The Effect of Service Quality on Customer Satisfaction Mediated by Brand Image and Customer Experience of Indibiz in Palu City

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Abstract: This study aims to analyze the influence of service quality on customer satisfaction mediated by brand image and customer experience of Indibiz n Palu City. This research employs a quantitative method. The population of the study consists of Indibiz customers at PT Telkom Witel Sulbagteng in Palu City, with a sample size of 105 respondents. Data collection was conducted using a Google Forms questionnaire, and the sampling technique applied was purposive sampling. The data analysis technique used in this study is Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SMARTPLS software. The results indicate that the brand image variable does not significantly affect customer satisfaction, while service quality has a significant impact on customer satisfaction, and customer experience also has a significant impact on customer satisfaction. The quality of service mediated by brand image does not have a significant effect on customer satisfaction. The quality of service mediated by customer experience has a significant effect on customer satisfaction.

Keywords: Brand Image Customer, Customer Experience, Customer Satisfaction, Service Quality

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1. INTRODUCTION

The digital era has brought convenience to human life thanks to technological advances, one example of which is the development of digital information and communication technology, which allows instant information management without human intervention, thanks to a sophisticated system (Rombe et al., 2021). Information for a particular strategy can be selected quickly and efficiently (Pasaribu et al., 2021). In recent years, rapid advances in digital technology have driven significant transformations in the business landscape. According to Furqan et al. (2023), technology, information, and communication have a positive impact on improving the development performance of a region. Factors such as internet signal quality, number of mobile phone users, availability of technological devices, and internet facilities in a regional agency contribute to this positive outcome. In recent years, rapid advances in digital technology have driven significant transformations in the business landscape (Syamsuddin et al., 2024). Erlianti (2019) defines service as an invisible interaction between consumers and companies that aims to meet consumer needs.

In tight business competition, not only service quality is key, but also a strong brand image (Batari et al., 2018). A clear brand image helps customers recognize and choose a brand among many choices (Hsieh et al., 2004). Therefore, brand image is a valuable asset for service companies, because a positive brand image can be a competitive advantage (Saidin et al., 2020). There are policies related to brand protection so that loyalty to a brand is maintained (Rini et al., 2024). A strong brand image is not only formed from service quality alone, but also from memorable consumer experiences. Nasermoadeli et al. (2013) explain that consumer experience is formed from consumer interactions with various aspects of service, resulting in perceptions and knowledge stored in the consumer's memory. This experience does not only come from direct experience, but also from information obtained from others.

To measure consumer satisfaction, Nasermoadeli et al. (2013) proposed five dimensions of experience, namely sensation, feeling, thinking, action, and relationship. These dimensions include how consumers interact with the product, in what situations, and how involved they are in the consumption process. If managed well, it will result in a positive consumer experience and ultimately increase the level of customer satisfaction. Customer satisfaction is a fundamental determinant for companies to foster customer loyalty to the company (Gultom et al., 2020). Satisfied and loyal customers are an opportunity to get new customers through word of mouth recommendations. Retaining all existing customers will generally be more profitable than customer turnover because the cost of attracting new customers can be greater than the cost of retaining existing customers. The relationship between customer focus and satisfaction levels is also recognized by most companies. Therefore, many companies are currently very concerned with achieving customer satisfaction.

Based on data from PT. Telkom Witel Sulbagteng, until May 2024, the performance of Witel Central Sulawesi (Sulbagteng) in achieving the HSI (Indibiz) target has not met expectations. Of the target of 239 SSL, only 84 SSL were achieved, with an achievement rate of 35.15%. However, there was significant Month-on-Month (MoM) growth, which was 189.66%. Within the scope of TREG 7, Witel Sulbagteng's position is slightly above average, which is 34.67%, although it

is still in the middle category. One of the main challenges faced is the achievement of daily sales which has not yet reached the target. With a daily target of 102 SSL, Witel Sulbagteng is still below the expected standard. In addition, the churn rate or loss of customers is also a serious problem. In April 2024, the churn rate was recorded at 72.75%, and although it improved to 56.64% in May, this figure is still relatively high and requires further attention to retain existing customers. The importance of service quality, brand image, and customer experience in improving customer satisfaction has received great attention. However, in the context of Indibiz services in Palu City, further research is still needed to identify specific factors that influence customer satisfaction and formulate appropriate strategies to overcome existing problems. Initial analysis shows that Indibiz's lower-than-target sales achievement may be related to potential problems in service quality, customer experience, and brand image. This study aims to empirically test the effect of these three variables on Indibiz customer satisfaction in Palu City, so that it can provide more specific recommendations for PT. Telkom Witel Sulbagteng in improving service performance and retaining customers.

