

# **The Influence Of E-Service Quality, Perceived Value On Brand Image And Brand Trust**

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## **Abstract:**

**Background:** *This study aims to analyze the influence of e-service quality and value perception on brand trust mediated by the brand image of the study on Maxim online transportation users in D.I Yogyakarta. This study used 190 samples and the sampling technique used nonprobability sampling with the purposive sampling method. The data analysis tool used is Structural Equation modeling (SEM). Based on the analysis that has been carried out, the results are obtained that e-service quality has a positive and significant effect on brand image, value perception has a positive and significant effect on brand image, e-service quality has a positive and significant effect on brand trust, value perception has a positive and significant effect on brand trust. The results of the indirect influence hypothesis test: brand image is able to mediate the influence of e-service quality on brand trust, and brand image is able to mediate the influence of value perception on brand trust.*

**Keywords:** *E-Service Quality, Value Perception, Brand Image, Brand Trust.*

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## **I. Introduction**

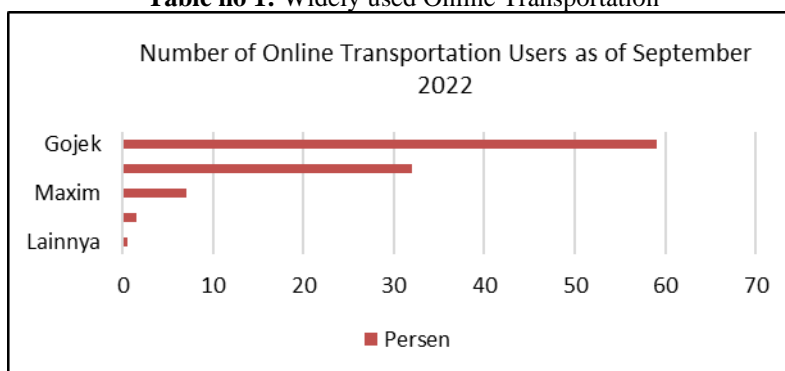
Motorcycle taxi transportation facilities have existed in Indonesian society for a long time and are basically privately owned businesses to help meet the needs of life. Thanks to the rapid development of science and technology, the transportation business is also affected. Development of motorcycle taxis online is a mode of transportation through an application online use smartphone. Motorcycle Taxi online are in great demand by Indonesian consumers because they are considered practical and cheap. In addition, motorcycle taxi services *Online* It also provides a variety of services and conveniences as well as various conveniences according to the needs and conveniences desired by consumers. The survey was conducted covering 34 provinces in Indonesia with a sample of 1,200 respondents determined proportionally (Yudha Kurniawan S.Sos. et al., 2023). The results of the survey stated that almost 83% of the majority of Indonesia's population is a transportation user online. The most popular online mode of transportation for Indonesians is motorcycle taxis online namely 85.52% and 14.48% of people often use taxis. Transportation online is in great demand by the Indonesian people because it is considered efficient in the use of time. Consumers can order motorcycle taxis through the application at smartphone They don't have to go out of the house to find a motorcycle taxi. Transportation payments online can also be done by paying money Cash, transfer via Mobile Banking or other electronic payment instruments.

In Indonesia, there are various companies that have made transportation innovations online namely by providing cars or motorcycle taxis. Maxim is one of the transportation online newcomers in Indonesia. Maxim began operations in 2003 in the city of Chardinsk located in the Ural Mountains, Russia. Then in 2014, Maxim managed to expand its business by opening branches in several countries such as Ukraine, Kazakhstan, Georgia, Bulgaria, Tajikistan, Belarus, Azerbaijan and Italy (taximaxim, 2022).

In 2018, Maxim successfully opened its branch in Indonesia and opened an office in Jakarta under the auspices of PT Teknologi Perdana Indonesia. As time goes by, the Transportation business online Maxim's property has penetrated into cities in Indonesia. Maxim tries to offer a number of conveniences that its two competitors do not have. According to Sleman inews (2023) Maxim is popular with Jogja residents because of its relatively cheap fares, especially for students, students, and tourists. Maxim provides a reservation service, where customers can set a pick-up time according to the predetermined time.

The Research and Development Agency (Balitbang) of the Ministry of Transportation (Kemenhub) conducted a survey of online transportation users using online survey media. The sample used was residents of Greater Jakarta (Jakarta, Bogor, Depok, Tangerang and Bekasi) with 2,665 respondents (Mutia, 2022). Here is the transportation data online which is widely used in Greater Jakarta as of September 2022.

