The Influence of Service Quality And Company Image on Customer Behavioral Intentions through Customer Satisfaction

AMALIA ISTIQOMAH

Master of Management, Faculty of Economics and Business, Mulawarman University, Indonesia

SYARIFAH HUDAYAH

Master of Management, Faculty of Economics and Business, Mulawarman University, Indonesia

SAIDA ZAINUROSSALAMIA

Master of Management, Faculty of Economics and Business, Mulawarman University, Indonesia

ABSTRACT: *The purpose of this study is to determine the effect of service quality on customer satisfaction; the influence of corporate image on customer satisfaction; the influence of service quality on customer behavioral intentions; the influence of corporate image on customer behavioral intentions; the influence of customer satisfaction on customer behavioral intentions; the influence of service quality on customer behavioral intentions through customer satisfaction; the influence of corporate image on intention Customer behavior through customer satisfaction. The population in this study is top management representatives from each company acting as decision makers in their companies that conduct transactions at PT. Jasa Mutu Mineral Indonesia for the period of August-December 2023 and the sample of this study is 27 company representatives consisting of shipping positions and operational managers. So the total number of respondents is 27 companies x 2 = 54 respondents. The data analysis used is PLS-SEM with the help of the SmartPLS 3.2.9 program in data processing. The results showed that service quality has a positive and significant effect on satisfaction, company image has a positive but not significant effect on satisfaction, service quality has a positive and significant effect on behavioral intentions, company image has a positive and significant effect on behavioral intentions, customer satisfaction has a positive and significant effect on behavioral intentions, service quality has a significant influence on behavioral intentions through satisfaction, and company image has a positive but not significant effect on behavioral intentions through customer satisfaction*

Keywords: *Service Quality; Corporate Image; Behavioral intention; and Customer Satisfaction.*

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I. INTRODUCTION

PT. Jasa Mutu Mineral Indonesia has various types of services currently offered, so it is important for this company to provide the best and most accurate service possible so that customers will feel satisfied. According to Indrata et al. (2017), satisfied customers will directly share their experiences with others so that they try it as an act of behavior intention. In this case, the customer indirectly conducts a promotion. One of the advantages of customer satisfaction will have an impact on customer relationships and companies that are increasingly harmonious, with behavior like this means that the company has succeeded in fostering trust in customers. PT. Jasa Mutu Mineral Indonesia must be able to improve, maintain, and maintain service quality, so as to make customers have high loyalty. Unsatisfied customers demand that this Company pay more attention to things from customer satisfaction assessment items that get a low average score, namely work completion time, service prices and delivery of results. Based on complaint data submitted by customers in 2021-2022, the author summarizes several types of complaints as follows:

Table 1. Types of Customer Complaints PT. Jasa Mutu Mineral Indonesia Samarinda Main Office

No	Types of Complaints	Frequency	
		2021	**2022**
1	Delays in the delivery of test results	2	1
2	Delay in receiving invoices	5	2
3	Unclear field coordination	1	2
4	Quality of analysis results	1	-

Source: PT. Jasa Mutu Mineral Indonesia (Data processed, 2022)

Table 1 above shows that in 2021, there are 4 types of complaints from customers related to perceived service quality. Especially in the type of complaint of delay in receiving invoices as much as 5 (five) times. This happens because customer requests are not on weekdays or weekends. Considering that in 2021 in Indonesia, the WFH (Work from Home) system for companies due to the Covid-19 Pandemic showed a slight decrease in employee performance so that it was considered less effective. This is in accordance with the results of research conducted by Sutrisno et al. (2021) that the implementation of the Work from Home method results in a decrease in employee performance.

There are complaints related to the quality of the analysis results occur due to several influencing factors such as the length of time the sample travels to the office affects humidity, temperature, independent sampling techniques, and others. What is done by the marketing team as the recipient of complaints from customers is to ask the laboratory division to double-check the validity of the results. If the laboratory division decides to re-analyze, the cost of re-checking is not charged to the customer. This is a commitment from PT. Jasa Mutu Mineral Indonesia to assure customers that the test results carried out are correct and accurate.

Behavioral intentions explain the tendency of customers to repeat or not to the services performed by the producer (Ryu et al., 2008). So behavioral intention can be translated as customer behavioral intention shown in positive behavior intention or negative behavior intention. Positive behavioral intentions can be measured by consumers' tendency to spread positive word of mouth, show loyalty, not switch, and patronage (become customers) in the future.

According to Kotler and Keller (2012:274) Image is the public's perception of the company or its products, in this case the image of the service company can be interpreted as the customer's assessment of the service company. The image of a service company is one of the factors that influence behavioral intention, meaning that customers will show positive or negative behavioral intentions depending on the good or bad overall evaluation of the customer's overall evaluation of the company's attributes. Customers will show positive behavioral intentions if a company has good attributes in the eyes of customers. This is supported by the research of Ryu et al. (2008) that corporate image plays an important role in making customer purchasing decisions, where behavioral intentions are a consequence of corporate image. When customers give a favorable assessment of company attributes, they tend to express positive behavioral intentions such as revisit intentions, positive word-of-mouth, and recommendations. In an increasingly competitive environment, service companies must focus marketing concepts that identify their needs so as to increase customer satisfaction and retention. Managers need to combine important attributes that can form a positive image of the company, namely service quality, physical environment, and price fairness (Gagic et al., 2013).

Along with the increasing complexity of relationships between companies, industrial marketing or Business to Business Marketing (B2B) is getting more attention. B2B marketing can be described as the performance of commercial activities that facilitate the process of an organized relationship between producers and customers and rationally create value for the customer organization through products or services that meet the goals and requirements of the organization. Business-to-Business Marketing is the marketing of products to businesses, governments, and agencies for business operation needs, such as components in business products, or for resale (Arisandy et al., 2022).

According to Kotler &; Pfoertsch (2006) The main difference between B2B and B2C marketing lies in the state and complexity of industrial products and services. Followed by the state and diversity of industrial demand, fewer B2B customers with a larger volume per customer and a closer and more lasting supplier-customer relationship. PT. Jasa Mutu Mineral Indonesia is a company that can provide services on a B2C (Business to Business) and B2B (Business to Business) basis. B2C itself is usually a laboratory testing service only so that service needs are intended directly for the last customer (end customer). While in this study, the author chose to conduct research on B2B relationships involving two companies in coal inspection agency services because research discussing B2B relationships or business markets in independent surveyors is still very little.

Table 2. Research Gap

No.	Research Results	Researchers
1.	Service quality has a negative impact on customer behavioral intentions	Cuong &; Long (2020)
	Service quality has a positive impact on customer behavioral intentions	Tandijaya (2018)
2.	Corporate Image has a negative impact on customer behavioral intentions	Vigripat & Chan (2007)
	Corporate Image has a positive impact on customer behavioral intentions	Engriani (2019)
3.	Customer satisfaction has a negative impact on customer behavioral intentions	Wirtsz &; Chew (2002)
	Customer satisfaction has a positive impact on customer behavioral intentions	Febrianis &; Rahmidani (2022)

Source: processed from various sources (2024)

Referring to previous research conducted by Cuong and Long (2020) states that the quality of service negatively affects the behavioral intentions of customers. But on the contrary, according to research by Tandijaya (2018) shows the results that the quality of service has a positive impact on customer behavioral intentions. Vigripat and Chan's findings (2007) states that the company's image does not influence or negatively impact

customer behavioral intentions. However, this study is inconsistent with the research of Engriani et al. (2019) that the company's image positively impacts customer behavioral intentions. Customer satisfaction provides findings that negatively affect customer behavioral intentions according to Wirtz and Chew (2002), but the findings are inversely proportional to the research by Febrianis and Rahmidani (2022) which states that customer satisfaction has a positive impact or influence on behavior intentions.

