The Influence of Service Quality and Brand Image on Customer Satisfacation at BMR Tour And Travel Agent

[1]Rizki Nurul Nugraha, [2]Zumratul Meini

[1,2]Nasional University

Article Info	ABSTRACT
	Tourism development is increasingly rapid with many increasing tourism trends. The increasing development of tourism causes an increase in demand for tours usually carried out by Tour and Travel, with this increase the quality of service and brand image is needed to produce customer satisfaction. This research uses descriptive quantitative methods to determine the magnitude of the influence of variables (X), namely Service Quality and Brand Image and variable (Y), namely Customer Satisfaction, using a regression research design. The data obtained by 30 respondents was then tabulated and analyzed using multiple linear regression tests using the SPSS version 22.0 program. The results of the research on the influence of service quality and brand image on customer satisfaction showed that the F-test results obtained were an F count of 55,523, which states that all Service Quality and Brand Image variables simultaneously and significantly influence the dependent variable (Customer Satisfaction).

Corresponding Author:

Name : Rizki Nurul Nugraha, S.S.T.Par., M.M.Par

Institution : Nasional University, Jl. Sawo Manila No.61, RT.14/RW.7, Pejaten Barat, Pasar Minggu, South Jakarta, DKI Jakarta 12520

Email : rizki.nurul@civitas.unas.ac.id

1. INTRODUCTION

Currently, the tourism industry is growing rapidly along with changing tourism trends. High demand from individuals/groups who want to travel causes intense competition in the tourism sector [1]. The tour and travel business is one of the tourism services that has increased due to the increasing market demand from the traveling trend. The tour and travel business is a commercial business, where this business usually organizes trips and provides services for people who want to travel, and the tour and travel business usually provides travel facilities including transportation, accommodation, travel tickets, and more for its customers [2].

BMR tour and travel agent is a business company engaged in travel, which offers various types of vacation packages. The company is located at Jl. R. Saleh Syarif Bastaman No. 15 Empang, Bogor, Indonesia. BMR tour and travel agent, one of the companies that provide travel services and exciting vacation experiences to customers who want to use their services [3].

In the situation of increasing competition, BMR tour and travel agent certainly must have better and professional management. With the development of technology and information today, customers have very easy access to compare the services

and reputation of various travel agents over the internet. BMR tour and travel agent must have competent employees in order to create good service quality, thus having a good brand image to the public [4]. Therefore, it is important for BMR tour and travel agent to ensure that the quality of service they provide meets and even exceeds customer expectations, and builds a strong and positive brand image. Because, customer satisfaction is also an important factor in maintaining customer loyalty and acquiring a positive word-of-mouth image [5].

Previous research that is a reference for this research is entitled "Analysis of Service Quality to Customer Satisfaction at Ibis Senen Hotel Jakarta" by [6], the study examines the effect of service quality and facilities on customer satisfaction, the results showed service quality and facilities affect customer satisfaction at Ibis-Senen Hotel Jakarta. Another study entitled "Service Quality and Brand Image on Customer Satisfaction and Customer Loyalty at Pesonna Hotel Pekanbaru" by [7], the study examines service quality and brand image on customer satisfaction and customer loyalty, the results showed that service quality has a significant effect on customer satisfaction, service quality has a significant effect on customer loyalty, brand image has a significant effect on customer satisfaction, brand image has a significant effect on customer loyalty, and customer satisfaction has no significant effect on customer loyalty at Pesonna Hotel Pekanbaru. From these two studies, researchers are interested in conducting research on the influence of service quality and brand image on customer satisfaction at BMR tour and travel agent.

The formulation of this research problem is (1) Does service quality and brand image at BMR tour and travel agent affect customer satisfaction? (2) Of the service quality and brand image variables, which one has more influence on customer satisfaction? (3) What is the percentage of BMR tour and travel agent in providing satisfaction to customers?. The purpose of this study is expected to provide insights for the management of BMR tour and travel agencies

in increasing customer satisfaction and strengthening their brand image in an increasingly competitive tourism market.

