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Influence on company image and service quality on satisfaction through customer buying decisions at pt berdikari nanda tunggal

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Abstract

This study analyzes corporate image and service quality on customer satisfaction with buying decisions as a mediating variable at PT Berdikari Nanda Tunggal. The sampling technique used was stratified random sampling, a sampling method in which the population is stratified into several layers based on certain criteria. The sample who became respondents in this study were 60 people—data analysis using path analysis. From the analysis and discussion, it can be concluded that: (1) company image and service quality variables have a positive and significant effect on buying decisions; (2) corporate image and service quality variables

have a positive and significant effect on customer satisfaction; (3) the buying decision variable has a positive and significant effect on customer satisfaction; (4) the direct effect of corporate image on customer satisfaction is smaller than the indirect effect through buying decisions, this means that buying decisions can be a mediating variable between company image and customer satisfaction; (5) the direct effect of service quality on customer satisfaction is greater than the indirect effect, this means that buying decisions cannot be a mediating variable between service quality and customer satisfaction.

Keywords: Company Image, Service Quality, Purchase Decision, and Customer Satisfaction

1. Introduction

Indonesia is a country with very fast economic development at this time. One of the effects of development in Indonesia is that it causes companies to be more creative and innovative, thereby making competition tougher in the business world tighter. The competition also requires a useful marketing function so that the goals expected by the company will be achieved because marketing is the main pillar that is important in the company's survival. To support government programs' success, especially in the tourism sector, a cooperation of all parties is required. The awareness and participation of all parties involved, both private and government, is needed to develop tourism development in Indonesia successfully. According to Law No. 10/2009 on Tourism, the definition of tourism is various kinds of tourism activities supported by various facilities and services provided by the community, entrepreneurs, the Central Government, and Regional Governments. Also, tourism greatly affects state revenue through foreign exchange and taxes and affect residents' income. This potential tourism development cannot be separated from good marketing strategies and methods and joint commitment. The City Government must also cooperate with the private sector, especially tour and travel agents, to promote. The role of travel agents in marketing these products is very dominant because this business has a fairly wide network (fleets, hotels, and others), extensive promotional media (brochures/pamphlets, newspapers, magazines, and other media), and customers or service users who are can be persuaded to be interested.

PT Berdikari Nanda Tunggal (BNT) was founded in early 2016, a strategic location on Jl. TB Simatupang, Building 18 Office Park, South Jakarta. BNT has developed into a tourism agent for Domestic Tour, International Tour and Umrah travel in Indonesia. With the initial concept of building and being consistent, BNT is slowly pursuing a "telling" strategy to gain trust and satisfaction with consumers and provide tourists worldwide with good quality and the best customer service. PT Berdikari Nanda Tunggal (BNT) focuses on service and always getting customers through reliable marketing channels. Every business actor in each business category must be sensitive to any changes that occur and place an orientation towards customer satisfaction as the main goal. Companies in providing satisfaction to consumers must first study the wants and needs of current and future consumers.

Customer satisfaction is a feeling of pleasure or disappointment for someone who arises after comparing their perceptions or impressions of a product's performance (results). Customer satisfaction is defined as a post-consumption evaluation that an alternative chosen meets or exceeds customer expectations.

Customer satisfaction contributes to several crucial aspects, such as creating customer loyalty, improving company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity. Satisfaction has meaning, namely a kind of comparison step between experience and evaluation results, can produce spiritually comfortable, not just comfortable because it is imagined or expected. Satisfied or dissatisfied is not an emotion but an evaluation of emotions. Customer satisfaction or dissatisfaction is the customer's response to the evolution of the perceived mismatch between previous expectations and the product's actual performance. In this increasingly fierce competition, more and more producers are involved in fulfilling the needs and desires of consumers, so that this causes every business entity to place an orientation on customer satisfaction as the main goal, with the increasing number of business entities that declare a commitment to customer satisfaction in the advertising mission statement. The level of customer satisfaction with a good or service will reflect the company's success rate in marketing its products. A company's success is seen from how its image develops or will develop and is one of the most important parts of a company, both large and small companies. Company image is also a set of beliefs, ideas, and impressions that a person has about a company or the total perception of an object formed by processing information from various sources at any time. Company image results from a collection of processes in which consumers compare the company's various attributes. The attributes in question include product, price, product quality, and service quality. Consumers will make subjective perceptions about the company and all its activities. The company's image will tie in with the large selection of products sold in the market, so there will be more choices for consumers to choose products that match their expectations. The consequence of this condition is that consumers become more careful and smarter in dealing with every product launched on the market. A company in using the product should be tailored to the needs and desires of consumers. That way, the product can compete in the market to have many alternative product choices before deciding to buy a product offered. The advantages of the product can be known by consumers and can make consumers interested in trying and then decide to buy a product.