Based on the findings of previous research, it can be obtained that there is still a research gap between the variables to be studied. Therefore, this study will answer or provide proof of the existing research gap. Research findings in the field of marketing are often not present in the form of direct influence because sometimes the relationship between the two variables is mediated by other phenomena such as customer satisfaction. For example, Ryu et al.'s (2008) research on restaurant consumers in Korea states that consumer satisfaction acts as a mediating variable in the influence of restaurant image on consumer behavior intentions.

This research seeks to find that the effect of service quality on customer satisfaction; the effect of company image on customer satisfaction; the effect of service quality on behavioral intentions; the effect of company image on behavioral intentions; the effect of customer satisfaction on behavioral intentions; the effect of service quality on behavioral intentions through customer satisfaction; and the effect of company image on behavioral intentions through customer satisfaction.

II. LITERATURE REVIEW

Service Quality

Literally, quality according to Utama et al. (2019) is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Meanwhile, according to Kotler & Keller (2012: 131) said that quality is the overall characteristic pattern of products and services that support the ability to satisfy customers both directly and indirectly. Quality is a basic business strategy that produces goods and services that meet customer needs and satisfaction internally and externally, both explicitly and implicitly (Juharni, 2017).

According to Adam (2015: 11), the meaning of service is a service process resulting from four input processes, including: people processing, possession processing, mental stimulus processing, and information processing. As a system, a service business is a combination of a service operating system, service delivery system and service marketing system. Where service marketing emphasizes more on the service delivery system, namely how a company delivers services to customers. The definition of service according to Lovelock and Wirtz (2011: 36) is a form of service where customers or customers can benefit through the expected service value. According to Tjiptono and Chandra (2016: 59) stated that service quality is the expected level of excellence and control over the level of excellence to meet customer desires. According to Ramya, et al. (2019). Quality of service is the ability of service providers to satisfy customers in an efficient way so that business performance can be better. In the service sector, "quality" is also an important element for business success. This is due to the realization of its positive relationship with profits, market improvement, and customer satisfaction.

Company Image

Kotler &; Keller (2012: 274) the definition of corporate image as a device of beliefs, ideas, and impressions possessed by someone towards an object and Soemirat &; Ardianto (2007: 113) provides a definition that image is how other parties give views to a company, individual, a committee, or an activity.

Customer Satisfaction

Based on Fatihudin &; Firmansyah (2019: 206), customer satisfaction is a measurement or indicator of the extent to which customers or users of company or service products are very happy with the products or services received. This satisfaction is very difficult to measure because it is very subjective, if it is attempted to be measured then the measure will contain many elements that are subjective, for that it is assumed that the measure of satisfaction can be expressed ordinally namely very dissatisfied, dissatisfied, quite satisfied, satisfied, and very satisfied.

The definition of customer satisfaction quoted by Tjiptono and Chandra (2016: 74) satisfaction is an attitude that is decided based on the experience gained. Research is needed to prove the presence or absence of previous expectations which is the most important part of satisfaction. Furthermore, according to Dirgantara (2013), customer satisfaction is a post-purchase evaluation where the chosen alternative is at least equal to or exceeds customer expectations, while dissatisfaction arises if the results do not meet expectations.

Behavioral Intention

According to Firmansyah (2018:15) Consumer behavior can be interpreted as a person's activity when obtaining, consuming and disposing of goods or services. Consumer behavior is identified as individual actions directly in the decision-making process. The behavioral intention model explains that consumers actively think

ahead and plan for future behavior. Customer behavioral intentions can be said to be a signal of whether a customer will have favorable or harmful intentions such as negative word of mouth (Purwianti &; Tio, 2017).

Relationship Between Variables
Service Quality to Customer Satisfaction
According to Afnina & Hastuti (2018) Shaping customer satisfaction starts with providing an outstanding high-quality product or service, so that customers feel satisfied with their experience in using the product or service. Service quality will have an impact on consumer satisfaction, where every consumer wants the products or services produced by producers to provide satisfaction to their consumers. The level of customer satisfaction can be ensured through the quality of service. The results showed that service quality affects customer satisfaction positively and significantly, especially in the aspect of empathy (Krisdianti &; Sunarti, 2019).

Measuring service quality is a basic prerequisite for improving quality. Quality improvement acts as a strategy to achieve competitive excellence in an industry and increase the reputation and profitability of a company so far. All companies feel the need to measure, monitor, and improve the quality of health services in order to survive and achieve customer satisfaction (Mawey et al., 2018).
H_1 : Service quality has a positive and significant effect on customer satisfaction of PT. Jasa Mutu Mineral Indonesia

Company Image to Customer Satisfaction
Corporate image is a representation of the overall perception of the company and is formed from information and past experience of the company (Pradipta, 2012). The impressions related to the company will increase with the increasing experience of customers in working with a company or by the more often heard the company in communication strategies. A company is a set of associations, usually entangled in a useful form. Research conducted by Suandayana and Setiawan (2019) shows that the company's image has a significant influence on customer satisfaction. In addition, this statement is also supported by the results of Nan and Bih's research (2007) which shows the influence of the company's image on customer satisfaction. Employees of a company must maintain the image of their company is well maintained. A good corporate image will make it easier for customers to recognize a company and make it possible to cooperate with bank products so that in the end the company will get greater profits

Results of research conducted by Yu et al. (2013), that a good corporate image has a higher level of accepted quality, value, satisfaction, and loyalty.
H_2 : Company Image has a positive and significant effect on customer satisfaction of PT. Jasa Mutu Mineral Indonesia

Quality of Service to Customer Behavioral Intentions
Tahalele (2017) states that the quality of service has a positive effect on behavioral intention. This is reinforced by Evirasanti's research et al. (2016) who argue that behavioral intention affected by the performance of the services they obtain.

Customers who feel the quality of service obtained as expected will cause Behavior Intention which is positive. In the presence of Behavior intention What is positive is that customers have the intention to return to use the services they get and convey positive things to others about these services. According to Febrianis & Rahmidani (2022) Consumers will persist if they feel that the expected ratio is in accordance with that given by the company.

In research conducted by Sari et al. (2022) shows that the quality of service has an effect on Behavioral Intention The higher the customer is satisfied, it can encourage the willingness of a customer to stay or continue to subscribe and if the customer wants to recommend to others
H_3 : Service quality has a positive and significant effect on the behavioral intentions of customers of PT. Jasa Mutu Mineral Indonesia

Company Image on Customer Behavioral Intentions
Research results from Clemens *et al*.,(2009) shows that Citra has a positive influence on customer satisfaction. Other studies have also shown that a strong company image positively influences behavioral intent. Just like the research conducted by Kartika *et al*. (2019) that the company's image has a direct and significant influence on consumer behavioral intentions.

