IJEC
International Journal of Economics
https://ejournal.ipinternasional.com/index.php/ijec
e-ISSN:2961-712X
Vol.4 Issue 2,July-December 2025
DOI:10.55299/ijec.v4i2.1649

The Influence of Service Quality, Customer Experience, and Brand Image on Customer Satisfaction at Baita Car Wash in Gresik City

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Article history: Received October 5, 2025; revised November 10, 2025; accepted December 01, 2025
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ABSTRACT

This study aims to analyze the influence of service quality, customer experience, and brand image on customer satisfaction at Baita Car Wash in Gresik City using a quantitative approach. A sample of 140 respondents was determined using the accidental sampling technique, namely customers who were encountered by chance during the research and met the study criteria. Data analysis was conducted using Structural Equation Modeling (SEM) Partial Least Squares (PLS) with SmartPLS4 software. The results show that service quality, customer experience, and brand image have a positive and significant effect on customer satisfaction, thus all three play an important role in increasing customer satisfaction.

Keywords: Service Quality; Customer Experience; Brand Image; Customer Satisfaction.

INTRODUCTION

Indonesia as an archipelagic country has a high level of mobility needs because the social and economic activities of the community depend on smooth transportation (Sayekti, 2025). The development of globalization encourages increased labor mobility and goods distribution, which in turn has implications for the increased use of private transportation as a means to achieve time efficiency and flexibility (Saniyyah, 2024). According to data (BPS, 2023) there are approximately 18.29 million units of passenger cars and 132.43 million units of motorcycles in Indonesia, indicating significant growth in private vehicle ownership in society. The growth in the number of motor vehicles, especially passenger cars, is an indicator of the increasing dependence of society on private vehicles, which simultaneously drives the development of the automotive service industry (Pinandita & Arifin, 2020).

In this context, car washing services have become one of the sectors experiencing intense competition. In Gresik City, the increasing number of similar service providers indicates high competition in the same market, both in terms of price, facilities, and service completion time. The 2024 Google Review rating comparison shows variations in customer perceptions of the quality of each service provider, reflecting differences in customer experience and brand image in the public eye. Although Baita Car Wash received a review score of 4.5, several complaints were still found regarding service results and supporting facilities deemed inadequate. This condition indicates a gap between customer expectations and the perceived quality of service received. Service quality is the main factor of customer satisfaction (Kotler & Keller, 2017; Wahyono & Fatmaningsih 2019). In addition, customer experience plays a role in shaping emotional perception of the services used and directly influences satisfaction levels (Happ et al., 2021; Pei et al., 2020). On the other hand, brand image is an important element in building customer trust and repeat purchase decisions (Kotler & Keller, 2017; Ksatriyani, 2019).

Problems occur when customer reviews indicate negative experiences such as unsatisfactory cleaning results, employee carelessness, and limited land facilities. These factors can weaken the company's brand image and impact the declining number of customers year by year. Baita Car Wash operational data shows a trend of decreasing customers from 2023 to 2025. This underscores the importance of evaluating service quality, customer experience, and brand image as factors influencing customer satisfaction.

Based on these conditions, this research was conducted to answer three main questions: whether service quality, customer experience, and brand image influence customer satisfaction at Baita Car Wash Gresik. This

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e-ISSN:2961-712X
Vol.4 Issue 2,July-December 2025
DOI:10.55299/ijec.v4i2.1649

study aims to identify the most influential factor on customer satisfaction and provide theoretical contributions regarding strengthening the relationship model between service quality, customer experience, brand image, and customer satisfaction in the context of the car wash service industry. Practically, the research results are expected to serve as a basis for the company in designing more effective service improvement strategies.

The scope of the research is limited to Baita Car Wash customers. Primary information sources include Google Reviews, direct observation, and literature on consumer behavior, service quality, customer experience, brand image, and customer satisfaction. This study uses a quantitative approach with a structural equation modeling partial least squares analysis model to test the strength of the influence of the three factors on customer satisfaction. The novelty value of the study lies in the integration of three service marketing variables in the context of local competition in the car wash industry in the Gresik region, utilizing digital review data as the basis for the phenomenon.

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LITERATURE REVIEW

Service Quality

Service quality is understood as the ability of a service to meet or exceed customer expectations (Kotler & Keller, 2017; Wahyono & Fatmaningsih, 2019). The SERVQUAL model proposed by Parasuraman in Sugiarto & Octaviana (2021) states that customers assess quality based on the gap between expectations and the actual experience they receive. Research such as Dewantoro et al. (2020), Katoni & Sijabat (2023), and Putri et al. (2023) shows that improving service quality contributes to increased customer satisfaction. The SERVQUAL measurement model adopted in the research of Sugiarto & Octaviana (2021) uses service quality indicators that include: (1) tangibles; (2) reliability; (3) responsiveness; (4) assurance; and (5) empathy.