Table no 1: Widely used Online Transportation



Source: databoks.katadata.co.id

According to the results of the survey, Maxim is in third position at 7%, Gojek is in first place with a percentage of 59%, in second place is Grab as many as 32% of respondents use the service, InDrivers is in fourth position at 1.5% and others at 0.5% (Mutia, 2022).

Increasing brand trust is one of the important strategies that must be carried out by Maxim. Trust is considered one of the most important components of the relationship between sellers and buyers (Esmaeilpour et al., 2017). When consumers already believe in a brand, they will be loyal to the brand, therefore, it is important for Maxim to maintain customer trust and establish a good relationship with customers.

Brand trust can be built by improving service quality, service quality is a consumer perspective in the long term and is a cognitive evaluation of the services provided by the company. According to Tammubua (2021) Brand image and customer value perception can be improved by maintaining service quality. According to Lupiyoadi in Safitri and Hayati (2022) Service quality is how far the reality and customer expectations for the service they get are. The quality of services used in the study is e-service quality.

According to L. Pratiwi et al (2021) e-service quality defined as the capabilities of a site Web or application in facilitating transactions efficiently and effectively. E-service quality The good thing is to provide good service so that consumers feel safe and trust in *website*/application, so as to increase customer trust in online Website aforementioned (Affandi et al, 2023). To see the extent of the role of service quality in the eyes of Maxim customers, it can be seen through Reviews negative from customers written on Playstore Platform.

Wijaya et al (2020) mentioned that the perception of service quality is very influential in the formation of a brand image in the company. By improving the quality of Maxim's services, the company also hopes that it can help improve the company's image so that the reviews given by consumers are able to give a positive response and can attract potential consumers to use their services.

According to Kotler and Keller (2016) Value perception is the difference between the customer's evaluation of a perceived benefit and all the costs incurred. The perception of value or value perceived by consumers can affect a company's brand image and trust in products/services (Wijaya et al., 2020). So the higher the value perceived by consumers of a service, the higher the brand image and brand trust in the company.

Brand image is a picture of consumer association and trust in a certain brand (Tjiptono, 2015). Brand image can also mean as consumers' understanding of the brand as a whole and how consumers perceive a brand (Keller & Swaminathan, 2020). The brand image must be able to meet the expectations of consumers or even exceed the expectations of consumers. A trusted and good brand image will provide a sense of security in consumers (Jaroenwanit & Pechiyam, 2014).

Based on the background and phenomenon above, researchers are interested in researching the influence of e-service quality, value perception, to brand trust through brand image. This type of research is an extension replication of two researchers, namely Wijaya et al (2020) and Affandi et al (2023). From the research of Wijaya et al (2020) The researcher took three variables of value perception, brand image and brand trust with different objects and subjects, while from the research Affandi et al (2023) The researcher took three variables, namely e-service quality, brand trust and brand image with different objects and subjects.

## II. Literature Review And Hypothesis Development

### Brand Trust

Trust can be defined as an attitude that shows liking a product or service (Alif & Harahap, 2013). Trust in a brand is a desire for consumers to trust the brand and be faced with risks, because they have the expectation that the brand will provide positive results (Lau & Lee, 1999). Trust is considered one of the important components in the relationship between sellers and buyers (Esmaeilpour et al., 2017). Brand trust shows customer confidence in the performance of a product or service that can provide satisfaction according to customer

expectations (Richard, 2016). Companies that have a good reputation, the promotions they carry out tend to be trusted by consumers. A brand will be trusted by consumers if the brand specifically offers a reliable product, such as with complete functions, quality assurance and also service after sales to consumers. Suryani and Rosalina (2019) said that trust can be used to measure the scale of consumers' liking for brands.

According to Bambang and Heriyanto (2017) Brand trust can be measured using two dimensions, namely: a) the Viability dimension (dimension of Viability), dimension has a perception that a brand of a product or service can satisfy and meet customer needs; b) Intentionality dimension (dimension of inintensionality), this dimension describes a safe and comfortable view of a brand.

