



## Customer Satisfaction As A Mediator of The Influence of E-Marketing on Brand Image In XYZ Company

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**Abstract:** This study aims to analyze Customer Satisfaction as a mediator of the influence of E-Marketing on Brand Image at PT. XYZ E-Marketing, which includes Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness, has been well owned by the company. Customer Satisfaction, which includes the dimensions of Product Quality, Service Quality, and Price, is at a satisfactory level, while Brand Image, which includes Reputation, Recognition, Affinity, and Brand Loyalty, is also considered good by customers. With the cluster random sampling technique, a sample of 150 respondents was obtained from a population of 1,235 customers. Based on SEM analysis using the LISREL 8.80 program, the results showed that E-Marketing has a significant partial influence on Customer Satisfaction of 51.2% and on Brand Image of 17.3%. While Customer Satisfaction has a significant partial influence on Brand Image of 30.1%. Furthermore, from the Sobel test, it is known that Customer Satisfaction has a significant influence in mediating the E-Marketing Mix on Brand Image, with a mediator influence of 15.5%. This finding highlights the importance of optimizing E-Marketing strategies to increase Customer Satisfaction and strengthen Brand Image in the eyes of customers.

**Keywords:** E-Marketing, Customer Satisfaction, Brand Image.

### INTRODUCTION

Tight competition makes marketers compete to instill a positive brand image in the minds of consumers. Brand image is a collection of brand associations based on interests that consumers develop over time. Brands, like humans, can be ideas that have their own personalities (Shimp, 2007:38). The emergence of a brand image on a product will be very useful for marketers because brand image can influence consumer assessments. The better the brand image of a product, the more attractive it is for consumers to buy the product. According to Coaker (2021), Espíndola (2020), Arifin and Fachrodji (2015), Tharpe (2014), brand image

is a perception of a brand that forms consumer trust based on information and past consumer experiences that become consumer preferences for a brand. Kotler, Keller, Brady, Goodman, Hansen (2019) and Kotler and Armstrong (2018) stated that a brand is the main element that forms an emotional relationship between a company and its customers, and not just a name, symbol, image or identity.

Brand, for a company that has a meaning as the company's identity in the eyes of the public, a company that can create a brand that is prestigious or magnificent, famous, and has a good reputation will easily remember a product, so it has the potential to attract consumers to decide to buy and in the end the product will be purchased by consumers. Brand image or called brand image, is the view and sense of trust and confidence that consumers have, which is internalized and implied into customer memory, which consumers will first remember when they hear the slogan (Kotler and Kho, 2009).

An established brand image can help companies differentiate their products, increase consumers' willingness to pay premium prices, and improve the perceived quality of the products offered. In addition, brand image has a positive effect on brand loyalty, as customers tend to be more loyal to brands they perceive favorably (Chauhan, 2023).

Brand image is one aspect that drives Customer Satisfaction and customer loyalty in the service sector (Jalilvand & Samiei, 2012). Many researchers identify brand image as the main factor influencing Customer Satisfaction in the online business world. Then, brand image can also influence Customer Satisfaction when considered an important factor in forming a good company image (Jamaluddin & Riyadi, 2018).

Brand image aims to shape public perception, build public trust in the brand, build public love for the brand, open up opportunities for companies to set high selling prices, create certain identities and characteristics that distinguish the company's products from competitors' products, and make consumers or customers more confident in the product and more loyal to the company.

Attractive product packaging can boost sales if it is designed as attractively and uniquely as possible. Another sales promotion factor is sales promotion or advertising, which aims to increase demand or sales of the products offered to boost sales. Large companies must dare to spend large amounts of money on promotion and advertising. Because not only the profits come from sales, but the products are also known to the public. From teenagers to mothers, cosmetics are a daily necessity. In Indonesia itself, many local cosmetic brands are good and cheap.

PT. XYZ is a company engaged in the cosmetics industry and contract manufacturing whose products are known as Celestial. According to Mochammad Reza Firmansyah, Ujang Sumarwan, and Muhammad Mukti Ali (2021), products, places, and brand equity are factors that manufacturers must prioritize to make improvements and developments. The company was founded to meet the needs of the community for quality cosmetic products, and is expected to become one of the cosmetic industries that has high competitiveness. The opinion put forward by Cecep Saepul Rohman, Arie Hendra Saputro, Dadan Abdul Aziz Mubarok (2023) people's considerations before deciding to buy a product include several factors, namely product quality, price and also several other things, but it is undeniable that product quality and price are the most important factors for people in deciding whether or not to buy this product. PT. XYZ is committed to creating high-quality cosmetics to realize the health and beauty of the skin of the Indonesian people.

According to Kotler & Keller (2012) indicates that satisfaction is "a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) to their expectations". If the performance is above consumer perception, then the consumer will be very satisfied and vice versa. If the existing performance is below consumer perception, then the consumer will be disappointed.

Customer satisfaction with cosmetic products is generally influenced by product quality, brand image, and service quality. Satisfied customers usually buy again, recommend other products, and become active brand ambassadors. Product quality must meet customer expectations, but service quality must be fast and satisfying.

With the advancement of internet-based communication and information technology, the digital era it has brought major changes in various aspects of life, especially in the business world, thus accelerating the development of marketing strategies. At this time, conveying information to other parties all over the world can be cheap, fast and easy (Sudrajat, 2013). The rapid growth of these applications has resulted in a decrease in the use of mass media, which is widely used in traditional marketing, such as radio, television, magazines, and newspapers (Ayoola and Ibrahim, 2020).