H_1: Service quality is hypothesized to have a positive effect on customer satisfaction at Baita Car Wash Gresik.

Customer Experience

Customer experience is an internal response, both emotional and sensory, arising from the entire interaction of the customer with the company (Meyer & Schwager, 2007) in (Happ et al., 2021). This experience shapes overall perceptions of the service and often becomes the basis for assessing customer satisfaction. Research by Pei et al. (2020), Ningsih & Hurnis (2023), and Basuki & Marliyana (2022) found that positive experiences encourage increased satisfaction because customers store these interactions as pleasant memories. Indicators of customer experience according to Schmitt (1999) in (Suprapti et al, 2022; Rachmawati & Utami, 2020) include: (1) sensory experience; (2) emotional experience; and (3) social experience.

H_2: Customer experience is hypothesized to have a positive effect on customer satisfaction at Baita Car Wash Gresik.

Brand Image

Brand image is the perception or association formed in the customer's mind about a brand (Kotler & Keller, 2017). A strong image helps customers assess quality, reduce risk, and increase confidence in using a service. Research by Purwianti et al. (2023), Katoni & Sijabat (2023), and Nurlael et al. (2022) shows that a positive brand image plays a role in increasing customer satisfaction. Brand image indicators according to Kotler & Keller (2017) include: (1) strength; (2) uniqueness; and (3) favorable.

H_3: Brand image is hypothesized to have a positive effect on customer satisfaction at Baita Car Wash Gresik.

Customer Satisfaction

Customer satisfaction is the feeling resulting from the customer's evaluation after comparing expectations with the performance of the service received (Wahyono & Fatmaningsih, 2019). Satisfaction arises when performance meets or exceeds expectations, while dissatisfaction occurs when expectations are not met. Rivai & Zulfitri (2021) explain that satisfaction is also an emotional experience that arises during and after using a service; satisfaction is influenced by the alignment of expectations with the actual experience of using a product or service. Indicators of customer satisfaction according to Tjiptono & Chandra in Wahyono & Fatmaningsih (2019) include: (1) expectation alignment; (2) interest in revisiting; and (3) willingness to recommend.

e-ISSN:2961-712X
Vol.4 Issue 2,July-December 2025
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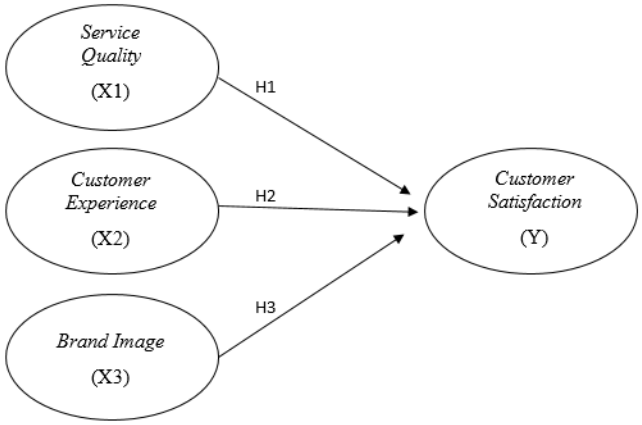
Conceptual Framework:

A conceptual framework is a tentative explanation of something or a phenomenon that is the object of a problem. With Service Quality (X1), Customer Experience (X2), and Brand Image (X3) as independent variables, while Customer Satisfaction (Y) is the dependent variable