Trust involves a person's willingness to behave a certain way, due to the belief that the brand will provide the expected satisfaction and with the expectation that the brand can be trusted (Wijaya et al., 2020). Component Brand Trust or brand trust is measured using the following indicators: a). satisfaction, i.e. how well the service can meet the expectations of customers; b). Value, which is the benefits that customers get when using the service; c). Security, which is the security felt by customers when using the service or service; d). Trust, which is the positive attitude that customers give to a brand (Suryani and Rosalina (2019).

### **E-Service Quality**

Service quality can be interpreted as an effort to meet the needs and desires of consumers as well as the accuracy of delivery in balancing consumer expectations (Tjiptono, 2014). Kotler and Keller (2016) Define *service* (service) as any action or performance where one party offers something to the other. Service quality contributes significantly to the creation of differentiation, positioning and competitive strategies in every marketing organization, both manufacturing companies and service providers (Tjiptono et al., 2012)

The perspective of service quality measurement can be grouped into two types, namely internal and external. Quality based on an internal perspective can be interpreted as zero defect ("doing it right the first time" or conformity with requirements), while the external perspective can be interpreted as quality based on customer quality, customer expectations, customer satisfaction, customer attitude and customer delight (Sachdev & Verma, 2004).

E-Service Quality or known as E-ServQual is a new version of Service Quality. E-ServQual developed to evaluate a service that uses the network online. According to Akhmadi and Martini (2020) E-service quality It is the ability of a website service to present functional performance when shopping, purchasing and distributing services effectively and efficiently. Meanwhile, according to Theodosiou in L. Pratiwi et al (2021) E-service quality is the extent to which the quality of service can be effectively and efficiently in meeting the relevant customer needs.

According to Purba (2022) There are 6 indicators used to measure e-service quality are as follows: a). Reliability is the ability of the service to perform the promised service appropriately and accurately; b) Responsiveness, which is the speed of response and willingness of the service in helping to solve customer problems; c). Privacy/security, refers to the protection of personal information from customers; d) Information Quality/benefit, is the suitability of information to the needs and needs of customers; e) Ease to Use/use, i.e. the effort required by the customer in obtaining access to the available information; f) Web design (site design), which is the display of application features such as aesthetics, content and structure online catalog.

### **Value Perception**

Customer value or customer perception is the customer's perceptual perception and evaluation of product attributes, performance attributes, and consequences obtained from the use of services that facilitate the achievement of goals and objectives in the usage situation (Tjiptono, 2014). Value perception can be defined as the difference between the customer's evaluation of all perceived benefits and all costs incurred (Kotler & Keller, 2016). Value perception can be measured through the following indicators: a) the added value of services; b) useful; c) results according to the price; d) the quality of service is appropriate.

### **Brand Image**

Brand image can be defined as the perception of beliefs held by consumers, as reflected in the associations that exist in consumer memory (Kotler & Keller, 2016). A positive brand image can affect the intention of repurchase, the company must create a good brand image and be able to convince consumers in meeting the needs and desires of consumers (Ayutthaya, 2012).

According to Shimp (2003) in Bulan & Sudrajat (2019), brand image describes the extrinsic nature of a product or service, including the way in which the brand seeks to meet the psychological or social needs of customers. Brand image is considered a type of association that comes to the mind of consumers when thinking of a brand. Consumer interest in a brand will be stronger if it is based on many introductions from consumers who have used the product/service in question. Based on the above definition, it can be concluded that Brand Image Or brand image is the perception that exists in the minds of consumers about a brand that is formed from

the information they get. Brand image can be defined as the perception of beliefs held by consumers, as reflected in the associations that exist in consumer memory (Kotler & Keller, 2016). The brand image indicators used in this study use two sources, namely Wijaya et al (2020) and Andini & Umar (2017): a) Total quality management, namely maintaining honesty with consumers; b) Contribution, the company's response in dealing with complaints from customers; c) social values, have a good reputation; d) Trust, trustworthy services; e) competitive price, the price can be competitive with similar services.

#### **The Influence of E-Service Quality on Brand Image**

Service quality contributes significantly to the creation of differentiation, positioning and competitive strategies in every marketing organization, both manufacturing companies and service providers (Tjiptono, 2014). If consumers feel good service quality, it will have a positive impact on consumer behavior in responding to the brand image. According to research Wijaya et al (2020), Tammubua (2020), Erkmén & Turegun (2022), Armawan et al (2023), Affandi et al (2023), Dewi Puspita et al (2022), Hendra Bagja Suherman et al (2021), L. Pratiwi et al (2021) and Permatasari (2020) shows that E-service quality can affect brand image.