However, in starting a business, business people must pay attention to consumer behavior. Consumer behavior is the buying habits or consumption behavior patterns of people in general or specific groups. To find out consumer behavior, business people research to find out the factors that shape consumer behavior. This research was conducted to obtain information for business people in carrying out their business strategies. The research results then become a reference for developing business strategies. Every business activity is always profit-oriented so that the strategies designed are expected to create product sales. Product sales will occur when potential consumers make a purchase decision for the product. The purchase decision is the consumer's decision on the selected brand among a selection of existing brands. A product or service will fail if it cannot provide satisfaction to consumers. However, trying to satisfy consumers is very difficult because the competition is so intense and changes in the social environment affect consumer behavior and higher economic growth levels. Thus, a fixed marketing mix that includes products, prices, services, and promotions will increase customer satisfaction. However, the benchmark for customer satisfaction is more on company image, price, product quality, and service. Quality of service is one of the main keys to success. This is in line with service quality,

where service quality is an effort to fulfill customer needs and desires and the accuracy of their delivery to balance customer expectations. The existence of a company image and good service quality supported by a competitive pricing strategy (competitive), of course, will also affect consumer confidence. Trust is a sense of trust in a partner with whom someone is connected. Trust comes from an old product until both parties trust each other.

2. Literature Review

2.1 Buying Decision

To get an idea of the buying decision, the following will propose a definition of the buying decision according to the experts. According to Munandar (2001) ^[1]; (Muslih, M., Razak, I., & Subagja, I. K, 2020) ^[9], "buying decision making is a process of problem recognition, information search, evaluation (assessment) and selection of alternative products, selection of distribution channels and implementation of decisions on products to be used or purchased by consumers." According to Kotler (2013) ^[7] the buying decision is: "several stages carried out by consumers before making a product purchase decision."

According to Setiadi (2010) ^[12], "buying behavior implies that individual activities are directly involved in exchanging money for goods and services, as well as in the decision-making process that determines these activities." The consumer's decision to buy a product always involves physical activity (in the form of direct consumer activity through the stages of the purchase decision-making process) and mental activity (when consumers judge the product according to certain criteria set by individuals).

Buying decisions are the actions of consumers to want to buy a product or not. Of the various factors that influence consumers to purchase a product or service, usually consumers always consider the quality, price, and products that are already known to the public before consumers decide to buy, usually, consumers go through several stages first, namely, (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) decision to buy or not, (5) post-purchase behavior.

2.2 Customer Satisfaction

Customer satisfaction is a prelude to consumer repurchase, customer loyalty, and customer retention, ultimately benefiting the company. Customer satisfaction provides many benefits for the company where one of the important ones is to achieve customer loyalty (Lovelock et al. 2007: 395) ^[8]. According to Oliver (2003: 64) ^[11], "customer satisfaction is a customer's response to the fulfillment of their needs." This means assessing that a form of the privilege of a good or service or the good / service itself provides a comfort level associated with meeting a need, including meeting needs below expectations or meeting needs that exceed customer expectations. Meanwhile, according to Kotler and Keller (2013: 194) ^[7], the notion of customer satisfaction is "the level of a person's feeling which is the result of a comparison between performance appraisal / final product results concerning customer expectations." Satisfaction is a function of expectations and perceived performance. If the performance of the product or service is lower than expected, consumers will feel dissatisfied. If the performance of the product or service is as expected, the consumer will be satisfied. If the product's performance or service exceeds expectations, the consumer will feel very satisfied (delighted).