Previous research regarding the relationship between the variables studied is as follows. One of the E-Marketing factors, namely the subjective norm factor, has a direct and significant effect on consumer satisfaction at Hartanimart.com. (Aminudin, I., et al., 2022). Furthermore, there is a positive and significant partial effect between E-Marketing on Consumer Satisfaction of Janji Jiwa Volume 35 in Tangerang City (Gracia, B.A., 2024). Other similar studies show that factors in e-marketing such as convenience, content, response, security, and trust, either together or partially, are factors that significantly influence consumer purchasing decisions online (Irawan, I.C., 2020). E-Marketing The use of the digital marketing concept (E-Marketing) has a positive effect on brand awareness and brand image on Monggo Chocolate products. Overall, this study states that the use of digital marketing has a positive effect on consumer purchasing decisions. (Fitrianna, H., Aurinawati, D., 2020). Then, other studies show that there is a positive but insignificant influence of Digital Marketing on Consumer Satisfaction. There is a positive and significant relationship between Digital Marketing and Purchasing Decisions, a positive and significant relationship between online service quality and consumer satisfaction, a positive and significant relationship between online service quality and Purchasing Decisions and a positive but insignificant relationship between consumer satisfaction and Purchasing Decisions (Rismawati, et al., 2024).

Customer Satisfaction affects Brand Image as seen from brand strength, brand uniqueness, and brand liking (Fakhmy, 2019). Other studies have shown that Customer Satisfaction and Brand Image together can increase customer loyalty (Wahyuni & Irfani, 2017). In addition, research in other industries shows that brand image affects Customer Satisfaction (Wang & Chen, 2009).

Digital marketing through corporate image has an influence on Bank Jambi customer satisfaction. This indirectly explains that corporate image is able to mediate digital marketing on customer satisfaction (Kennis & Octavia, 2024). According to Nunung Ayu Sofiati (Efi) and Yoyo Sudaryo (2020) This study found that there is an influence of Digital Marketing which includes the dimensions of Website Engagement, Social Engagement, Click-Through Rate, Conversion Rate, and Duration on Satisfaction, there is an influence of Digital Marketing which includes the dimensions of Website Engagement, Social Engagement, Click-Through Rate, Conversion Rate, and Duration on Image. In addition, research in other industries shows that digital marketing, price perception, and brand image have a positive and significant influence on consumer satisfaction at the Kopi Kenangan coffee shop in Semarang City (Khoirunnisa & Riva'i, 2023).

## **METHOD**

In this study, the author uses a quantitative research approach. Sugiyono (2022) explains that the quantitative approach is a method based on concrete data and is applied in conducting sample and population research. The research data is in the form of numbers that can be calculated using statistical analysis for calculation test tools that aim to test the hypothesis. The

type of research used is associative research (relationship) with quantitative analysis methods (data in the form of numbers).

According to Nunung Ayu Sofiati (Efi), Yoyo Sudaryo, Thessa Tri Astuty, Andi Sukandi (2022) In quantitative research, if the research uses a certain measuring instrument, it is necessary to state the name of the measuring instrument, the number of items, the reliability coefficient, and the data analysis method used. Associative research is research that aims to determine the relationship between two or more variables, in this study the author took the research object of E-Marketing, Customer Satisfaction and Brand Image at PT. XYZ

The research method used in this study is descriptive and verification research. According to Purba et al., (2021) Descriptive research is data collection to test hypotheses or answer questions about the latest status of research subjects, which is a factual research method about the status of a group of people, an object, a condition, a system of thought or events at this time with the correct interpretation.

Meanwhile, the verification research method is a research method through proof to test the hypothesis of descriptive research results with statistical calculations so that the results of the proof are obtained which show that the hypothesis is rejected or accepted (Sugiyono, 2018). Thus, in this study, the truth will be tested regarding Customer Satisfaction as a mediator of the influence of E-Marketing on Brand Image at PT. XYZ

In this study, the descriptive method to obtain:

1. Description and analysis of E-Marketing implementation (Information, Service Existence, Service Responsiveness, Purchase Transaction Process, Usefulness) at PT. XYZ
2. Description and analysis of Customer Satisfaction (Product Quality, Service Quality, Price) at PT. XYZ
3. Description and analysis of Brand Image (Reputation, Recognition, Brand Loyalty) at PT. XYZ

And verification methods to analyze:

1. The Influence of E-Marketing on Customer Satisfaction at PT. XYZ
2. The Influence of E-Marketing on Brand Image at PT. XYZ
3. The Influence of Customer Satisfaction on Brand Image at PT. XYZ
4. Customer Satisfaction as a mediator of the influence of E-Marketing on Brand Image at PT. XYZ

## **RESULTS AND DISCUSSION**

### **Result**

Validity testing is carried out to measure whether the measuring instrument used in the form of questions in a questionnaire or research questionnaire is a precise (valid) measurement or not at all precise. Reliability testing is carried out to measure the reliability of the questionnaire or research questionnaire in question. The following describes the results of the validity test and reliability test of the E-Marketing, Customer Satisfaction, and Brand Image variables at PT. XYZ.

### **E-Marketing Validity**

The E-Marketing variable, which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness, is arranged into 22 items (questions). For the validity test, a pre-survey study was conducted by distributing questionnaires to 30 respondents (Customers) at PT. XYZ. The pre-survey research data was then processed using SPSS 26 software using Spearman rank correlation analysis. The following is a summary of the validity test of the items in the E-Marketing variable Table Uji Validitas Item *E-Marketing*.

