THE INFLUENCE OF ADVERTISING, SERVICE QUALITY AND DISCOUNTS ON BRAND IMAGE AND CUSTOMER SATISFACTION

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Abstract

In the era of online shopping sites, the increase in internet usage has significantly contributed positively to the development of the e-commerce industry in Indonesia. Shopee is one of the famous e-commerce in Indonesia because of its security and convenience in online shopping. The purpose of this study was to determine the effect of advertising, service quality and discounts on Shopee's brand image and customer satisfaction. This study uses a purposive sampling technique, namely a sampling technique based on certain considerations, with a sample size of 200 respondents. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of Smart PLS software to test whether or not there is an influence of independent variables on latent variables directly or indirectly. This study focuses on variables in the service marketing mix: advertising, service quality, and discounts. The results showed that advertising and service quality did not have a significant effect on brand image, while discounts had a significant effect. In addition, advertising, service quality and discounts have a positive and significant effect on customer satisfaction.

Keywords: *Advertising, Brand Image, Customer Satisfaction, Discount, Service Quality*

INTRODUCTION

Technology and information are currently developing rapidly in Indonesia, as evidenced by various things that are done digitally and by human dependence on the use of technology. This rapid technological development has brought changes to the shopping behavior of the Indonesian people, especially online purchases. In today's modern era, shopping through e-commerce has become one of the habits of Indonesian people who were previously accustomed to shopping directly in traditional markets to shopping online, with online shopping being more practical and saving time compared to shopping directly. Customer confidence in purchasing through e-commerce is a factor that influences buyer behavior. Customer trust in the security of online transactions has increased

along with the development of the Internet and shopping through e-commerce. Shopee has become one of the most famous e-commerce in Indonesia because of its security and convenience. In early 2024, IPSOS conducted research examining online shopping satisfaction and experiences in several e-commerce. The Results of the research showed that Shopee managed to get the highest level of customer satisfaction at 62% (Irham, 2024) .

Customer satisfaction is influenced by several factors, one of which is advertising. According to Kasali (1995), advertising Is a message delivered by a company regarding services and products that aims to attract customers through a medium. Advertisement serves to introduce, remind, invite, and arouse interest in products or services to increase brand awareness and brand image. This was conveyed by Herawati et al., (2021) Advertising has a significant effect on attracting consumers to buy products through the Shopee application. Interesting advertisements and memorable tag lines can attract online consumers to see the advertisements displayed. Advertising affects customer satisfaction, with advertising consumers can find out about the products, services, and discounts provided by Shopee. According to previous research conducted by Adam et al., (2022) Stated that there is an influence of advertising on the brand *image* while Hadita (2017)Stated that there is an influence of advertising on customer satisfaction.

Service quality is another factor of marketing that influences the benchmark for the Company on how well their services can meet customer expectations (Tjiptono, 2017). Good service quality in maintaining brand image and customer satisfaction amid tight competition. Shopee must pay attention to brand image and improve their service quality to maintain customer satisfaction. Simply put, service quality shows how well the service quality matches customer expectations. According to previous research conducted by Wahono & Masykuroh (2022) It states that there is an influence of service satisfaction on brand image, while Maramis et al., (2018) States that there is an influence of service quality on customer satisfaction.

In addition to advertising and good service quality, discounts also play a major role in increasing transparency, price, and consumer views on the value and price of a product. Discount prices are price cuts given as a reduction from the previously offered price (A. Keller et al., 2022). Discounts can be viewed in two ways, namely as fixed sales or as a component of discount prices, both of which are used to increase or maintain sales levels and attract consumers to buy. Discounts or price cuts also play an important role as a marketing strategy to attract customers, increase sales, and clear product stocks. According to previous research conducted by Rohmah & Dewi (2021), discounts affect brand image, while Hariyanto et al., (2024)stated that there is an effect of discounts on customer satisfaction.

The purpose of this study is to determine how advertising, service quality, and discounts influence Shopee's brand image and customer satisfaction and to increase the level of customer satisfaction who purchases a product.

