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The Influence of Corporate Image, Price Perception, Service Quality, and Electrifying Lifestyle on Consumer Loyalty Towards Electric Vehicles with Consumer Satisfaction as an Intervening Variable (An Environmental Study of PT PLN UID Banten for the 2021–2024 Period)

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Abstract: The study was conducted to investigate the effects of corporate image, price perception, service quality, and electrifying lifestyle on consumer loyalty, with consumer satisfaction being used as a mediating variable among electric vehicle users at PT PLN UID Banten from 2021 to 2024. A quantitative method was employed, and primary data were obtained through questionnaires distributed to 100 respondents using a non-probability sampling technique. The data were analyzed through multiple linear regression, and the mediation effect was tested using the Sobel test. It was found that service quality and electrifying lifestyle were positively and significantly associated with consumer satisfaction, while corporate image and price perception were not found to have significant effects. Consumer loyalty was positively influenced by price perception, service quality, electrifying lifestyle, and consumer satisfaction, whereas no direct effect was observed from corporate image. The mediation effect of consumer satisfaction was confirmed in the relationships involving price perception, service quality, and electrifying lifestyle, but not in the relationship involving corporate image.

Keywords: Corporate Image, Price Perception, Service Quality,Electrifying lifestyle, Consumer Loyalty, Consumer Satisfaction.

INTRODUCTION

The era of technological globalization has brought significant changes to various aspects of human life. This globalization has enabled the rapid spread of knowledge, innovation, and technological products across countries (Aisy et al., 2025; Alanshori & Zahidi, 2025; Lestari & Merthayasa, 2022). One impact is the increased use of technology and electricity, which has shaped the lifestyles of modern society (Brand et al., 2019; Koc & Teker, 2019; Witjaksana et al., 2024). Lifestyle reflects an individual's lifestyle through their activities, interests, and perspectives (Munirah et al., 2024). The behaviorist approach states that lifestyle is shaped by

needs, environmental demands, and positive reinforcement for certain behaviors (Kang et al., 2024; Martin & Pear, 2019). In this context, the need for electrical energy has become a fundamental requirement in various sectors, such as housing, industry, and telecommunications.

In Indonesia, national electricity consumption continues to increase, reaching 307.9 TWh in 2024 (HS, 2024). The majority of energy still relies on fossil fuels (95%), leading the government to target the use of new and renewable energy (EBT) of 23% by 2025 and net-zero emissions (NZE) by 2060. One solution offered is an electrifying lifestyle, a lifestyle based on the use of environmentally friendly electrical devices such as electric vehicles, induction stoves, air fryers, and electric scooters. This program is being promoted by the government through PLN, the main national electricity provider. PLN is implementing its transformation through four pillars: Green, Lean, Innovative, and Customer Focused, to provide quality and environmentally friendly services. However, implementing an electrifying lifestyle faces several challenges, such as high initial costs, limited infrastructure in remote areas, and low public awareness. Therefore, government and company support is needed through education, incentives, and infrastructure development.

Various theories underlying this research explain the relationship between lifestyle, corporate image, price perception, service quality, satisfaction, and consumer loyalty. Lifestyle, according to Kotler and Keller, as well as Adler, reflects a person's lifestyle patterns through activities, interests, and opinions that influence consumer behavior, including the adoption of an environmentally friendly electrifying lifestyle (Aini & Andjarwati, 2020; Edy et al., 2020; Ompusunggu & Djawahir, 2014; Pangestu & Suryoko, 2016; Trimartati, 2014). Corporate image reflects public perceptions of a company's values, identity, reputation, and personality, formed through experiences and information received. Price perception involves consumers' assessments of affordability, the appropriateness of price to benefits, and price competitiveness (Anggraeni et al., 2025; Firmansyah, 2018). Service quality is defined as a company's efforts to meet or exceed consumer expectations through dimensions such as reliability, assurance, responsiveness, empathy, and tangibles (Pralampita et al., 2024). Consumer satisfaction arises from the comparison between expectations and reality received for a product or service, while consumer loyalty is seen in reuse, recommendations, and brand loyalty (Suchánek & Činčalová, 2024; Zanetta et al., 2024). All of these concepts are interrelated in shaping consumer decisions and behaviors regarding electric vehicle services.