2. LITERATURE REVIEW

Service Quality

According to Ali et al. (2021), service quality is the difference between a client's anticipation of a service provider and their assessment of a service. Service quality is a specific assessment made by consumers between the quality of service expected at the time of purchase and the service actually provided. To ensure optimal customer satisfaction, companies need to understand and serve customers according to their needs through market segmentation. One effective way to segment is to group customers based on their generation (Ferdinand & Wahyuningsih, 2018). It is important for online service providers to continuously improve the quality of their e-services to meet the evolving needs of customers. To achieve excellence in online services, managers need to understand how customers view and evaluate their online shopping and service experiences (Muzakir et al., 2021). Salespeople who have high abilities in creating a positive sales atmosphere are expected to be able to attract customers' attention, so that they can achieve optimal sales performance (Ferdinand & Wahyuningsih, 2018). They provide services to customers through various facilities and programs offered (Adda et al., 2019).

Customer Satisfaction

There have been many studies on customer satisfaction over the years. Wahyuningsih & Nurdin (2010) explained that researchers consistently show that companies that successfully satisfy customers tend to retain those customers and attract new customers (Bachri et al., 2023). Acquiring new customers costs much more than retaining existing customers. Therefore, companies should allocate significant resources to improve service quality and ensure customer satisfaction, highly satisfied customers tend to be less affected by price, more tolerant of minor mistakes, and will even recommend the company to others. Consumer satisfaction is the result of a comparison between their expectations and the product performance experienced, if the product performance does not meet expectations, consumers will feel dissatisfied. Conversely, if the product performance is in line

with expectations, consumers will feel satisfied (Bachri et al., 2023). If the perceived performance is much lower than the comparison standard, customers will experience negative disconfirmation, which means that the product and service do not meet the expected comparison standard (Wahyuningsih & Nurdin, 2010). According to Wahyuningsih & Nurdin (2010), there are three elements that influence the level of consumer satisfaction, namely expectations, performance, and rejection. Satisfaction is an evaluation made by consumers of the products and services received (Bachri et al., 2023).

Brand Image

According to Hermanda et al. (2019), brand image is a perception given by customers to products or services that a company provides to consumers that can persist in the minds of consumers. According to Zulfikar et al. (2022), brand image is a picture as a sum of the images, impressions, and beliefs that a person has towards a brand. According to Yuwanti et al. (2023), a strong brand image is very important in expressing consumer habits, thus implying that an organization has a good understanding of its consumers. Basically, brands are a tool to attract customers and status through strategic management. In the face of increasingly fierce competition, a proper and mature business planning strategy is needed (Suparman et al., 2023). When customers are satisfied, they tend not to be tempted by competitors' offers. The company's brand image also increases, which ultimately saves costs for finding and serving new customers (Wahyuningsih et al., 2022). According to Devi Nurfatimah et al. (2024), To achieve the company's goals, it is necessary to carry out the desired quality control, because if this is not taken into account, the product will experience difficulties in marketing, which will have a negative impact on the company's sales and will result in losses.

Customer Experience

Customer experience according to Amoako et al. (2023) is a customer experience that refers to the inner and personal response that customers have to direct or indirect interactions with the company. According to Mihardjo et al. (2019), customer experience is defined as an overall picture of all the cues felt by customers in the purchasing process. Customer experience is the internal and subjective response of customers who have successfully interacted directly and indirectly with a company. A pleasant shopping experience, supported by service quality and superior products, will foster customer satisfaction. This satisfaction is the main key to achieving marketing success (Adam et al., 2023). The main goal of the company in encouraging consumers to make purchases is so that they feel they need and like the products offered. Consumer purchasing decisions are influenced by their interests, expectations, values, attitudes, and behaviors (Bachri et al., 2023). Consumer actions and reactions are driven by their personal perceptions, not objective reality. For each individual, "reality" is a highly subjective experience, influenced by their individual needs, desires, values, and life experiences (Fattah et al., 2024). According to Keiningham et al. (2017), the indicators of customer experience are Cognitive, Emotional, Physical, Sensory, and Social.