By displaying products that have a positive brand image, they can increase consumer trust in their products and encourage consumers to determine purchasing decisions. A good corporate image is very important for the sustainability of a company, because it will affect all elements in the company.
H_4 : Company image has a positive and significant effect on the behavioral intentions of customers of PT. Jasa Mutu Mineral Indonesia

Customer Satisfaction with Customer Behavioral Intentions

According to Puspita &; Kartika (2019) that customer satisfaction has a significant positive effect on behavioral intention. Customer satisfaction has a positive effect on behavioral intent (Kim *et al*., 2019). Customer satisfaction is the main cause of repeated purchasing behavior (*repeat purchase behavior*), overall customer satisfaction of a product or service has a strong relationship with *behavioral intention*. Customer satisfaction affects the consumer's intention to repeat the purchase of goods or use of services. Increasing customer satisfaction is important to trigger the emergence of consumer intent to visit again (*Revisit intention*) and recommend *retailer* to other customers (Purwianti &; Tio, 2017).

Customer satisfaction functions of *perceived performance* and *expectation*. If the product or service purchased is not in accordance with the expectations expected by consumers, there will be dissatisfaction and feelings of disappointment. Customer satisfaction will provide benefits for the Company, namely in the form of customer loyalty and word of mouth. So there is no doubt that customer satisfaction is crucial for the survival and competitiveness of every organization (Kurniawan *et al*., 2021).

H5 : Customer satisfaction has a significant positive effect on the behavioral intentions of PT. Jasa Mutu Mineral Indonesia

Service Quality to Customer Behavioral Intentions through Customer Satisfaction

Service quality has a significant and positive influence on behavioral intentions through satisfaction as an intervening variable. If the quality of service from the service is comparable to consumer expectations, it can increase satisfaction for consumers. The satisfaction felt by consumers certainly has an impact on consumer behavioral intentions. Where with satisfied customers will cause positive behavioral intentions, customers will return to use the service and want to recommend it to other parties (Febrianis &; Rahmidani, 2022). This is in accordance with Jatmiko's opinion (2012) in Service quality is an anticipation of customer satisfaction, so that the level of service quality affects the level of customer satisfaction. Customer satisfaction can lead to favorable events for the company, such as, repeat purchases, a splurge customer attitude, telling positive things about the company and being willing to pay more is a form of *Behavior intention* the positives (Ladhari, 2009). This opinion is in line with research conducted by Loanata & Dasmasela (2015) Customer satisfaction is an intervening variable which in the relationship influences service quality and customer behavioral intentions.

H6 : Service quality has a significant positive effect on behavioral intentions through customer satisfaction PT. Jasa Mutu Mineral Indonesia

Company Image of Behavioral Intentions through Customer Satisfaction

Corporate image is people's thoughts about a company. According to Kotler & Armstrong (2018) A good company image will affect customer satisfaction and will result in an increase in purchases made by consumers. The relationship between company image and customer satisfaction, namely company image affects behavioral intentions, it can be seen that customers who are satisfied with what they get when using these services tend to be loyal customers, but loyal customers do not need to be satisfied (Febrianis &; Rahmidani, 2022). A strong brand image not only increases differences between competitors, but also increases trust and has a positive relationship with behavioral intent, minimizes perceived risk and is high quality from the customer's point of view (Chang *et al*., 2010). This is in line with research (Ryu *et al*., 2008) that corporate image affects customer behavioral intention, corporate image affects customer satisfaction, customer satisfaction affects customer behavioral intention. Which means that the company's image affects customer behavioral intentions through customer satisfaction as an intervening variable.

H7 : Company image has a significant positive effect on customer behavioral intentions through customer satisfaction PT. Jasa Mutu Mineral Indonesia

Research Conceptual Framework

Figure 1. Research Conceptual Framework
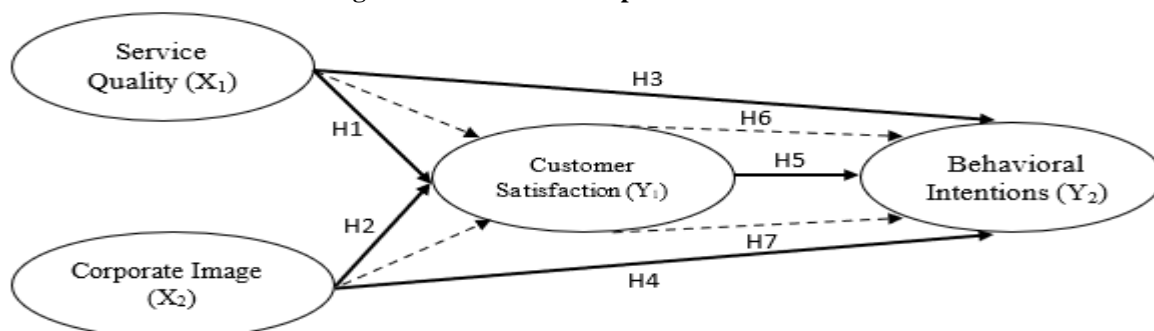
III. RESEARCH METHOD

Operational of Definitions

1. Service Quality (X1)

Service quality is a dynamic condition that affects products, services, customers, processes, and environments that meet or exceed the expectations of PT. Jasa Mutu Mineral Indonesia. Indicators of service quality variables as follows.

a. Tangible is in the form of physical appearance and various good communication materials from PT. Jasa Mutu Mineral Indonesia

b. Empathy is the willingness of PT. Jasa Mutu Mineral Indonesia to be more concerned about giving personal attention to customers.

c. Responsiveness is the will of PT. Jasa Mutu Mineral Indonesia to provide services quickly and listen and resolve customer complaints.

d. Reliability is the ability of PT. Jasa Mutu Mineral Indonesia to provide services as promised and consistent

e. Assurance is in the form of the ability of PT. Jasa Mutu Mineral Indonesia to generate confidence and trust in the promises that have been expressed to customers.

2. Corporate Image (X2)

The company's image is the public's perception of PT. Jasa Mutu Mineral Indonesia concerns its service, product quality, corporate culture, corporate behavior and corporate identity in the eyes of customers in the city of Samarinda. Is it in accordance with the image expected by the company because the company's image will determine the target of customers, therefore the importance of building a good corporate image.

a. Personality, characteristics of PT. Jasa Mutu Mineral Indonesia that are understood by customers such as trustworthy companies and companies that have responsibility.

b. Reputation is something that has been done by PT. Jasa Mutu Mineral Indonesia and trusted by customers based on their own experience and other parties such as services provided from start to finish.

c. Value is the value owned by PT. Jasa Mutu Mineral Indonesia in other words corporate culture such as management attitude that cares about customers, employees who are quick to respond to customer requests and complaints.

d. Corporate Identity is a component that facilitates customer recognition of PT. Jasa Mutu Mineral Indonesia such as logos and colours.