Gambar 1. Conceptual Framework

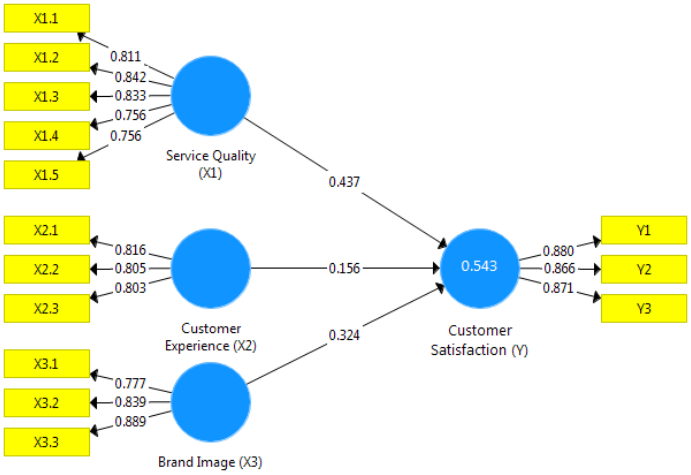
METHODOLOGY

The design of this study uses a quantitative research approach. To produce quantitative data in this study, a measurement scale is used, namely an ordinal measurement scale with a Likert scoring weighting technique of 1 to 5. The research objects are service quality, customer experience, brand image, and customer satisfaction. The population in this study is customers of Baita Car Wash in Gresik City. The sampling technique in this study uses accidental sampling, which is based on coincidental meetings when the research is ongoing with individuals deemed relevant and meeting the criteria as data sources. The determination of the sample size is based on the rule of thumb of ten times the number of estimated parameters, so with a total of 14 research indicators, a sample requirement of 140 respondents is obtained. The types of data used are primary and secondary data. Secondary data sources come from data on the number of Baita Car Wash Gresik customers for the quarterly period of 2023 – 2025, and a company overview. The primary data collection method uses questionnaire distribution. The data analysis technique used in this study is SEM-PLS analysis with the SmartPLS4 program.

RESEARCH RESULTS AND DISCUSSION

Outer Model

Gambar 2. *Outer Model* dengan *loading factor, Path Coefficient* dan *R-Square*



Sumber: Olah Data, *output SmartPLS*

The loading factor value for each indicator is displayed at the top of the arrow connecting the variable (construct) with its respective indicator. Path coefficients are placed above the arrow connecting the exogenous variable with the endogenous variable. The indicator with the highest loading on the service

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e-ISSN:2961-712X
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quality variable is reliability (X1.2) with a value of 0.835. The indicator with the highest loading on the customer experience variable is sensory experience (X2.1) with a value of 0.834. Meanwhile, the indicator with the highest loading on the brand image variable is favorable (X3.3) with a value of 0.886.

Outer Loading

Table 1. Outer Loading (Mean, STDEV, T-Values)

	Original Sample (O)	*Sample Mean* (M)	*Standard Deviation* (STDEV)	*T-Statistics* (|O/STDEV|)
X1.1 <- Service Quality (X1)	0.811	0.804	0.043	18.745
X1.2 <- Service Quality (X1)	0.835	0.830	0.036	23.405
X1.3 <- Service Quality (X1)	0.827	0.820	0.042	19.817
X1.4 <- Service Quality (X1)	0.762	0.758	0.043	17.815
X1.5 <- Service Quality (X1)	0.754	0.760	0.029	26.064
X2.1<-Customer Experience (X2)	0.834	0.832	0.036	23.450
X2.2<-Customer Experience (X2)	0.805	0.801	0.044	18.409
X2.3<-Customer Experience (X2)	0.808	0.808	0.038	21.223
X3.1 <- Brand Image (X3)	0.791	0.786	0.055	14.462
X3.2 <- Brand Image (X3)	0.837	0.838	0.032	26.252
X3.3 <- Brand Image (X3)	0.886	0.885	0.025	35.429
Y1 <- Customer Satisfaction (Y)	0.886	0.885	0.022	41.031
Y2 <- Customer Satisfaction (Y)	0.872	0.872	0.024	37.116
Y3 <- Customer Satisfaction (Y)	0.880	0.880	0.020	43.789

Source: SmartPLS4 Data Processing, 2025

Based on Table 2, all reflective indicators for the variables Service Quality (X1), Customer Experience (X2), Brand Image (X3) and Customer Satisfaction (Y), show a loading factor (original sample) greater than 0.50 and a T-Statistic value greater than 1.96. These results indicate that all indicators in this study have met the convergent validity requirements or show good validity.

Cross Loading

Table 2. Cross Loading

	Service Quality (X1)	*Customer Experience* (X2)	*Brand Image* (X3)	*Customer Satisfaction* (Y)
X1.1	0.811	0.385	0.225	0.445
X1.2	0.835	0.392	0.244	0.439
X1.3	0.827	0.388	0.236	0.392
X1.4	0.762	0.552	0.118	0.449
X1.5	0.754	0.524	0.441	0.747
X2.1	0.477	0.834	0.332	0.472
X2.2	0.442	0.805	0.209	0.357

e-ISSN:2961-712X
Vol.4 Issue 2,July-December 2025
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	Service Quality (X1)	*Customer Experience* (X2)	*Brand Image* (X3)	*Customer Satisfaction* (Y)
X2.3	0.494	0.808	0.255	0.464
X3.1	0.275	0.276	0.791	0.401
X3.2	0.296	0.273	0.837	0.415
X3.3	0.306	0.284	0.886	0.469
Y1	0.605	0.496	0.496	0.886
Y2	0.572	0.447	0.37	0.872
Y3	0.579	0.466	0.476	0.880

