



How the image of the company and the value of the customer affect satisfaction

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ABSTRACT

A primary goal of this study is to investigate and dissect the connection between a company's public image and its ability to retain satisfied clients. The second objective is to investigate the connection between customer value and contentment. Third, to dissect what factors have the most impact on happiness and why. The description of each variable answer in this study is Corporate Image (X1), Customer Value (X2) and Customer Satisfaction (Y1) can be done by means of descriptive analysis

In accordance with the results of the discussion there are several things that can be concluded in accordance with the objectives of this study there is a positive influence of corporate image variable on customer satisfaction, the better the corporate image that is formed with the existing suitability it will form customer satisfaction. There is a positive influence of the customer value variable on customer satisfaction, the more customers benefit from the programs offered, the more customer satisfaction increases. The customer value variable is the variable that has the biggest influence on customer satisfaction, so it needs special attention for management to improve customer satisfaction.

Keywords: Corporate Image; Customer Value;
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Introduction

The banking sector is one that relies heavily on customer confidence (agent of trust). It is necessary to establish credibility before attracting new customers. Public perception of the quality of a company's products or offerings is its reputation. If the public's perception of a firm is equivalent to the quality of the service the it provides, then a more positive public image will result in better brand value and competitive advantage, it has been shown that (Soliha et al., 2019).

Banks can learn a lot about their customers and improve their services by listening to what they have to say, thus customer reviews are vital. Customer value, as defined by Triono et al., (2020), is the trust that develops between the customer and the bank as a result of an honest discussion about the merits and shortcomings of the bank's offerings.

One definition of customer satisfaction is the degree to which consumers have a favorable impression of a given company or brand. Customer feedback on the product's usefulness is only one more area where this evaluation is carried out after the sale of the item. Customers who are pleased with their purchases are more inclined to make additional purchases in the future. Dissatisfied customers, however, will likely never return and may even seek out a rival. The term "expectation disconfirmation" (Sumarwan, 2015) describes the dissatisfaction a consumer feels when the product falls short of his or her expectations.

A Rural Bank serving the areas of Kendal Regency and Semarang Regency, BPR Nusamba has been in operation for close to 30 years and maintains a total of 17 offices (1 main office, 3 branches, and 13 cash offices). There are three of them available: the Super Plus Deposit, the Harmoni Plus Credit, and the Harmoni Plus Savings. Increases in both brand awareness and membership have helped BPR Nusamba become the financial institution of choice for many in the area, particularly for those looking to establish credit or build savings.

Similar questions were asked of BPR Nusamba Cepiring customers regardless of which product they had used. Consequently, it can be concluded that BPR Nusamba Cepiring has satisfied consumers who are pleased with the quality of the products and services they have received. The field data supports this theory by showing that consumers who regularly use credit are beginning to drop and prefer switching to savings products notwithstanding the simplicity and speed of the credit process. Customers of BPR Nusamba, a rival to commercial banks, can wait at home, and BPR Nusamba Cepiring officers will come to provide custodian services for savings and deposit products. If the products a customer buys from a particular company consistently exceed their expectations and instill a sense of confidence in them, that customer is more likely to stick with that company. Therefore, BPR Nusamba Cepiring gauges customer satisfaction as a proxy for brand loyalty.

Soliha et al., (2019) conducted research showing that clients are happier when they are satisfied with the bank's service quality and public perception. In addition, Subagiyo & Budiman (2019) elucidated how a company's public image might affect its ability to keep customers happy. Research findings from Usvela et al., (2019) indicating customer value has a positive and significant effect on satisfaction are supported by Triono et al., (2020).

A primary goal of this study is to investigate and dissect the connection between a company's public image and its ability to retain satisfied clients. The second objective is to investigate the connection between customer value and contentment. Third, to dissect what factors have the most impact on happiness and why.

Literature Review

Satisfaction

Sumarwan (2018) satisfaction theory says that the difference between a customer being happy with a product and being unhappy with it comes from comparing what the customer

expected before using the product to what they actually got from using the product. Kotler and Keller (Budiarto & Subagja, 2018) say that customer satisfaction is a result of a person's evaluation of the product's actual performance (results) compared to what they had expected from the product at first.

According to Tjiptono in (Laia et al., 2021), there are three satisfaction indicators: meeting expectations, wanting to come back, and being willing to recommend.

Corporate Image

According to Edar et al., (2019), the public's view and impression of a corporation is what is meant by the term "corporate image." If a firm is able to provide a positive image to its customers, those customers will have a favorable impression of the company. Brand image is a reflection of a brand that is stored in the memory of consumers, as stated by Lahap et al., (2016). To put it another way, the image of a brand is essentially what comes to the mind of customers when the brand is exhibited to customers. When consumers assess a brand name, it is a clear indication that they are immediately taking into consideration the attributes of a brand.