3. Customer Satisfaction (Y1)

Customer satisfaction is a measurement of the extent to which customers are satisfied with the products and services provided by PT. Jasa Mutu Mineral Indonesia if customer expectations for the services provided are in accordance with or even exceed their expectations. Indicators of customer satisfaction variables include:

a. Conformity of expectations which is the level of conformity between the service performance expected by consumers and those felt by consumers PT. Jasa Mutu Mineral Indonesia

b. Interest in revisiting which is the willingness of consumers to visit again or reuse the services of PT. Jasa Mutu Mineral Indonesia

c. Willingness to recommend which is the willingness of consumers to recommend services from PT. Jasa Mutu Mineral Indonesia that have been felt to friends and family.

4. Behavioral Intentions (Y2)

Behavior intentions are patterns of behavior that indicate a desire or desire to buy or use services from PT. Jasa Mutu Mineral Indonesia. The indicators of customer behavior intention variables include the following:

a. Return Intention refers to the possibility made by the customer to use the services of PT. Jasa Mutu Mineral Indonesia again in the future.

b. Willingness to pay more is an individual's assessment of how much they will be willing to pay to use the services of PT. Jasa Mutu Mineral Indonesia

c. Word of Mouth informal communication of customers who have used the services of PT. Jasa Mutu Mineral Indonesia with their own evaluations to make others interested in getting the same thing

Population and Sample

The population used in this study is customers who have made transactions at PT. Jasa Mutu Mineral Indonesia that understands knowledge about coal inspection activities and acts as a decision maker to process coal sales and purchase transactions. Then the respondents of this study consisted of 27 representatives of service user companies PT. Jasa Mutu Mineral Indonesia which consists of shipping positions as users and operational managers of each company as purchasing decision makers. So that the total number of respondents from this study is 27 companies x 2 = 54 respondents.

Analysis Method

In this study, researchers analyzed data using the PLS (Partial Least Square) method and using SmartPLS software version 3.2.9. According to Abdillah & Hartono (2015:161) PLS is a multivariate statistical technique that compares between dependent variables and multiple independent variables. PLS is a variant-based structural SEM equation analysis that simultaneously performs measurement tests and structural models. Measurement models are for validity and reliability tests, while structural models are for causality tests (hypothesis tests with predictive models. PLS assumes the entire measure of variance is described until the latent variable estimation approach is considered a linear combination of indicators. PLS provides general models of statistical tools, such as canonical correlation, redudancy analysis, linear regression, MANOVA, and principal component analysis (Hamidiana et al., 2016). PLS model evaluation is carried out by evaluating the outer model and inner model. Outer model is a measurement model that assesses the validity and reliability of the model. Through the process of iterating the algorithm, measurement model parameters (convergent validity, discriminant validity, composite reliability and Cronbach's alpha) are obtained, including the R^2 value as a predictive model accuracy parameter. The inner model is a structural model that is useful for predicting causality relationships between latent variables. In the bootstrapping process, T-statistical test parameters are obtained to predict the presence of causality relationships (Abdillah &; Hartono, 2015:188).

Hypothesis Test

In assessing the significance of the influence of atar variables, a bootstrapping procedure is required. The bootsrapping procedure is a procedure that uses the entire original sample to resample. Ghozali & Latan (2015) suggesting a bootstrap number of 200-1000 sample numbers is sufficient to correct the standard PLS error estimate. In the bootstrap resampling method, the significance values used (two-tailed) t-values are 1.65 (significance level = 10%), 1.96 (significance level = 5%) and 2.58 (significanece level = 1%). A summary in structural model evaluation testing or hypothesis testing is shown in Table 3.

Table 3. Summary of Structural Model Evaluation (Inner Model)

| Criterion	Minimum Value
R-Square	0.67, 0.33, and 0.19 indicate strong, moderate models and weak (Chin et al, 1998)
Effect Size	0.02, 0.15 and 0.35 (Small, medium and large)
Q2 predictive relevance	Q2 >0 indicates the model has a *preditive relevance* and if Q2 < 0 indicates that the model lacks *predictive relevance*
Q2 predictive relevance	0.02, 0.25 and 0.35 (weak, moderate, strong)
Significance (two-tailed)	t-value 1,65 (significance level= 10%) 1.96 (significance level=5%) and 2,58 (significanece level=1%).

Source: Ghozali &; Latan (2015)

IV. ANALYSIS AND DISCUSSION

Structural Equation Modelling (PLS-SEM)

Outer Model

The analysis of the outer model is carried out through four stages of testing, namely individual item reliability, internal consistency reliability, Average Variance Extracted (AVE) and discriminant validity.

Figure 2. Research Structural Model on Smart-PLS 3
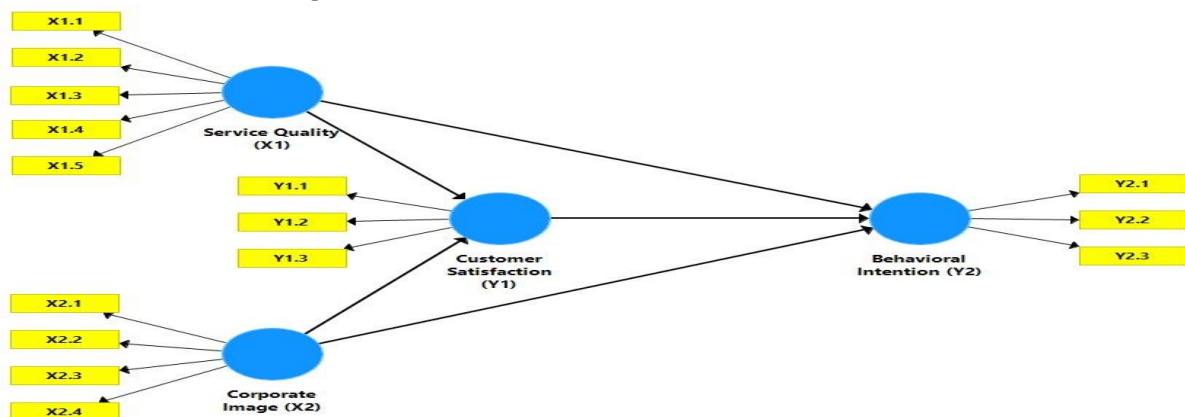
Source: Primary Data processed with Smart-PLS 3 (2024)

Figure 2 shows that the model used in this study consists of 4 variables consisting of Service Quality (X_1), Company Image (X2), Customer Satisfaction (Y_1) and Behavior Intention (Y_2) with as many as 15 question items. The following is an explanation of the four outer model tests for the structural model of the research above.