This theory is supported by the Service Quality Gap Model, which states that: Customer Satisfaction → Expectation =

Perception When a consumer buys a product or service, he has expectations about how the product or service can function to meet the needs and wants that he wants. "The Expectancy Disconfirmation Theory" explains how satisfaction and dissatisfaction are formed. This theory suggests that customer satisfaction or dissatisfaction impacts a comparison of consumer expectations before buying goods or services with the consumer's actual purchase process. Some of the definitions of customer satisfaction are responses or responses from consumers regarding meeting needs. Satisfaction is an assessment of a product or service's characteristics or features, or the product itself, which provides a consumer pleasure level related to meeting consumer consumption needs.

2.3 Quality of Service

Customer satisfaction can be defined as the difference between customers' reality and expectations for the services they receive. According to Kotler (2005) ^[6], the definition of service is "any action or activity that a party can offer to another party, which is intangible and does not result in any ownership." Service quality is the totality of the form of characteristics of goods and services, which shows its ability to satisfy customer needs, both obvious and hidden. For companies engaged in the service sector, providing quality services to customers is an absolute must if they achieve success. Meanwhile, according to Lovelock (2007) ^[8], "service quality is a long-term cognitive evaluation of customers on service delivery from a company." According to Tjiptono (2001) ^[15]; (Wandi, Y., Zainal, V. R., Arafah, W., Subagja, I. K., & Saad, R. A. J, 2020) ^[16], "service quality is the level of excellence expected and control over that level of excellence to meet customer desires." Two main factors affect the quality of company services, namely customer expectations and the company's perceived performance by consumers (performance). The company's service quality is considered excellent and satisfying if the company services received exceeds consumer expectations. If the company service received is lower than expected, the company service quality is perceived as bad.

2.4 Company Image

Company image is very necessary to influence customers/consumers' minds through a combination of advertising, public relations, physical form, words of mouth, and various actual experiences while using goods and services. From these statements, it is implied that customers consider the company's ability to influence their perception of what is offered and impact customer buying behavior. According to Soemirat and Adianto (2007: 21) ^[13], "company image is the impression, feelings and images of the public towards the company, an impression that is intentionally created from an object, person or organization." That one of the indicators has an attitude, which means the tendency to act, perceive, think, and feel in dealing with ideas, objects, situations, and values. Attitude is not behavior but a tendency to behave in certain ways. Company image, according to Kotler and Keller (2013: 274) ^[7], namely an "image is a set of beliefs, ideas, and impressions that a person has on an object." "The corporate image is a combination of the impact on the observer from all verbal and visual components of the company, whether planned or not from other external influences," according to Gregory (2010: 63) ^[5]. Alma (2009: 316) ^[2] states that: "this image is an impression obtained following one's knowledge and understanding of something. Image is formed from how the company carries out its operational activities, which have the primary basis for the

service side. Therefore, to produce a positive image/impression in consumers' eyes, which must be improved and improved is in terms of the quality of services provided by an organization or company.

3. Research Method

3.1 Research Design

This study uses an explanatory analysis approach, meaning that each variable that is put forward in the hypothesis will be observed through testing the causal relationship between the independent variables, namely company image, and service quality, as well as the dependent variable, namely customer satisfaction and the mediating variable, namely customer buying decisions. This study aimed to analyze the causal relationship between corporate image, service quality, purchase decisions, and customer satisfaction. The data used are primary. Respondents in this study were customers from PT Berdikari Nanda Tunggal.

3.2 Population and Sample

The population is a generalization area consisting of objects/subjects with certain characteristics and qualities determined by research to study and then draw conclusions (Sugiyono, 2014: 80) ^[14]. So the population is not only people but also objects and other natural objects. The population is also not just the number of objects/subjects studied but includes all the characteristics/properties possessed by the subject/object. This study's population are all consumers/customers who have come and made travel products at PT Berdikari Nanda Tunggal as many as 120 with details, namely 80 Umrah participants, 25 ticketing reservations, and 15 international tour groups.

According to Mustafa (2002: 58) ^[10], the population totals all objects or individuals with certain, clear, and complete characteristics to be studied. The object value to be studied in the population is called the unit of analysis/population element. The unit of analysis can be people, companies, the media, and so on.