3. RESEARCH METHODS

This study uses quantitative research methods. Quantitative research is a systematic method, well-planned, and has a clear structure since the early stages of research design (Sekaran & Bougie, 2017). The population in this study consisted of Indibiz customers in Palu City, while the sample of this study amounted to 105 respondents, who were Indibiz users in Palu City. This research was conducted at PT. Telkom Witel Sulbagteng in Palu City. Data collection was carried out through a questionnaire survey, with data collected through Google Form. A questionnaire is a data collection technique in which respondents are given a set of written questions or statements to answer. The measurement in this questionnaire uses a Likert scale. This study uses a purposive sampling technique as a sampling technique, where researchers determine samples based on research objectives and predetermined criteria. The sampling method applied is nonprobability sampling. For data analysis, this study uses Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SMARTPLS software.

4. RESULTS AND DISCUSSION

Respondent Data Description

This study involved 105 Indibiz customers at PT. Telkom Witel Sulbagteng as respondents who filled out the questionnaire that had been distributed to obtain data related to the study. The results of the analysis showed that Indibiz users were dominated by entrepreneurs at 51.4%, followed by 20% from private companies, 12.4% from government institutions, and 16.2% from schools in Palu City.
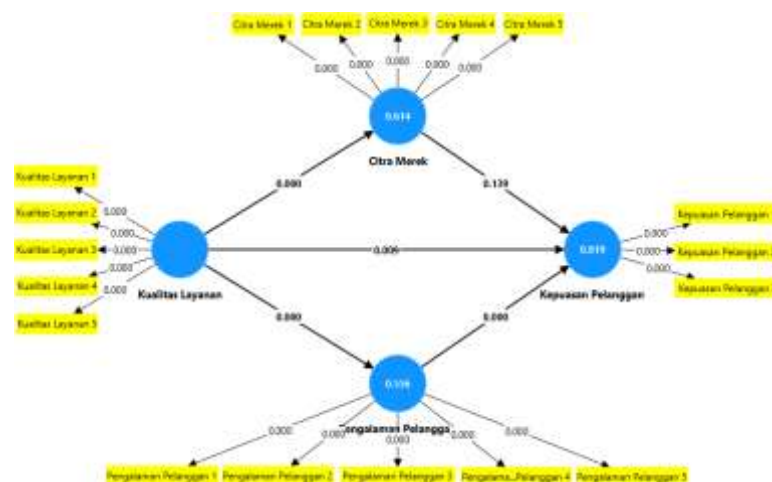

Figure 1.
Outer Model

Outer model testing is conducted to determine the relationship between latent variables and their indicators, including validity, reliability, and multicollinearity tests. In Figure 1, the outer loading values of the Brand Image (Z_1), Service Quality (X), Customer Experience (Z_2), and Customer Satisfaction (Y) variables can be observed.

Analysis Outer Model
Test Validity Convergent

Table 1. Results Test Validity Convergence- Outer Loading & Mark AVE

Variables	Indicator	Outer Loading	Average Variance Extracted (AVE)	Valid
Brand image (Z_1)	Brand image 1	0.815		Valid
	Brand image 2	0.835		Valid
	Brand image 3	0.854	0.693	Valid
	Brand image 4	0.833		Valid
	Brand image 5	0.826		Valid
Service quality (X)	Service quality 1	0.818		Valid
	Service quality 2	0.859		Valid
	Service quality 3	0.840	0.713	Valid
	Service quality 4	0.868		Valid
	Service quality 5	0.835		Valid
Customer experience (Z_2)	Customer experience 1	0.846		Valid
	Customer experience 2	0.834		Valid
	Customer experience 3	0.830	0.712	Valid
	Customer experience 4	0.843		Valid
	Customer experience 5	0.865		Valid
Customer satisfaction (Y)	Customer satisfaction 1	0.876		Valid
	Customer satisfaction 2	0.913	0.804	Valid
	Customer satisfaction 3	0.899		Valid