2. LITERATURE REVIEW

2.1 Travel Agent

Tourism can be said to be a phenomenon that arises from the activities of a person or group of individuals in the form of travel. Tourism activities are carried out within a certain and limited period of time with the aim of having fun while enjoying tourist objects and attractions [8]. A tourist travel business can be called a Tourist Travel Bureau which has the function of providing tour packages, accommodation and so on to fulfill the needs of visitors when they want to go on a tourist trip. According to Talwar in [9] Travel Bureaus are at the forefront of the tourism industry, selling tour packages to tourists directly or indirectly. Tourist travel agencies also prepare complete tour packages for sale such as transportation, accommodation and various tourist attraction arrangements. The scope of activities includes services, among others.

a. Planning and packaging the components of the tour.
b. Organizing and selling tour package by distribution.
c. Providing tour guide services related to the tour package sold.
d. Providing tourist transportation service.
e. Provision of accommodation, restaurants and arrangements at tourist attractions
f. Providing travel document processing such as visas, and so on.

2.2 Service Quality

Service Quality has different definitions, one of which is the good or bad quality of something that can represent goods and services, conditions and others. Quality can also be said to be something that can fulfill human expectations, regarding products, people, processes and the environment as well as quality as a condition that can change [10]. Service quality is the basis for creating

value for customers or companies, by providing quality services efficiently, service quality has an impact on the company's long term. Service quality is a performance that can be offered by a company to its consumers [11]. Service Quality Indicators according to Kotler in [12] are as follows :

a. Reliability, the ability to perform reliable and accurate services.
b. Responsiveness, willingness to help customers and provide fast service.
c. Assurance, knowledge and politeness of employees and their ability to guarantee quality so that participants have trust and confidence.
d. Empathy, individual attention to customers.
e. Tangibles, the appearance of physical facilities, equipment, facilities and infrastructure.

2.3 Brand Image

According to [13], Brand Image represents the external characteristics of the customers of a product or service, such as how the brand tries to meet the psychological or social needs of its customers. Brand image is a set of beliefs about a brand[14]. Apart from that, Rahman 2013 in [15] defines brand image as a perception or opinion that arises when consumers recall a particular product. From several definitions by these experts, we can conclude that brand image is a customer's perception or opinion of a company or its products. Brand Image Indicators according to [16], brand image indicators are as follows :

a. Attributes, a brand can remind you of certain attributes.
b. Benefits, attributes must be translated into functional and emotional benefits.
c. Value, a brand also says something about the value of the producer

2.4 Customer Satisfacation

According to Oliver in [17], is the feeling of happiness or disappointment that a person gets from comparing the perceived performance (or results) of a product and their expectations. Meanwhile, according to Fecikova in [18], satisfaction is a feeling that results from evaluating what is felt compared to expectations, which is related to the customer's desires and needs for a product or service. Customer satisfaction is the key to creating loyalty to visitors as a form of thing that is based on direct observation in using products and services so that consumer expectations and needs are met [19]. The attributes for forming customer satisfaction consist of [20] :

a. Conformity to Expectations, is the level of conformity between the product performance expected by the customer and that perceived by the customer.
b. Intention to Return, is the customer's willingness to visit again or make a monetary purchase of related products.
c. Willingness to Recommend, is the customer's willingness to recommend products they have experienced to friends and family.

3. METHODS

This research uses descriptive quantitative, as for the definition of research methods according to [21] where there are variables that influence and are influenced. Service Quality is the independent variable (X1), Brand Image (X2), Customer Satisfaction is the dependent variable (Y) and will be calculated using a questionnaire as the research tool used. In accordance with the aim of this research, namely to obtain an objective explanation regarding the Influence of Service Quality and Brand Image on Customer Satisfaction in Travel Agency Companies, the research uses descriptive quantitative methods to explain something that is researched and draw conclusions from an event that can be observed using numbers. research that describes variables as they are, supported by data in the form of numbers generated from actual conditions.

Based on this understanding, it can be concluded that the research that will be carried out aims to analyze an event by describing variables with data in the form of numbers. To determine the magnitude of the

influence of the independent variable (X) on the variable (Y), a regression research design was used. The data obtained by 30 respondents was then tabulated and analyzed using multiple linear regression tests using the SPSS version 22.0 program.

Data was obtained for research by collecting samples in the form of questionnaires distributed to customers who used BMR Tour & Travel as an opinion about their service satisfaction, brand image and customer satisfaction. The data used in this research:

1. Primary Data
   Data was obtained for research by collecting samples in the form of questionnaires distributed to BMR Tour & Travel customers regarding customer opinions regarding Service Quality, Brand Image and Customer Satisfaction
2. Secondary Data
   Is was obtained through journals/books as a reference used by researchers. Secondary data can be used as a reference for researchers in conducting and completing research.
3. Population and Sample
   Population is the number of tourists determined to participate in filling out the questionnaire that will be distributed. In searching for a population the author formulated Roscoe's theory. The Roscoe formula is calculated as follows :

$$N = (Vx + Vy) \times 10$$

$$N = (2 + 1) \times 10$$
$$= (3) \times 10$$
$$= 30$$

The results obtained from Roscoe's theory, this research can be carried out with the minimum sample, namely 30 samples.

