

Apart from that, the brand also has an important aspect in influencing customer satisfaction (Meyer, 2007) conceptualizes customer satisfaction as an accumulation of many customer experiences with a brand. (White, 2005); argued that customer satisfaction is an

effective summary response to brand experiences.

This study aims to determine and investigate the relationship between service quality and customer satisfaction through brand awareness and brand experience in the shipping industry along with the development of e-commerce in Indonesia, in order to enrich the literature. and can be an input for business actors engaged in the freight forwarding industry.

LITERATURE REVIEW

Service Quality

Quality is a dynamic condition related to products, services, people, processes, environments that meet and exceed expectations (Chicu, Pàmies, Ryan, & Cross, 2019). According to Kang & James (2004) service is an activity or a series of activities that are invisible (cannot be felt) that occur as a result of interactions between consumers and employees or other things provided by service providers intended to solve problems. consumers / customers.

The level of service quality cannot be assessed from the company's point of view but must be viewed from the point of view of customer assessment. Therefore, in formulating service strategies and programs, companies must be oriented towards customer interests by paying attention to service quality components (Sricharoenpramong, 2018).

According to Deb & Ali Ahmed (2018) service quality is something that is perceived by customers. Customers will judge the quality of a service that is felt based on what they describe in their minds. Customers will turn to other service providers who are better able to understand customer specific needs and

provide better service (Nepomuceno, Laroche, & Richard, 2014). Service quality encourages customers to commit to a company's products and services so that it has an impact on increasing the market share of a product (Zeithaml, Berry, & Parasuraman, 1996). Service quality is very crucial in retaining customers for a long time. Companies that have superior service will be able to maximize the company's financial performance (Miranda et al., 2018).

Customer perceptions of service quality can be measured and evaluated through the dimensions of service quality as stated by (Zeithaml et al., 1996) as follows: Tangibles, physical evidence of the service such as physical facilities appearance of service providers, tools or equipment use to provide the service, physically presentation of the services; Reliability, ability to perform the promised service dependably and accurately; Responsiveness, willingness or readiness of employees to provide service; Assurance, knowledge and courtesy of service employees and their abilities to convey trust and confidence; Empathy, caring and individualized attention provide to customers.

H1: Service Quality Affects positively Customer Satisfaction

H2: Service Quality Affects positively Brand Experience

H3: Service Quality Affects positively Brand Awareness

Brand Experience

Brand experience is a consumer's past experience with the brand, especially in the scope of use. Thus it can be concluded that the consumer's experience of a brand is closely related to trust in the

brand (Aaker, 1991). According to Chen, Li, & Liu (2019) Brand experience is defined as the sensation, feeling, cognition, and consumer responses generated by a brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the environment the brand is marketed to.

Brand experience can be assumed as a consumer's perception of existing touch points, be it promotions, or direct contact with people who carry out service activities (Weisstein, Kukar-kinney, & Monroe, 2016). Brand experience is an aspect of experience that consists of all understanding and perceptions of the brand by customers. Therefore, marketers must understand customer experience about their brand to be able to develop a marketing strategy (Andreini, Pedeliento, Zarantonello, & Solerio, 2019). In brand strategy, brand experience is important. Nothing is more powerful than the customer's experience with a brand.

Components of Brand experience Brand experience includes the aesthetics of a product which functions as the basis for the consumer brand experience. Consumer brand experience also includes look and feel in logos and signs, packaging, and outlet space (Iglesias, Markovic, & Rialp, 2019; Kusuma, 2014).

In the aspect of brand experience, this includes: Product experience which is the basis of the consumer experience, which includes the functional attributes of the working product. In this case, a high-quality product will be a consideration, and in the look and feel aspect, consumers do not only see the features, but also the logo, symbol, or packaging.

