THE EFFECT OF MARKETING STRATEGY AND SERVICE QUALITY ON CUSTOMER SATISFACTION WITH BRAND IMAGE AS AN INTERVENING VARIABLE

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Abstract
The increasingly competitive logistics industry in Indonesia requires freight forwarding companies to implement effective marketing strategies and consistent service quality. PT. Anugerah Indo Maritim Sejahtera (AIMS) faces challenges in maintaining customer satisfaction, as indicated by dissatisfaction due to less optimal marketing strategies and inconsistent service quality, which weakens its brand image. This study aims to analyze the influence of marketing strategy on customer satisfaction, the influence of service quality on customer satisfaction, the effect of marketing strategy on brand image, the influence of service quality on brand image, the impact of brand image on customer satisfaction, and the mediating role of brand image in the relationship between marketing strategy, service quality, and customer satisfaction at PT. AIMS. The research adopts a quantitative associative method involving 100 respondents selected through total sampling. Data were collected using a Likert-scale questionnaire and analyzed with Partial Least Square (SmartPLS) to test seven hypotheses. The results indicate that both marketing strategy and service quality have a positive and significant effect on customer satisfaction and brand image. Furthermore, brand image significantly influences customer satisfaction and mediates the relationship between marketing strategy, service quality, and customer satisfaction. These findings highlight that the combination of effective marketing strategies and high-quality services builds a strong brand image, which directly enhances customer satisfaction.

Keywords: Marketing Strategy, Service quality, Brand Image, Customer Satisfaction

INTRODUCTION

Transportation efficiency also contributes to reducing national logistics costs, thereby increasing product competitiveness in the international market (Lamb et al., 2001). In a business context, competitive advantage is determined not only by price and speed, but also by service quality and marketing strategies that build customer satisfaction and strengthen brand image (Kotler & Keller, 2016). In the digital era, the integration of information technology with humanized services is increasingly relevant, for example through automated tracking systems, service applications, and digital-based customer interactions (Lovelock & Wirtz, 2022). Statistics Indonesia (BPS) data shows that Indonesia's export value in 2022 reached USD 292 billion, an increase of 26.1% from the previous year, while import value rose 21.3% to USD 237.4 billion. The logistics sector is projected to continue growing until 2025, with a market value reaching USD 131.2 billion (Mabrori, 2025). This underscores the urgency of improving marketing strategies, service quality, and brand image to ensure logistics companies remain competitive. In practice, marketing strategies serve to convey a company's values, advantages, and identity to consumers (Sa'adah et al., 2023). Meanwhile, consistent, fast, and expected service quality can foster customer trust and loyalty (Damayanti & Indriani, 2021). Customer satisfaction is strongly influenced by pre-existing expectations. Therefore, companies must have a deep and accurate understanding of customer expectations, as each new interaction and experience can influence their perception of satisfaction (Irawan, 2002). In general, customer satisfaction is often influenced by various interrelated factors. In practice, a marketing strategy that encompasses product offerings, pricing, distribution, promotion, as well as human support, processes, and physical evidence can increase customer

satisfaction (Umah, 2024). Consistent, fast, and expected service quality will foster trust, comfort, and encourage customer loyalty. Brand image, as well as recognition, reputational appeal, and customer loyalty can create customer satisfaction (Hart & Stapleton, 2007). Marketing strategy serves as the primary medium for conveying a company's values, advantages, and identity to consumers. Marketing elements, such as product, price, promotion, and distribution, must be carefully designed and targeted to create positive perceptions in the minds of consumers (Sa'adah et al., 2023). Furthermore, marketing strategies must be adaptive and proactive in addressing market dynamics to build sustainable satisfaction (Alma, 2021). More than just a communication tool, marketing strategies also help companies establish short- and long-term business directions. Collaboration with business partners is an integral part of this strategy.