Test Individual Item Reliability

This test is done by looking at the standardized loading factor. This value describes the magnitude of the correlation between each indicator and its construct. The value of the loading factor that can be said to be valid is if it has a value greater than 0.7. However, there are some researchers who say if the loading factor value is greater than 0.5 it can mean that the item is valid. SmartPLS 3 output for loading factor gives the following result:

Table 4. Outer Loading Results

Variable	Indicators	Items	Outer Loadings
Service Quality (X1)	Tangible	X1.1	0,906
	Empathy	X1.2	0,909
	Responsiveness	X1.3	0,896
	Reliability	X1.4	0,906
	Assurance	X1.5	0,939
Corporate Image (X2)	Personality	X2.1	0,806
	Reputation	X2.2	0,854
	Value	X2.3	0,773
	Corporate Identity	X2.4	0,851
Customer Satisfaction (Y1)	Match Expectations	Y1.1	0,906
	Interest in Revisiting	Y1.2	0,905
	Willing Recommending	Y1.3	0,903
Behavioral Intention (Y2)	Return Intention	Y2.1	0,964
	Willingness to Pay More	Y2.2	0,962
	Word of Mouth Communication	Y2.3	0,953

Source: Primary Data processed with Smart-PLS 3, 2024

Validity testing for reflective indicators uses the correlation between an item's score and its construct score. Measurements with reflective indicators show a change in an indicator in a construct if other indicators in the same construct change (or are excluded from the model). After testing this study, all question items in this study had values above 0.7. The outer loading value of one item of this question can be seen in Table 4. This means that the indicators used in this study are valid or have met convergent validity.

The smallest value of the outer loading result of 0.7 is 0.896 for indicator X1.3 or service quality for question 3; the smallest value is 0.773 for indicator x2.3 or company image question 3; the smallest value is 0.903 of the y1.3 indicator or customer satisfaction for question 3; and the smallest value is 0.953 for indicator y2.3 or the behavioral intention of question 3; So it can be concluded that the following are the values of the Outer loading factor diagram of each indicator in the research model.

Figure 3. Outer Loading Factor
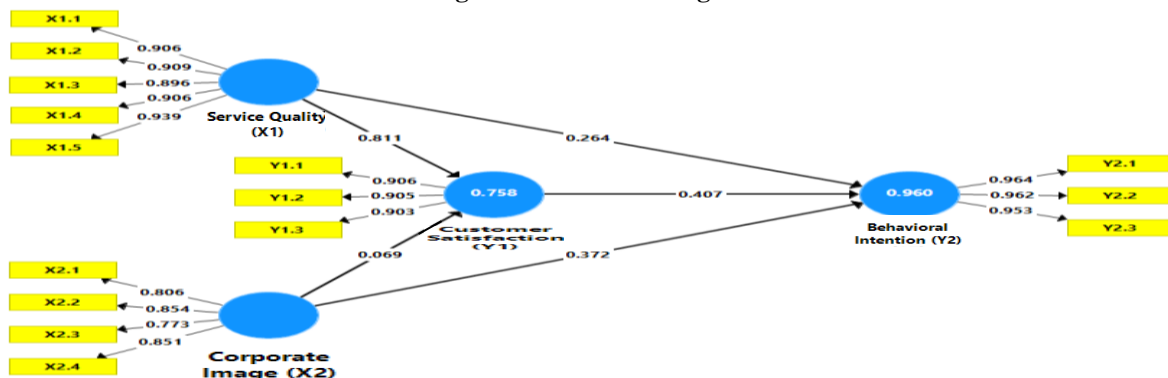
Source: Primary Data processed with Smart-PLS 3 (2024)

Internal Consistency Reliability Test

This test is carried out by looking at the value of composite reliability (CR) with a threshold of 0.7. The composite reliability value for the four variables used in this study is above 0.7 so that all variables meet the requirements for use in the study. The highest composite reliability value in the Behavioral Intention variable is 0.972 and the lowest value in the Corporate Image variable is 0.892. The composite reliability values for each variable can be seen in Table 5.

Table 5. Composite Reliability Results

Variable	Composite Reliability Results
Service Quality	0.961
Company Image	0.892
Customer Satisfaction	0.931
Behavioral Intention	0.972

Source: Primary Data processed with Smart-PLS 3 (2024)

Cronbach's Alpha Reliability Test

This test is done by looking at Cronbach's Alpha (CA) value with a threshold of 0.6. Cronbach's Alpha value for the four variables used in this study was above 0.6 so that all variables met the requirements for use in the study. Cronbach's Alpha score is highest on behavior intention at 0.957 and the lowest on Corporate Image at 0.840. Cronbach's Alpha values can be seen in Table 6.

Table 6. Results of Cronbach's Alpha

Variable	Results of Cronbach's Alpha
Service Quality	0.949
Company Image	0.840
Customer Satisfaction	0.890
Behavioral Intention	0.957

Source: Primary Data processed with Smart-PLS 3 (2024)

Average Variance Extracted (AVE) Test

This test is carried out by looking at the value of Average Variance Extracted (AVE). The AVE value is used to describe the magnitude of variance or variability of indicators that can be contained by latent variables. To indicate a good measure of convergent validity, the AVE value must be above 0.5. This value means that the latent variable can account for more than half of the diversity of the indicators. In this study, the AVE value for all variables was above 0.5 so that all variables could be used in the study. The highest Average Variance Extracted value in the Behavioral Intention variable is 0.921 and the lowest value in the Corporate Image variable is 0.675. The Average Variance Extracted (AVE) values for each variable can be seen in Table 7.

Table 7. Average Variance Extracted Results

Variable	Average Variance Extracted *(AVE)* Results
Service Quality	0.830
Company Image	0.675
Customer Satisfaction	0.819
Behavioral Intention	0.921

Source: Primary Data processed with Smart-PLS 3 (2024)

Discriminant Validity Test

This test was carried out by looking at the value of Fornell-Lacker's cross loading between indicators and cross loading. Cross loading between indicators is used to compare correlations between indicators with their constructs and other block constructs. Meanwhile, Fornell Lacker's cross loading value looks at the AVE root value between constructs and other constructs. The value of cross loading between indicators must show that the correlation between indicators and their variables is higher when compared to other variables. In this study, the cross loading value for each indicator has met the existing requirements so that it can be used for this research. The value of cross loading between indicators can be seen in Table 8.

Table 8. Cross Loadings Results

Variable	Code	Cross Loadings Results			
		Service Quality	Company Image	Customer Satisfaction	Behavior Intention
Service Quality (X$_1$)	X1.1	**0,906**	0,705	0,795	0,835
	X1.2	**0,909**	0,843	0,719	0,837
	X1.3	**0,896**	0,789	0,784	0,841
	X1.4	**0,906**	0,771	0,842	0,864
	X1.5	**0,939**	0,809	0,817	0,891
Corporate Image (X2)	X2.1	0,750	**0,806**	0,681	0,764
	X2.2	0,767	**0,854**	0,671	0,769
	X2.3	0,551	**0,773**	0,447	0,618
	X2.4	0,724	**0,851**	0,676	0,814
Customer Satisfaction (Y$_1$)	Y1.1	0,815	0,765	**0,906**	0,874
	Y1.2	0,842	0,713	**0,905**	0,842
	Y1.3	0,692	0,586	**0,903**	0,776
Behavioral Intention ($_{Y2}$)	Y2.1	0,894	0,886	0,886	**0,964**
	Y2.2	0,889	0,840	0,914	**0,962**
	Y2.3	0,915	0,893	0,851	**0,953**

Source: Primary Data processed with Smart-PLS 3 (2024)

In addition to using the Cross Loadings result value to see if it includes reliability, Fornell-Lacker's cross loading value can also be used, where the AVE root value between constructs must be greater when compared to values with other constructs. In this study, the AVE root value between constructs for each research variable has met the requirements so that it can be used in research. Fornell-Lacker's cross loading values can be seen in Table 9.