The sample is a subset of the population, consisting of several population members (Ferdinand, 2006) ^[3]. Sampling is done considering that the existing population is very large, so it is impossible to study the entire population, so a representative population is formed. The sample-set was 60 respondents with 40 strata I (Umrah) respondents, 12 strata II (Ticketing), and eight strata III (Tour) respondents.

This study's sampling technique was carried out using the Stratified Random Sampling technique, a sampling method in which the population is stratified into several layers based on certain criteria. The criteria referred to can be research variables. It can also be variables close to the research variables.

4. Result

Path Analysis

To test the effect of the mediating variables, the path analysis method is used. Path analysis is an extension of multiple linear regression analysis. Path analysis uses regression analysis to estimate the causal relationship (Causal model) between variables that have been predetermined based on theory (Ghozali, 2006: 210) ^[4]. The path analysis in this study can be described as follows:

1. Analysis of the influence of company image and service quality on buying decisions

According to Ghozali (2009: 211), the path coefficient uses standardized regression coefficients. The regression analysis results of the effect of corporate image and service quality on

buying decisions show the value of R2 (R Square) of 0.758. The value of R2 is used in calculating the value of the e1 coefficient. The coefficient e1 is a variant of buying decisions not explained by company image and service quality. The amount: 0.491

Based on the analysis, it can be seen that the regression equation is as follows:

$$Y_1 = b_1X_1 + b_2X_2 + e_1$$

$$Y_1 = 0,572 X_1 + 0,337 X_2 + 0,491 e_1 \dots\dots\dots (1)$$

The equation shows that

- a. Every time there is an increase in 1 unit of company image, an increase in buying decisions will be followed by 0.572.
- b. Every time there is an increase in 1 unit of service quality, an increase in buying decisions will be followed by 0.337.

So from equation (1), it can be seen that if the company image increases, the buying decision will increase. Likewise, with service quality, if service quality increases, buying decisions will also increase.

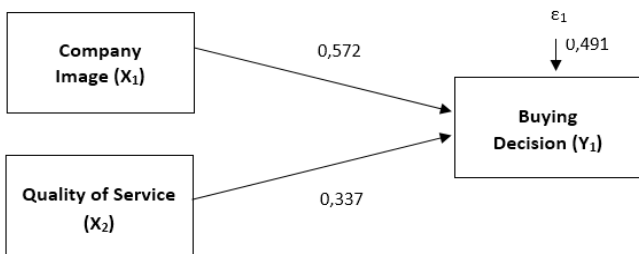


Fig 1: Substructure Equations 1

From Figure 1 above, it can be seen that the beta value of the corporate image coefficient on buying decisions is 0.572, greater than the beta value of the service quality coefficient on buying decisions of 0.337 or (0.572 > 0.337).

1. Analysis of the influence of corporate image, service quality, and buying decisions on customer satisfaction

The regression analysis results of the effect of corporate image, service quality, and purchase decisions on customer satisfaction show the value of R2 (R Square) of 0.687. The value of R2 is used in calculating the value of the e2 coefficient. The e2 coefficient is a variant of customer satisfaction that is not explained by company image, service quality, and buying decisions. The amount: 0.559 Based on the results of the analysis, it can be seen that the regression equation is as follows:

$$Y = b_1X_1 + b_2X_2 + b_3Y_1 + e_2$$

$$Y = 0,199 X_1 + 0,274 X_2 + 0,407 Y_1 + 0,559 e_2 \dots\dots\dots (2)$$

The equation shows that

- a. Every time there is an increase in 1 unit of company image, it will be followed by an increase in customer satisfaction by 0.199.
- b. Every time there is an increase in 1 unit of service quality, it will be followed by an increase in customer satisfaction by 0.274.
- c. Each time there is an increase in 1 unit of the purchase decision, there will be increased customer satisfaction by 0.407.

So from equation (2), it can be seen that if the company image increases, customer satisfaction will increase. If the quality of service increases, customer satisfaction will also increase. Likewise, with buying decisions, if the purchase decision increases, customer satisfaction will also increase.