Service quality, including reliability, assurance, empathy, responsiveness, and tangibles, has generally been shown to positively influence consumer satisfaction and loyalty. Similarly, an electrifying lifestyle has been studied in relation to consumer behavior, and most studies have shown a positive influence on satisfaction and loyalty, although some results have also shown insignificance. Consumer satisfaction as a mediating variable is considered important because it can bridge the relationship between various independent variables and loyalty. Most studies support the positive influence of satisfaction on loyalty, but some studies have found no significant effect. This research gap prompted the authors to conduct further research. Against the backdrop of increasing global carbon emissions and the need for clean energy, as well as growing public attention to electric vehicles, this research is relevant. It is expected to contribute to the development of marketing strategies and public policies that encourage the wider and more sustainable adoption of an electrifying lifestyle in Indonesia.

Corporate image is the public's perception of a company's values and reputation, which, according to several studies, can influence satisfaction and loyalty, although the results are mixed. Price perception is also an important factor assessed by affordability, suitability to quality, and benefits. Previous research on its influence on satisfaction and loyalty has also shown mixed findings.

METHODS

This research is a*explanatory research*which aims to test the causal relationship between variables. The population includes individuals within the PT PLN UID Banten environment for the 2021–2024 period, consisting of employees, officers, directors, and the community surrounding SPKLU users. The sample was determined by purposive sampling, based on the following criteria: (1) aged >17 years, (2) residing within the PT PLN UID Banten environment, (3) interacting with electric vehicles from 2021–2024, and (4) having experience in*electrifying lifestyle*. The sample size was 100 respondents based on the Lemeshow formula. Data collection was conducted through a questionnaire with a Likert scale of 1–7. Data analysis used the latest version of SPSS. Analysis techniques included descriptive statistics, validity testing with KMO > 0.5, and reliability testing with*Cronbach's Alpha*≥ 0.7. Multiple linear regression was applied to examine variable relationships, partial effects were tested using a t-test, simultaneous effects by an F-test, and model strength was measured with Adjusted R^2. Mediation was assessed through the Sobel test via consumer satisfaction.

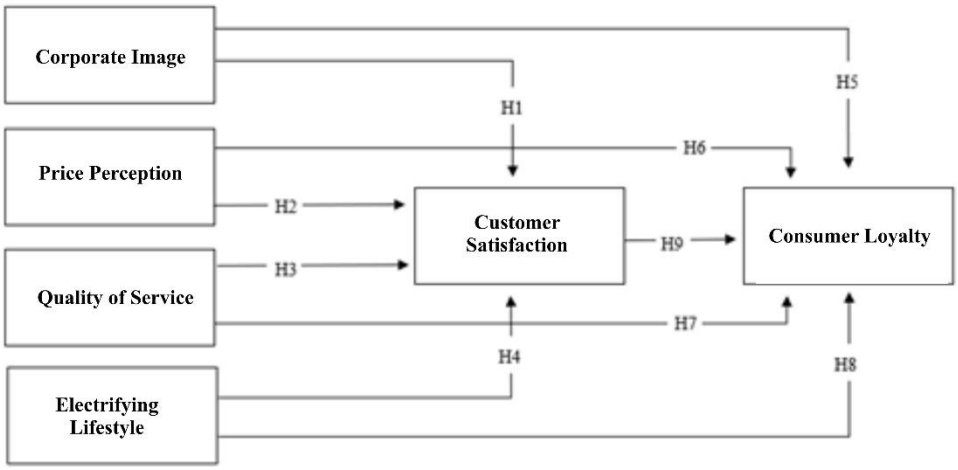

Figure 1. Research Model

RESULTS AND DISCUSSION

Results

Respondent Description

The descriptive method was used to describe the characteristics of the respondents in this study, which consisted of 100 individuals within the PT PLN UID Banten environment during the 2021–2024 period, including employees, officers, directors, and the surrounding community who met the research criteria. Based on gender, the majority of respondents were male, 71 people (71%), while women numbered 29 people (29%). In terms of age, respondents were dominated by the 36–45 years old and over 45 years old age groups, each with 36 respondents (36%), followed by the 26–35 years old age group with 26 respondents (26%), and the 17–25 years old age group with 2 respondents (2%), indicating that most respondents were in mature adulthood who likely had rational considerations in using electric vehicles and assessing the company's image, price, service quality, and electric lifestyle. Based on occupation, most of the respondents came from private sector employees as many as 35 people (35%), followed by BUMN employees 23 people (23%), other categories 18 people (18%), PLN UID Banten employees 13 people (13%), entrepreneurs/entrepreneurs/self-employed 8 people (8%), and civil servants 3 people (3%), which reflects the diversity of respondents' backgrounds with a dominance of the formal sector which is relevant to the topic of this research.