**Table 1. Validity**

No	Item	Dimension	r <sub>s.count</sub>	Sig.	r <sub>s.table</sub>	Conclusion
1	P1	Information	0,444	0,014	0,364	Valid
2	P2		0,507	0,004	0,364	Valid
3	P3		0,544	0,002	0,364	Valid
4	P4		0,425	0,019	0,364	Valid
5	P5		0,600	0,000	0,364	Valid
6	P6		0,536	0,002	0,364	Valid
7	P7	Existence of Service	0,449	0,013	0,364	Valid
8	P8		0,482	0,007	0,364	Valid
9	P9		0,572	0,001	0,364	Valid
10	P10		0,604	0,000	0,364	Valid
11	P11		0,634	0,000	0,364	Valid
12	P12	Service	0,384	0,036	0,364	Valid
13	P13		0,611	0,000	0,364	Valid
14	P14	Responsiveness	0,397	0,035	0,364	Valid
15	P15	Purchase Transaction Process	0,551	0,002	0,364	Valid
16	P16		0,557	0,001	0,364	Valid
17	P17		0,572	0,001	0,364	Valid
18	P18	Utility	0,439	0,015	0,364	Valid
19	P19		0,578	0,001	0,364	Valid
20	P20		0,492	0,006	0,364	Valid
21	P21		0,435	0,016	0,364	Valid
22	P22		0,473	0,008	0,364	Valid

Source: Processed from Questionnaire Data in Prasurvey Research, 2025  
 r<sub>s.table</sub> = Spearman correlation coefficient at 5% level of significance, n = 30

From the results of the validity test of E-Marketing items, the lowest correlation value between item-total is owned by the item regarding Admin PT. XYZ serves customer questions well (item 12/P12) in the Responsiveness of Service dimension, which is 0.384 (Sig. = 0.036) while the one with the largest correlation is the item regarding Admin PT. XYZ is fast in answering consumer questions (item 13/P13) in the Responsiveness of Service dimension, which is 0.611 (Sig. = 0.000). All correlation values between item-totals of the E-Marketing variables have a significance value of less than 0.05 (the correlation value is greater than 0.300, or if using the Rho table, is greater than or equal to 0.364), so that all items are declared valid.

**Validity of Customer Satisfaction**

The Consumer Satisfaction variable which includes the dimensions of Product Quality, Service Quality, and Price is arranged into 20 items (questions). For validity testing, a pre-survey research was conducted by distributing questionnaires to 30 respondents (Customers) at PT.XYZ. The pre-survey research data was then processed using SPSS 26 software using Spearman rank correlation analysis. The following is a summary of the validity test of the items in the Customer Satisfaction variable.

**Table 2. Customer Satisfaction Item Validity Test Table**

No	Item	Dimension	r <sub>s.count</sub>	Sig.	r <sub>s.table</sub>	Conclusion
23	P23	Product Quality	0,489	0,006	0,364	Valid
24	P24		0,435	0,016	0,364	Valid
25	P25		0,510	0,004	0,364	Valid
26	P26		0,693	0,000	0,364	Valid
27	P27		0,546	0,002	0,364	Valid
28	P28		0,643	0,000	0,364	Valid

No	Item	Dimension	r <sub>s,count</sub>	Sig.	r <sub>s,table</sub>	Conclusion
29	P29	Quality of Service	0,725	0,000	0,364	Valid
30	P30		0,621	0,000	0,364	Valid
31	P31		0,417	0,022	0,364	Valid
32	P32		0,533	0,002	0,364	Valid
33	P33		0,584	0,001	0,364	Valid
34	P34		0,558	0,001	0,364	Valid
35	P35		0,546	0,002	0,364	Valid
36	P36		0,645	0,000	0,364	Valid
37	P37		0,531	0,003	0,364	Valid
38	P38		0,488	0,006	0,364	Valid
39	P39	Price	0,532	0,002	0,364	Valid
40	P40		0,634	0,000	0,364	Valid
41	P41		0,469	0,009	0,364	Valid
42	P42		0,546	0,002	0,364	Valid

Source: Processed from Questionnaire Data in Pre-Survey Research, 2025  
 rs.table = Spearman correlation coefficient at 5% level of significance, n = 30

From the results of the validity test of Customer Satisfaction items, the lowest correlation value between item-total is owned by the item regarding PT. XYZ employees prioritize customer interests (item 31/P31) in the Service Quality dimension, which is 0.417 (Sig. = 0.022), while the item with the largest correlation is the item regarding the nuance/atmosphere of PT. XYZ's stand feels pleasant (item 29/P29) in the Service Quality dimension, which is 0.725 (Sig. = 0.000). All correlation values between item-totals of the Customer Satisfaction variable have a significance value of less than 0.05 (the correlation value is greater than 0.300 or, if using the Rho table, is greater than or equal to 0.364), so that all items are declared valid.

### Brand Image Validity

The Brand Image variable, which includes the dimensions of Reputation, Recognition, Affinity, and Brand Loyalty, is arranged into 20 items (questions). For validity testing, a pre-survey study was conducted by distributing questionnaires to 30 respondents (Customers) at PT. XYZ. The pre-survey research data were then processed using SPSS 26 software using Spearman rank correlation analysis. The following is a summary of the validity test of the items in the Brand Image variable.