4. RESULTS AND DISCUSSION

The results of this discussion present an analysis of research data obtained based on the results of the distribution of questionnaires distributed to respondents or customers of BMR Tour and Travel distributed in December 2022. The types of questions in the questionnaire distributed are respondents' or customers' perceptions of service quality and brand image of customer satisfaction. Every question asked is expected to get an answer which is a condition that actually occurs within the company. After the data from the questionnaire results are collected and processed using the SPSS program package. This study used descriptive quantitative method. Descriptive quantitative is research that describes variables as they are, supported by data in the form of numbers derived from actual circumstances.

4.1 Respondent Demographics

Respondent characteristics include gender, age, marital status, occupation, residence, and income. The characteristics of respondents to BMR Tour and Travel customers are as follows :

Tabel 1. Demographics

No	Characteristics	Total	%
1.	Gender • Male • Female	9 people 21 people	30 % 70%
	Total	30 people	100%
2.	Age • 15 – 19 • 20 - 44	25 people 5 peole	83,33% 16,67%
	Total	30 People	100%
3.	Status • Single • Married	27 people 3 people	90% 10%
	Total	30 People	100%

4.	Job		
	• Student	26 people	86,66%
	• PNS	2 people	6,67%
	• Privat Employees	2 people	6,67%
	Total	30 people	100%
5	Recidence		
	• Jabodetabek	29 people	96,67%
	• Outside Jabodetabek	1 people	3,33 %
	Total	30 people	100%
6	Income		
	• < Rp 500.000	23 people	76,67%
	• Rp 500.000 – Rp 2.000.000	1 people	3,33%
	• > Rp 2.000.000	6 people	20%
	Total	30 People	100%

Source: Processed Primary Data, 2023

4.2 Data Analysis Based on Several Tests

Test The Normality Test

Can be used to measure whether the data that has been obtained is normally distributed or not so that it can be used in parametric statistics (inverential statistics). The tests that researchers conducted based on the data that had been obtained following the results of the normality test :

Table 2. Nomality Test Analysis results

		Unstandardized Residual
N		30
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.54473971
Most Extreme Differences	Absolute	.194
	Positive	.086
	Negative	-.194
Test Statistic		.194
Asymp. Sig. (2-tailed)		.005c

Source: Processed Primary Data, 2023

Based on the normality test, it is known that the significance value is 0.05 > 0.05. Then it can be concluded that the residual values are normally distributed. The test results in the correlations table of SPSS 22.0, all indicators of Service Quality variables (X1), Brand Image variables (X2) and all indicators of Customer Satisfaction variables (Y) are declared valid because all Sig. (2-tailed) values >0.05. So the questionnaire is declared nomal.

Reability Test

Reliability test is an index test that shows the extent to which a measuring device is trustworthy or reliable. This indicates the extent to which the measurement results remain consistent when performed twice or more on the same symptoms, using the samemeasuring instrument. A measuring instrument is said to be reliable if it produces the same results even though measurements are made many times. The tests that researchers do are based on the data that has been obtained following the results of reliability tests :

Tabel 3. Results of Reliability Test Analysis

Cronbach's Alpha	N of Items
.951	25

Source: Processed Primary Data, 2023

Based on the reliability test above, it can be said to be reliable because Cronbach's Alpha is 0.951, the reliability test can be reliable when the results of Cronbach's alpha >0.6.

Multiple Linear Regression

Models assume a linear relationship (in parameters) between a linear relationship (in parameters) between a response variable Y (dependent variable) and a set of explanatory/independent variables X = (X1, X2,... XK). The results of the Multiple Regression Test using SPSS version 22.0 can be seen from the following table.