Variable Description

This study also includes descriptive analysis of the main variables, namely Corporate Image, Price Perception, Service Quality,*Electrifying lifestyle*, Customer Satisfaction, and Customer Loyalty. This process was carried out by reviewing the data distribution of each variable using the average (mean), standard deviation, frequency, and percentage of respondents' answers to the questionnaire provided. The results of descriptive statistical tests showed that all variables in this study were measured based on the responses of 100 respondents. The highest average (mean) value was found in the Corporate Image variable at 6.0688, followed by*Electrifying lifestyle*(5.8600), Service Quality (5.8509), Price Perception (5.8325), Consumer Satisfaction (5.8340), and Consumer Loyalty (5.8025). All variables have a mean score that tends to be high on a scale of 1–7, indicating that respondents' perceptions of each construct tend to be positive. The median and mode values that are close to or equal to the maximum value for most variables also indicate that most respondents gave high scores. The standard deviation value for all variables is in the range of 0.94–1.02, indicating that the data distribution is relatively homogeneous and does not deviate too much from the mean. Thus, in general, the data shows that respondents have a good perception of all variables studied in the context of electric vehicle use in the PT PLN UID Banten environment.

Validity Test Results

The validity test in this study aims to ensure that the instruments used are able to measure variables accurately and appropriately. The test was conducted using factor analysis through SPSS by considering the KMO. All variables showed a KMO value above 0.5 and Bartlett's significance <0.05, which indicates that the constructs used are valid, including Corporate Image (KMO 0.942), Price Perception (0.942), Service Quality (0.827),*Electrifying lifestyle*(0.942), Consumer Satisfaction (0.910), and Consumer Loyalty (0.910). In addition, the validity of the items is also strengthened by the calculated r value which exceeds the table r (0.197) for all indicators in each variable, indicating that all instrument items have a significant correlation to the total score and are worthy of use in further analysis.

Reliability Test Results

Test results using coefficients*Cronbach's Alpha*shows that all variables have a very high reliability value, namely above 0.85, with Service Quality (X3) of 0.992, Consumer Satisfaction (Y1) 0.982, Price Perception (X2) 0.978, Consumer Loyalty (Y2) 0.965, Company Image (X1) 0.962, and *Electrifying lifestyle*(X4) 0.940. Based on the interpretation criteria, these values indicate that each construct in the questionnaire has very good internal consistency, so that all research instruments are declared reliable and can be used for empirical measurement in this study.

Results of Multiple Linear Regression Analysis

Table 1. Results of multiple linear regression analysis

The influence of corporate image, price perception, service quality and*electrifying lifestyle*on consumer satisfaction

Y1 = 0.030(X1) + 0.028(X2) + 0.651(X3) + 0.275(X4) + e

Independent Variables	*Adj R^2*	Anova		*Standardized Coefficients*		Information
		F	Say.	Beta	Say.	
Corporate Image	0.929	323.739	0.000	0.029	0.280	H1 is rejected
Price Perception				0.028	0.333	H2 is rejected
Quality of Service				0.691	0.000	H3 is accepted
Electrifying lifestyle				0.284	0.000	H4 accepted

The influence of corporate image, price perception, service quality and*electrifying lifestyle*on consumer satisfaction

Y2 = 0.006(X1) + 0.069(X2) + 0.263(X3) + 0.222(X3) + 0.520(X3) + e

Independent Variables	*Adj R²*	Anova		*Standardized Coefficients*		Information
		F	Say.	Beta	Say.	
Corporate Image	0.953	406.095	0.000	0.006	0.784	H5 is rejected
Price Perception				0.066	0.006	H6 is accepted
Quality of Service				0.264	0.001	H7 accepted
Electrifying lifestyle				0.217	0.000	H8 accepted
Customer Satisfaction				0.493	0.000	H9 accepted

Source: Data processed by SPSS, 2025

Model I Test

Based on the results of Model I testing, an R^2 value of 0.932 was recorded, showing that 93.2% of consumer satisfaction was explained by corporate image, price perception, service quality, and electrification lifestyle, while 6.8% was influenced by other variables. An F value of 323.739 with a significance of 0.000 indicated that the model was deemed suitable. However, corporate image and price perception were not found to have a significant effect, while service quality and electrification lifestyle were proven to significantly and positively affect consumer satisfaction.