Table 3. Brand Image Item Validity Test Table

No	Item	Dimension	r <sub>s,count</sub>	Sig.	r <sub>s,table</sub>	Conclusion
43	P43	Reputation	0,539	0,002	0,364	Valid
44	P44		0,462	0,010	0,364	Valid
45	P45		0,679	0,000	0,364	Valid
46	P46		0,401	0,028	0,364	Valid
47	P47		0,600	0,000	0,364	Valid
48	P48	Recognition	0,612	0,000	0,364	Valid
49	P49		0,571	0,001	0,364	Valid
50	P50		0,382	0,037	0,364	Valid
51	P51		0,622	0,000	0,364	Valid
52	P52		0,426	0,019	0,364	Valid
53	P53	Affinity	0,438	0,016	0,364	Valid
54	P54		0,561	0,001	0,364	Valid
55	P55		0,430	0,018	0,364	Valid
56	P56		0,395	0,031	0,364	Valid
57	P57		0,531	0,003	0,364	Valid
58	P58	Brand Loyalty	0,560	0,001	0,364	Valid

No	Item	Dimension	r <sub>s.count</sub>	Sig.	r <sub>s.table</sub>	Conclusion
59	P59		0,459	0,011	0,364	Valid
60	P60		0,485	0,007	0,364	Valid
61	P61		0,645	0,000	0,364	Valid
62	P62		0,521	0,003	0,364	Valid

Source: Processed from Questionnaire Data in Prasurvey Research, 2025  
 r<sub>s.table</sub> = Spearman correlation coefficient at 5% level of significance, n = 30

From the results of the validity test of Brand Image items, the lowest correlation value between item-total is owned by the item regarding PT. XYZ always maintains customer trust (item 50/P50) in the Recognition dimension, which is 0.382 (Sig. = 0.037), while the item with the largest correlation is the item regarding PT. XYZ is easy to contact by phone by users (item 45/P45) in the Reputation dimension, which is 0.679 (Sig. = 0.000). All correlation values between item-totals of the Brand Image variable have a significance value of less than 0.05 (the correlation value is greater than 0.300 or if using the Rho table is greater than or equal to 0.364) so that all items are declared valid.

### E-Marketing Reliability, Customer Satisfaction and Brand Image

The reliability test aims to measure the reliability of the questionnaire. The table below is the result of data processing collected from preliminary research using SPSS 26 software.

**Table 4. Reliability Test Table Using the Cronbach's Alpha Method**

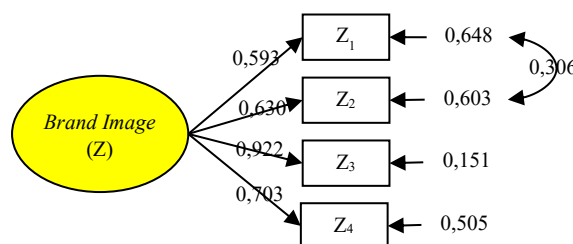
No	Variable	Koef. Reliability (r)	r critis	Information
1	E-Marketing	0,881	0,700	Reliabel
2	Customer Satisfaction	0,891	0,700	Reliabel
3	Brand Image	0,866	0,700	Reliabel

Source: Processed from Questionnaire Data in Prasurvey Research, 2025

The results of reliability testing of the variables in the research questionnaire showed that the variable with the greatest reliability was Customer Satisfaction of 0.891. This value indicates that the level of consistency of respondents' answers to the Customer Satisfaction variable is high, namely 89.1%. Meanwhile, the Brand Image variable has the smallest reliability of 0.866, indicating a level of consistency of 86.6% with a high category. The three variables have a reliability value greater than 0.700 so that E-Marketing, Customer Satisfaction, and Brand Image are declared Reliable. Thus, all research variable items can be used in further analysis.

### Brand Image Measurement Model

Based on the SEM model in the Figure, the measurement model (unidimensional) for the latent variable Brand Image (Z) predicted by the dimensions of Reputation (Z1), Recognition (Z2), Affinity (Z3), and Brand Loyalty (Z4) can be described as follows:



Measurement Model Image (Standardized) Brand Image

$$\begin{aligned}
 \text{Reputation } (Z_1) &= 0,593 \text{ Brand Image } (Z) + 0,648 \\
 \text{Recognition } (Z_2) &= 0,630 \text{ Brand Image } (Z) + 0,603 \\
 \text{Affinity } (Z_3) &= 0,922 \text{ Brand Image } (Z) + 0,151 \\
 \text{Brand Loyalty } (Z_4) &= 0,703 \text{ Brand Image } (Z) + 0,505
 \end{aligned}$$

In the Brand Image (Z) measurement model, the dimension with the largest standardized estimate is Affinity (Z3) of 0.922 (R2 = 0.849), meaning that the Affinity dimension is able to predict Brand Image by 84.9% and its error is 15.1%. While the smallest standardized load is owned by the Reputation dimension (Z1) of 0.593 (R2 = 0.352) meaning that the Reputation dimension is only able to predict Brand Image by 35.2% while its error reaches 64.8%. The results of the measurement model test in Table 4.27 show that all Brand Image dimensions are significant (t > 1.96) which indicates good results in predicting Brand Image. The results of the CFA model modification, in the measurement model there is a relationship between the error of the Reputation dimension and the error of the Recognition dimension of 0.306. The correlation value is positive, indicating that if a company has a good reputation, it will get good recognition, and vice versa, if a company has a bad reputation, it will not get good recognition from customers.

### E-Marketing Hypothesis Testing on Customer Satisfaction

In this study, one of the variables tested for its relationship with other variables is the E-Marketing variable which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness towards Customer Satisfaction at PT. XYZ. The hypothesis to be tested is as follows:

- H<sub>0,4</sub>:  $\gamma_1 = 0$  : There is no influence of E-Marketing covering Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on Customer Satisfaction at PT. XYZ.
- H<sub>1,4</sub>:  $\gamma_1 \neq 0$  : There is an influence of E-Marketing which includes Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on Customer Satisfaction at PT. XYZ.