H4: Brand Experience Affects Customer Satisfaction

Brand Awareness

Brand Awareness (Aaker, 1991) defines brand awareness as the ability of potential consumers to recognize or remember that a brand belongs to a certain product category. Brand awareness is a very important element of equity for a company because brand awareness can have a direct effect on brand equity. If consumer awareness of the brand is low, it can be ascertained that the brand equity will also be low (Homburg, Klarmann, & Schmitt, 2010). The ability of consumers to recognize or remember the brand of a product differs depending on the level of brand communication or consumer perception of the product brand being offered (Cobb-Walgren, C., Rubel, & Donthu, 1995; Kim, Choe, & Petrick, 2018).

Brand awareness will affect the perception and behavior of a consumer. Therefore, increasing consumer awareness of brands is a company priority to build strong brand equity (Foroudi, Jin, Gupta, Foroudi, & Kitchen, 2018; Keller, 1993).

H5: Brand Awareness Affects Customer Satisfaction

Consumer Satisfaction

According to Kotler (2002) customer satisfaction is a feeling of pleasure or disappointment for someone who appears after comparing their perceptions or impressions of performance is below expectations, customers are not satisfied. However, if performance exceeds expectations, the customer is very satisfied and happy. If the perceived performance is below expectations, the customer will feel let down, if the performance meets customer expectations, the customer will feel satisfied, whereas if the performance

exceeds expectations, the customer will feel very satisfied.

This satisfaction will certainly be felt after the customer has consumed the product. According to Prentice & Kadan (2019) overall customer satisfaction shows attitudes towards service providers, or emotional reactions to differences between what customers expect and what they receive.

According to Kalia (2019) customer satisfaction is a customer evaluation of a product or service in terms of whether that product or service meets customer needs and expectations. Customer satisfaction is used to measure the performance of the company both internally to compensate human resources, observe performance and assign funds as well as for external customer satisfaction as well as a source of information for all stakeholders (customers, public policies made by competitors and investors)

H6: Brand Experience mediates service quality relationship on consumer satisfaction

H7: Brand awareness mediates service quality relationship on consumer satisfaction

METHOD, DATA, AND ANALYSIS

Research Objects and Locations

This research will be conducted on users or those who have already used goods delivery services by purchasing goods through e-commerce in the Cirebon, Indramayu, Majalengka and Kuningan (Ciayumajakuning) areas. The population in this study are consumers of goods delivery services who buy goods on e-commerce that are scattered in the Ciayumajakuning area. The sample in this study used a purposive sampling method.

Data Collection

Tools used for data collection were questionnaires. Respondents will answer the first part of the questionnaire, namely demographic information such as name, gender, description, and the respondent's monthly income / allowance. Then the respondent will answer the questionnaire using a Likert scale from 1-7, which is strongly disagree to strongly agree.

Testing of Data

Validity

Testing This validity test is carried out to measure the accuracy of each of the statements contained in the questionnaire or indicators that use the Analysis Factor test. According to Ghozali (2011) each factor is said to be valid if it meets the following criteria: A) Kaiser-Meyer-Olkin Test (KMO) Kaiser-Meyer-Olkin Test Measure of Sampling Adequacy KMO results must be> 0.5 and the results of Bartlett's Test of Sphericity are significant 0.000 . B) Rotated Component Matrix Test Each statement in the Rotated Component Matrix table must assemble on one component. Any non-converging statements should be eliminated and retested until each statement converges into one component.

Reliability Testing

According to Ghozali (2011) a questionnaire is said to be reliable or reliable if a person's answer to a question is consistent or stable over time. In calculating the reliability of a data, the Cronbach's Alpha approach can be used. If the Cronbach's value is less than 0.5 then item x is declared unreliable and if the

Cronbach's alpha value is greater than 0.5 then item x is declared reliable.approach and the steps taken. Equations should be numbered as we illustrate.

Hypothesis Testing

Structural equation modeling

In the Structural Equation Modeling (SEM), Amos is used as a general approach to data analysis. SEM is also known as Analysis of Covariance Structures or often referred to as a causal model. Calculations in the Structural Equation Model will be much easier using Amos compared to other calculation tools. In addition, Amos can also make it easier to make specifications, view, and be able to modify graphics using simple tools. Amos is a special program used in structural equation analysis (Structural Equation Model) or better known as SEM (Imam, 2013).