Model II Test

Based on the results of Model II testing, a coefficient of determination (R^2) of 0.956 was obtained, indicating that 95.6% of consumer loyalty is explained by corporate image, price perception, service quality, electrification lifestyle, and consumer satisfaction, while the remaining 4.4% is influenced by factors outside the model. An F value of 406.095 with a significance level of 0.000 was recorded, confirming that consumer loyalty is significantly affected by the five variables simultaneously, and the model is considered to meet the goodness of fit criteria. However, the results of the t test show that Corporate Image (β = 0.006; sig = 0.784) does not have a significant effect on consumer loyalty, so the H5 hypothesis is rejected. On the other hand, Price Perception (β = 0.069; sig = 0.006), Service Quality (β = 0.263; sig = 0.001), Electrification Lifestyle (β = 0.222; sig = 0.000), and Consumer Satisfaction (β = 0.520; sig = 0.000) were proven to have a positive and significant effect on consumer loyalty, so that hypotheses H6, H7, H8, and H9 were accepted.

Mediation Test Results

Table 2. Mediation Test

Relationship between variables	Indirect Effects	Say.	Information
Company image towards consumer loyalty through consumer satisfaction	0.0482	0.6469	Not significant
Price perception on consumer loyalty through consumer satisfaction	0.3467	0.0002	Significant
Service quality towards consumer loyalty through consumer satisfaction	0.6158	0.0000	Significant
Electrifying lifestyle on consumer loyalty through consumer satisfaction	0.6937	0.0000	Significant

Source: Data processed by SPSS, 2025

Based on the results of the indirect effect analysis with customer satisfaction as a mediating variable, it was found that the relationship between corporate image and customer loyalty through customer satisfaction produced an effect value of 0.0482 with a significance level of 0.6469 (> 0.05), indicating that the result is not statistically significant. This means that customer satisfaction does not mediate the relationship between corporate image and customer loyalty in a meaningful way. In contrast, the relationship between price perception and customer loyalty via customer satisfaction yielded an indirect effect of 0.3467 with a significance value of 0.0002 (< 0.05), demonstrating a significant mediating effect. This implies that customer satisfaction plays an important and effective role in mediating the influence of price perception on customer loyalty. Likewise, service quality showed an indirect effect of 0.6158 (significance = 0.0000), and the electrifying lifestyle variable showed an indirect effect of 0.6937 (significance = 0.0000). Both results are statistically significant, indicating that customer satisfaction effectively mediates the relationship between service quality and electrifying lifestyle and customer loyalty among electric vehicle users in the PT PLN UID Banten context.

Discussion

The Influence of Corporate Image on Consumer Satisfaction of Electric Vehicle Users in PT PLN UID Banten 2021-2024

These results indicate that although public perception of corporate image is considered favorable, it does not directly contribute significantly to increasing consumer satisfaction levels. This means that consumers may value satisfaction more from other aspects, such as service quality, product reliability, or technical factors of electric vehicles, rather than solely based on corporate image. In this study, it can be assumed that electric vehicle consumers within PT PLN UID Banten place more emphasis on technical service quality, the availability of supporting infrastructure, and direct experience with the product than on corporate image itself. This study's findings are inconsistent with previous studies conducted by Zusmawati et al. (2023), Massora & Widyanti (2021), and Asrofi & Aquinia (2023), which concluded that corporate image has a positive and significant influence on consumer satisfaction (Asrofi & Aquinia, 2023; Massora & Widyanti, 2021; Zusmawati et al., 2023). These differences in results may be caused by various factors, such as differences in respondent characteristics, the research environment, or differences in public perception of electric vehicles, which are still relatively new and may not fully reflect corporate image as a major factor in shaping satisfaction.