Wartanto (2019), Image indicators : Location; Administration; Speed and accuracy of making transactions; Facility.

H₁: Corporate Image positive effect on customer satisfaction

Customer Value

According to Ishaq et al., (2014), consumers' overall opinion about the usefulness of a product depends on what is received and supplied. Based on the premise, economic, consumer and emotional benefits shape customer value (Usvela et al., 2019). In addition to the purchase price, economic benefits come from acquisition, ownership, maintenance, repair, and disposal expenditures. Appearance, service and reputation help customers. Emotional benefits address clients' emotional demands related to psychology, personality, and values

H₂: Customer Value positive effect on customer satisfaction

Methods

This type of research uses quantitative research, namely searching for data/information from the reality of existing problems with reference to the proof of concept/theory used (Octafian & Nugraheni, 2020), the concepts/theories in this study are company image, customer value, customer satisfaction and customer loyalty.

The description of each variable answer in this study is Corporate Image (X1), Customer Value (X2) and Customer Satisfaction (Y1) can be done by means of descriptive analysis.

Result and Discussion

Validity testing is done by comparing the calculated significance value with the error significance value (5%), a variable is said to be valid if it gives valuesignificance< 0.05. The results of validity testing for each variable are as follows:

Table 4.6

Indicator	Sig Value	Sig Error	Information
X1.1	0.000	0.05	Valid
X1.2	0.000	0.05	Valid
X1.3	0.000	0.05	Valid
X1.4	0.000	0.05	Valid

X1.5	0.000	0.05	Valid
X1.6	0.000	0.05	Valid
X1.7	0.000	0.05	Valid
X1.8	0.000	0.05	Valid

Source: Processed primary data, 2022

The results in table 4.6 explain that each indicator on *corporate image* declared valid so that it can be continued with the next test. Next are the results of testing the customer value variable in the following table:

Table 4.7

Variable Instrument Test Customer Value

Indicator	Sig Value	Sig Error	Information
X2.1	0.000	0.05	Valid
X2.2	0.000	0.05	Valid
X2.3	0.000	0.05	Valid
X2.4	0.000	0.05	Valid
X2.5	0.000	0.05	Valid
X2.6	0.000	0.05	Valid
X2.7	0.000	0.05	Valid
X2.8	0.000	0.05	Valid
X2.9	0.000	0.05	Valid
X2.10	0.000	0.05	Valid

Source: Processed primary data, 2022

The results in table 4.7 explain that each indicator on *customer value* declared valid so that it can be continued with the next test. For testing the satisfaction variable is in table 4.8

Table 4.8

Satisfaction Variable Instrument Test

Indicator	Sig Value	Sig Error	Information
Y.1	0.000	0.05	Valid
Y.2	0.000	0.05	Valid
Y.3	0.000	0.05	Valid
Y.4	0.000	0.05	Valid
Y.5	0.000	0.05	Valid
Y.6	0.000	0.05	Valid
Y.7	0.000	0.05	Valid
Y.8	0.000	0.05	Valid
Y.9	0.000	0.05	Valid

Source: Processed primary data, 2022

The results in table 4.8 explain that each indicator on *satisfaction* is declared valid so that it can be continued with the next test.

The reliability test was carried out with the Croanbach Alpha statistical test. Reliability testing is done by comparing the value of Croanbach Alpha, a variable is said to be reliable if it gives value > 0.60. Based on the results of the analysis obtained the value of for each variable in the model as follows:

Table 4.9

Reliability Test

No	Variable	Alpha	Standard Alpha	Information
1.	<i>Corporate Image</i>	0.876	0.60	Reliable
2.	<i>Customer Value</i>	0.878	0.60	Reliable

3. Satisfaction	0.688	0.60	Reliable
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Source: Processed primary data, 2022

From the calculation of the reliability index of the instrument being tested, it can be interpreted that the value of obtained reaches 0.60 and above. So it can be concluded that the responses of each given variable are reliable.

4.4 Multiple Linear Regression Analysis

This analysis is used to find the regression equation or the effect between *Corporate Image*(X1), *Customer Value*(X2), *satisfaction*(Y1)

Based on the results of multiple linear regression analysis for the first model, the following regression equation is obtained:

$$Y1 = a + 0.191x1 + 0.429x2 + e1$$

From these equations it can be explained that:

- The regression coefficient of the corporate image variable (X1) is 0.191 (positive value), this means that the corporate image variable has a positive influence on satisfaction. The more appropriate the corporate image with the real conditions, the customer satisfaction will increase.
- The regression coefficient for the customer value variable (X2) is 0.429 (positive value), this means that the customer value variable has a positive influence on satisfaction. The more attention is paid to customer value, the more impact it will have on the level of customer satisfaction.