Assessing the Goodness-of-Fit Criteria

In this step, an evaluation of the suitability of the model is carried out through a review of the suitability of the model by reviewing various Goodness-of-Fit criteria. Goodness-of-Fit measures the suitability of observational or actual input with the predictions of the proposed model. There are three types of Goodness-of-Fit measures, namely absolute fit measures, incremental fit, and parsimonious fit measures (Ghozali, 2011). Some of the suitability indices and cut-offs to test whether a model can be accepted or rejected are: Likelihood Ratio Chi square statistic (x^2) The fundamental measure of overall fit is the chi square likelihood ratio (x2).

The high chi square value relative to the degree of freedom shows that the observed covariance or correlation matrices with those predicted are significantly different, resulting in a probability (p) that is smaller than the significance level (q). Conversely, a small chi square value will produce a probability value (p) that is greater than the level of significance (q) and this indicates that the covariance matrix input between predictions and actual observations is not significantly different.

In this case, the researcher must look for the insignificant chi square value because he expects that the proposed model is suitable or fit with the observed data. The AMOS 22.0 program will provide a chi square value with the \ cmin command and a probability value with the \ p command and the degree of freedom with the \ df command. Significance Probability: to test the significance level of the model,

RMSEA

RMSEA (The root Mean Square Error of Approximation), is a measure that tries to improve the tendency of the chi square statistic to reject models with a large number of samples. An RMSEA value between 0.05 and 0.08 is an acceptable measure. The results of the RMSEA empirical test are suitable for testing the strategy model with a large sample size. The AMOS program will provide the RMSEA with the command \ rmsea.

GFI

GFI (Goodness of Fit Index), a non-statistical measure whose value ranges from a value of 0 (poor fit) to 1.0 (perfect fit). A high GFI value indicates a better fit and how many GFI values that can be accepted as a decent value do not have a standard, but many researchers recommend values above 90% as a measure of Good Fit.

The NFI

Normed Fit Index is a measure of the comparison between the proposed model and the null model. The NFI value will vary from 0 (zero fit at all) to 1.0 (perfect fit). As with the TLI there is no absolute value that can be used as a standard, but it is generally recommended to be equal to or> 0.90. The amos program will assign an NFI value with the \ nfi command.

RESULT AND DISCUSSION

Respondents

This study uses a positivist philosophy by using primary data through questionnaires distributed to the respondents. Furthermore, convenience and non-probability sampling are used to determine suitable respondents to fill in. The questionnaire collected 215 with female gender 105 (48.6%), male 111 (51.4%), the most respondents occupation is 205 students (94.9%), frequency of use 1-2 times a month, age respondents are on average 15-20 years 133 (61.6%) and service companies that are often used are JNE 128 (59.3%).

Tabel 3 Characteristic Responden

		Frekuensi	Persentasi %
Gender	Male	111	51,4
	Female	105	48,6
Occupation	Student	3	1,4
	Undergraduate	205	94,9
	Civil Servent	4	1,9
	Entrepreneur	1	0,5
	Employe	3	1,4
Frekuensi penggunaan	1-2 times a week	11	5,1
	1-2 times a month	62	28,7
	1-2 times three month	61	28,2
	1-2 times six month	45	20,8
	1-2 times a year	37	17,1
	1-2 times > a year		0
Usia	15-20 years	133	61,6
	21-30 years	82	38
	31-45 years	1	0,5
	> 45 years		0
Perusahaan jasa yang sering digunakan	JNE	128	59,3
	TIKI	3	1,4
	J&T	73	33,8
	POS Indonesia	10	4,6
	Sicepat	2	0,9

The measurement model in this study was tested using factor analysis and confirmatory factor analysis (CFA). These two tests aim to check the validity and reliability of each model item. The factor loading value of all items in this study is greater than 0.50 and the Average Variance Extracted (AVE) value, which shows the validity of convergence, is greater than 0.60, so it can be said that the statement items in this study are valid (Bagozzi & Yi, 1988) . Reliability was evaluated using composite reliability (CR). If the CR value is greater than 0.70, it can be said that the variable is reliable. Table 3 shows that all variables have a CR value above 0.70 so

that it can be said that the research data is reliable.