The Influence of Price Perception on Consumer Satisfaction of Electric Vehicle Users in the PT PLN UID Banten Environment in 2021-2024

These findings indicate that in this study, price is not a dominant factor influencing electric vehicle consumer satisfaction. This means that while price may be a consideration in the decision-making process, consumers do not directly link their satisfaction with electric vehicles to their perception of the price they pay. This may be because consumers focus more on long-term benefits, energy efficiency, and environmental contributions than on price itself. However, the results of this study are inconsistent with several previous studies, such as those by Ronasih & Widhiastuti (2021), Pertiwi et al. (2022), Anderson & Denni (2021), and Fauziyah & Tjahjaningsih (2021), which concluded that price perception has a positive and significant effect on consumer satisfaction. This difference in results may be due to factors such as market characteristics, consumer background, and the perceived value of electric vehicle use, which is still relatively new among some communities (Fauziyah & Tjahjaningsih, 2021; Pertiwi et al., 2022; Ronasih & Widhiastuti, 2021). Thus, although in theory price perception can influence consumer satisfaction, in the case of PT PLN UID Banten this factor

has not been proven to have a significant influence and it is possible that there are other factors that more dominantly influence the perception of consumer satisfaction with electric vehicles.

The Influence of Service Quality on Consumer Satisfaction of Electric Vehicle Users in the PT PLN UID Banten Environment in 2021-2024

Service quality is a crucial factor in determining customer satisfaction. Consumers tend to be satisfied when they receive fast, friendly, responsive service that meets their needs. In the context of electric vehicle use, service quality can encompass various factors, such as the reliability of charging services, the availability of clear information, technical assistance, and the professionalism of PLN officers. These findings align with previous studies by Zusmawati et al. (2023), Pertiwi et al. (2022), and Sahid et al. (2023), all of which found that service quality has a positive and significant impact on customer satisfaction (Pertiwi et al., 2022; Sahid et al., 2023; Zusmawati et al., 2023). This consistency reinforces the understanding that improving service quality is a crucial strategy for maintaining and enhancing customer satisfaction, particularly in the public service sector and emerging technologies such as electric vehicles.

Influence Electrifying lifestyleon consumer satisfaction of electric vehicle users in the PT PLN UID Banten environment in 2021-2024

Electrifying lifestyleElectricity is a lifestyle that prioritizes the use of electrical energy in various aspects of daily life with the goal of improving quality of life and preserving the environment. In this context, the use of electric vehicles as a mode of transportation is one concrete manifestation of this lifestyle. PT PLN (State Electricity Company) has set an ambitious target of implementing 100% electric vehicles in its operations by 2024, as part of its support for the energy transition and carbon emission reduction in Indonesia.Electrifying lifestyleIncreasingly tailored to consumer needs and preferences will lead to increased satisfaction, particularly as this lifestyle offers convenience, efficiency, and comfort in daily activities. This impacts consumers' positive experiences with the products and services they use (Warassih & Djatmiko, 2022). The results of this study align with those of Edyansyah (2015), Khusnia et al. (2021), and Hassan et al. (2015), which indicate that technology-based lifestyles, includinge-lifestyle, has a positive and significant impact on consumer satisfaction. This confirms that the more consumers adopt an electric lifestyle, the higher their level of satisfaction with using electric vehicles (Hassan et al., 2015; R. Khusnia et al., 2021).

The Influence of Corporate Image on Consumer Loyalty of Electric Vehicle Users in PT PLN UID Banten 2021-2024

Corporate image is a crucial factor in building consumer loyalty. A positive image will increase consumer trust and emotional attachment to the brand or service provided (Massora & Widyanti, 2021). Customers tend to choose and maintain relationships with companies with a good reputation, transparency, and commitment to product and service quality. A positive image not only increases product appeal but also strengthens the perception of the company's reliability, thus fostering strong loyalty. However, the results of this study differ from several previous studies that found corporate image to have a positive and significant influence on consumer loyalty, such as those reported by Massora & Widyanti (2021), Anderson & Denni (2021), and Sahid et al. (2023) (Anderson & Robinson, 2021; Massora & Widyanti, 2021; Sahid et al., 2023). These differences in results may be due to several factors, including the characteristics of electric vehicle consumers in the PT PLN UID Banten area, external factors influencing loyalty such as service quality, price, or other factors that may be more dominant. For electric vehicle users at PT PLN UID Banten, consumer loyalty may be more influenced by other factors that are more tangible and directly perceived by consumers.