H1: E-Service quality has a positive and significant effect on brand image

#### **The Influence of Value Perception on Brand Image**

Brand image will have high value if the value perception built can provide satisfaction to consumers, as well as make consumers believe that the brand is different from other brands (Wijaya et al., 2020). According to research Wijaya et al. (2020) The perceived value perception can affect the brand image. Pratama & Azizah, (2022) and Harmen et al. (2020) stated that value perception has an effect on brand image.

H2: Value perception has a positive and significant effect on brand image

#### **The Influence of E-Service Quality on Brand Trust**

The better the quality of service provided by the company, the more consumers will trust the brand. Trust occurs because of the satisfaction felt by consumers with the quality of the service. Good service quality can have an impact on trust (Wijaya et al., 2020). Research Wijaya et al., (2020), Nathanael (2019), Tammubua (2021), Nathanael (2019), Affandi et al., (2023) and Prabjit et al. (2021) stated that E-Service quality affects brand trust.

H3: E-Service quality has a positive and significant effect on brand trust

#### **The Effect of Value Perception on Brand Trust**

The company hopes that by maintaining the perception of service quality, it can increase the company's value in the eyes of consumers. The higher the value felt by consumers, the more significant impact it will have on trust. Research conducted by Prabjit et al. (2021), Pratiwi et al. (2021) and Athanasius (2020) stated that value perception has a positive effect on brand trust. Different from research Wijaya et al., (2020) which states that value perception has no effect on brand trust.

H4: Value perception has a positive and significant effect on brand trust

#### **The Influence of Brand Image on Brand Trust**

The brand image must be able to meet the expectations of consumers or even exceed the expectations of consumers. A trusted and good brand image will provide a sense of security in consumers (Jaroenwanit & Pechiyam, 2014). Nathanael (2019) said that a good brand image will increase a person's trust in a brand. Rahmatulloh et al. (2019), Putra & Sulistyawati (2019), Ang & Keni (2021), Armawan et al. (2023), Chusniartiningsih (2019), Affandi et al., (2023) and Wijaya et al., (2020) also said that brand image affects brand trust. Different from research Novalia et al. (2018) which states that brand image does not have a positive and significant effect on brand trust.

H5: Brand image has a positive and significant effect on brand trust

#### **The Influence of E-Service Quality on Brand Trust Through Brand Image**

Good service is not necessarily able to provide satisfaction to customers, the formation of a good brand image of a product/service is important, because it will be able to provide a positive boost to trust (Wijaya et al., 2020). According to research Wijaya et al (2020) states that brand image can mediate influence e-service quality to brand trust.

H6: E-service quality has a positive and significant effect on brand trust through brand image

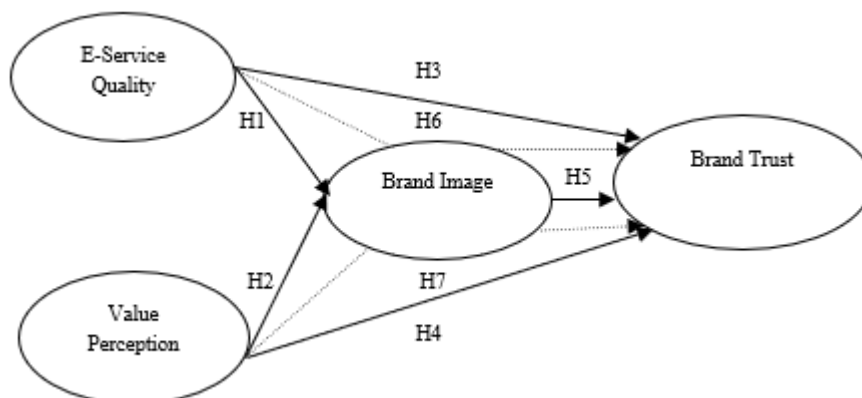
#### **The Influence of Value Perception on Brand Trust Through Brand Image**

According to research Wijaya et al. (2020) states that brand image can mediate the influence of value perception on brand trust.

H7: Value perception has a positive and significant effect on brand trust through brand image

**Research Model**

Based on the literature review and hypothesis, the research model is presented in Figure 1 below:



**Figure 1. Research Model**

**III. Material And Methods**

**Questionnaire Design and Data Collection Procedure.**

The object of research is Maxim Indonesia's online transportation service with the subject of the study being Maxim Indonesia's service users. The type of data used is primary data, which is data obtained directly through quasi-sial distribution. The research data was obtained by distributing questionnaires online via WhatsApp and Instagram, to Maxim Indonesia consumers in Yogyakarta through a Google Form link. The measurement scale of this study uses a 5-point Likert scale.