The structured model equation that includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness towards Customer Satisfaction at PT. XYZ. is stated as:

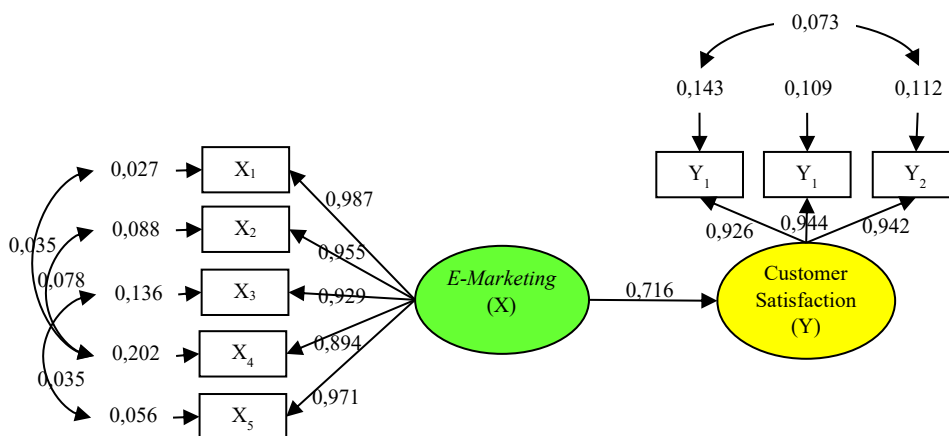


Image of the Influence (Standardized) of E-Marketing on Customer Satisfaction

The table is a test of the influence of E-Marketing, which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on Customer Satisfaction at PT. XYZ.

**Table 5. Test Table of the Influence of E-Marketing (X) on Customer Satisfaction (Y)**

Variabel Laten Endogen	to	Variable Laten Eksogen	Estimate: Standardized Regression Weights	Estimate: Regression Weights	Standard Error (S.E.)	T	Conclusion
Y	←	X	0,716	0,676	0,0713	9,474	Significant

Source: Data Analysis Results, 2025

Test statistics:

$$t = \frac{\gamma_1}{se(\gamma_1)} = \frac{0,676}{0,0713} = 9,474$$

For a two-tailed test, at a 95% confidence level the critical value of the standard z-normal distribution is 1.96. If we compare the t value with the critical value of the table then  $t = 9.474 > 1.96$  so that the null hypothesis is rejected. This means that E-Marketing which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness has a significant influence on Customer Satisfaction at PT. XYZ. The magnitude of the influence of E-Marketing on Customer Satisfaction is  $0.7162 \times 100\% = 51.2\%$ .

### E-Marketing Hypothesis Testing on Brand Image

Next, the variables tested for their relationship with other variables are E-Marketing variables which include the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness to Brand Image at PT. XYZ. The hypotheses to be tested are as follows:

$H_{0,5}: \gamma_2 = 0$  : There is no influence of E-Marketing covering the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on PT. XYZ's Brand Image.

$H_{1,5}: \gamma_2 \neq 0$  : There is an influence of E-Marketing which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on the Brand Image of PT. XYZ.

The equation of the structured E-Marketing model that includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness towards Brand Image at PT. XYZ is stated as:

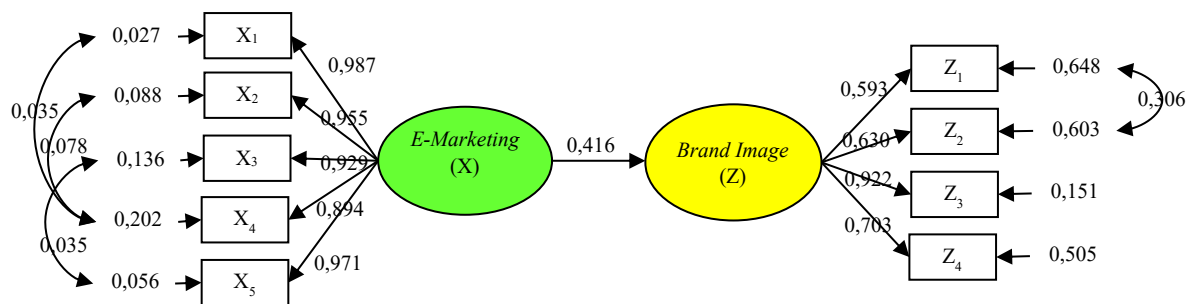


Image of the Influence (Standardized) of E-Marketing on Brand Image

The table is a test of the influence of E-Marketing which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on Brand Image at PT. XYZ.

Table 6. Test Table of the Influence of E-Marketing (X) on Brand Image (Z)

Variable Laten Endogen	to	Variable Laten Eksogen	Estimate: Standarized Regression Weights	Estimate: Regression Weights	Standard Error (S.E.)	t	Conclusion
Z	←	X	0,416	0,384	0,0696	5,514	Significant