The Influence of Price Perception on Consumer Loyalty of Electric Vehicle Users in the PT PLN UID Banten Environment in 2021-2024

In a competitive business environment, competitive pricing is a crucial strategy for customer retention (Maulyan et al., 2022; Putri, 2014). Consumers who perceive a product at a fair price are more likely to make repeat purchases and recommend it to others. Conversely, if the price is perceived as too high without adequate quality, customers may switch to another brand offering a more competitive price. Furthermore, transparent pricing that does not create the impression of exploitation can strengthen consumer trust in a company. This aligns with Anderson & Denni's (2022) findings, which state that fair and clear pricing perceptions foster customer loyalty because they feel valued and receive value for their money. These findings align with previous research by Ronasih & Widhiastuti (2021), Pertiwi et al. (2022), and Anderson & Denni (2021), which demonstrated that price perception has a positive and significant impact on consumer loyalty (Pertiwi et al., 2022; Ronasih & Widhiastuti, 2021).

The Influence of Service Quality on Consumer Loyalty of Electric Vehicle Users in the PT PLN UID Banten Environment in 2021-2024

Service quality is generally recognized as a crucial factor in determining consumer loyalty. Excellent service not only increases customer satisfaction but can also strengthen long-term relationships between customers and companies (Massora & Widyanti, 2021). Customers evaluate products not only in terms of functionality but also by how they are treated during the purchase and use of the service. Friendly, fast, and responsive interactions typically create positive experiences that foster loyalty (Ronasih & Widhiastuti, 2021). This finding aligns with several previous studies demonstrating a positive and significant influence of service quality on consumer loyalty, such as those conducted by Zusmawati et al. (2023), Pertiwi et al. (2022), Sahid et al. (2023), and Pangastuti & Tjahjaningsih (2023) (Sahid et al., 2023; Tjahjaningsih, 2023; Zusmawati et al., 2023).

Influence Electrifying lifestyleon consumer loyalty of electric vehicle users in the PT PLN UID Banten environment in 2021-2024

In the era of digital and ever-evolving technology, the conceptElectrifying lifestyleA lifestyle that prioritizes the use of electrical energy and electrically powered products is increasingly becoming a trend that dominates consumer behavior. Consumer satisfaction created from positive experiences using electrically powered products, particularly electric vehicles as a primary mode of transportation, is a tangible manifestation of consumer loyalty to this lifestyle. Technological developments, easy access to information, and new trends are making it easier for people to adopt this lifestyle.Electrifying lifestyleThis increases public interest in switching to and maintaining the use of electrical products, thus increasing loyalty to this lifestyle. This finding aligns with previous research by Pradana & Aditya (2022), Khusnia et al. (2021), and Hassan et al. (2015), which showed that a technology-based lifestyle ande-lifestylehas a positive and significant influence on consumer loyalty (Hassan et al., 2015; K. Khusnia, 2021; R. Khusnia et al., 2021; Pradana & Aditya, 2024).

The Influence of Consumer Satisfaction on Consumer Loyalty of Electric Vehicle Users in the PT PLN UID Banten Environment in 2021-2024

Customer satisfaction is closely linked to customer loyalty. Satisfied customers are not only more likely to use the same brand long-term but are also more willing to recommend it to others. Furthermore, satisfied customers are more tolerant of changes in prices or company policies and are more likely to defend the company when faced with negative issues (Massora & Widyanti, 2021; Ronasih & Widhiastuti, 2021). Satisfied customers are also less likely to switch to competitors because they have had a positive experience with the company.

Therefore, maintaining and improving customer satisfaction is a crucial strategy for building sustainable loyalty. This finding aligns with previous research conducted by Massora & Widyanti (2021), Pertiwi et al. (2022), and Sahid et al. (2023), which stated that consumer satisfaction has a positive and significant effect on consumer loyalty (Massora & Widyanti, 2021; Pertiwi et al., 2022; Sahid et al., 2023).

The Role of Consumer Satisfaction in Mediating the Influence of Corporate Image on Consumer Loyalty of Electric Vehicle Users in PT PLN UID Banten in 2021-2024

In theory, customer satisfaction is typically considered an intervening variable linking corporate image to customer loyalty. This means that a positive corporate image will increase customer satisfaction, which in turn impacts customer loyalty. Consumers who are satisfied with a company's image and service are more likely to make repeat purchases and recommend the product or service to others. However, the results of this study indicate that among electric vehicle users at PT PLN UID Banten, customer satisfaction does not act as a significant mediator. This could be due to other factors directly linking corporate image to loyalty without intervening through customer satisfaction, or other variables influencing this relationship. This finding contradicts several previous studies that emphasized the importance of corporate image in directly influencing loyalty (Anderson & Robinson, 2021; Fauziyah & Tjahjaningsih, 2021; Massora & Widyanti, 2021; Sahid et al., 2023). These studies demonstrate that a strong corporate image can foster customer loyalty, although the mechanism by which customer satisfaction mediates this can vary depending on the context and conditions of the study.