Sampling techniques based on nonprobability sampling, with the Purposive Sampling. Purposive sampling is a sampling process or technique that is limited to a specific type of person that can provide the desired information based on several criteria determined by the researcher (Sekaran & Bougie, 2017). The respondent criteria in this study are: 1) Maxim Indonesia users who are at least 17 years old; 2) have a Maxim app; 3) have used Maxim at least once in the last six months. The number of samples used in the study was 190 respondents. Of the 190 research respondents, 32% were male and 68% were female. Respondents were between 17 and 48 years old, predominantly 17 to 22 years old. Based on employment, 61% of respondents are students and students, 13% are private employees, 5% are state employees, and the rest are entrepreneurs.

Data analysis uses Structural Equation Modeling (SEM) analysis, before data analysis is carried out in the stage of testing the quality of the instrument through a validity test using the Confirmatory Factor Analysis (CFA) method and a reliability test using Construct Reliability.

The following are the indicators of each of the variables studied.

**Table no 2: Operational Definition of Research Variables**

It	Research Variables	Definition	Indicators	Source Indicator
1	Brand Trust	Brand trust shows customer confidence in the performance of a product or service that can provide satisfaction according to customer expectations (Richard, 2016).	a. Satisfaction b. Value c. Trust d. Security	Wijaya et al (2020) and Suryani & Rosalina (2019)
2.	E-Service Quality	According to Akhmadi and Martini (2020) E-service quality is the ability of a website service Web in presenting functional performance when shopping, purchasing and distributing services effectively and efficiently	a. Reliability b. Responsiveness c. Privacy/security d. Information Quality/benefit e. Ease to Use/use f. Web design	Ancient (2022)
3.	Value Perception	Value perception can be defined as the difference between the customer's evaluation of all perceived benefits and all costs incurred (Kotler & Keller, 2016)	a. Service added b. Benefits c. Results at the price d. Appropriate service quality	Wijaya et al (2020)
4.	Brand Image	Brand image can be defined as the perception of beliefs held by consumers, as reflected in the associations that exist in consumer memory (Kotler & Keller, 2016).	a. Maintaining honesty with consumers b. Providing a quick response	1.Wijaya et al (2020) 2.Andini & Prof. Dr. Husein Umar, MM (2017)

It	Research Variables	Definition	Indicators	Source Indicator
			in dealing with complaints c. Have a good reputation d. Trustworthy e. Competitive Price	

#### IV. Result

##### Instrument Quality Test

##### Validity and Reliability Test Results

Validity test using the Confirmatory Factor Analysis (CFA). Confirmatory factor analysis is used to test whether a construct has unidimensionality or whether the indicators used can inform a construct or variable. The indicator is said to be valid if the value of loading factor  $>0.5$  taken from Standardized Regression Weights (Ghozali, 2017). The following is presented in table 1 of the results of validity tests that have been carried out:

**Table no 3: Validity Test**

Variable	Grain	Loading Factor	Border	Information
E-Service Quality (EQ)	EQ1	0,780	$>0.5$	Valid
	EQ2	0,734		Valid
	EQ3	0,589		Valid
	EQ4	0,813		Valid
	EQ5	0,758		Valid
	EQ6	0,820		Valid
Value Perception (PN)	PN1	0,612		Valid
	PN2	0,764		Valid
	PN3	0,611		Valid
	PN4	0,860		Valid
Image Brand (CM)	CM1	0,763		Valid
	CM2	0,723		Valid
	CM3	0,737		Valid
	CM4	0,823		Valid
	CM5	0,743		Valid
Brand Trust (KM)	KM1	0,851		Valid
	KM2	0,781	Valid	
	KM3	0,796	Valid	
	KM4	0,718	Valid	

Based on table 3 above, it shows that the Loading Factor value of all items is above or  $>0.5$  meets the criteria, so all items are declared valid. Furthermore, according to Ghozali, (2017) that the test results can be said to be reliable if the CR value  $> 0.7$ . The following are the results of the reliability tests that have been carried out:

**Table no 4: Reliability Test Results**

Variable	C.R	Border	Information
E Service Quality	0,88602	$>0.7$	Reliable
Value Perception	0,80777		Reliable
Brand Image	0,8712		Reliable
Brand Trust	0,86712		Reliable

Ghozali (2017) stated that the test results were said to be reliable if they had a CR value of  $>0.7$ . The results of this test show that all variables used are reliable because they have a CR value greater than 0.7 so that all variables can be used in this study.