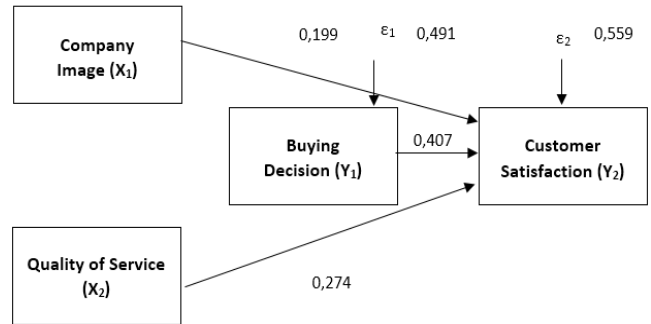


Fig 2: Substructure Equations 2

Figure 2 above shows that the corporate image coefficient's beta value on customer satisfaction is 0.199, smaller than the beta value of the service quality coefficient on customer satisfaction of 0.274 or (0.199 < 0.274). Based on equations (1) and (2), a path analysis model is obtained.

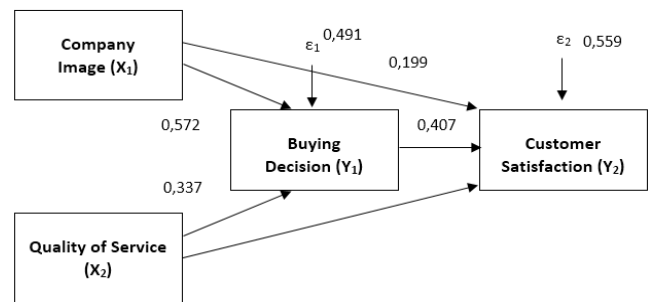


Fig 3: Path Analysis Model

The explanation of Figure 3 above can be described as follows:

- a. The indirect effect's value is obtained from the path coefficient value ρ_{Y1X1} multiplied by the path coefficient value ρ_{Y2Y1} to $(0.572 \times 0.407) = 0.232$. The multiplication result shows that the value of the indirect effect coefficient $\{(\rho_{Y1X1}) \times (\rho_{Y2Y1})\}$ is greater than the value of the direct effect coefficient ρ_{Y2X1} , $(0.232 > 0.199)$. This shows that the corporate image variable can be through the mediating variable (intervening), namely the purchase decision in influencing customer satisfaction. The coefficient value without going through a purchase decision or directly on customer satisfaction is smaller.
- b. The indirect effect's value is obtained from the path coefficient value ρ_{Y1X2} multiplied by the path coefficient value ρ_{Y2Y1} to $(0.335 \times 0.407) = 0.136$. The multiplication result shows that the value of the indirect effect coefficient $\{(\rho_{Y1X2}) \times (\rho_{Y2Y1})\}$ is smaller than the value of the direct effect coefficient ρ_{Y2X1} , $(0.136 < 0.274)$. This shows that the corporate image variable cannot go through the mediating variable (intervening), namely the purchase decision in influencing customer satisfaction. The coefficient value without going through a purchase decision or directly on customer satisfaction is greater.

5. Discussion

1. The Influence of Company Image and Service Quality on Buying Decisions

Based on the analysis, it was found that the F-count value was 89.199. Using the real level $\alpha = 5\%$ (0.05), with the numerator degrees of freedom = 2 and the denominator degrees of freedom = 57, F-count and F-table's value will be compared. This information obtained the value of F5, namely $F5\% (2.57) = 3.16$. $F\text{-count} > F\text{-table}$ ($89.199 > 3.16$), thus H_0 is rejected, and H_1 is accepted at that real level. This concludes that company image and service quality affect buying decisions at PT Berdikari Nanda Tunggal. The coefficient of determination of the variable company image and service quality on buying decisions shows that the R Square value is 0.758. This means that the percentage effect of corporate image and service quality on buying decisions is 75.8%, while other variables influence the remaining 24.2%. Based on testing the first hypothesis, it was found that company image and service quality significantly influenced customer buying decisions in choosing tours and travel service products of PT Berdikari Nanda Tunggal. The results obtained are reinforced by the value of the regression coefficient, which is positive. These findings indicate that the better the company image and the better the quality of service, the more customer buying decisions in choosing tours and travel service products PT Berdikari Nanda Tunggal. Customer buying decisions for tours and travel services of PT. Berdikari Nanda Tunggal is strengthened because the company tries to study customer characteristics by introducing customers' problems, searching for information about products that customers want, evaluating alternatives if the marketing strategy used is not working well study customer behavior after buying products produced by the company.