The Role of Consumer Satisfaction in Mediating the Influence of Price Perception on Consumer Loyalty of Electric Vehicle Users in the PT PLN UID Banten Environment in 2021-2024

Conceptually, price perception is a crucial factor that can increase consumer satisfaction when the product price is perceived as commensurate with the quality and benefits received. Satisfied consumers generally tend to remain loyal and make repeat purchases. Consumers who consider price a primary factor will link price perception to loyalty through a deep satisfaction process. This finding aligns with research by Pertiwi et al. (2022), Ronasih & Widhiastuti (2021), and Anderson & Denni (2021), which states that price perception has a positive effect on consumer loyalty, with consumer satisfaction as an intervening variable (Anderson & Robinson, 2021; Pertiwi et al., 2022; Ronasih & Widhiastuti, 2021).

The Role of Consumer Satisfaction in Mediating the Influence of Service Quality on Consumer Loyalty of Electric Vehicle Users in the PT PLN UID Banten Environment in 2021-2024

Good, fast, and responsive service quality provides a positive experience to consumers, thereby increasing their satisfaction. Consumers who are satisfied with the service they receive tend to be more loyal and have high loyalty to the company. For electric vehicles, service quality includes aspects such as the availability and reliability of charging infrastructure (SPKLU, SPBKLU, SPLU, Home Charging), which plays a significant role in supporting the comfort and ease of use of electric vehicles. This finding aligns with research by Zusmawati et al. (2023), Pertiwi et al. (2022), and Sahid et al. (2023) which states that service quality has a positive and significant effect on consumer loyalty, with consumer satisfaction as an intervening variable (Pertiwi et al., 2022; Sahid et al., 2023; Zusmawati et al., 2023). This underscores the importance of companies continuously improving service quality as a key strategy in maintaining and strengthening customer loyalty.

The Role of Consumer Satisfaction in Mediating the InfluenceElectrifying lifestyleon consumer loyalty of electric vehicle users in the PT PLN UID Banten environment in 2021-2024

Electrifying lifestylerefers to a lifestyle focused on the use of electrical appliances and clean energy, providing added value in the form of increased comfort and efficiency in daily activities (George-Ufot et al., 2017). The use of electric vehicles as part of this lifestyle also provides psychological satisfaction to consumers who care about environmental sustainability. Thus, this lifestyle creates a positive experience that encourages consumers to remain loyal to products or services that support it.Electrifying lifestylePT PLN as an electricity service provider has initiated various programs to support and promoteElectrifying lifestyle, such as easy power upgrades, promoting the use of induction stoves, and developing electric vehicle charging infrastructure. These efforts increase consumer satisfaction with the services provided and strengthen their loyalty to PT PLN. This finding aligns with research by Hassan et al. (2015), Pradana & Aditya (2022), and Khusnia et al. (2021), which shows thatElectrifying lifestylehas a positive effect on consumer loyalty with consumer satisfaction as an intervening variable (Hassan et al., 2015; R. Khusnia et al., 2021; Pradana & Aditya, 2024).

CONCLUSION

The study's findings revealed that among the four independent variables examined, only service quality and electrifying lifestyle had a positive and significant impact on customer satisfaction. In contrast, corporate image and price perception did not significantly influence satisfaction. This implies that electric vehicle users within PT PLN UID Banten place greater value on the actual service quality and the adoption of an electrifying lifestyle than on the company's image or pricing perceptions. Regarding customer loyalty, it was found that price perception, service quality, electrifying lifestyle, and customer satisfaction all had a positive and significant effect. However, corporate image remained insignificant in influencing loyalty. Furthermore, the mediation analysis showed that customer satisfaction acts as a mediating variable between price perception, service quality, and electrifying lifestyle on customer loyalty. However, it does not mediate the relationship between corporate image and loyalty. These results highlight the need to focus on enhancing service quality and promoting the electrifying lifestyle to improve both satisfaction and loyalty. Additionally, pricing strategies should be carefully managed due to their direct effect on loyalty. It is also recommended to strengthen the company's image through CSR initiatives and transparent public communication.

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