Tabel 4. Dependent and Independent Variables

Variables Enterated / Removed*

Model	Variables Entered	Variables Removed	Method
1	citra merek, kualitas pelayanan[b]		Enter

a. Dependent Variable : kepuasan pelanggan

b. All requested variables entered

Source: Processed Primary Data, 2023

Partial TEST (T-Test)

According to (Ghozali, 2016 in (Kurdi et al, 2018) there are 2 criteria from the t test:

a. If the significance value > 0.05 then H0 is accepted and Ha is rejected meaning that there is no influence between the independent variable and the dependent variable.

b. If the significance value < 0.05, then H0 is rejected and Ha is accepted, meaning that there is an independent variable influence on the dependent variable. The results of the Partial Test or T using SPSS version 22.0 can be seen from the following table:

Tabel 5. T - Test Analysis Results

Model	Unstandardized Coefficients		Standadized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	-17.730	6.713		-2.641	.014
Kualitas Pelayanan	.843	.189	.513	4.460	.000
Citra Merek	.710	.175	.468	4.066	.000

Source: Processed Primary Data, 2023

- First Hypothesis Testing (H1) It is known that the Sig. value for the effect of X1 on Y is 0.00 < 0.05 and the calculated t value is 4.460 > t table 2.051 so that it can be concluded that H1 is accepted which means there is an influence of X1 on Y.
- Testing the Second Hypothesis (H2) It is known that the Sig value for the influence of X2 on Y is 0.000 < 0.05 and the calculated t value is 4.066 > t table 3.354, so it can be concluded that H2 is accepted which means there is an influence of X2 on Y.

Simultaneous Test (F – Test)

This test is conducted to determine whether all independent variables, namely the competence of accounting staff, government internal control systems and organizational commitments jointly or simultaneously affect the dependent variable, namely the quality of local government financial statements. The results of the Concurrent Test or F using SPSS version 22.0 can be seen from the following table :

Tabel 6. F Analysis Results

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	772.371	2	386.186	55.523	000[b]
Residual	187.795	27	6.955		
Total	960.167	29			

Source: Processed Primary Data, 2023

Third Hypothesis Testing (H3)

Based on the output above, it is known that the significance value for the simultaneous influence of X1 and X2 on Y is 0.000 < 0.05 and the F value is calculated at 55.523 F table 3.35 so that it can be concluded that H3 is accepted which means that there is a simultaneous influence of X1 and X2 on.

R Square Test

This coefficient of determination test is carried out with the aim of measuring the ability to explain how the influence of independent variables together (stimultan) affects the dependent variable which can be indicated by the balanced R - Square value. The results of the R Square Test using SPSS version 22.0 can be seen from the following table :

Tabel 7. R Test Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897ᵃ	.804	.790	2.637

Source: Processed Primary Data, 2023

Based on the SPSS "Model Summary" output above, it is known that the determination value or R Square value is 0.804, this means that the influence of variables X1 and X2 simultaneously on variable Y is 80.4%.

5. CONCLUSION

Based on the analysis of research that we have done, it can be concluded as follows: Service Quality and Brand Image contribute highly to customer satisfaction in the BMR Tour and Travel case study, and in this study it is proven that BMR Tour and Travel provides excellent service and builds a good brand image so that customers are satisfied with it.

The Service Quality Variable (X1) has a more dominant influence on Customer Satisfaction in BMR Tour and Travel. But the Brand Image Variable (X2) also has an influence in Customer Satisfaction in BMR Tou and Travel. The advice from the author for BMR Tour and Travel always maintains the quality of service and the quality of its brand image so that customers who use this travel always feel satisfied and will always use this travel.

In the F-test obtained F count of 55,523 with these results it is proven that the alternative hypothesis (Ha) which states all variables of Service Quality and Brand Image simultaneously and significantly affects the dependent variable (Customer Satisfaction).

In R square, a figure of 80.4% is obtained. It can be concluded that BMR Tour and Travel has an effect of 80.4% in providing service satisfaction.

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BIOGRAPHIES OF AUTHORS

	Rizki Nurul Nugraha, SST. Par., MM.Par, Graduate from master Program Tourism Administration STP Bandung 2015, Lecture at Nasional University Jakarta. As a tourism consultant specialist for Tourism Planning and Development. Email: rizki.nurul@civitas.unas.ac.id, ORCID: 0009000734368750
	Alisya Nur Insani is a student currently studying for a bachelor's degree in the 2021 National University of Jakarta Tourism Study Program, her interest and area of expertise is tourism destination development.
	Dr. Zumratul Meini, S.E., M.S.E., M.S.Ak. as a lecturer and researcher at the Accounting Study Program, Faculty of Economics and Business, National University of Jakarta since 2008. holds a Bachelor's degree in Accounting from the University of Lampung, a Master of Science in Economics, a Master of Science in Accounting, and a doctorate in Accounting Science, Doctoral degree from the University of Indonesia.