Source: Processed Data (2024)

Table 1 show that all over indicator own mark loading factor > 0.70 it means more big from 0.70 which to signify that every indicator succeed measure construct latent with good, and can stated valid as well as worthy for fulfill convergent validity, so that all indicator can used for study and analysis more carry on. Then, mark AVE on every variable in study This own mark each for brand image as big as 0.693, service quality as big as 0.713, customer experience as big as 0.712, and customer satisfaction as big as 0.804, which where show results > 0.50 it means can it is said all over variable valid and significant.

Test Validity Discriminant

Table 2. Results Test Validity Discriminant (Cross Loading)

Indicator	Brand image (Z_1)	Service quality (X)	Customer experience (Z_2)	Customer satisfaction (Y)
Brand image ($Z_{1.1}$)	0.815	0.649	0.607	0.650
Brand image ($Z_{1.2}$)	0.835	0.598	0.490	0.592
Brand image ($Z_{1.3}$)	0.854	0.710	0.532	0.635
Brand image ($Z_{1.4}$)	0.833	0.618	0.435	0.601
Brand image ($Z_{1.5}$)	0.826	0.678	0.631	0.654

Service quality ($X_{1.1}$)	0.681	0.818	0.529	0.628
Service quality ($X_{1.2}$)	0.750	0.859	0.675	0.760
Service quality ($X_{1.3}$)	0.574	0.840	0.641	0.652
Service quality ($X_{1.4}$)	0.686	0.868	0.644	0.743
Service quality ($X_{1.5}$)	0.605	0.835	0.650	0.723
Customer experience ($Z_{2.1}$)	0.561	0.631	0.846	0.691
Customer experience ($Z_{2.2}$)	0.635	0.717	0.834	0.797
Customer experience ($Z_{2.3}$)	0.471	0.575	0.830	0.661
Customer experience ($Z_{2.4}$)	0.449	0.546	0.843	0.649
Customer experience ($Z_{2.5}$)	0.598	0.652	0.865	0.741
Customer satisfaction ($Y_{1.1}$)	0.691	0.726	0.718	0.876
Customer satisfaction ($Y_{1.2}$)	0.716	0.781	0.754	0.913
Customer satisfaction ($Y_{1.3}$)	0.621	0.734	0.797	0.899

Source: SmartPLS version 4 (2024)

Table 2 show that mark cross loading on every indicator and variable which measured alone correlated more tall compared to mark cross loading on variable other which correlated low, which to signify all number from cross loading fulfill condition test validity discriminant.

Table 3. Results Test Validity Discriminant (For nell Larcker Criteria)

Variables	Brand image	Customer satisfaction	Service quality	Customer experience
Brand image	0.833			
Customer satisfaction	0.754	0.896		
Service quality	0.783	0.834	0.844	
Customer experience	0.650	0.844	0.746	0.844

Source: SmartPLS version 4 (2024)

Table 3 show that all over validity discriminant on level variable can accepted Because each variable own root AVE more tall compared to the correlation with other variable which has low correlation, this show that construct share variable more high to items which measure it compared to with items on variable other.

Table 4. Results Test Validity Discriminant Heterotrait-Monotrait Ratio (HTMT)

Heterotrait-Monotrait Ratio (HTMT)	
Customer satisfaction <-> Brand image	0.852
Service quality <-> Brand image	0.870
Service quality <-> Customer satisfaction	0.935
Customer experience <-> Brand image	0.716
Customer experience <-> Customer satisfaction	0.944
Customer experience <-> Service quality	0.820

Source: SmartPLS version 4 (2024)

Table 4 show that correlation service quality to customer satisfaction and customer experience to customer satisfaction cannot accepted because own mark > 0.90. Whereas provision validity discriminant HTMT can accepted if own mark < 0.90 like on correlation customer satisfaction to brand image, service quality to brand image, customer experience to brand image, as well as customer experience to service quality.