Source: Data Analysis Results, 2025

Test statistics:

$$t = \frac{\gamma_2}{se(\gamma_2)} = \frac{0,384}{0,0696} = 5,514$$

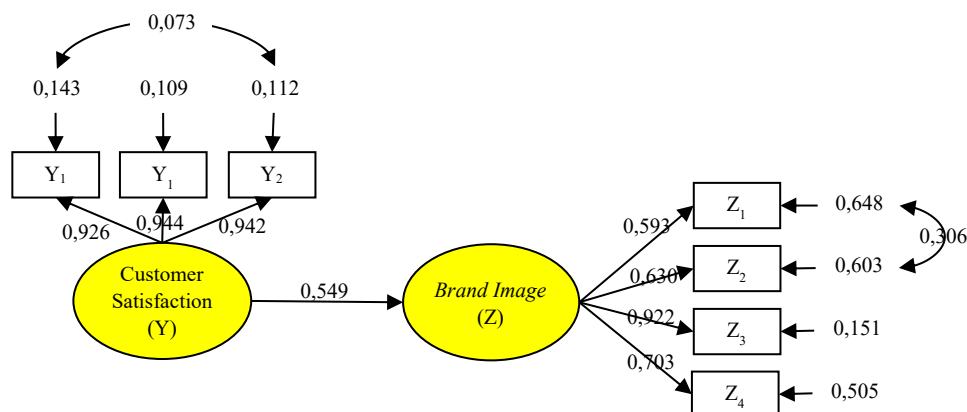
For a two-tailed test, at a 95% confidence level the critical value of the standard z-normal distribution is 1.96. If we compare the t value with the critical value of the table then  $t = 5.514 > 1.96$  so that the null hypothesis is rejected. This means that E-Marketing which includes Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness has a significant influence on Brand Image at PT. XYZ with a direct influence value of  $0.4162 \times 100\% = 17.3\%$ .

### Customer Satisfaction Hypothesis Testing on Brand Image

Then, the variables tested for their relationship with other variables are Customer Satisfaction variables that include the dimensions of Product Quality, Service Quality and Price on Brand Image at PT. XYZ. The hypotheses to be tested are as follows:

- $H_{0,6}: \beta = 0$  : There is no influence of Customer Satisfaction which includes Product Quality, Service Quality, and Price on Brand Image at PT. XYZ
- $H_{1,6}: \beta \neq 0$  : There is an influence of Customer Satisfaction which includes Product Quality, Service Quality, and Price on Brand Image at PT. XYZ

The equation of the structured model of Customer Satisfaction consisting of the dimensions of Product Quality, Service Quality, and Price towards Brand Image at PT. XYZ is stated as:



**Image of the Influence (Standardized) of Customer Satisfaction on Brand Image**

The table is a test of the influence of Customer Satisfaction covering the dimensions of Product Quality, Service Quality, and Price on Brand Image (Z) at PT. XYZ.

**Table 7. Table of Test of the Influence of Customer Satisfaction (Y) on Brand Image (Z)**

Variable Laten Endogen	to	Variable Laten Eksogen	Estimate: Standarized Regression Weights	Estimate: Regression Weights	Standard Error (S.E.)	t	Conclusion
Z	←	Y	0,549	0,536	0,0714	7,506	Significants

\* significant at the level of 0.05  
 Source: Data Analysis Results, 2025

Test statistics:

= 7,506 For a two-tailed test, at a 95% confidence level the critical value of the standard z-normal distribution is 1.96. If we compare the calculated t value with the critical value of the table then  $t = 7.506 > 1.96$  so that the null hypothesis is rejected. This means that Customer Satisfaction which includes the dimensions of Product Quality, Service Quality, and Price has a significant influence on Brand Image at PT. XYZ with a direct influence value of  $0.5492 \times 100\% = 54.92\%$ .

**Hypothesis Test of the Influence of Customer Satisfaction as an E-Marketing Mediator on Brand Image**

The research hypothesis to determine the effect of Customer Satisfaction as a mediator of E-Marketing on Brand Image at PT. XYZ is stated as follows:

- $H_{0,7}: \gamma_1\beta = 0$  : There is no influence of Customer Satisfaction as an E-Marketing mediator on Brand Image at PT. XYZ
- $H_{1,7}: \gamma_1\beta \neq 0$  : There is an influence of Customer Satisfaction as an E-Marketing mediator on Brand Image at PT. XYZ

The form of relationship between Customer Satisfaction as a mediator of E-Marketing towards Brand Image at PT. XYZ is:

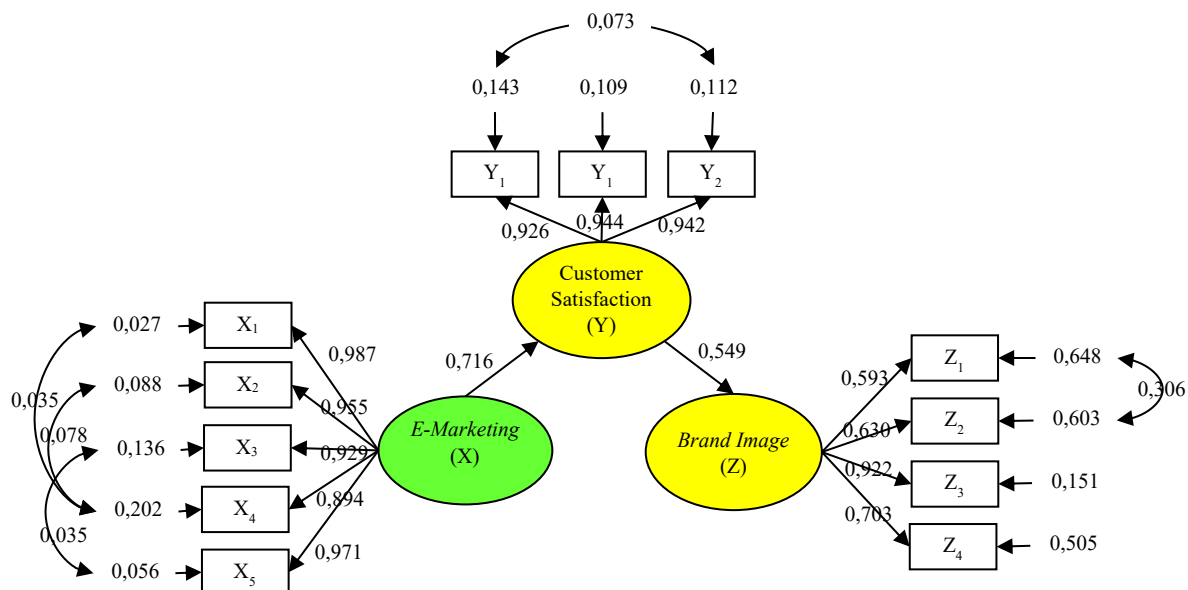


Figure of Influence (Estimate) of Customer Satisfaction as a Mediator of E-Marketing on Brand Image

The table is a test of the influence of Customer Satisfaction as a mediator of E-Marketing on Brand Image at PT. XYZ.

