

## The Role of Brand Image, Trust and Service Quality in Increasing Customer Satisfaction at Trajekline Tour and Travel Jember

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### Abstract

*The development of transportation services is increasing along with the public's need for tourism also increasing. This research aims to analyze and determine the role of brand image, trust and service quality on customer satisfaction at Trajekline Tour and Travel Jember. The population in this research are all customers of Trajekline Tour and Travel Jember who have used travel services. The sample was determined with 50 respondents with the condition that  $n \geq 30$  is a large sample and research can be carried out. The analytical tools used are description analysis, validity and reliability test analysis and research hypothesis test analysis. The results of this research are expected to show that brand image, trust and service quality can provide a significant increase in customer satisfaction at Trajekline Tour and Travel Jember.*

### Keywords

*thematic learning outcomes; utilization of image media*



### I. Introduction

Jember Regency is a region at the eastern tip of Java Island which is currently actively promoting the tourism industry. Jember Regency is famous for the Jember Fashion Carnival which is held every year to attract domestic and foreign tourists. The existence of the tourism industry is usually inseparable from the tour and travel services industry. The development of travel and tour services in Jember Regency has also increased along with the establishment of Jember as a tourist destination. Some names of tour & travel services in the city of Jember include: Rara Tour & Travel; Nusa Trans Travel; Teen Tour; Luna Tiru & Eo; Prime Trans; Travel Jember; Mandiri Trans; Tourism Nuance; Andromeda Utama Toru & Travel; Javanica Toru & Travel; Warna Indonesia Tour & Travel; Trajekline Tour & Travel; UM Jember Trans; Kurnia Duta Dewata Tour & Travel; Adinata Tour & Travel. As the number of service industries in the tour & travel sector increases, competition in getting customers increases. Competition for tourist customers will continue to increase. Therefore, it is important for entrepreneurs in the tour services sector to continue to provide the best service so that customers feel satisfied.

Why is customer satisfaction important? By providing satisfaction to customers, customers will provide the best information regarding the products and services they have experienced. Customer satisfaction is a response or response from consumers to fulfill the need for certain products and services (Qomariah 2016). Customer satisfaction is a comparison between product performance and customer expectations (Kotler and Keller 2016). Customer satisfaction is the feeling a customer feels after experiencing a product or service (Tjiptono 2020). Why does a customer feel satisfied with a product or service?

Many factors can make a customer feel satisfied. Several factors are indicated to increase customer satisfaction, including: brand image, trust and service quality.

The first factor that can provide customer satisfaction is brand image. Brand image is a customer's impression of a brand that will always be stored in the customer's memory. Brand image can be interpreted as a consumer's response to a brand which is based on the good and bad qualities of the brand that consumers remember (Keller and Swaminathan 2020). Brand image is a consumer's overall impression about a brand, where this impression is formed by a combination of recognition, feelings and attitudes towards the brand (Tjiptono 2014). An attractive brand image will give a special impression to consumers. Therefore, service providers or companies must be able to create a brand that can make a good impression on customers. An attractive and unique impression will give a special impression to customers which will later make customers satisfied with the product or service.

Research on brand image which is linked to customer satisfaction has been carried out by many previous researchers including: (Dewi Kurniawati 2014), (Pusparani and Rastini 2014), (Dimiyati and Subagio 2016), (Upamannyu 2014), (Neupane 2015), (Wu 2011), (Usvela, Qomariah, and Wibowo 2019), (Qomariah 2012), (Nursaid, Purnomo, and Qomariah 2020), (Atmanegara et al. 2019), (Saputra 2013), (Djanas 2016), (Mutmainnah 2018), (Dayrobi and Raharjo 2020), (Septiandari et al. 2016), (Setyaningsih and Murwatingsih 2017), (Mardianty 2018), (Gunawan, Wahyuni, and Jufrizen 2018), (Mardianty 2018), (Yulisetiari and Prahasta 2019), (Prameswari and Mahestu 2019), (Subagiyo 2015), (Qomariah et al. 2020), (Setyawati, Rifai, and Sasmito 2018), (Qomariah 2018), (Putri, Arifin, and Wilopo 2016), (Amalia and Murwatingsih 2016), (Tjahjaningsih 2013) which states that brand image can provide a significant increase in customer satisfaction. Meanwhile, research by (Soliha et al. 2019) concluded that brand image has no impact on customer satisfaction.