The GoF research model is evaluated by the indicators presented in Table 1. The CMIN / DF score of this model is 2.046 (<2.00) which means acceptable, the GFI score is 0.952 which means good, the AGFI score is 0.908 which means good, the RMSEA score is 0.070 good, the NFI and CFI scores are 0.961 and 0.941, respectively, which indicates a good GoF model. Overall, all scores indicate that the GoF of this model is fit and can be continued (Hooper, Coughlan, & Mullen, 2008).

Tabel 4 Measurement

	Factor Loading	Composite Reliabity	AVE
Consumer Satisfaction (Boubker & Douayri, 2020)		0,84	0,6
I am satisfied with my decision to using the service from this company	0,73		
I am happy that I used the service from this company	0,87		
Using services of this company is a good choice	0,78		
Service Quality (Parasuraman, Zeithamal, & Berry, 1988)		0,78	0,6
Reliability	0,87		
Responsiveness	0,72		
Brand Experience (Yu, Yuan, Kim, & Wang, 2020)		0,89	0,7
The brand has a special meaning to me	0,84		
I am always interested in learning more about this brand	0,83		
Its very helpful for me to get the experience of this brand	0,87		
Brand Awareness (Graciola, De Toni, Milan, & Eberle, 2020)		0,89	0,7
When I think of a service postal, the logo or the symbol comes to mind	0,88		
I am very acquainted or accustomed with the brand of this store	0,89		

Hypothesis Testing

In this study there are 7 hypotheses proposed, the relationship between service quality

on consumer satisfaction has no significant effect (H1 not supported), the relationship between service quality on brand experience has a positive and significant effect (H2 supported), the relationship between

service quality on the brand. awareness has a positive and significant effect (H3 Supported), the relationship between brand experience on consumer satisfaction has a positive and significant effect (H4 supported), the relationship between brand awareness on consumer satisfaction has a positive and significant effect on (H5 supported), the mediasia effect of H6 and H7 is not supported because the relationship between service quality and consumer satisfaction is not significant. (see figure 1)

CONCLUSION

This study is designed to explore the factors that can affect customer satisfaction in using delivery services in Indonesia. This study proposes seven hypotheses, four of which are supported and three hypotheses are not supported. The results prove that service quality significantly affects brand experience and brand awareness. This finding is in line with previous research which found that there is a relationship between service quality in brand experience and brand awareness (Andreini et al., 2019; Boubker & Douayri, 2020; Chen et al., 2019). Furthermore, the results of the relationship between service quality on consumer satisfaction proved not to have a significant relationship in this study. This indicates that the respondents in this study did not get satisfaction only through service quality alone.

The results of the relationship between brand experience and brand awareness were found to be

positively and significantly related to consumer satisfaction, this finding is in line with previous studies (Graciola et al., 2020; Kim et al., 2018). This indicates that the shipping service company must pay attention to the brands that already have. For companies engaged in the service sector, it is very important to pay attention to the brands they have so that consumers have a strong bond to their brands.

IMPLICATION/LIMITATION AND SUGGESTION

Considering the research results, this research has implications that may be useful for policy makers. One of them is the existence of standard service standards owned by all companies engaged in the delivery of services so that consumers have a sense of security when using the company's services. Goods delivery service companies from now on must pay more attention to the logos and symbols they have so that consumers have a good impression.

This study did not escape from the shortcomings of which the number of samples, the majority of which were students, was. Then, not all of the goods delivery service providers have the same specifications. On the other hand, at this time most goods delivery service companies collaborate with e-commerce platforms, therefore it is difficult to determine which brand they choose according to user desires or because of e-commerce.

For further research, it would be nice to include other related

variables, including discount, price, brand trust. Respondents used also in order to be expanded

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