Test Reliability

Table 5. Results Test Reliability

Variables	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Brand image	0.890	0.891	0.919
Customer satisfaction	0.878	0.879	0.925
Service quality	0.899	0.902	0.925
Customer experience	0.899	0.903	0.925

Source: SmartPLS version 4 (2024)

Table 5 show that every variable own mark Cronbach's Alpha on brand image as big as 0.890, service quality as big as 0.899, customer experience as big as 0.899, and customer satisfaction as big as 0.878. This show Cronbach's Alpha on all over variable > 0.70, it means mark Cronbach's Alpha has fulfill condition, so that all over variable can it is said reliable.

Then for composite reliability show all over variable own mark on brand image as big as 0.919, service quality as big as 0.925, customer experience as big as 0.925, and customer satisfaction as big as 0.925. This show composite reliability on all over variable > 0.70, can interpreted mark composite reliability own level reliability which high.

Analysis Inner Model
R Square

Table 6. Results Test R Square

Variables	R-Square	R- Square Adjusted
Brand image	0.614	0.610
Customer satisfaction	0.819	0.813
Customer experience	0.556	0.552

Source: SmartPLS version 4 (2024)

Based on results on table 6, mark R-Square on brand image as big as 0.610 or 61%, which means service quality capable explain 61% variation on variable brand image, this connection including in **category currently.** Customer satisfaction own mark R-Square of 0.813 or 81.3%, which means variable brand image, service quality, and customer experience capable explain 81.3% variation on variable customer satisfaction, this connection including in **category strong.**

Customer experience own mark R-Square of 0.552 or 55.2%, which means variable service quality capable explain 55.2% variation on variable customer experience, this connection including in **category currently.**

SRMR

Table 7. Results Test SRMR

	Saturated Model	**Estimated Model**
SRMR	0.069	0.071

Source: SmartPLS version 4 (2024)

F Square

Table 8. Results Test F Square

	F-Square
Brand image -> Customer satisfaction	0.066
Service quality -> Brand image	1,589
Service quality -> Customer satisfaction	0.184
Service quality -> Customer experience	1.253
Customer experience -> Customer satisfaction	0.537

Source: SmartPLS version 4 (2024)

Test Hypothesis

Table 9. Influence Test Direct And No Direct on Variables

Analysis	Standard deviation	T statistics	P values	Information
Brand image -> Customer satisfaction	0.121	1,479	0.139	No Significant
Service quality -> Customer satisfaction	0.065	12,089	0.009	Significant
Customer experience -> Customer satisfaction	0.130	2,624	0.000	Significant
Service quality -> Brand image	0.052	14,440	0.000	Significant
Service quality -> Customer experience	0.078	6,074	0.000	Significant

Source: SmartPLS version 4 (2024)

H$_1$: Influence Brand Image to Customer Satisfaction

Based on table test hypothesis, p-value from brand image to customer satisfaction as big as 0.139, results show mark p-value his > 0.05 which it means brand image has no significant influence to customer satisfaction.

H₂: Influence Service Quality to Customer Satisfaction

Based on table test hypothesis, p-value from service quality to customer satisfaction as big as 0.009, results show mark p-value his < 0.05 which it means service quality has significant influence to customer satisfaction.

H₃: Influence Customer Experience to Customer Satisfaction

Based on table test hypothesis, p-value from customer experience to customer satisfaction as big as 0.000, results show mark p-value his < 0.05 which it means customer experience has significant influence to customer satisfaction.

H₄: Influence Service Quality to Brand Image

Based on table test hypothesis, p-value from service quality to brand image as big as 0.000, results show mark p-value his < 0.05 which it means service quality has significant influence to brand image.

H₅: Influence Service Quality to Customer Experience

Based on table test hypothesis, p-value from service quality to customer experience as big as 0.000, results show mark p-value his < 0.05 which it means service quality has significant influence to customer experience.

Test Influence Indirect Effect

Analysis indirect effect done to know influence no direct a variable exogenous to variable endogen which explained by variable mediation. If mark P-Value not enough from 0.05, so its influence significant (variable mediation "play a role"), which means hypothesis accepted. If mark P-Value more from 0.05, so its influence no significant (variable mediation "cannot play a role"), which means hypothesis rejected.