Therefore, the synergy between appropriate marketing strategies, quality service, customer satisfaction, and positive image building must be continuously developed (Tafonao et al., 2024). This requires companies to continuously innovate and adapt to changes in the market. Service quality begins with a deep understanding of customer needs, followed by the formation of expectations, and is then evaluated based on actual post-purchase experiences (Maulida & Sari, 2022). Service quality encompasses various aspects, from products, service processes, human resources, to a supportive physical environment, all of which contribute to achieving or even exceeding customer expectations (Manengal et al., 2021). Fast, accurate, and responsive service not only increases satisfaction but also creates added value and drives customer satisfaction (Damayanti & Indriani, 2021). In this regard, companies need to develop effective feedback systems to understand and respond to customer needs and expectations in real time, allowing for rapid improvement. Brand image is a crucial strategic asset in building competitive advantage, particularly in service sectors such as logistics. Brand image plays a crucial role in helping consumers identify, evaluate, and reduce uncertainty when making purchasing decisions (Manggalania & Soesanto, 2021).

Brand image reflects a corporate identity, which, if positive, can provide customers with a sense of security, pride, and comfort in interacting with the company (Yuliani et al., 2023). This image is also formed from the perceptions of various parties, both direct consumers and other stakeholders, including agents, suppliers, and investors (Waloejo & Wahyuni, 2020). Therefore, companies need to properly segment the market, accurately identify consumer characteristics, and establish relevant strategies to effectively meet these expectations. In facing increasingly complex challenges in the global market, companies must innovate and adapt quickly to changing customer needs and preferences. This includes developing new products, improving service quality, and implementing technology that can improve operational efficiency. Furthermore, companies must also pay attention to aspects of sustainability and social responsibility, which are increasingly becoming primary concerns for today's consumers. By integrating these values into their marketing strategies, companies can not only increase customer satisfaction but also build a good reputation in the eyes of the public. Finally, it is important for companies to regularly evaluate and analyze their implemented marketing strategies. In the context of PT. Anugerah Indo Maritim Sejahtera (AIMS), pre-research results show that there are still weaknesses in marketing strategies, service quality, and brand image which have an impact on customer satisfaction.

METHODOLOGY

This study used associative and quantitative methods. Quantitative research is a scientific method that uses quantitative data in the form of numbers, graphs, tables, and quantitative/statistical data analysis to test predetermined hypotheses (Syahroni, 2022). The quantitative method is a research

approach based on the positivist paradigm, which focuses on testing theories through the collection and analysis of numerical data. This method is applied to a specific population or sample that has been previously determined, using structured research instruments to obtain objective data (Sugiyono, 2013). In the implementation of this research, it was carried out at PT. Anugerah Indo Maritim Sejahtera on Jl. Raya Pelabuhan Komp. Depo Peti Kemas SBP Belawan, Medan. The population is the entire subject or totality of research subjects which can be people, objects, something that has qualities and characteristics that are applied by the researcher to be studied and then drawn into conclusions (Roflin et al., 2021). Based on the description above, the population of this study is all customers at PT. Anugerah Indo Maritim Sejahtera, totaling 100 people, uses the services provided by the company. The sample is part of the population. Where all population units must have the opportunity to be taken as sample units, and is considered to be sufficient to describe the population (Susanto et al., 2024). The technique used in determining this sample is the total sampling technique. Total sampling is a sampling technique where all members of the population are used as research samples. This technique is used because the population is relatively small and still allows for research as a whole (Sugiyono, 2013). The sample in this study was all customers at PT. AIMS, namely 100 people. The technique used in determining this sample is the quota sampling technique, namely a technique for determining samples from a population that has certain characteristics up to the desired number (quota). Because the population in this study is known to be 100 people, the data collection technique is the method or method used by researchers to obtain data in a study. Before collecting data, a writer must first determine the data collection method to be used. The tools used must be in accordance with expertise (validity) and reliability or consistency (reliability). There are 3 tools used to collect data in the study, namely: (1) Questionnaire, (2) Interview, (3) Interview. The analysis technique used to answer the problem formulation in this study is the Structural Equation Modeling Patrial least square (SEM-PLS) method using data management on SmartPLS software.SEM is a statistical analysis method used to test and validate theoretical models that encompass complex relationships between multiple variables. With SEM, researchers can measure both direct and indirect relationships between variables, as well as test models involving latent variables (Harahap, 2020). PLS-SEM analysis consists of two models: the Outer Model or Measurement Model and the Inner Model (Structural Model).
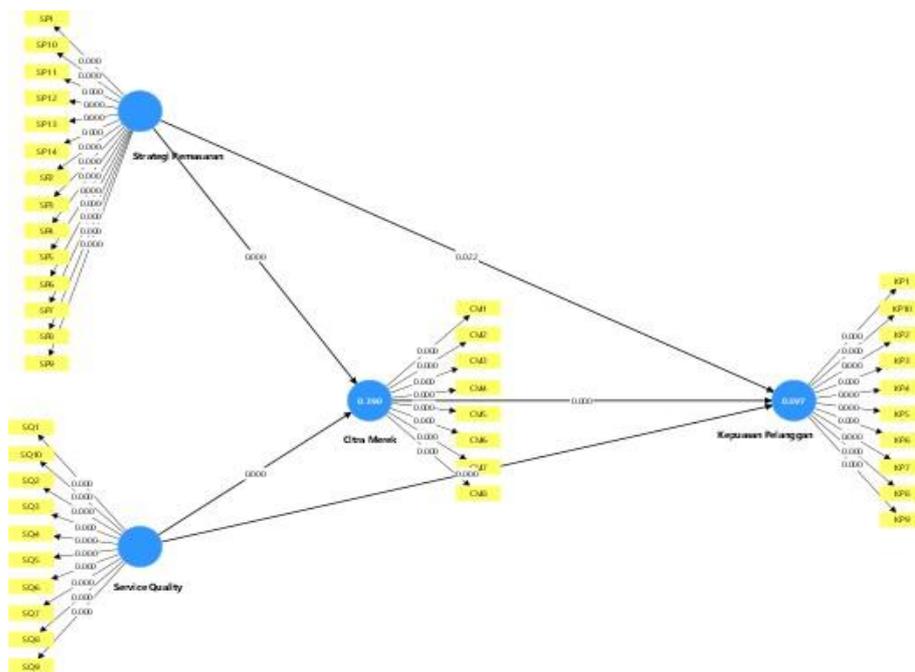
RESULTS AND DISCUSSION