Table 9. Fornell-Lacker's Cross Loadings Results

	Service Quality	Company Image	Customer Satisfaction	Behavioral Intention
Service Quality	0,911			
Company Image	0,859	0,822		
Customer Satisfaction	0,870	0,765	0,905	
Behavioral Intention	0,937	0,910	0,921	0,959

Source: Primary Data processed with *Smart-PLS 3* (2024)

After conducting an outer model analysis using the four stages above, it can be seen that the model used in this study already has statistically good characteristics. At the stage of checking each of these indicators, this model is in accordance with the requirements at each stage of the outer model analysis (individual item reliability, internal consistency reliability, Cronbach's Alpha, Average Variance Extracted and discriminant validity). So it can be concluded that this model can be continued for further analysis, namely inner model analysis.

Inner Model
Path Coefficient Test (β)
This test is carried out to see the significance of the construct queue relationship. The threshold value used for this path coefficient is 0.1 to indicate that the path has an influence in the research model. The result is that all pathways in this study show that there is a significant effect because all pathways have path coefficients above the threshold of 0.1. The following is the path coefficient value for each path in the study.

Table 10. Path Coefficient Results

No	Variable	Path Coefficient
1	(Service Quality) → (Customer Satisfaction)	0,811
2	(Company Image) → (Customer Satisfaction)	0,069

No	Variable	Path Coefficient
3	(Service Quality) → (Behavioral Intention)	0,264
4	(Company Image) → (Behavioral Intention)	0,372
5	(Customer Satisfaction) → (Behavioral Intention)	0,407
6	(Service Quality) → (Customer Satisfaction) → (Behavioral Intention)	0,330
7	(Company Image) → (Customer Satisfaction) → (Behavioral Intention)	0,028

Source: Primary Data processed with Smart-PLS 3 (2024)
Coefficient of Determination (R2) Test

This test is carried out to see how much the dependent latent variable is explained by the independent latent variable with a measurement standard of 0.67 said to be substantia, 0.33 is said to be moderate and below 0.19 is said to be weak. In this study, there is one independent latent variable, namely *service quality*, company image and customer satisfaction, these three dependent variables (behavior intentions) are explained by the independent variables in substantial (high) and moderate (medium).

Table 11. Result Value of R Square

Variable	R Square	R Square Adjusted
Customer satisfaction	0,758	0,748
Behavioral Intention	0,960	0,958

Source: Primary Data processed with Smart-PLS 3 (2024)

The highest R2 value is the value for customer satisfaction is 0.960 which means that the variables of service quality, company image and customer satisfaction mediation variables explain the overall variance of the variable of customer b behavioral intention at PT. Jasa Mutu Mineral Indonesia in substance (high) is 96% while the remaining value of 4% is explained outside the variables of this study. R-square adjusted is used to calculate each addition of a variable and estimate the R-squared value of the addition of that variable. If the addition of the new pattern turns out to improve the regression model better than estimated, then the addition of the variable will increase the R-squared adjusted value. The value of R^2 adjusted is 0.958 which means that the variables of service quality, company image and customer satisfaction mediation variables can estimate the overall variance of the variable of customer behavioral intention at PT. Jasa Mutu Mineral Indonesia is 95.8%.

Q2 Predictive Relevance

The coefficient of determination is used to test the goodness-fit of the research model which can be seen from the Q-Square value. Q-square exists only for endogenous constructs. For a set of latent predictor variables on criterion variables, the Q-Squared indicator or another term called the Stoner-Geisser Coefficient is used. To determine the effect of customer satisfaction as a mediation of the influence of **service quality** and company image on customer behavioral intentions at PT. Jasa Mutu Mineral Indonesia can be seen through the large coefficient of determination. The following results of the output latent variable coefficients are restated for ease of analysis.

Table 12. Output Latent Variable Coefficients

Variable	Q-squared	Information
Customer Satisfaction	0,604	Good
Behavioral Intention (Y2)	0,872	Excellent

Source: Primary Data processed with Smart-PLS 3 (2024)

Based on the table above, the value of Q^2 can be used to measure how well the observation value is produced with the model and also parameter estimation. A value of Q^2 greater than 0 (zero) indicates that the model is said to be good enough. While the value of Q^2 less than 0 (zero) indicates that the model lacks predictive relevance. In this research model, endogenous latent constructs or variables have a $Q^{value of 2}$ greater than 0 (zero) so that the predictions carried out by the model are considered relevant. The Q-squared value of customer satisfaction (Y1) of 0.604 means that the estimated model of service quality and company image shows good predictive validity of 60.4% of Customer Satisfaction at PT. Jasa Mutu Mineral Indonesia. While the Q-squared value of customer behavioral intention (Y2) of 0.872 means that the estimation of customer satisfaction model as mediating the influence of service quality and company image shows excellent predictive validity of 87.2% on customer behavioral intention at PT. Jasa Mutu Mineral Indonesia.

Goodness of Fit (GoF) Test

The results of the GoF test were obtained from multiplying the mean root value of communalities (0.638) with the average root value of R-square (0.859) from the research model. From the results of the GoF calculation,

a value of 0.740 is obtained so that it can be concluded that the model has a large GoF and the greater the GoF value, the more appropriate it is in describing the research sample. The formula for calculating the GoF value is as follows:

$$GoF = \sqrt{\overline{Com} \times \overline{R^2}}$$
$$GoF = \sqrt{0,638 \times 0,859}$$
$$GoF = \sqrt{0,548} = 0,740$$

Hypothesis Test (t-test)

This test was carried out using the bootstrapping method with a two-tailed test with a significance level of 5% to test the research hypothesis. The hypothesis is accepted if the t-test value is greater than 1.96. Of the 7 hypotheses in this study, there are 5 hypotheses that are accepted because the t-test value is above 1.96. Here are the T Statistics values for each hypothesis in this study.

Table 13. T Statistics Analysis Results

Variable	Estimate	T Statistics	p-value	Information
(Service Quality) → (Customer Satisfaction)	0,811	5,164	0,000	Significant Positive
(Company Image) → (Customer Satisfaction)	0,069	0,349	0,729	Positive is not Significant
(Service Quality) → (Behavioral Intention)	0,264	3,754	0,000	Significant Positive
(Company Image) → (Behavioral Intention)	0,372	6.007	0,000	Significant Positive
(Customer Satisfaction) → (Behavioral Intention)	0,407	7,136	0,000	Significant Positive

Source: Primary Data processed with *Smart-PLS 3* (2024)

Next to see the influence of the construction of customer satisfaction as a mediation variable. Has it made a reinforcement of influence between service quality and company image as follows.

