

ABSTRACT

This study aims to analyze the effect of service quality and electronic word of mouth on customers satisfaction and brand image as intervening variable on Anteraja customers. The focus of this research is the low level of Anteraja customer satisfaction due to various problems which cause Anteraja expedition service's delivery volume to not be able to compete with similar companies. The sample used in this research were 210 respondents who live in the Semarang City area with age ranging from 15 to 45 years and have used the Anteraja expedition service at least once within the last three months.

Data collection was carried out using the questionnaire method which was distributed online via social media through the use of a Google Form to be filled by users of the Anteraja expedition, especially in the Semarang City area. The sampling technique in this study used a non-probability sampling technique with a purposive sampling approach. This study developed a theoretical model by proposing five hypotheses that will be analyzed using the Structural Equation Model (SEM) operated through the AMOS program version 22.

The results of the study show that service quality and electronic word of mouth have a positive and significant effect on brand image. Consequently, brand image can act as an intervening variable that has a positive and significant effect on consumer satisfaction.

Keywords: service quality, electronic word of mouth, brand image, customers satisfaction