Source: SmartPLS4 Data Processing, 2025

The results of the cross loading data processing show that all loading factor values for each indicator (shaded) for the variables Service Quality (X1), Customer Experience (X2), Brand Image (X3), and Customer Satisfaction (Y), show loading factor values > 0.5 and are greater than the loading factors from indicators of other variables, so it can be said that all indicators in this study have met the validity requirements or have good validity.

Average variance extracted (AVE)

Table 3. Average Variance Extracted

	AVE
***Service Quality* (X1)**	0.638
***Customer Experience* (X2)**	0.665
***Brand Image* (X3)**	0.704
***Customer Satisfaction* (Y)**	0.773

Source: SmartPLS4 Data Processing, 2025

Based on the test results, the AVE value for the variable Service Quality (X1) is 0.638, Customer Experience (X2) is 0.665, Brand Image (X3) is 0.704, and Customer Satisfaction (Y) is 0.773. All these values are above the threshold of 0.5, indicating that the four variables in this study have good validity..

Composite Reliability

Table 4. Composite Reliability

	Composite Reliability
***Service Quality* (X1)**	0.898
***Customer Experience* (X2)**	0.856
***Brand Image* (X3)**	0.877
***Customer Satisfaction* (Y)**	0.911

Source: SmartPLS4 Data Processing, 2025

Based on the Composite Reliability test results table, it shows the variable value for Service Quality (X1) is 0.898, Customer Experience (X2) is 0.856, Brand Image (X3) is 0.877, and Customer Satisfaction (Y) is 0.911. These four variables have values above the threshold of 0.70, indicating that all variables in this study meet the reliability criteria and are trustworthy in the measurement process.

e-ISSN:2961-712X
Vol.4 Issue 2,July-December 2025
DOI:10.55299/ijec.v4i2.1649

Latent Variable Correlations

Table 5. Latent Variable Correlations

	***Service Quality* (X1)**	***Customer Experience* (X2)**	***Brand Image* (X3)**	***Customer Satisfaction* (Y)**
***Service Quality* (X1)**	1.000	0.580	0.349	0.666
***Customer Experience* (X2)**	0.580	1.000	0.331	0.535
***Brand Image* (X3)**	0.349	0.331	1.000	0.512
***Customer Satisfaction* (Y)**	0.666	0.535	0.512	1.000

Source: SmartPLS4 Data Processing, 2025

From the latent variable correlations table above, the average correlation value between variables has a relatively high level of relationship. The highest correlation is found between the Service Quality (X1) variable and Customer Satisfaction (Y) with a value of 0.666. This result shows that among all variables in the research model, the relationship between Service Quality and Customer Satisfaction is the strongest. This finding indicates that the level of Customer Satisfaction is more influenced by Service Quality than by other variables, although the difference is not too large.

Inner Model

R-Square

Table 6. R-square

	R-Square
***Customer Satisfaction* (Y)**	0.551

Source: SmartPLS4 Data Processing, 2025

Based on Table 6, the R-square value of 0.551 indicates that the model is able to explain the phenomenon of Customer Satisfaction influenced by the independent variables Service Quality, Customer Experience, and Brand Image by 55.1%, while the remaining 44.9% is explained by other factors outside this research model.

Q-Square

Table 7. Q-square

	Q^2predict
***Customer Satisfaction* (Y)**	0.517

Source: SmartPLS4 Data Processing, 2025

The calculation results show a Q^2 value of 0.517, which means the model has strong predictive relevance. This value indicates that more than 51.7% of the variation in the endogenous construct can be well predicted by the model. A Q^2 score with a value greater than 0 indicates that the model can be said to have good predictive ability, so the relationships between the studied variables can be explained adequately and convincingly.