Table 10. Indirect Effect (Influence No Direct)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Service quality -> Brand image -> Customer satisfaction	0.140	0.171	0.108	1.298	0.194
Service quality -> Customer experience -> Customer satisfaction	0.354	0.354	0.057	6.191	0.000

H₆: Brand Image mediate influence Service Quality to Customer Satisfaction

Based on table test hypothesis, brand image mediate influence service quality to customer satisfaction as big as 0.194, results show mark p-value his > 0.05, which it means service quality which mediated with brand image has no significant influence to customer satisfaction.

H₇: Customer Experience mediate influence Service Quality to Customer Satisfaction

Based on table test hypothesis, customer experience mediate influence service quality to customer satisfaction as big as 0.000, results show mark p-value his < 0.05, which it means service quality which mediated with customer experience has significant influence to customer satisfaction.

Discussion

Influence of Brand Image to Customer Satisfaction

Results analysis show that brand image no own impact which significant to customer satisfaction. This can explained by fact that Indibiz is new product which launched by Telkom on July 2023, and level introduction the brand not yet reach level product previously, that is Indihome. Since 1 July 2023, Telkom has experience two stage transformation business. On first stage, company divert product Indihome to subsidiary company, Telkomsel. On second stage, on 1 August 2024, company also deliver operation technical to subsidiary company, Telkom Access. Because of that, can understood that brand image Indibiz not yet known wide, because Telkom has switch from model Business to Customer (B2C) Indihome to model Business to Business (B2B) Indibiz. This study in line with studies previously, that is on studies case Bank Transactions which research results show that variable brand image has no significant influence to customer satisfaction (Rusmahafi & Dear, 2020). Besides that, study related business F&B which done by September & Harsoyo (2023) also show that brand image has no influence which significant to customer satisfaction. Brand image product Indibiz reflect perception customer to product or service which given by company, which formed during use Indibiz and stored in their memory. If brand image developed in a way effective, customer satisfaction to Indibiz will increase, and the product can obtain confession which more wide in all over world.

Influence of Service Quality to Customer Satisfaction

Results analysis show that service quality has significant impact to customer satisfaction. Matter this means that if service quality developed well and fulfill customer expectation, like when customer Indibiz come direct to PT. Telkom Witel South Sulawesi, employee will try give service best as well as ensure speed network in accordance with customer expectation. Matter this make customer feel comfortable and still loyal to Indibiz. This supported with existence study related studies case service taxibike on line "om-jek" in Jember. Anggriana et al. (2017) say that service quality has impact to customer satisfaction.

Dimensions which used to measure service quality covers assurance, reliability, tangibility, responsiveness, and empathy. In aspect assurance, customer feel that employee in a way consistent guard attitude polite and friendly moment they subscribe Indibiz. If employee behave polite and friendly in communication as well as service, customer will feel comfortable and like to keep going use Indibiz. In aspect reliability, PT. Telkom Witel South Sulawesi ensure that they provide quality network best so that customer hasn't feel disappointed with service Indibiz. In aspect tangibility, appearance professional employee PT. Telkom Witel South Sulawesi become main factor in serve customer. When customer interact with employee which look good neat, they will feel more comfortable and believe self. In aspect responsiveness, attitude polite employee PT. Telkom Witel South

Sulawesi rated positive by customer. Final, in aspect empathy, employee PT. Telkom Witel South Sulawesi give explanation which clear and recommend speed network Indibiz which in accordance with customer need, so that ensure experience user which optimal.

Influence of Customer Experience to Customer Satisfaction

Results analysis show that customer experience has impact significant to customer satisfaction. This means when customer Indibiz has experience positive, it can help increase customer loyalty. Study which done by Paturusi & Grace (2019) and Rohmawati & Prastiwi (2024) shows that customer experience has influence significant to level customer satisfaction. As for results testing Hendra (2017) also find that customer experience influential to customer satisfaction. Customer experience to network Internet Indibiz has become focus of main company, because customer behavior often formed by their experience. In PT. Telkom Witel South Sulawesi, company keep going make an effort to give best service for Indibiz loyal customer, like provide service internet quality, service customer which friendly, as well as give merchandise exclusive for Indibiz loyal customer. Through this effort, PT. Telkom Witel South Sulawesi succeed create experience positive for Indibiz customer.