Trust is also a factor that can increase customer satisfaction. Providers are obliged to maintain the trust given by customers. Customers who make purchases have indicated that they believe that their products and services can meet customer needs. Consumer trust is the confidence, trust and knowledge that consumers have about an object or product regarding its various attributes and benefits. Attributes are characteristics or features that an object may or may not have. Meanwhile, benefits are positive results provided to consumers. Trust arises from repeated perceptions, and learning and experience. Trust is a key variable in developing a strong desire to maintain a long-term relationship. According to (Mowen and Minor 2012), consumer trust is all the knowledge possessed by consumers and all the conclusions consumers make about objects, attributes and benefits. Objects can be products, people, companies and anything about which someone has beliefs and attitudes. According to (Sumarwan 2011), consumer trust is consumer knowledge regarding the belief that a product has various attributes, and the benefits of these various attributes. According to (Priansa 2017), trust is a psychological area which is a concern for accepting what is based on expectations of good behavior from other people. Consumer trust must always be maintained so that consumers continue to believe in the company's products and services. This consumer trust indicates that consumers are satisfied with the products and services they have experienced and consumed.

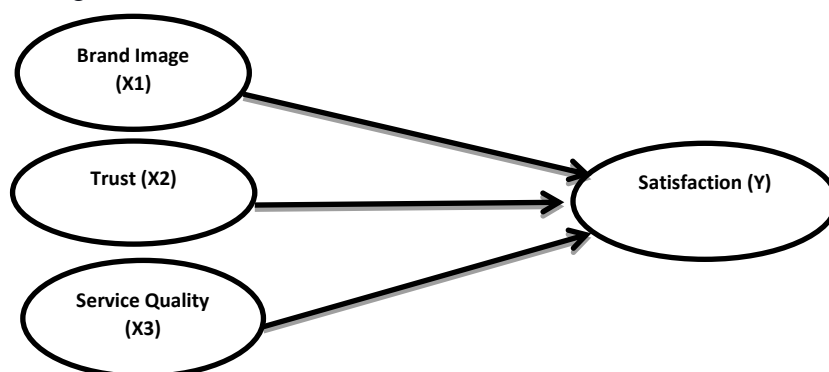
Research conducted by (Ayu and Sulistyawati 2018), (Gultom, Arif, and Fahmi 2020), (Gultom, Arif, and Fahmi 2020), (Guspul 2014), (Setiawan, Minarsih, and Fathon 2016), (Osman and Sentosa 2013), (Arifin 2011), (Supertini, Telagawathi, and Yulianthini 2020), (Zamry and Nayan 2020), (Affandi and Sulistyawati 2015), (Rafiah 2019), (Soegoto 2013), (Qomariah et al. 2023), (Ambarwati, Qomariah, and Sanosra 2022), (Qomariah and

Ambarwati 2022), (Ariska, Qomariah, and Wijayanti 2020), (Muzaki et al. 2023), (Sutrisno, Cahyono, and Qomariah 2017), link consumer trust with customer satisfaction.

Service quality is also a factor that can provide satisfaction to customers. Quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations (Tjiptono 2014). According to (Kotler 2019) service quality is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Service is the behavior of producers in order to fulfill the needs and desires of consumers in order to achieve consumer satisfaction. Customers will look for products in the form of goods or services from companies that can provide the best service to them. Companies that can provide the best service to customers are a strategy to increase customer satisfaction. Customers will feel satisfied with good service.

Research on service quality related to customer satisfaction has been carried out by many previous researchers, the results of which are still debated. Research by: (Muzaki et al. 2023), (Yanuar, Qomariah, and Santoso 2017), (Qomariah et al. 2023), (Ambarwati, Qomariah, and Sanosra 2022), (Sanosra et al. 2022), (Fahrurrozi, Rozzaid, and Qomariah 2020), (Purnomo et al. 2023), (Sutrisno, Cahyono, and Qomariah 2017), (Swatyas, Martini, and Qomariah 2022), (Qomariah and Lestari 2020), (Qomariah, Firdaus, and Herlambang 2023 ), (A. Setiawan, Qomariah, and Hermawan 2019), (Muharmi and Sari 2019), (Verriana and Anshori 2017), (Setyawati, Rifai, and Sasmito 2018), (Halimah, Mursityo, and Rusydi 2022), (Purwati and Hamzah 2019), (Yulisetiari and Prahasta 2019), (Anggriana, Qomariah, and Santoso 2017), (Firmansyah 2022), (Mulyawan and Rinawati 2016), (Lie et al. 2019), (Maskur, Qomariah, and Nursaidah 2016 ), (Budiyono, Sarbullah, and Novandalina 2022), (Soliha et al. 2019), (Qomariah et al. 2020), (Al-dweeri et al. 2017), (Sukamuljo, Ruswanti1, and Aida 2021) which states that Service quality can provide satisfaction to customers. Meanwhile, research by (Fahmi, Qomariah, and Cahyono 2020), (Qomariah 2012) states that service quality cannot provide satisfaction.