2. The Influence of Company Image and Service Quality on Customer Satisfaction

Based on the analysis, it was found that the F-count value was 52.172. Using the real level $\alpha = 5\%$ (0.05), with the numerator degrees of freedom = 2 and the denominator degrees of freedom = 57, the value of F-count and Ftable will be compared. This information obtained the value of F5, namely $F5\% (2.57) = 3.16$. $F\text{-count} > F\text{-table}$ ($52.172 > 3.16$), thus H_0 is rejected, and H_1 is accepted at this real level. This suggests that company image and service quality affect customer satisfaction at PT Berdikari Nanda Tunggal. The coefficient of determination of the variable company image and service quality on customer satisfaction shows that the value of R Square is 0.647. This means that the percentage effect of corporate image and service quality on customer satisfaction is 64.7%, while other variables influence the remaining 35.3%. Based on the results of testing the second hypothesis, it was found that company image and service quality significantly affected customer satisfaction in using tours and travel services products of PT Berdikari Nanda Tunggal. The results obtained are reinforced by the value of the regression coefficient, which is positive. These findings indicate that the better the company image and the better the quality of service, the more customer satisfaction in using tours and travel service products PT Berdikari Nanda Tunggal. Customer satisfaction with tours and travel service products of PT. Berdikari Nanda Tunggal is reinforced by customer satisfaction with the quality of products produced by the company, product prices that are quite competitive but do not rule out the aspects of comfort and safety, impressive service quality from service personnel in companies, emotional factors for customers who have used the

company's service products. As well as affordable costs and convenience in buying procedures for company products.

3. Effect of Buying Decisions on Customer Satisfaction

The results of the t-test for the buying decision variable obtained t value = 10.040 with a significance level of 0.000, using a significance limit of 0.05 obtained t table of 2,000. This means $t\text{ count} > t\text{ table}$ ($10.040 > 2,000$), which means that H_0 is rejected and H_1 is accepted. Thus, it can be concluded that buying decisions on customer satisfaction at PT Berdikari Nanda Tunggal, where the influence is positive, meaning that the increase in PT Berdikari Nanda Tunggal can increase customer satisfaction. Based on the results of testing the third hypothesis, it was found that buying decisions have a significant effect on customer satisfaction in choosing tours and travel service products PT Berdikari Nanda Tunggal. The results obtained are reinforced by the regression coefficient value, which is positive. These findings indicate that the customer will decide to buy a product from the company if the customer is satisfied with the product quality, service quality, after-sales guarantee and the impression the customer gets on the product. So it can be said that the higher the customer buying decisions for the products offered, the customer satisfaction with these products is very high as well.

4. The Influence of Company Image and Service Quality on Customer Satisfaction through Buying Decisions

a. The Influence of Corporate Image Variables on Customer Satisfaction through Buying Decisions.

$$X_1 \rightarrow Y_1 \rightarrow Y_2 = (\rho_{Y_1X_1}) \times (\rho_{Y_2Y_1}) = 0,572 \times 0,407 = 0,232$$

The indirect effect's value is obtained from the path coefficient value $\rho_{Y_1X_1}$ multiplied by the path coefficient value $\rho_{Y_2Y_1}$ to $(0.572 \times 0.407) = 0.232$. The multiplication result shows that the value of the indirect effect coefficient $\{(\rho_{Y_1X_1}) \times (\rho_{Y_2Y_1})\}$ is greater than the value of the direct effect coefficient $\rho_{Y_2X_1}$, ($0.232 > 0.199$). This shows that the corporate image variable can be through the mediating variable (intervening), namely the purchase decision in influencing customer satisfaction. The coefficient value without going through a purchase decision or directly on customer satisfaction is smaller.

b. The Influence of Service Quality Variables on Customer Satisfaction through Buying Decisions

$$X_2 \rightarrow Y_1 \rightarrow Y_2 = (\rho_{Y_1X_2}) \times (\rho_{Y_2Y_1}) = 0,335 \times 0,407 = 0,136$$

The indirect effect's value is obtained from the path coefficient value $\rho_{Y_1X_2}$ multiplied by the path coefficient value $\rho_{Y_2Y_1}$ to $(0.335 \times 0.407) = 0.136$. The multiplication result shows that the value of the indirect effect coefficient $\{(\rho_{Y_1X_2}) \times (\rho_{Y_2Y_1})\}$ is smaller than the value of the direct effect coefficient $\rho_{Y_2X_1}$, ($0.136 < 0.274$). This shows that the corporate image variable cannot go through the mediating variable (intervening), namely the purchase decision in influencing customer satisfaction. The coefficient value without going through buying decisions or directly on customer satisfaction is greater.