Table 14. Results of Mediation Variables

Construct Path	*Estimate*	*T Statistics*	*p-value*	Information
(X1) → (Y1) → (Y2)	0,330	3,760	0,000	Significant Positive
(X2) → (Y1) → (Y2)	0,028	0,328	0,744	Positive is not Significant

Source: Primary Data processed with *Smart-PLS 3* (2024)

Based on the estimate value on the model 1 construct, it is obtained that service quality has an influence on customer satisfaction of 0.811, and company image of 0.069. In the construct of model 2, the value of service quality estimate value has an influence on customer behavioral intentions of 0.264, company image of 0.372 and customer satisfaction of 0.407 while for service quality estimate values on behavioral intentions with mediation of customer satisfaction of 0.028 and Company image of behavioral intentions mediated by customer satisfaction of 0.330. Furthermore, of the two constructs that affect customer behavioral intentions directly, namely service quality, company image and customer satisfaction, the biggest influence is customer satisfaction because it has the highest estimate value of 0.407 compared to the other two constructs. Thus, customer satisfaction is the most dominant construct in influencing customer behavioral intentions at PT. Jasa Mutu Mineral Indonesia. To see the output results in the form of a diagram with t-test values using Smart-PLS 3 can be seen as follows.

Figure 4. T-test value of Bootstrapping Output Results
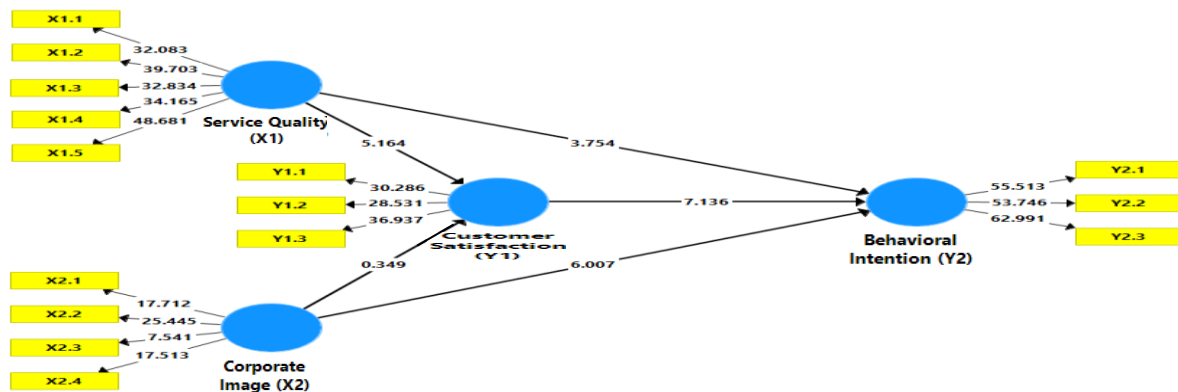
Source: Primary Data processed with Smart-PLS 3 (2024)

Finding and Interpretation

1.   The Effect of Service Quality on Customer Satisfaction

The results of the analysis obtained can be concluded that there is a positive and significant influence between service quality and customer satisfaction. It can be interpreted that the service quality variable is a variable that really affects customer satisfaction, while the positive coefficient value means that both partially and simultaneously the service quality variable has a positive influence on customer satisfaction. In other words, every increase in service quality variables can increase customer satisfaction variables, vice versa for every decrease in service quality variables will decrease the value of customer satisfaction variables.

The results of the study are in accordance with the research conducted by Lee *et al.* (2018) The study examines the relationship between service quality, customer satisfaction, and loyalty as well as the moderating effects of cultural differences in the industrial service sector *Business to Business* (B2B). The results showed a positive relationship between service quality and customer satisfaction. In addition, the results of this study are also in accordance with the research conducted by Ningsih (2016), through research on the Effect of B2B Service Quality in Sharia Banking and *Culture Fit* On Satisfaction, Loyalty, and Positive Recommendations. The results show that the quality of shari'ah banking services will have a positive effect on business customer satisfaction.

2.   The Effect of Company Image on Customer Satisfaction

Corporate image consisting of personality, reputation, value, and *corporate identity* has a positive but not significant influence on customer satisfaction because the results of hypothesis testing show that the results of *the t-test* From the company's image to customer satisfaction is 0.349 or still does not meet the signification requirements of 1.96.

These results's are in accordance with research according to Lutifyani &; Soliha (2019), where the results of the research they conducted were no significant influence between company image variables on customer satisfaction. In line with the research conducted by Pontoh *et al.* (2014), that the company's image does not have a significant effect on customer satisfaction. This indicates that the better the corporate image of PT. Jasa Mutu Mineral Indonesia then have no effect on customer satisfaction. There are still some respondents who consider that the company's image has not been fully stored in the customer's memory and encourage customers to use the service again. The results of this study are not in line with the results of research conducted by Suandayana &; Setiawan (2019) shows that the company's image has a significant influence on customer satisfaction.

3.   The Effect of Service Quality on Behavioral Intentions

Based on the test results of the direct effect of service quality on customer behavioral intentions, service quality has a positive and significant influence on customer behavior intentions at PT. Jasa Mutu Mineral Indonesia. The better the quality of service from PT. Jasa Mutu Mineral Indonesia further increase customer behavior intentions in choosing PT. Jasa Mutu Mineral Indonesia. Customers who feel the quality of service obtained as expected will cause positive *behavioral intentions*. to continue or continue to subscribe and customers convey positive things to others about the service.

The results of this study are in accordance with research conducted by Tahalele (2017), that research with the object of customers of Hotel Amboina, Ambon City shows the quality of service and image are important variables that directly affect behavioral intentions. However, this study does not match Cuong & Long's research (2020) that research conducted on the Vietnamese fashion market has a negative impact on customer behavioral intentions.

4.   The Influence of Company Image on Behavioral Intentions

By displaying services that have a positive company image, it can increase consumer confidence in its products and encourage consumers to make purchasing decisions. The image of the company portrays the overall impression made by the public about the company and its services so it is important for the company to have a reputation that is well rated by customers. Not only reputation, but also the identity of a company such as identical colours and attractive logos so that customers can immediately identify the company.

This research shows that company image affects customer behavioral intentions. The better the company's image, the more it increases the intention of customer behavior to choose services from PT. Jasa Mutu Mineral Indonesia. A company image with a trustworthy and responsible personality, good service in every line of business from the beginning to the end of the service process, caring and responsive values, and corporate identity embedded in the customer's memory can cause behavioral intentions to use the service continuously, until customers are willing to spread positive news. The results of research on service quality variables that affect customer behavior intentions are in accordance with research conducted by Kartika *et al.* (2019) that the company's image has a direct and significant influence on consumer behavioral intentions. But not in accordance with the research conducted by Vigripat & Chan (2007), that from the research they conducted showed the results that the company's image has a negative impact on customer behavioral intentions.