Hypothesis Test

Table 8. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	***Original Sample* (O)**	***Sample Mean* (M)**	***Standard Deviation* (STDEV)**	***T Statistics* (|O/STDEV|)**	***P Values***
Service Quality -> Customer Satisfaction	0.467	0.470	0.073	6.409	0.000
Customer Experience -> Customer Satisfaction	0.167	0.168	0.076	2.207	0.027
Brand Image -> Customer Satisfaction	0.293	0.295	0.080	3.675	0.000

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e-ISSN:2961-712X
Vol.4 Issue 2,July-December 2025
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Based on the results in Table 8, conclusions can be drawn for the hypotheses, namely:
H1: The hypothesis that Service Quality (X1) has a positive effect on Customer Satisfaction (Y) at Baita Car Wash Gresik is accepted. The original sample value of 0.467 indicates a positive direction of influence, with a T-statistic value of 6.409 > 1.96 and a P-value of 0.000 < 0.05, meaning the effect is significant.
H2: The hypothesis that Customer Experience (X2) has a positive effect on Customer Satisfaction (Y) at Baita Car Wash Gresik is accepted. The original sample value of 0.167 indicates a positive direction of influence, with a T-statistic value of 2.207 > 1.96 and a P-value of 0.027 < 0.05, meaning the effect is significant.
H3: The hypothesis that Brand Image (X3) has a positive effect on Customer Satisfaction (Y) at Baita Car Wash Gresik is accepted with an original sample value of 0.293, T-statistic 3.675 > 1.96, and P-value 0.000 < 0.05, meaning the effect is significant

The Influence of Service Quality on Customer Satisfaction
The research results show that service quality has a positive and significant effect on customer satisfaction at Baita Car Wash. The most dominant indicator is reliability, seen from the company's ability to provide timely, consistent, and procedure-compliant services. Customers assess this aspect as a key determinant of satisfaction because it provides a sense of trust and comfort. This finding is in line with the SERVQUAL concept that places reliability as a core element of service quality (Sugiarto & Octaviana, 2021; Kotler & Keller, 201; and Wahyono & Fatmaningsih, 2019) which emphasize that quality service is service that can meet or exceed customer expectations. This result is also consistent with previous research (Dewantoro et al., 2020; Katoni & Sijabat, 2023), which shows that service quality is an important factor in increasing customer satisfaction.
The Influence of Customer Experience on Customer Satisfaction
The research results show that customer experience has a positive and significant effect on customer satisfaction at Baita Car Wash. The most dominant indicator is sensory experience, especially the comfort of the atmosphere, lighting, and tidiness of the service area. A comfortable physical environment is proven to enhance positive experiences and strengthen customer satisfaction. This result is consistent with the findings of Happ et al. (2021) and Suprapti et al. (2022) who state that customer experience is a subjective response to all interactions with the company that can shape customer perceptions of service quality. This finding is also in line with research by Ningsih & Hurnis (2023) and Basuki & Marliyana (2022) which shows that customer experience is an important factor in increasing satisfaction.
The Influence of Brand Image on Customer Satisfaction
The research results show that brand image has a positive and significant effect on customer satisfaction at Baita Car Wash. The most dominant indicator is ease of recall (favorable), shown by the brand name being easily recognized by customers. This ease creates positive associations, increases trust, and strengthens customer satisfaction. This finding is in line with the theory of Kotler & Keller (2017) that brand image is formed through associations stored in the customer's memory. The consistency of previous research results (Katoni & Sijabat, 2023; Nurlael et al., 2022) also confirms that a strong brand image plays an important role in increasing customer satisfaction

CONCLUSIONS, PROPOSALS, RECOMMENDATIONS:

Based on the results of analysis using SEM-PLS on 140 respondents who are customers of Baita Car Wash in Gresik City, it can be concluded that Service Quality, Customer Experience, and Brand Image have a positive and significant influence on Customer Satisfaction at Baita Car Wash in Gresik. Good service quality, especially consistency of service results and timeliness, can increase trust and drive customer satisfaction. Pleasant customer experience, particularly from aspects of atmosphere comfort and cleanliness of the service area, also contributes importantly to shaping satisfaction levels. In addition, a brand image that is easy to remember and positively evaluated by customers further strengthens their trust and satisfaction with Baita Car Wash services. Therefore, Baita Car Wash is advised to continue improving service quality, maintaining comfortable customer experiences, and strengthening brand image, so that customer satisfaction can continue to increase and drive loyalty in the future.

This study has limitations in the use of accidental sampling, scope limited to one location, and variables limited to three main factors. Future research is recommended to use more representative sampling techniques, add variables such as perceived value and customer loyalty, and expand the research object so that the findings are more comprehensive. Practically, Baita Car Wash needs to improve service consistency through employee training, enhance the comfort of the waiting area, and

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e-ISSN:2961-712X
Vol.4 Issue 2,July-December 2025
DOI:10.55299/ijec.v4i2.1649

strengthen brand image by responding to customer reviews more actively so that customer satisfaction can increase sustainably.

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