LITERATURE REVIEW

Advertisement

Advertising is a form of distribution carried out by promoting goods, concepts, or services indirectly by companies that collaborate at a certain cost (Kotler & Armstrong, 2012). Kotler (2019)said that advertising is a marketing approach to media that creates, selects, and enlarges attractive advertisements, and

explains the purpose of the contents of the advertisement such as the products or services offered. Advertisements can be in the form of text, images, audio, video, and a combination of several of these elements, and can be advertised through various media such as the internet, television, radio, newspapers, and magazines. Tjiptono (2001)said that advertising can build a company or product's reputation in the long term and attract buyers. Advertising indicators are factors or elements used to assess the effectiveness of advertising from the customer's perspective, including advertising indicators: emotional appeal, message relevance, clarity of communication, and memorability (Belch & Belch, 2018)

Advertising is providing an explanation about a company, brand, product, or store for a fee. In addition, sponsorship is used in advertising to influence feelings, knowledge, meaning, beliefs, attitudes, and images associated with the company's brand and products. (Peter & Olson, 2000) . Research by Maslakhah & Sutopo (2017)proves that advertising has a positive effect on brand image so the higher the level of advertising appeal, the higher the brand image. In addition, advertising is considered as image management that creates and maintains images and meanings in the minds of customers which aims to influence customer purchasing behavior by providing quality service and providing good discounts as advertised to provide satisfaction to customers to buy again and recommend to other customers. Advertising influences increasing customer satisfaction because they feel the direct benefits of advertising. This was conveyed by previous research (Adam et al., 2022; Hadita, 2017) . Thus, the following hypothesis can be drawn:

H1: The influence of advertising on brand image

H2: The effect of advertising on customer satisfaction

Quality of Service

According to Tjiptono (2017)Service quality is the most important part for every company with various forms of products made. Similar things were conveyed by Mardo (2016)Service quality is a measuring tool that can measure how far a company can handle problems faced by its customers. Service quality is an assessment that focuses on customer perceptions of response, empathy, and physical evidence. the conclusion is that companies that produce services or goods must have good service quality to attract consumers to return to buy (Wilson et al., 2016) . Similar things were conveyed by Parasuraman et al., (1988)Customers use criteria to assess service quality according to aspects, namely: Responsiveness, Reliability, Tangible, Assurance, and Empathy.

According to research by Muhammad & Ali (2017)Service quality on brand image has a significant effect by providing good service quality which will reflect the dimensions of the offering that result in customer satisfaction. The results of previous research conducted by (Aulia & Gufron, 2023; Maramis et al., 2018)in their research, both found that service quality affects customer satisfaction. The results of the hypothesis that can be drawn

H3: There is an influence of service quality on brand image

H4: There is an influence of service quality on customer satisfaction.

Discount

Discount determination according to Zheng et al., (2022)is a price reduction from the initial price of a product sold by the seller as part of a sales promotion. The general marketing method is to offer a discount on a product to attract buyers to buy the goods being

sold. Consumers who get the opportunity for a discount will be more interested in making a purchase. The discounts offered seem fair and are offered routinely can increase sales and attract consumers to buy. Offering incentives or additional value along with discounts is a common marketing tactic to attract customers. This motivates customers to immediately buy the products being marketed (Xu & Huang, 2014) .

Customers will be more interested in making purchases if they have the opportunity to get a discount. However, discounts that are given regularly and seem fair can increase customer trust. However, excessive or frequent discounts will make people wonder if the price cut shows the value of the goods or services. Three indicators of price discounts are discount duration, consumer perception, and the amount of reduction (Lee & Chen-Yu, 2018) . In addition, using discount prices as a strategy to attract customers and provide a level of customer satisfaction with the products sold. According to research from Rohmah & Dewi (2021)discounts have a significant effect on brand image. Previous research also shows that discounts affect customer satisfaction (Ermida et al., 2021; Hariyanto et al., 2024) . The research hypothesis drawn is:

H5: The effect of discounts on brand image

H6: The effect of discounts on customer satisfaction

Brand Image
According to Kotler & Keller (2016)explains that brand image is a perception and belief that is believed by customers according to customer memories of the products offered. Brand image is a brand image used by customers to assess products when they do not understand a product well enough (Roslina, 2010) . Similar things were conveyed by Firmansyah (2018) Brand image is a series of information in the minds of customers about a brand, usually arranged into customer satisfaction with the brand, and if customers have a positive image of the brand, they will be more interested in buying.