Influence of Service Quality to Brand Image

Results analysis show that service quality has significant impact to customer satisfaction. Give best service quality not only increase customer satisfaction but also help build brand image which strong in customer mind. This conclusion supported by study related to that done by Agus Salim & Ali (2017) and Afwan & Santosa (2019) which find that service quality has positive and significant influence to brand image. According to Parasuraman et al. (2000), service quality built based on comparison two factor main, that is perception customer to service which they accept compared to with service which they expect. If experience real exceed customer expectation, so the service considered satisfying. However, if real experience more low from expectation, so the service considered not satisfying. In matter, Indibiz make an effort give service quality which very good for fulfill customer need, so that can build brand image which strong in consumer mind. Service quality which accepted by customer is evaluation to superiority company in a way overall, based on their perception to service quality and company performance in a way comprehensive. This findings in line with results study The Great (2012), which show that service quality influential to image company, in where high service quality will increase image company in customer perspective.

Influence of Service Quality to Customer Experience

Results analysis show that service quality has significant impact to customer experience. This means that if service quality developed with good and fulfill customer expectation, like moment use Indibiz, customer will feel satisfied and like with service quality which given. This study in line with Andrew (2024) which show that service quality has positive impact to customer experience.

PT. Telkom Witel South Sulawesi create customer experience which positive with provide service which in accordance with customer expectation, especially through response which fast, good in direct interaction and also indirect moment serve customer Indibiz. Besides that, employee still friendly and be patient in

handling customer complain, so that leave positive impression which deep to service quality which given.

Influence of Brand Image Mediating Service Quality to Customer Satisfaction

Results analysis show that service quality which mediated with brand image has no significant influence to customer satisfaction. This means that for Indibiz product, brand image cannot play a role as effective mediator between service quality and customer satisfaction.

This can interpreted, although brand image influence customer perception, the impact more nature direct than in a way no direct influence customer satisfaction through service quality. With other means, customer tend evaluate satisfaction they based on direct experience to service quality which given, like speed Internet, reliability network, and responsiveness service customer, than through brand image which has formed. Other factor which possible become reason why brand image cannot play a role as mediator which significant is because Indibiz is new product which still in stage build reputation. Customer possible not yet fully to hook service quality with brand image Indibiz. Because of that, to increase brand image role in build customer satisfaction, company need more active in strengthen strategy branding, like campaign marketing which emphasize service quality, superiority product, and differentiation compared to competitors.

Influence of Customer Experience Mediating Service Quality to Customer Satisfaction

Results analysis show that hypothesis valid, in where service quality which mediated by customer experience has significant impact to customer satisfaction. This means that customer experience play an important role as mediator in connect service quality with customer satisfaction. High service quality, like speed Internet which stable, method payment which easy, and fast response from service customer, can create customer experience which positive. This positive experience will make customer feel satisfied and increase their loyalty to Indibiz product or service. Because of that, company need more focus on improvement customer experience in a way overall, not only on service quality solely.

5. CONCLUSION

Based on research results and discussion, researcher can conclude that brand image has no significant influence to customer satisfaction. Service quality has positive and significant impact to customer satisfaction, this means that the more good service quality, the more fulfilled customer expectation moment use Indibiz, which finally increase customer satisfaction. Customer experience has significant influence to customer satisfaction, this show that when customer Indibiz has good experience, it can help build customer loyalty. Service quality also has significant impact to customer satisfaction, give high service quality not only increase customer satisfaction but also help build brand image which strong in customer mind. Besides that, brand image cannot play a role as mediator which significant between service quality and customer satisfaction. However, customer experience play a role as mediator which significant in connection between service quality and customer satisfaction. This show that customer experience play key role in strengthen customer satisfaction to Indibiz service quality.

As for suggestion which can researcher give to PT. Telkom Witel South Sulawesi that is need focus on strengthening brand promotion to increase brand image as well as keep going do innovation to help company increase customer satisfaction. Researcher also recommend that furthermore study can expand coverage with evaluate role price and promotion in influence customer satisfaction. Besides that, study in time front also can compare influence variable which the same in various region to identify difference customer behavior in every city or area.

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