Based on findings in previous research, it turns out that there are still inconsistent results from the relationships between variables. The tour and travel industry in the Regency has also experienced an increase with the increasing number of people engaged in the tour & travel sector, so that competition in the tour & travel sector has also increased. Therefore, the problem formulation in this research is whether brand image, trust and service quality influence customer satisfaction at Trajekline Tour & Travel Jember. Meanwhile, the aim of this research is to determine and analyze the influence of brand image, trust and service quality on customer satisfaction at Trajekline Tour & Travel Jember. The research conceptual framework and research hypotheses in this study are presented in Figure 1.



*Figure 1. Research Conceptual Framework*

## Research Hypothesis

H1: Brand image has a positive impact on customer satisfaction.

H2: Trust has a positive impact on customer satisfaction.

H3: Service quality has a positive impact on customer satisfaction

## II. Research Methods

This research is causality research. Causality research is research conducted to determine the causality of the relationship between the independent variable and the dependent variable used in the research (Sugiyono 2017). The population of this research is all Trajekline Tour & Travel customers who have used its services. The planned sample size is 75 respondents. The reason for using a sample of 75 is according to the opinion (Ferdinand 2016) that the large sample for research is  $n \geq 30$ . The independent variable consists of the variables brand image (X1), trust (X2), and service quality (X3), while the independent variable is satisfaction customer (Y). The data analysis method consists of descriptive statistical analysis, data validity and reliability testing, and hypothesis testing

## III. Result and Discussion

### 3.1 The Influence of Brand Image on Customer Satisfaction

Research on the influence of brand image on customer satisfaction is expected to provide results that brand image influences customer satisfaction at Trajekline Tour & Travel Jember. Research that also discusses the relationship between brand image and customer satisfaction has been conducted by (Pusparani and Rastini 2014), (Upamannyu 2014), (Neupane 2015), (Wu 2011), (Kavengi 2013), (Dimiyati and Subagio 2016), (Poha , Karundeng, and Suyanto 2022), which shows that brand image has a significant effect on customer satisfaction.

### 3.2 The Effect of Trust on Customer Satisfaction

Research on the influence of trust on customer satisfaction is expected to provide results that trust influences customer satisfaction at Trajekline Tour & Travel Jember. Research that also discusses the relationship between brand image and customer satisfaction has been conducted by (Putra and Indriyani 2018), (Wulandari and Suwitho 2017), (Kundu and Datta 2015), (Andhini and Khuzaini 2017), (Mawey, Tumbel, and Ogi 2018 ), (Kartika and Ganarsih 2019), (Hendratono 2011), which shows that trust has a significant effect on customer satisfaction.

### 3.3 The Influence of Service Quality on Customer Satisfaction

Research on the influence of service quality on customer satisfaction is expected to provide results that service quality influences customer satisfaction at Trajekline Tour & Travel Jember. Research that also discusses the relationship between brand image and customer satisfaction has been conducted by (Pahlevi, Suwarni, and Nurzam 2021), (Dewi et al. 2018), (Harun 2015), (Kuntari, Kumadji, and Hidayat 2016), (Putro, Samuel, and Brahmana 2014), (Saleem and Raja 2014), (Djanas 2016), (Atmanegara et al. 2019), (Saputra 2013) where the research results state that service quality has a significant effect on customer satisfaction.

## IV. Conclusion

It is hoped that the results of this research will have an impact on science and practitioners. The hope of this research is that:

1. Brand image can have a positive influence on Trajekline Tour & Travel Jember.
2. Trust can have a positive influence on Trajekline Tour & Travel Jember.
3. Service quality can have a positive influence on Trajekline Tour & Travel Jember.

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