A good brand image will attract customers to like the product in the future, while a bad brand image will make customers choose other brands that are more attractive. Brand image indicators according to Keller (2013) have the following dimensions: favorable brand association, strength of brand association, and uniqueness of brand association. Another factor that influences customer satisfaction is brand image according to previous research, brand image has a significant effect on customer satisfaction (Kurniawati et al., 2019) . The research hypothesis that can be drawn:

H7: Brand image influences customer satisfaction

Customer satisfaction
Satisfaction according to Oliver (2019) is the level of a person's feelings after making a comparison with the results that meet customer expectations. Customer satisfaction according to Tjiptono (2019) is a seller's offer that is considered to exceed the buyer's expectations and can be used to measure customer satisfaction. The seller must be able to provide added value to the buyer so that the level of customer satisfaction becomes higher (Shinta, 2011) . Customer satisfaction is someone who feels satisfied with the success of a product and service that meets their expectations (Rangkuti, 2013) .

Lupiyoadi (2001) Said that customer satisfaction with seller value consists of five important factors: product quality, price, emotional, cost, and service quality. Customer satisfaction indicators

according to Wirawan et al., (2019)Are the overall level of customer satisfaction (overall satisfaction), customer expectations (expectation), and experience (experience). Customer satisfaction in this study was analyzed based on advertising, service quality, and discounts. According to the results of previous research conducted by (Zakariansyah, 2021) . The relationship between the three variables is described in the framework of thought below:
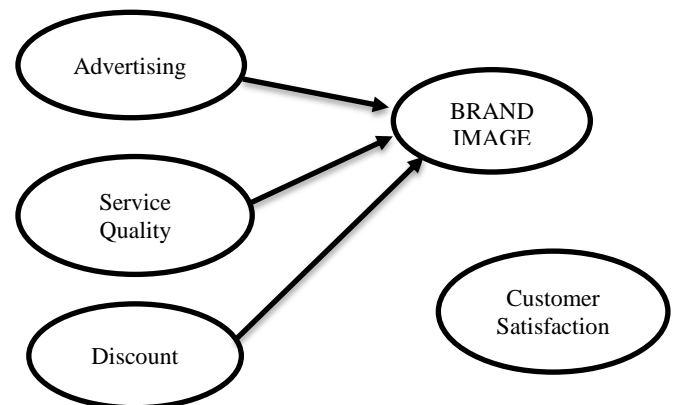

Figure 1. Thinking Framework

Source: Author 2024

RESEARCH METHODOLOGY
 The population in this study were Shopee customers. The sampling technique used was Purposive Sampling, namely respondents who had made purchases 2 times or more in 1 month so 200 respondents were obtained. The data collection for this study used a Google Form link that was shared via social media or directly to Shopee customers in November 2024. This questionnaire has thirty-two statements generated from eighteen indicators derived from each variable. Respondents were asked to rate each statement using 5 Likert scale options, namely strongly agree (SS), agree (S), neutral (N), disagree (TS), and strongly disagree (STS).

This study uses the Structural Equation Modeling (SEM) data analysis method, a data analysis process with the help of the Smart PLS software application to test whether or not there is an influence of independent variables on latent variables directly or indirectly.

RESULTS AND DISCUSSION
Respondent Description
An analysis provides an overview of the data of respondents who have given their opinions about what has been researched. The results can show what percentage of respondents filled in. The information describes simply the condition of the respondents based on gender, age, occupation, frequency of purchase, and payment method used.

Table 1. Respondent Description

Demographics	Amount	Presentation
Gender		
Woman	144	57
Man	86	43
Age		

17 – 24 Years	111	55.5
25 – 34 Years	82	41
35 – 50 Years	5	2.5
>50 Years	2	1
Work		
Student	6	3
Student	37	18.5
Employee	123	61.5
Housewife	8	4
Etc	26	13
Purchase Frequency		
1 – 2 times	45	22.5
3 – 5 times	100	50
More than 5 times	55	27.5
Payment Methods		
COD (Cash On Delivery)	42	21
Bank Transfer	82	41
Spay Later	14	7
Shopee Pay / SeaBank	62	31