Table 8. Customer Satisfaction Test Table (Y) as a Mediator of the Influence of E-Marketing (X) on Brand Image (Z)

Variable Laten Endogen	to	Variable Laten Eksogen	Estimate: Standarized Regression Weights	Estimate: Regression Weights	Standard Error (S.E.)	t	Conclusion
Y	←	X	0,716	0,676	0,0713	9,474	Signifikan
Z	←	Y	0,549	0,536	0,0714	7,506	Signifikan

\*significant at the level of 0.05

Source: Data Analysis Results, 2025

Table 9. Test Statistics:

Input:	Test statistic:	Std. Error:	p-value:
a 0.676	Sobel test: 5.88548407	0.06156435	0
b 0.536	Aroian test: 5.86546477	0.06177447	0
sa 0.0713	Goodman test: 5.90570975	0.06135351	0
sb 0.0714	Reset all	Calculate	

$$z = \frac{\gamma_1 \beta}{\sqrt{\beta^2 se(\gamma_1) + \gamma_1^2 se(\beta)}} = \frac{0,676 \times 0,536}{\sqrt{0,536^2 \times 0,0713^2 + 0,676^2 \times 0,0714^2}}$$

= 5,885

From the results of the Sobel test, a p-value of 0 (<0.05) was obtained, which means that Customer Satisfaction has a mediating effect on the relationship between E-Marketing and Brand Image. Because the z-value (5.885) > 1.96 and p-value <0.05, it can be concluded that the indirect effect is significant at a significance level of 5%, Customer Satisfaction affects the

relationship between E-Marketing and Brand Image at PT. XYZ. With the magnitude of the indirect effect of E-Marketing through Customer Satisfaction on Brand Image of  $(0.716)(0.549) \times 100\% = 15.5\%$ .

## Discussion

### The Influence of E-Marketing on Customer Satisfaction at PT. XYZ

According to (Kotler and Armstrong, 2008:237) Electronic marketing (e-marketing) is a form of business from a company to market products and services and build relationships with consumers through the internet online. This form of internet marketing is a site that can be accessed by everyone with a very large reach on a computer network with various types of different people and from various countries into a very large information container. Meanwhile, Customer Satisfaction according to Kotler & Keller (2012) is defined as the level of a person's feelings after comparing (performance or results) that are felt compared to their expectations. There is a significant influence of E-Marketing which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on Customer Satisfaction at PT. XYZ which is indicated by the statistical value of the t-test of 9.474 which is absolutely smaller than the critical z of 1.96. The standardized slope coefficient is positive at 0.716, indicating that if other variables are considered constant, then every increase in one E-Marketing will result in an increase in Customer Satisfaction by 0.716 units. The magnitude of the influence of E-Marketing on Customer Satisfaction is 51.2% while the remaining 48.8% is influenced by other factors outside the research variables.

Empirically, this shows that E-Marketing which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness affects Customer Satisfaction. If E-Marketing is implemented properly, it will result in consumers feeling satisfied. The results of this study are in line with the research presented by Aminudin, I., et al. (2022) that one of the E-Marketing factors, namely the subjective norm factor, has a direct and significant effect on consumer satisfaction at Hartanimart.com.

Furthermore, there is a positive and significant partial influence between E-Marketing on Consumer Satisfaction of Janji Jiwa Volume 35, Tangerang City (Gracia, B.A., 2024). Other similar studies show that factors in e-marketing such as convenience, content, response, security, and trust, either together or partially, are factors that significantly influence consumer purchasing decisions online (Irawan, I.C., 2020). *Pengaruh E-Marketing Terhadap Brand Image di PT. XYZ*

According to (Strauss and Trost, 2009:6) in (Alia Almitra Aprilianti, Donni Juni Priansa, 2018:1042) stated that e-marketing is the use of information technology in the process of creating, communicating and distributing value to customers, to build relationships between customers and companies in a way that benefits the company and the parties concerned. In other words, e-marketing is an online marketing process in promoting and marketing products or services that aim to maintain relationships with consumers and influence consumer purchasing decisions. Meanwhile, Brand or brand reflects the identity of the product or service offered by the seller. Brands also have a role in identifying the source or maker of a product that allows customers to evaluate similar products differently depending on how the brand itself is. Evaluation of the product itself can be done from the customer's past experience of using the product and how the seller's marketing meets customer needs or not (Kotler & Keller, 2012). There is a significant influence of E-Marketing which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on Brand Image at PT. XYZ which is indicated by the statistical value of the t-test of 5.514 which is absolutely smaller than the critical z of 1.96. The standardized slope coefficient is positive at 0.416 which indicates that if other variables are considered constant, then every increase of one E-Marketing will result in an increase in Brand Image by 0.416