Based on the results of testing the fourth hypothesis, it was found that company image and service quality significantly influenced customer satisfaction while using the tours and travel service products of PT Berdikari Nanda Tunggal. The results obtained are reinforced by the value of the regression coefficient which is positive. These findings indicate that the better the company image and the better the quality of service, the more customer satisfaction will be while using tours and travel service products PT Berdikari Nanda Tunggal. Customer satisfaction with tours and travel service

products of PT. Berdikari Nanda Tunggal is strengthened because customer perceptions of the company are very good, customers have a cognition towards the company's products, motives and customer attitudes towards the service products provided are quite good besides that the company also has service officers who have reliability, responsiveness, and empathy for customers, the company also provides service assurance to customers accompanied by tangibles such as a comfortable waiting room, representative building facilities, and clarity of information from all service personnel.

6. Conclusion and Suggestion

6.1 Conclusion

Based on the results of research that has been conducted on the analysis of the influence of corporate image and service quality on customer satisfaction through buying decisions at PT Berdikari Nanda Tunggal, the following conclusions can be obtained:

1. Based on the results of testing the first hypothesis, it was found that company image and service quality had a positive and significant effect on the buying decision of PT Berdikari Nanda Tunggal (H1 accepted). Suppose the company's image is further enhanced. In that case, customers' decision to purchase products or services will move in a positive direction, and vice versa, if the company's image decreases, customer buying decisions will change in a negative direction. Company image has a direct role in influencing customer buying decisions for the company's products or services.
2. Based on testing the second hypothesis, it was found that company image and service quality had a positive and significant effect on customer satisfaction at PT Berdikari Nanda Tunggal (H2 accepted). If the company image is further enhanced, customer satisfaction will increase, and vice versa, if the company image decreases, customer satisfaction will also decrease. A good corporate image will increase customer satisfaction while using the products and services produced by the company.
3. Based on the results of testing the third hypothesis, it is found that buying decisions have a positive and significant effect on customer satisfaction for employees of PT Berdikari Nanda Tunggal (H3 accepted). If the buying decision increases, this means that customer satisfaction increases as well. Vice versa, if customers' buying decisions are uncertain, this means that customer satisfaction decreases due to the quality of products and services provided by the company.
4. Based on the results of testing the fourth hypothesis, it is found that company image and service quality have a positive and significant effect on customer satisfaction through the purchase decision of PT Berdikari Nanda Tunggal (H4 accepted). Buying decisions can be a mediating variable between company image and customer satisfaction, but buying decisions cannot mediate between service quality and customer satisfaction.

6.2 Suggestion

Based on the results of research and discussion, the author tries to provide suggestions that might be followed up as follows:

1. The results show that from the quality of service provided by PT Berdikari Nanda Tunggal, there is one aspect: assurance related to employees' ability to foster customer trust in the company, including in the medium category. This shows that employees' ability to foster customer trust in their abilities still needs to be improved.

For this reason, the company needs to provide better and adequate skills provision to employees, especially in carrying out their roles, for example, by providing training on the use of sophisticated technology equipment. Also, PT Berdikari Nanda Tunggal needs to conduct regular training to ensure that employees still have the ability or expertise as standardized by the company.

2. Data analysis results show that the magnitude of the influence of company image on customer loyalty through service quality and customer satisfaction is classified as small. This shows that the company image factor's influence on customer quality through buying decisions is not the biggest factor. This means that other factors can affect customer satisfaction, such as economic factors, in this case, the buying power of customers, customer characteristics such as age, experience, and competitor factors. In connection with that, it is hoped that the next researchers will uncover these other factors to determine their effect on customer quality.

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