Source: Data processing, 2024

Based on Table 1, from 200 respondents who filled out the questionnaire, it is known that the majority of respondents were women, 111 people, and the number of men was 86 people. This can be seen that Shopee users are more in-demand women. Based on age, the majority of respondents were aged 17-24 (55.5%) years, this shows that the majority of Shopee customers are workers and students. The type of work of the majority of respondents is employees, 123 people (61.5%) and students, 37 people (18.5%). The frequency of purchases through the Shopee application during one month, the majority of respondents made purchases 3-5 times (50%). The payment method most widely used by respondents is via bank transfer (41%).
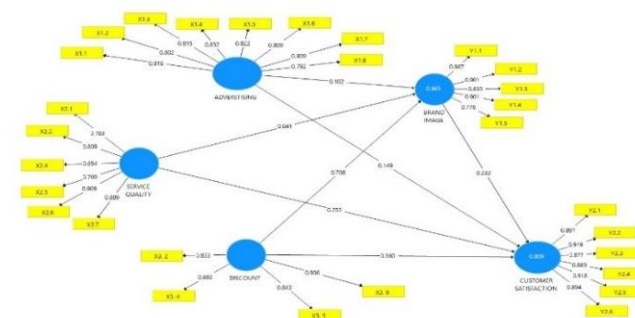
Measurement Model

Figure 2. Measurement Model

Source: Author, 2024

Figure 2 shows that all variable indicators can be used in the study because all indicators are above 0.05. Table 2 shows that the loading factor has a value greater than 0.700. This means that all variables used in this study meet the requirements for validation and reliability. In addition, *Composite Reliability* (CR) can be used which measures consistency between components using Cronbach's Alpha value in PLS. The results are acceptable if the data value (CR) is more than 0.7.

Table 2. Evaluation of Measurement Model

Variable	Indicator	Items	Loading Factor	Reliability	AVE
Advertisement (X1)		X1.1	0.818	0.939	0.660
	1. Emotional Appeal	X1.2	0.802		
	2. Message Relevance	X1.3	0.815		
	3. Clarity of Communication	X1.4	0.832		
	4. Memory	X1.5	0.822		
		X1.6	0.809		
		X1.7	0.809		
	(Belch & Belch, 2018)	X1.8	0.792		
Quality of service (X2)	1. Responsiveness	X2.1	0.783	0.933	0.701
	2. Reliability	X2.2	0.809		
	3. Tangible	X2.4	0.854		
	4. Assurance	X2.5	0.769		
	5. Empathy	X2.6	0.909		
	(Parasuraman et al., 1988)	X2.7	0.889		
Discount	1. Discount Duration	X3.2	0.833	0.923	0.751

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(X3)	2. Consumer Perception	X3.4	0.883		
	3. Amount of Reduction	X3.5	0.843		
	(Lee & Chen-Yu, 2018)	X3.6	0.906		
Brand Image (Y1)	1. Favourable	Y1.1	0.867	0.932	0.735
	2. Strength	Y1.2	0.901		
	3. Uniqueness	Y1.3	0.835		
	(Kotler & Keller, 2012)	Y1.4	0.901		
		Y1.5	0.776		
Customer satisfaction (Y2)	1. Overall Satisfaction	Y2.1	0.891	0.961	0.805
	2. Expectations	Y2.2	0.919		
	3. Experience	Y2.3	0.877		
	(Wirawan et al., 2019)	Y2.4	0.885		
		Y2.5	0.918		
		Y2.6	0.894		

Source: Data processing, 2024

Based on table 2, it shows that all the advertising variable indicators (X1), service satisfaction (X2), discounts (X3), brand image (Y1) and customer satisfaction (Y2) have a significant correlation with a value above 0.700. In addition, the Average Variance Extracted (AVE) value for all variables that meet the accepted criteria must have a value > 0.05. Therefore, it can be concluded that the results of each variable have strong discriminant validation and can be used further.