units. The magnitude of the influence of E-Marketing on Brand Image is 17.3% while the remaining 82.7% is influenced by other factors outside the research variables. Empirically, this shows that E-Marketing which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness affects Brand Image. If E-Marketing is implemented properly, it will result in Brand Image being considered good by consumers. The results of this study are one of the same type as the research presented by Fitrianna, H., Aurinawati, D. (2020) that E-Marketing The use of the digital marketing concept (E-Marketing) has a positive effect on brand awareness and brand image on Monggo Chocolate products. Overall, this study states that the use of digital marketing has a positive effect on consumer purchasing decisions. Then, other studies show that there is a positive but insignificant influence of Digital Marketing on Consumer Satisfaction. There is a positive and significant relationship between Digital Marketing and Purchasing Decisions, a positive and significant relationship between online service quality and consumer satisfaction, a positive and significant relationship between online service quality and Purchasing Decisions and there is a positive but insignificant relationship between consumer satisfaction and Purchasing Decisions (Rismawati, et al., 2024).

### **The Influence of Customer Satisfaction on Brand Image at PT. XYZ**

Customer Satisfaction according to Kotler & Keller (2012) is defined as the level of a person's feelings after comparing (performance or results) that are felt compared to their expectations. Meanwhile, Brand or brand reflects the identity of the product or service offered by the seller. Brands also have a role in identifying the source or maker of the product that allows customers to evaluate similar products differently depending on how the brand itself is (Kotler & Keller, 2012).

There is a significant influence of Customer Satisfaction which includes the dimensions of Product Quality, Service Quality, and Price on Brand Image at PT. XYZ which is indicated by the statistical value of the t-test of 7.506 which is absolutely smaller than the critical z of 1.96. The standardized slope coefficient is positive at 0.549 which indicates that if other variables are considered constant, then every increase in one Customer Satisfaction will result in an increase in Brand Image by 0.549 units. The magnitude of the influence of Customer Satisfaction on Brand Image is 30.1% while the remaining 69.9% is influenced by other factors outside the research variables. Empirically, this shows that Customer Satisfaction which includes the dimensions of Product Quality, Service Quality, and Price affects Brand Image. If Customer Satisfaction can be met, it will result in consumers giving a good assessment of Brand Image. The results of this study are in line with the research put forward by Fakhmy (2019), that Customer Satisfaction affects Brand Image as seen from brand strength, brand uniqueness, and brand preference. Other studies have shown that Customer Satisfaction and Brand Image together can increase customer loyalty (Wahyuni & Irfani, 2017). In addition, research in other industries shows that brand image affects Customer Satisfaction (Wang & Chen, 2009).

### **Customer Satisfaction as a Mediator of the Influence of E-Marketing on Brand Image at PT. XYZ**

Customer Satisfaction as a mediator variable is proven to be able to mediate the influence of E-Marketing on Brand Image at PT. XYZ as indicated by the statistical value of the Sobel Test of 5.885 (p-value = 0.000) which is greater than the critical z of 1.96 (p-value <0.05). The standardized slope coefficient is positive, from E-Marketing to Customer Satisfaction of 0.716 and from Customer Satisfaction to Brand Image of 0.549. Thus, the large mediation influence of Customer Satisfaction on the relationship between E-Marketing and Brand Image is 15.5%.

Empirically, this shows that Customer Satisfaction as a mediator is able to bridge the influence between E-Marketing and Brand Image. If E-Marketing is implemented properly, it will result in consumers feeling satisfied which will result in consumers being able to give a good assessment of the image of PT. XYZ.

The results of this study are in line with the research presented by Kennis & Octavia (2024) that digital marketing through corporate image has an influence on Bank Jambi customer satisfaction. This indirectly explains that corporate image is able to mediate digital marketing towards customer satisfaction. In addition, research in other industries shows that digital marketing, price perception, and brand image have a positive and significant influence on customer satisfaction at the Kopi Kenangan coffee shop in Semarang City (Khoirunnisa & Riva'i, 2023).

Online marketing or via the internet allows efforts to carry out self-service practices. This means that businesses can provide services to customers without the need for human resources, reducing facilities and services via telephone. Just by connecting a computer or gadget to the internet, it can be accessed and connected to the internet so that it can sell products and services or services well. Buyers can order products or services and make buying and selling transactions without having to meet potential customers (Rizky and Rahma Wahdiniwaty, 2019: 125).

Customer Satisfaction Level will be able to be a mediator of online marketing variables towards Brand Image, because Brand Image is an impression of an object towards a company that is formed by processing information at all times from various sources of trusted information (online marketing indicators). A good Brand Image is very important for the continuity of the company, because it will affect all elements within the company.

## CONCLUSION

From the results of the analysis and discussion of Customer Satisfaction as a mediator of the influence of E-Marketing on Brand Image at PT. XYZ, the following conclusions can be drawn:

1. E-Marketing, which includes Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness at PT. XYZ has been well owned.
2. Customers are satisfied with the services provided by PT. XYZ Brand Image, which includes Reputation, Recognition, Affinity, and Brand Loyalty at PT. XYZ has been well owned.
3. There is an influence of E-Marketing, which includes Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on Customer Satisfaction at PT. XYZ with a direct influence of 51.2%.
4. There is an influence of E-Marketing, which includes the dimensions of Information, Service Existence, Service Responsiveness, Purchase Transaction Process, and Usefulness on the Brand Image of PT. XYZ with a direct influence of 17.3%.
5. There is an influence of Customer Satisfaction, which includes Product Quality, Service Quality, and Price, on Brand Image at PT. XYZ with a direct influence of 30.1%.
6. There is an influence of Customer Satisfaction as a mediator of E-Marketing on Brand Image at PT. XYZ with a mediator influence of 15.5%.

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