Table 13
Direct Effect

	Original Sample(O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Marketing Strategy -> Customer Satisfaction	0.198	0.203	0.086	2,297	**0.022**
Service quality-> Customer Satisfaction	0.221	0.228	0.059	3,739	**0,000**
Marketing Strategy -> Brand Image	0.547	0.548	0.072	7,011	**0,000**
Service quality ->Brand Image	0.307	0.317	0.058	5,345	**0,000**
Brand Image -> Customer Satisfaction	0.560	0.551	0.091	6,150	**0,000**

The path coefficient in the table above shows that all path coefficient values are positive (seen in Tstatistic (|O/STDEV|)), including: X1 against Y: Tstatistics value (|O/STDEV|) = 2.297 and P-Value = 0.022 < 0.05 means, the influence of X1 (marketing strategy) on Y (customer satisfaction) is positive and significant. X2 against Y: Tstatistics value (|O/STDEV|) = 3.739 and P-Value = 0.000 < 0.05 means, the influence of X2 (service quality) on Y (customer satisfaction) is positive and significant. X1 against Z: Tstatistics value (|O/STDEV|) = 7.011 and P-Value = 0.000 < 0.05 means, the influence of X1 (marketing strategy) on Z (brand image) is positive and significant. X2 against Z: Tstatistics value (|O/STDEV|) = 5.345 and P-Value = 0.000 < 0.05 means, the influence of X2 (service quality) on (brand image) is positive and significant. Z against Y: Tstatistics value (|O/STDEV|) = 6.150 and P-Values = 0.000 < 0.05, means, the influence of Z (brand image) on Y (customer satisfaction) is positive and significant

Table 14

Indirect Effect

	Original Sample(O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Marketing Strategy -> Brand Image -> Customer Satisfaction	0.306	0.301	0.062	4,975	**0,000**
Service quality ->Brand Image -> Customer Satisfaction	0.172	0.176	0.046	3,722	**0,000**

Based on the data above, it can be concluded that the indirect effect (X1) -> (Z) -> (Y) Tstatistics value (|O/STDEV|) is 4.975 with P-Values 0.000 < 0.05 (significant), so brand image mediates marketing strategy on customer satisfaction. Indirect effect (X2) -> (Z) -> (Y) The Tstatistics(|O/STDEV|) value is 3.722 with P-Values 0.000 < 0.05 (significant), so brand image mediates the influence of service quality on customer satisfaction.