Table 3. Discriminant Validity-Fornell Lacker

Variables	Advert isement	Brand Image	Customer satisfaction Disco-unt		Service of Quality
Advertisement	0.812				
Brand Image	0.618	0.857			
Customer satisfaction	0.733	0.791	0.897		
Discount	0.685	0.811	0.855	0.867	
Quality of Service	0.764	0.689	0.818	0.805	0.837

Source: Data processing, 2024

In table 3, it has been determined based on the largest value data from each variable, namely advertising 0.812, brand image 0.857, customer satisfaction 0.897, discount 0.867 and service quality 0.837. According to the results of the data, it can be stated as valid by showing a higher loading factor value than other constructs, indicating that each variable has a different value and is not significantly correlated with each other.

Table 4. Multicollinearity Test

Variables	Brand Image	Customer satisfaction
Advertisement	2,485	2,516
Brand Image		2,985
Customer satisfaction		
Discount	2,943	4,440
Quality of Service	3,749	3,754

Source: Data processing, 2024

Table 4 shows a low VIF value of 2.485 to 4.440 which can be interpreted that the VIF value is not more than 0.5. This indicates that there is no significant multicollinearity problem in this study. Based on the results of the VIF test, it shows that multicollinearity is not a problem and allows for further research.

Table 5. Determination Coefficient Test

Variables	R Square	R Square Adjusted
Brand Image	0.665	0.660
Customer satisfaction	0.809	0.805

Source: Data processing, 2024

In table 5 the coefficient of determination R- square measures how much impact the independent variable factor has. In this study, the R- square value of 0.665 for brand image and 0.809 for customer satisfaction indicates a conservative influence. Specifically, advertising, service quality and discounts have an effect of 80.9% on the tendency of customers to feel satisfied and 66.5% of them see it from the brand image.

Table 6. Prediction Accuracy Test (Q2)

Variable	SSO	SSE	Q^2 (=1-SSE/SSO)
Advertisement	1600,000	1600,000	0
Brand Image	1000,000	544,082	0.456
Customer satisfaction	1200,000	439,963	0.633
Discount	800,000	800,000	0
Quality of Service	1200,000	1200,000	0

Source: Data processing, 2024

Q^2 value > 0 then it can be said that the observation value is good while if the Q^2 value < 0 then it can be said that the observation value is not good. Table 6 shows that the Q^2 value of each variable, namely brand image 0.456 and customer satisfaction 0.633, the value of these variables shows that each variable has a Q^2 value greater than 0 while the advertising, discount, and service quality variables have a Q^2 value smaller than 0. It can be concluded that the model used in this study has a fairly good level of prediction accuracy for the brand image and customer satisfaction variables while the advertising, service quality, and discount variables in this study have a level of prediction accuracy that is not good for the future will use other variables.

Table 7. F Test

Variables	Brand Image	Customer satisfaction
Advertisement	0.013	0.046
Brand Image		0.095
Customer satisfaction		
Discount	0.508	0.153
Quality of Service	0.001	0.090

Source: Data processing, 2024

In Table 7 above, the F -square test measures the strength of the relationship between the independent variable and the dependent variable, for the criteria of F- square value > 0.02 indicating a small influence, F- square > 0.15 indicating a moderate influence, F- square > 0.35 indicating a large influence and F- square > 0.02 indicating no influence. The results of the F test for the structural model in this study show the F-statistic results for the relationship between the advertising variable -> brand image has an F-statistic value of 0.013 which indicates the measurement results have a small influence while the relationship between advertising -> customer satisfaction has an F-statistic value of 0.045 indicating the measurement results have a small influence. In addition, the relationship between the brand image variable -> customer satisfaction has an F-statistic value of 0.095 indicating a small influence measurement size. The relationship between discount -> brand image has an F-statistic value of 0.508 indicating the results of a large influence measurement size while discount -> customer satisfaction has a small influence measurement size. Likewise, the relationship between service quality -> brand image and service quality -> customer satisfaction each has a small F value – a statistical measure of influence measurement, namely 0.001 and 0.090.