5. The Effect of Customer Satisfaction on Behavioral Intentions

Based on the test results of the direct influence of customer satisfaction on customer behavior intentions, customer satisfaction has a significant influence on customer behavior intentions at PT. Jasa Mutu Mineral Indonesia. Overall customer satisfaction of a product or service has a strong relationship with customer behavioral intentions. Customer satisfaction will affect the customer's intention to repeat the purchase of goods or use of services. Therefore, increasing customer satisfaction from PT. Jasa Mutu Mineral Indonesia are important things that must be done to bring up customer behavioral intentions to visit again and recommend to other customers. The results of this study are in accordance with research conducted by Puspita &; Kartika (2019); Trimulyo et al. (2015) that customer satisfaction has a significant positive effect on *behavioral intention*. Customer satisfaction has a positive effect on behavioral intent (Jin et al., 2015; Kim et al., 2019). So when customer satisfaction decreases, it will affect *behavioral intention* become declining. Conversely, if the level of customer satisfaction increases, then *behavioral intention* will also increase.

The results of this study are not in accordance with the results of research conducted by Wirtz and Chew (2002), that customer satisfaction does not have a significant effect on *behavioral intention*. Customer satisfaction is necessary but not qualified enough to get a positive WOM. Incentives are an effective way to get customer satisfaction and a chance for customers to recommend a company.

Saragih Research *et al.* (2022) also added that the importance of customer satisfaction in B2B relationships, where good service can lead to loyalty and positive WOM activities. Building loyalty usually refers to long-term results, while WOM is a short-term result and is impulsive. This research shows that there is a short-term and long-term relationship of marketing activities, referring companies to focus on increasing customer satisfaction.

6. The Effect of Service Quality on Behavioral Intentions through Customer Satisfaction

The goal of service quality is to meet or even exceed customer expectations. The five dimensions of service quality are tangibles, realibility, responsiveness, assurance, and empathy. These five dimensions form a good experience and can help companies to build long-term relationships and increase customer satisfaction and loyalty to the services offered. When customers are satisfied with the service received, customers tend to give positive recommendations to other customers or their acquaintances.

The results of this study are in accordance with research conducted by Loanata &; Dasmasela (2015) Customer satisfaction is an intervening variable which in the relationship influences service quality and customer behavioral intentions. The results showed that there is a positive and significant indirect influence of service quality on customer behavioral intentions through customer satisfaction as an intervening variable. This shows that the better the quality of service from PT. Jasa Mutu Mineral Indonesia will further increase consumer satisfaction which ultimately raises customer behavioral intentions to repurchase. If PT. Jasa Mutu Mineral Indonesia can provide good service, it can be possible for customers to feel satisfied and able to increase the number of visits or repurchase interest and availability of recommendations.

7. The Influence of Company Image on Customer Behavioral Intentions through Customer Satisfaction

As a result of the hypothesis testing carried out, it became known that the image of the company affects behavioral intentions. Customers are interested in making repeat purchases because basically the services offered by PT. Jasa Mutu Mineral Indonesia are easily recognized by customers. However, the results showed that customer satisfaction cannot mediate the relationship of company image to customer behavioral intentions. This can be seen from the comparison of the effect of direct coefficient estimation and the effect of indirect coefficient estimation. The value of direct influence is 0.069 and indirect influence is 0.028. The results show that the direct influence is greater than the indirect influence.

In accordance with research conducted by Girsang *et al.* (2020) That statistical results show customer satisfaction cannot mediate between company image and behavioral intention. The results showed indirectly that the company's image did not have a significant influence on customer behavioral intentions through satisfaction as a mediating or intervening variable.

The results of the study are not in accordance with research conducted by pathway analysis using SPSS 21, by Febrianis & Rahmidani (2022) that the company's image has a significant and positive influence on *behavioral intention* through satisfaction as an intervening variable. This is supported from testing with a Zhit value of 3.457>Ztable 1.96 which shows that the parameter is significant.

V. CLOSING

Conclusion and Recommendation
Conclusion

1. Service quality has a positive and significant effect on customer welfare at PT. Jasa Mutu Mineral Indonesia. The results showed that the quality of service that needs to be improved to create a sense of satisfaction in

customers among other physical services such as clean and tidy waiting places, employees who have empathy and quick response, reliable service and certainty of the promised service.

2. The company's image has a positive but not significant effect on customer satisfaction at PT. Jasa Mutu Mineral Indonesia. The results showed that company image variables did not have a strong influence in influencing customer satisfaction including interest in revisiting and availability of recommendations. Corporate image of PT. Jasa Mutu Mineral Indonesia has not been able to form differences between competitors, has a positive correlation that is not strong to customer attitudes, and does not minimize the risks felt by customers

3. Service quality has a positive and significant influence on customer behavioral intentions. This shows that the better the quality of services provided by PT. Jasa Mutu Mineral Indonesia further increase customer behavior intentions such as visiting again and recommending to others.

4. The company's image has a positive and significant influence on customer behavior intentions at PT. Jasa Mutu Mineral Indonesia. A company image with a trustworthy and responsible personality, good service in every line of business from the beginning to the end of the service process, caring and responsive values, and corporate identity embedded in the customer's memory can cause behavioral intentions to use the service continuously, until customers are willing to spread positive news.

5. Customer satisfaction has a positive and significant influence on customer behavior intentions at PT. Jasa Mutu Mineral Indonesia. Overall customer satisfaction of a product or service has a strong relationship with customer behavioral intentions. Customer satisfaction will affect the customer's intention to repeat the purchase of goods or use of services.

6. Service quality has a positive and significant influence on customer behavioral intentions mediated by customer satisfaction. These five dimensions of service quality form a good experience and can help companies to build long-term relationships and increase customer satisfaction and loyalty to the services offered. When customers are satisfied with the service received, customers tend to give positive recommendations to other customers or their acquaintances.

7. The results showed that customer satisfaction could not mediate the relationship of corporate image to customer behavioral intentions. The absence of the influence of corporate image on behavioral intentions through customer satisfaction can be caused by several factors or certain conditions in the context of research at PT. Jasa Mutu Mineral Indonesia. The relationship between company image, customer behavioral intentions, and customer satisfaction is not an absolute relationship and can vary depending on the factors that influence it.

Recommendation
For Agencies:

1. Regarding the company's image on customer satisfaction does not have a significant influence, so that the management of PT. Jasa Mutu Mineral Indonesia makes the company's image the focus of the marketing process so that the company's image is embedded in the minds of customers. This can be improved by increasing the value of PT. Jasa Mutu Mineral Indonesia with care and responsiveness in receiving customer complaints so that customers feel satisfied.

2. Management of PT. Jasa Mutu Mineral Indonesia must always strive to maintain the company's image to remain well known by customers because the formation of this corporate image is a long-term process so it needs to be maintained in order to provide a sense of satisfaction and can foster loyalty to customers

3. Management of PT. Jasa Mutu Mineral Indonesia must be able to maintain intense B2B marketing relationships, because it needs a personal approach in maintaining B2B relationships. The strategies applied by customer relationship management in Business to Business (B2B) marketing that are proposed to increase customer behavioral intentions include building trust, generating customer satisfaction, and company reputation.

For Further Authors and Researchers:

For the authors of this study is far from perfect and there are some shortcomings that still need to be corrected, so that the things obtained can also be the basis for further in-depth research. This research only conducts research in certain business fields, therefore the respondents are homogeneous, the author suggests further research in different types of businesses and more diverse characteristics of respondents so that conclusions can vary and enrich existing research.

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