Output resulting from testing the model are as follows:

Table 4.10
Output Model

Regression Model	Test Model			t test		Information
	Adj R Square	F Count	Sig.	□	Sig	
Models: Y1 = a + 0.191x1 +0.429x2+ e1	0.232	15,961	0.000			
<i>corporate image</i> positive effect on satisfaction				0.191	0.035	H1 accepted, positive
<i>customer value</i> positive effect on satisfaction				0.429	0.000	H2 is accepted, positive

4.4 Findings

4.4.1 F Uji test

From the results of table 4.10, in the first model, the calculated significance value is 0.000, which means the arithmetic significance value is <0.05, the variable *corporate image* and *customer value* simultaneously or jointly have a significant effect on the variable satisfaction.

4.4.2 Coefficient of Determination Test

The coefficient of determination of model I is used to determine how much influence the corporate image variable (X1) and customer value variable (X2) can explain the variation of changes in the satisfaction variable (Y1) for the first model.

The adjusted R² value of 0.232 means the magnitude of the influence of the corporate image variable (X1) and the customer value variable (X2) can explain the variation of

changes in the satisfaction variable (Y1) by 23.2% while the remaining 76.8% is influenced by other variables not included in the study.

4.4.3 t test

The results of partial hypothesis testing of each variable are as follows:

4.4.3.1 Influence *Corporate Image* (X1) Against Satisfaction (Y1)

The test is carried out using the results of the t test. The calculation results show that the regression coefficient value of the corporate image variable has a t-count value of 2.135 which is positive with a statistical significance value of $0.035 < 0.05$. This means that there is a positive influence of corporate image variables on customer satisfaction. This means that the first hypothesis is accepted.

4.4.3.2 Influence *Customer Value* (X2) Against Satisfaction (Y1)

The calculation results show that the regression coefficient value of the customer value variable has a t-count value of 4.809 which is positive with a statistical significance value of $0.000 < 0.05$. This means that there is a positive influence on the customer value variable to customer satisfaction. This means that the second hypothesis is accepted.

4.5 Discussion

4.5.1. Influence *Corporate Image* (X1) Against Satisfaction (Y1)

Based on the research results, corporate image has an effect on customer satisfaction. The regression coefficient value of the corporate image variable has a calculated significance value of $0.035 < 0.05$. This means that the first hypothesis is accepted, corporate image has a positive effect on customer satisfaction.

A positive sign on the regression coefficient indicates that corporate image has a positive relationship with customer satisfaction, which means that corporate image can determine satisfaction so that the better the corporate image formed by the company and in accordance with the existing reality, the greater the level of customer satisfaction obtained.

These results are in accordance with research conducted by Soliha et al., (2019) where the company's image has a positive and significant influence on customer satisfaction.

4.5.2 Influence *Customer Value* (X2) to Satisfaction (Y1)

Based on the results of research on the effect of customer value on satisfaction using the results of the t test. The calculation results show that the regression coefficient value of the customer value variable has a calculated significance value of $0.000 < 0.05$. This means that there is a positive influence of the customer value variable on customer satisfaction.

The results of this study support the results of research conducted by Usvela et al., (2019) and Triono et al., (2020) namely the value of the customer has a positive and significant effect on satisfaction and proven true. The more customer value is paid attention to, the more customer satisfaction will be created.

Conclusion and Suggestion

In accordance with the results of the discussion there are several things that can be concluded in accordance with the objectives of this study there is a positive influence of corporate image variable on customer satisfaction, the better the corporate image that is formed with the existing suitability it will form customer satisfaction. There is a positive influence of the customer value variable on customer satisfaction, the more customers benefit from the programs offered, the more customer satisfaction increases. The customer value variable is the variable that has the biggest influence on customer satisfaction, so it needs special attention for management to improve customer satisfaction.

Based on the results of the study, the researchers can provide the following suggestions: because one of the indicators of the corporate image variable has a low value, although it is said that the accuracy of employees in serving customers is good, it is suggested to BPR Nusamba Cepiring to re-evaluate the accuracy of services provided by employees to

customers, even though it is good. It is recommended that BPR Nusamba Cepiring begin to reorganize the product design specifically for the savings program to make it more attractive to customers due to the low value of one of the indicators on the customer value variable and the statement that deposit products with prizes also attract customers.

Given the low value of one of the indicators of the satisfaction variable and the statement that the savings products of BPR Nusamba Cepiring are less attractive to customers, it is advisable for the company to start large-scale promotions, increase the benefits of using savings products, or create special programs for these products.

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