	Original Sample(O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Marketing Strategy -> Customer Satisfaction	0.504	0.504	0.074	6,813	**0,000**
Marketing Strategy -> Brand Image	0.547	0.548	0.072	7,611	**0,000**
Brand Image -> Customer Satisfaction	0.560	0.551	0.091	6,150	**0,000**
Service quality-> Customer Satisfaction	0.393	0.403	0.058	5,345	**0,000**
*Service quality ->*Brand Image	0.307	0.317	0.058	6,773	**0,000**

The conclusion of the total influence value in the table above is as follows: Total effect for the relationship between X1 (marketing strategy) and Y (customer satisfaction) Tstatistics value (\|O/STDEV\|) is 6.813>1.96 with P-Values 0.000 <0.05 (significant effect). Total effect for the relationship between X2 (service quality) and Y (customer satisfaction) Tstatistics value (\|O/STDEV\|) is 7.611>1.96 with P-Values 0.000 <0.05 (significant effect). Total effect for the relationship between X1 (marketing strategy) and Z (brand image) Tstatistics value (\|O/STDEV\|) is 6.150>1.96 with P-Values 0.000 <0.05 (significant effect). The total effect for the relationship between X2 (service quality) and Z (brand image) TStatistics(\|O/STDEV\|) value is 5.345>1.96 with P-Values 0.000 <0.05 (significant effect). The total effect for the relationship between Z (organizational citizenship behavior) and Y (customer satisfaction) TStatistics(\|O/STDEV\|) value is 6.773>1.96 with P-Values 0.000 <0.05 (significant effect).

DISCUSSION
THE EFFECT OF MARKETING STRATEGY ON CUSTOMER SATISFACTION

The results of this study indicate that marketing strategies have a positive and significant influence on customer satisfaction. This is evidenced by the Tstatistics value (\|O/STDEV\|) of 2.297 and a P-Value of 0.022 <0.05. Thus, the more effective the marketing strategy implemented by PT Anugerah Indo Maritim Sejahtera, the higher the level of satisfaction felt by customers. The company's marketing strategy greatly influences their efforts to increase sales. If the strategy works well, sales will also increase (Assauri, 2014). Customer satisfaction is a post-consumption evaluation where the chosen alternative at least provides results equal to or exceeds customer expectations, while dissatisfaction arises when results do not meet expectations (Engel et al., 1994). This finding is in line with the theory (Kotler & Keller, 2016), which states that a planned and integrated marketing strategy can increase customer value perceptions and provide a satisfying experience. According to previous research conducted by (Aryanti & Ali, 2025), (Farisi & Siregar, 2020), (Hulu et al., 2021), (Putri et al., 2021), (Nasution et al., 2019), (Nasution & Lesmana, 2018), (Fahmi, 2017), and (Daulay, 2021), marketing strategy has a positive and significant impact on customer satisfaction. The success of a marketing strategy essentially depends on its ability to create added value and competitive advantages that are directly felt by customers. Targeted marketing strategies, such as establishing clear promotions and easily accessible service distribution, can create a positive experience for customers. The right strategy will make customers feel their needs are met, thus increasing their satisfaction with the company. Thus, this study confirms that marketing strategy has a positive and significant impact on customer satisfaction, especially in the logistics services sector.