##### Evaluate the goodness of fit criteria.

The evaluation of the goodness of fit criteria needs to be adjusted to assumptions that are in accordance with the Structural Equation Modeling (SEM) criteria. The determination of the goodness of fit criteria to be used aims to evaluate and understand the extent to which the model is influential. Below are the results of the goodness of fit test as follows:

**Table no 5: Goodness of fit test**

Goodness of fit index	Cut-off value	Research Model	Type
Chi-square	Expected small	146,167	Not Fit
Probability	$\geq 0.05$	0.026	Not Fit
RMSEA	$\leq 0.08$	0.038	Fit

GFI	≥ 0.90	0.932	Fit
AGFI	≥ 0.90	0.887	Marginal Fit
CMIN/DF	≤ 2.0	1,271	Fit
TLI	≥ 0.90	0.982	Fit
CFI	≥ 0.95	0.988	Fit

Backed by a statement Ghozali, England (2017) which states that if there is one or two criteria Goodness of Fit that has been fulfilled, the overall model can be said to be good (good fit). The model in this study has been declared to meet the criteria, so no modification of the model will be made and the next analysis can be continued.

**Hypothesis Test Results**

After the estimated structural goodness of fit criteria can be met, the next stage is the analysis of the model's structural relationships (hypothesis testing). Hypothesis testing using Structural Equation Modeling (SEM) with AMOS software, to analyze relationships in structural models. To assess whether the hypothesis is acceptable, the criteria used is that if the results of the hypothesis test show a positive direction, then the estimate value must be positive and significant if the value of the Critical Ratio (CR) > 1.96 and Probability (P) < 0.05, then the exogenous variable has an effect on the endogenous variable (Ghozali, 2017). In addition, if the CR value is marked with three stars (\*\*\*) , it means that it is very low, which is < 0.001. The following are the results of the direct influence hypothesis test in this study:

**Table no 6:** Direct Influence Test Results

It	Hypnosis	Estimate	S.E	C.R	P	Hypothesis
H1	E-Service Quality has a positive effect on Brand Image	0,453	0.229	1,980	0,048	Positive Significant
H2	Value Perception has a positive effect on Brand Image	0,717	0.263	2,731	0,006	Positive Significant
H3	E-Service Quality has a positive effect on brand trust	0,708	0,229	3,086	0,002	Positive Significant
H4	Value Perception has a positive effect on Brand Trust	0,223	0.311	2,717	0,047	Positive Significant
H5	Brand Image has a positive effect on Brand Trust	1,240	0,446	2,781	0,005	Positive Significant

Based on table 6 above, the test of the hypothesis of a direct influence between variables can be explained as follows:

**The Influence of E-Service Quality on Brand Image**

Hypothesis 1 testing, obtained an estimate regression weight coefficient value of 0.453 indicating a positive direction, meaning that the better the E-Service Quality, the better the company's brand image. The probability value of the influence of E-Service Quality on the brand image shows a probability value of 0.048 (p< 0.05) with a Critical Ratio (CR) value of 1.980 or >1.96, indicating a significant influence. Thus (H1) stating "E-Service Quality has a positive and significant effect on the brand image" is declared acceptable.

**The influence of value perception on brand image**

Hypothesis 2 testing, the value of the estimate regression weight coefficient of 0.717 indicates a positive direction, meaning that the higher the perception of customer value, the higher the company's brand image. The relationship between these two variables has a probability value of 0.006 (p< 0.05) with a Critical Ratio (CR) value of 2.731 or >1.96, this shows that there is an influence between variables. Thus (H2) which states that "value perception has a positive and significant effect on the brand image" is accepted.

**The effect of E-Service Quality on brand trust**

Hypothesis 3 testing, obtained an estimate regression weight coefficient value of 0.708 indicating a positive direction, meaning that if e-service quality increases, brand trust will also increase. The relationship between these two variables has a probability value of 0.002 (p< 0.05) with a Critical Ratio (CR) value of 3.086 >1.96, which shows that there is a significant influence. Thus (H3) stating "E-Service Quality has a positive and significant effect on brand trust" was accepted.