Table 8. Path Coefficient

Variable	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Results
Advertisement -> *Brand Image*	0.102	1,192	0.234	**Rejected**
Advertisement -> Customer Satisfaction	0.149	2,274	0.023	Accepted
Brand Image -> Customer	0.232	2,473	0.014	Accepted

Satisfaction				
Discount -> *Brand Image*	0.708	6,589	0,000	Accepted
Discount -> Customer Satisfaction	0.360	3,134	0.002	Accepted
Service Quality -> *Brand Image*	0.041	0.344	0.731	**Rejected**
Service Quality -> Customer Satisfaction	0.255	3,290	0.001	Accepted

Source: Data processing, 2024

The t-statistic value is higher than the t-table, which is 1.96, and the P- *value* is lower than 0.05, so the hypothesis results are accepted. Table 8 shows that the correlation between the variables Advertisement -> *Brand Image* (t-statistic = 1.192 and p- *value* = 0.234 which means the hypothesis is rejected , the relationship between the variables Advertisement -> Customer Satisfaction (t-statistic = 2.274 and p- *value* = 0.023 which means the hypothesis is accepted, the relationship between Service Quality -> *Brand image* (t-statistic = 0.344 and p- *value* = 0.731) which means the hypothesis is rejected, the relationship between Service Quality -> Customer Satisfaction (t-statistic = 3.290 and p- *value* = 0.001) the hypothesis is accepted, Discount -> *Brand Image* (t-statistic = 6.589 and p- *value* = 0.000) which means the hypothesis is accepted, the relationship between Discount -> Customer Satisfaction (t-statistic = 3.134 and p- *value* 0.002) which means the hypothesis is accepted, the relationship between the variables *Brand Image* -> Customer Satisfaction (t-statistic = 2.473 and p- *value* = 0.014) which means the hypothesis is accepted.

Discussion

Based on this study, it can be concluded that brand image is influenced by discounts, but for advertising and service quality there is no effect on brand image. The combination of these three factors has a significant effect on customer satisfaction. Companies that can improve the appearance of advertisements, good service, and provide attractive discounts will win the hearts of customers and build customer desire to repurchase a product through the Shopee application.

The displayed advertisements do not have a positive effect on brand image. A brand image that is already known by many people does not ensure that it can attract customers to get to know Shopee through the advertisements displayed and the messages conveyed are easy to understand. This is in contrast to the results of research from Adam et al., (2022)which states that advertising has a significant effect on brand image. In addition, attractive advertisements and messages that are given clearly can affect customer satisfaction, one of the things that customers pay attention to is that the advertisements displayed can help increase awareness and get to know the brand and products or services provided by Shopee. This shows that the tendency to increase customer satisfaction at Shopee has a strong relationship with the advertisements displayed (Hadita, 2017) .

In this study, service quality does not have a positive effect on brand image. This can be influenced by poor service quality and slowness in handling obstacles experienced by customers, resulting in a bad assessment of brand image, on the other hand, if the service provided is good, friendly, and fast in handling customer complaints, it will make customers want to buy again and build a good brand image. In addition, service quality has a significant effect on customer satisfaction. Service quality is a strategy to build customer satisfaction, service quality needs to be improved

so that customers feel satisfied by providing professional and fast service in handling complaints or questions from customers, in this case, proving that service quality affects satisfaction according to what was stated by Maramis et al., (2018)that service quality has a positive effect on customer satisfaction.

Discounts have a significant effect on brand image. Discounts that are comparable to the quality of the goods provided build customer trust, encouraging them to make repeat purchases. Discounts given by Shopee with a fairly long duration and often provide free shipping discounts, make Shopee easily recognized. This is also reinforced by previous research by Rohmah & Dewi (2021)showing that discounts affect brand image. Besides this, discounts have a significant effect on customer satisfaction. Discounts are one of the strategies used by companies to attract customers to make purchases, when customers make purchases, customers will give a satisfied assessment with the discounts given such as free shipping and fairly large price cuts. The results of this study are in line with previous research by Ermida et al., (2021)which states that discounts have a positive effect on customer satisfaction. However, brand image has a significant effect on customer satisfaction. A good brand image will attract customers to like the product in the future, Information in the minds of customers about a brand is usually arranged into customer satisfaction with the brand, and if customers give positive values or responses about the brand, it will be more interesting to buy. This is under what was stated by Kurniawati et al., (2019)that brand image has a significant influence on customer satisfaction.

CONCLUSION

The results of this study indicate that customer satisfaction can affect advertising, service quality and discounts. However, not with brand image, because brand image does not affect advertising and service quality, but brand image affects discounts and customer satisfaction. Based on these results, there needs to be information related to the introduction of the right brand image in introducing Shopee to the public.

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