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION

This study found that service quality has a positive and significant effect on customer satisfaction. The Tstatistics value (|O/STDEV|) of 3.739 with a P-Value of 0.000 <0.05 indicates that the higher the quality of service provided, the greater the customer satisfaction with the company's services. Service quality is measured through five dimensions of SERVQUAL developed by (Parasuraman et al., 1988), (Zeithaml et al., 2017), namely reliability, responsiveness, assurance, empathy, and tangibles. When a company is able to provide accurate, fast, and polite service, supported by adequate physical facilities, customers will feel valued, comfortable, and satisfied with the experience they get (Rangkuti, 2013). This finding supports the results of research on Service quality as a work process in increasing and maintaining continuous quality improvement from the production process, to the services produced by the company (Ibrahim & Thawil, 2020). Previous studies (Azhar et al., 2018), (Adriani, 2018), (Daulay et al., 2020), (Efendi, 2016), (Daulay & Rany, 2018), (Martini et al., 2024), (Arianty, 2015), (Daulay, 2012), (Putri et al., 2021), (Ibrahim & Thawil, 2020) have shown that service quality has a positive and significant impact on customer satisfaction. Therefore, excellent service quality not only directly increases satisfaction but also strengthens long-term relationships between companies and customers. This indicates that in terms of service aspects, such as timely delivery, speed of response to complaints, staff friendliness, and clarity of information. Thus, this study supports the consistency of previous research results that service quality is a major determinant of customer satisfaction. which states that service quality has a positive and significant impact on customer satisfaction by emphasizing that high service quality not only has an impact on immediate satisfaction, but also strengthens long-term relationships between companies and customers.

THE INFLUENCE OF MARKETING STRATEGY ON BRAND IMAGE

The marketing strategy implemented by the company has been shown to have a significant influence on brand image, with a Tstatistics value (|O/STDEV|) of 7.011 and a P-Value of 0.000 <0.05. These results indicate that it is in accordance with the view (Tjiptono, 2011), which emphasizes that a coordinated marketing mix is the foundation in forming a competitive brand image. Brand image also represents the perception of consumers, both potential and disappointed, as well as other groups related to the company, such as agents, suppliers, and investors (Kotler & Keller, 2016). In line with that, (Ratnaningrum et al., 2024), (Rizki & Mulyanti, 2023), (Fahmi et al., 2020), (Daulay & Saputra, 2019) also found that a consistent marketing communication strategy and good service packaging can increase brand credibility. This demonstrates that consistent promotions, tailored service offerings, and transparent communication can create a professional and trustworthy company image. Thus, marketing strategies are not solely focused on short-term sales but also contribute long-term to building a professional and trustworthy corporate image.

THE EFFECT OF SERVICE QUALITY ON BRAND IMAGE

The results of the study show that service quality has a significant effect on brand image, with Tstatistics (|O/STDEV|) of 5.345 and P-Value 0.000 <0.05. This means that customer perceptions of the quality of service received also shape their views on the company's brand as a whole. Service quality begins with the customer's need to purchase goods or use services, the existence of expectations, and reactions to the goods or services purchased by the company (Parasuraman et al., 1988). Purchasing decisions about which brand they will buy. In this case, this means that consumers after collecting a lot of information about the brand they will buy and then make a decision to buy a particular brand (Shimp & Andrews, 2014). The results of previous research conducted by researchers (Fadli et al., 2023), (Aisha & Kurnia, 2018),

(Muhaimin & Maulidah, 2024), (Damayanti & Indriani, 2021) confirm that this research strengthens the view that brand reputation and credibility cannot be separated from the quality of service perceived by customers. Service quality is a major determinant in forming a brand image, especially in service-based companies that underscore the importance of high-quality service in building trust and positive perceptions of the brand. This shows that consistent and quality service is an important foundation in forming a positive brand image. Therefore, service quality has a significant effect on brand image.

THE EFFECT OF BRAND IMAGE ON CUSTOMER SATISFACTION

This study found that brand image has a significant influence on customer satisfaction, as indicated by the Tstatistics value (|O/STDEV|) of 6.150 and a P-Value of 0.000 <0.05. This finding indicates that positive customer perceptions of PT. Anugerah Indo Maritim Sejahtera's image contribute to increased satisfaction with the services they receive. Through product differentiation, Brand Image helps customers discover, evaluate, and reduce risk when purchasing (Keller, 2013). Satisfaction creates a strong brand reference, which directly impacts consumer perceptions of the brand (Mowen & Minor, 2002). This finding is supported by research by (Dewi et al., 2025), (Manggalania & Soesanto, 2021), (Daulay & Meli, 2022) which states that a positive brand image can increase customer tolerance for minor deficiencies in service, while maintaining satisfaction. A strong brand image not only influences repeat purchase behavior, but also increases customer satisfaction continuously. which states that a strong brand perception