**The effect of value perception on brand trust**

Hypothesis 4 testing, the value of the estimate regression weight coefficient of 0.223 indicates a positive direction, meaning that if the value perception increases, trust in the brand will also increase. The relationship between these two variables has a probability value of 0.047 (p< 0.05) with a Critical Ratio (CR) value of 2.717

<1.96, which shows that there is no significant influence. Thus (H4) which states "Value perception has a positive and significant effect on brand trust" is accepted.

**The influence of brand image on brand trust**

Hypothesis 5 testing, the value of the estimate regression weight coefficient of 1,240 indicates a positive direction, meaning that if the brand image increases, trust in the brand also increases. The relationship between these two variables has a probability value of 0.005 ( $p \leq 0.05$ ) with a Critical Ratio (CR) value of  $2 > 7811.96$ . This shows that there is a significant influence between brand image and brand trust. Thus (H5) which states that "brand image has a positive and significant effect on brand trust" is accepted.

The following are the results of testing the indirect influence hypothesis, namely hypothesis 6 and hypothesis 7. The test results are presented in the following table 7 by looking at the standardized direct effect and standardized indirect effect.

**Table no 7: Standardized Direct Effect and Standardized Indirect Effect**

No.	Hypothesis	Standardized Direct Effect	Standardized Indirect Effect	Result
H6	E-Service Quality → Brand Image → Brand Trust	0,392	0,535	Partial mediation
H7	Perception of Brand Image → Value → Brand Trust	0,210	0,835	Partial mediation

To see the indirect influence or mediation relationship between independent variables to dependent variables through mediation variables, namely by comparing the values of standardized direct effect with standardized indirect effect. If the value of the standardized direct effect is smaller than the value of the standardized indirect effect, it can be said that the mediating variable can have an indirect influence on the relationship between the independent and dependent variables. Based on the table of standardized direct effect and standardized indirect effect above, it can be explained as follows:

**Brand image can mediate the influence of e-service quality on brand trust**

Hypothesis 6 was tested, a standardized direct effect value of 0.392 and a standardized indirect effect value of 0.535. The results show that the value of standardized direct effect < the value of standardized indirect effect, means that the brand image mediates the influence of e-service quality on brand trust. Based on the results of this test, hypothesis 6 which states that brand image is able to mediate the influence of e-service quality on brand trust, is accepted.

**Brand image can mediate the influence of value perception on brand trust.**

Hypothesis 7 was tested, a standardized direct effect value of 0.210 and a standardized indirect effect value of 0.835. The results show that the value of standardized direct effect < the value of standardized indirect effect, means that the brand image mediates the influence of e-service quality on brand trust. Based on the results of this test, hypothesis 7 which states that brand image is able to mediate the influence of e-service quality on brand trust, is accepted.

**V. Discussion**

Based on the data analysis that has been carried out to Maxim online transportation service users in the last 6 months using the Structural Equation Modeling (SEM) analysis technique, the results show the following results:

**The influence of e-service quality on brand image**

Based on the results of the first hypothesis test that has been carried out, it is stated that e-service quality have a positive and significant effect on the brand image. The results of this study are in line with the research conducted by Wijaya et al (2020), Tammubua (2020), Erkmen & Turegun (2022), Armawan et al (2023), Affandi et al (2023), Dewi Puspita et al (2022), Hendra Bagja Suherman et al (2021) and Permatasari (2020) which states that e-service quality has an influence on the brand image. This can prove that e-service quality which can improve Maxim's brand image in the eyes of customers. Quality of service or e-service quality is one of the basic things that must be owned by a service-based company Online. The quality of service provided must be in accordance with customer expectations.



### **The influence of value perception on brand image**

Based on the results of the second hypothesis test that has been carried out, it can be seen that value perception has a positive and significant effect on the brand image. The results of this study are in line with the research conducted by Wijaya et al (2020), Harmen et al (2020) and Pratama & Azizah (2022) which states that value perception has an influence on brand image. This means that the better the customer's perception of the value of transportation Online Maxim, then the better Maxim's brand image in the eyes of customers. Brand image will have high value if the value perception built can provide satisfaction to consumers, as well as make consumers believe that the brand is different from other brands (Wijaya et al., 2020).

The perception of customer value towards Maxim's online transportation is currently good, so that the brand image in the eyes of customers is also good. However, Maxim must also be able to maintain the company's value perception and brand image and even improve it.

### **The effect of e-service quality on brand trust**

Based on the results of the third hypothesis test, it can be found that e-service quality have a negative and significant effect on brand trust. The results of this study are not in line with the research conducted by Wijaya et al., (2020), Nathanael (2019), Tammubua (2021), Nathanael (2019), Affandi et al., (2023) and Prabjit et al. (2021) which states that e-service quality affect brand trust. This means that if e-service quality transportation Online Maxim increases, so brand trust will decrease. E-service quality not only focusing on service quality. Good service quality can affect customer satisfaction, but it does not necessarily affect brand trust. According to Tammubua (2021) There are many factors that can affect customer trust in a brand, such as brand image, brand reputation, customer experience, customer perception and everything else as well as the extent to which the brand can meet customer expectations.

### **The effect of value perception on brand trust**

Based on the results of the fourth hypothesis test, it is known that value perception has an effect on brand trust. The results of this study are in line with research conducted by Athanasius (2020), Prabjit et al. (2021), and Pratiwi et al. (2021), which stated that value perception has a positive and significant effect on brand trust. The higher the value perceived by consumers, the more significant impact it will have on trust. Companies must be able to further improve the perception of good value in the eyes of consumers so that customers feel this better. Thus, value perception can maximize Maxim's brand trust, but other determining factors are needed to mediate the perception of value to brand trust.

### **The influence of brand image on brand trust**

Based on the results of the fifth hypothesis test that has been carried out, it can be seen that brand image has a positive and significant effect on brand trust. The results of this study are in line with the research conducted by Nathanael (2019), Rahmatulloh et al. (2019), Putra & Sulistyawati (2019), Ang & Keni (2021), Armawan et al. (2023), Chusniartiningsih (2019) and Wijaya et al., (2020) which states that brand image affects brand image.

The brand image must be able to meet the expectations of consumers or even exceed the expectations of consumers. A trusted and good brand image will provide a sense of security in consumers (Jaroenwanit & Pechiyam, 2014). A good brand image can also increase customer trust in a brand.

### **E-service quality affects brand trust through brand image**

The results of the sixth hypothesis test show that brand image mediates the influence of e-service quality to brand trust. The results show that e-service quality Affects brand trust, brand image also affects brand trust, and the better the brand image, the more consumer trust in the brand will increase. The results of this study are in line with previous research, namely Wijaya et al (2020) states that e-service quality affect brand trust through brand image. These results show that the higher the brand image, the higher the influence e-service quality to brand trust. Brand image can mediate the influence of service quality perception on brand trust. The formation of a good brand image of a product/service is important, because it will be able to provide a positive boost to trust (Wijaya et al., 2020).

### **The influence of value perception on brand trust through brand image**

The results of the seventh hypothesis test show that brand image mediates the influence of value perception on brand trust. The results of the test show that value perception affects brand trust, brand image affects brand trust, so the better the brand image of a product or service can increase consumer trust in a brand. The results of this study are in line with previous research, namely Wijaya et al (2020) states that brand image can mediate the influence of value perception on brand trust. If you look at the results of hypothesis 4 testing which states that there is a positive and significant influence between value perception and brand trust, it can be concluded that brand image has an effect as a mediator between value perception and brand trust. A good brand

image can increase the perception of the company's value in the eyes of customers so that it can foster customer trust when using the brand.

## VI. Conclusion

Based on the results of research that has been conducted on the influence of e-service quality and value perception on brand trust mediated by the brand image of the study on Maxim online transportation users in the Special Region of Yogyakarta, it can be concluded as follows:

1. The results of the study show that e-service quality has a positive and significant effect on the brand image of Maxim online transportation service users .
2. The results of the study show that value perception has a positive and significant effect on the brand image of Maxim online transportation service users .
3. The results of the study show that e-service quality has a positive and significant effect on brand trust in Maxim online transportation service users .
4. The results of the study show that value perception has a positive effect on brand trust in Maxim online transportation service users .
5. The results of the study show that brand image has a positive and significant effect on brand trust in Maxim online transportation service users .
6. The results of the study show that brand image mediates the influence of e-service quality on brand trust in Maxim online transportation service users .
7. The results of the study show that brand image mediates the influence of value perception on brand trust in Maxim online transportation service users .

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