THE EFFECT OF MARKETING STRATEGY ON CUSTOMER SATISFACTION WITH BRAND IMAGE AS AN INTERVENING VARIABLE

The indirect effect analysis shows that brand image mediates the relationship between marketing strategy and customer satisfaction. This is evidenced by the Tstatistics value (|O/STDEV|) of 4.975 and a P-Value of 0.000 < 0.05. An appropriate and integrated marketing strategy can increase customer satisfaction through consistent delivery of value, service quality, and communication, which ultimately strengthens the brand image in the minds of consumers (Kotler & Keller, 2016)..Satisfaction not only impacts customer satisfaction but also shapes brand image. When a company successfully meets or exceeds customer expectations, a positive perception of the brand will be formed, strengthening the brand's position in the market (Anderson & Fornell, 2000). Brand image (corporate image) is a reflection of a company or organization's identity because a good image will add value to the company and also make customers happy if the conditions of the company's premises truly provide a comfortable atmosphere (Gray & Balmer, 1998). These results support the mediation theory proposed by (Yuliani et al., 2023), which explains that mediating variables play a role in explaining the mechanism of the relationship between independent and dependent variables. This research also supports the findings of (Azhar et al., 2018), (Adriani, 2018), (Daulay & Ikram, 2019), (Gultom, 2013), (Gultom et al., 2014), (Rizki & Mulyanti, 2023), (Panjaitan, 2011), (Nasution & Rinaldi, 2021), (Gunawan et al., 2018), (Prabowo et al., 2021), (Yuliani et al., 2023) which prove that effective marketing strategies build a strong brand image and ultimately increase customer satisfaction. This shows that marketing strategies have a direct impact on satisfaction that can strengthen brand image, which ultimately can increase customer satisfaction. Consistent promotions and service offerings tailored to needs will feel more satisfied and feel more trust in the services provided. Thus, the implication is that marketing strategies should be designed not only for short-term sales, but also pay attention to their contribution to the formation of a positive brand image.

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION WITH BRAND IMAGE AS AN INTERVENING VARIABLE

This study also found that brand image mediates the effect of service quality on customer satisfaction, as indicated by the Tstatistics value (|O/STDEV|) of 3.722 and a P-Value of 0.000 < 0.05. This indicates that good service quality not only has a direct impact on satisfaction but also indirectly through the formation of a positive brand image. Customers assess service quality not only from a functional aspect but also from the symbolic meaning they associate with the brand. When service is perceived as consistent, friendly, and responsive, this strengthens the perception that the company has a superior reputation and is oriented towards customer satisfaction. The more positive a company's brand image, the higher the level of customer satisfaction perceived (Kotler & Keller, 2016)..When customers are satisfied, they are not only more likely to make repeat purchases, but also to spread the word.

CONCLUSION

Based on the results of data processing analysis and research findings, the following conclusions can be drawn: Marketing strategy has a positive and significant effect on customer satisfaction at PT. Anugerah Indo Maritim Sejahtera. Service quality has a positive and significant effect on customer satisfaction at PT. Anugerah Indo Maritim Sejahtera. Marketing strategy has a significant effect on brand image at PT. Anugerah Indo Maritim Sejahtera. Service quality has a significant effect on brand image at PT. Anugerah Indo Maritim Sejahtera. Brand image has a significant effect on customer satisfaction at PT. Anugerah Indo Maritim Sejahtera. Brand image mediates the effect of marketing strategy on customer satisfaction at PT. Anugerah Indo Maritim Sejahtera. Brand image mediates the effect of service quality on customer satisfaction at PT. Anugerah Indo Maritim Sejahtera. As a suggestion for PT. Anugerah Indo Maritim Sejahtera, the company needs to strengthen its marketing strategy by utilizing digital media, more creative promotional programs, and providing competitive price offers. Companies are advised to improve service quality, particularly in terms of speed of response to customer complaints, empathy, and staff friendliness. Brand image needs to be strengthened through consistent branding, maintaining the company's reputation, and emphasizing professional service to increase customer recognition and trust. Companies can develop customer loyalty programs, such as membership or reward systems, to increase customer satisfaction and loyalty.

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