

Influence of Brand Image, Service Quality, and Price Perception on Customer Satisfaction at Suara Merdeka Network

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ABSTRACT

This study examines of brand image, service quality, and price perception in determining customer satisfaction at Suara Merdeka Network. Expectation Confirmation Theory (ECT) was employed as the theoretical basis for understanding the formation of customer satisfaction. The study used a quantitative design and involved 119 customers who had previously utilized advertising services provided by Suara Merdeka Network. Respondents were selected through a non-probability sampling technique, while the collected data were examined using multiple linear regression with SPSS version 25. The empirical findings demonstrate that brand image, service quality, and price perception individually contribute positively and significantly to customer satisfaction. From a managerial perspective, the results can serve as a consideration for Suara Merdeka Network in developing advertising and service strategies. The study also extends the use of ECT within the print media advertising context by showing that customers' satisfaction is related to how they evaluate the brand, service performance, and prices after experiencing the service.

Keywords: *Brand Image, Service Quality, Price Perception, Customer Satisfaction*

Pengaruh Citra Merek, Kualitas Layanan, dan Persepsi Harga terhadap Kepuasan Pelanggan di Jaringan Suara Merdeka

Abstrak

Studi ini meneliti pengaruh citra merek, kualitas layanan, dan persepsi harga dalam menentukan kepuasan pelanggan di Jaringan Suara Merdeka. Teori Ekspektasi Konfirmasi (KTE) digunakan sebagai dasar teoritis untuk memahami pembentukan kepuasan pelanggan. Studi ini menggunakan desain kuantitatif dan melibatkan 119 pelanggan yang sebelumnya telah menggunakan jasa periklanan yang disediakan oleh Jaringan Suara Merdeka. Responden dipilih melalui teknik pengambilan sampel non-probabilitas, sedangkan data yang dikumpulkan dianalisis menggunakan regresi linier berganda dengan SPSS versi 25. Temuan empiris menunjukkan bahwa citra merek, kualitas layanan, dan persepsi harga secara individual memberikan kontribusi positif dan signifikan terhadap kepuasan pelanggan. Dari perspektif manajerial, hasil ini dapat menjadi pertimbangan bagi Jaringan Suara Merdeka dalam mengembangkan strategi periklanan dan layanan. Studi ini juga memperluas penggunaan ECT dalam konteks periklanan media cetak dengan menunjukkan bahwa kepuasan pelanggan terkait dengan bagaimana mereka mengevaluasi merek, kinerja layanan, dan harga setelah mengalami layanan tersebut.

Kata kunci: Citra Merek, Kualitas Layanan, Persepsi Harga, Kepuasan Pelanggan

INTRODUCTION

Competition within the media industry has become increasingly demanding, making customer retention an important concern for companies. Providing information alone is no longer sufficient, as customers also assess the experience they obtain when interacting with a company's products or services. Their level of satisfaction may influence whether they remain with the company or look for alternative providers when the received performance falls below their expectations (Halim & Berlianto, 2024). Therefore, media companies need to pay attention to various factors that shape dependent variable, particularly independent variable.

Customers form an image of a company through the impressions, experiences, and information associated with its brand. A favorable image may create greater

Another consideration in evaluating a service is the customer's perception of its price. The assessment is not limited to the nominal amount paid but also involves judging whether the price is appropriate when compared with the quality and benefits obtained (Zamzami & Faculty, 2022). (Yuniastuti & Malebra, 2021) found that price appropriateness in relation to service benefits can increase customer satisfaction. Therefore, price perception needs to be considered because it influences customers' evaluation of the value they receive (Nisa et al., 2026).

At Suara Merdeka Network, customer satisfaction issues are reflected in customer complaints and the declining number of customers using its advertising services. The number of advertising customers decreased from 4,547 in 2021 to 3,426 in 2025.

The relationship between these three variables and customer satisfaction can be explained through Expectation Confirmation Theory (ECT), which states that satisfaction is formed by comparing actual performance with customer expectations (Nguyen et al., 2025). When performance meets or exceeds

confidence in the company's credibility and influence how customers assess the services offered. Leong et al. (2022) and Pham & Van (2026) found that brand image has a positive and significant effect on customer satisfaction. However, Amalia & Indrasari (2022) found that brand image does not significantly influence customer satisfaction.

Customer satisfaction is also closely related to how customers perceive the service they receive (Pertiwi & Utaminingsy, 2022). Service quality represents the extent to which a company is able to deliver services in accordance with customer needs and expectations (Alfandi et al., 2023). Leong et al. (2022) and Alviyani & Saleh (2025) demonstrated that service quality has a positive and significant effect on customer satisfaction.

expectations, customers tend to experience satisfaction, whereas lower performance may lead to dissatisfaction (Kristian, 2024). The research is also intended to broaden the application of ECT to print-media advertising services and offer practical considerations for improving customer satisfaction.

Literature Review

Expectation Confirmation Theory (ECT) Theory

Developed by Oliver (1980), the theory explains that customers evaluate whether the experience they receive corresponds to their prior expectations. When actual performance meets or exceeds expectations, customers tend to experience satisfaction, whereas performance below expectations may lead to dissatisfaction (Nguyen et al., 2025). Thus, ECT emphasizes customers' evaluation of their post-consumption experience as the basis for satisfaction formation (Kristian, 2024).

Marketing Management

Marketing management refers to the process through which companies plan,

organize, and manage marketing activities to create customer value while achieving organizational objectives. Marketing activities involve not only delivering products or services to customers but also understanding customer needs and developing sustainable relationships. Customer-oriented marketing management enables companies to align their offerings with market needs and expectations, thereby creating value and customer satisfaction (Kotler et al., 2022). In service-based companies, marketing management should also consider the customer experience throughout the service process, as the quality of interactions may influence customers' evaluations of the company (Do et al., 2024).

Consumer Behavior

Consumer behavior refers to the process through which consumers recognize their needs, evaluate alternatives, use exceeds their expectations, whereas a mismatch between performance and expectations may result in dissatisfaction (Haseeb et al., 2024). Customer satisfaction also reflects customers' overall evaluation of their service experience and may influence their willingness to maintain a relationship with the company (Halim & Berlianto, 2024). According to Kant & Jaiswal (2025), Sah et al. (2025), and Abourokbah & Husain (2024), customer satisfaction indicators are:

1. Overall satisfaction
2. Willingness to recommend
3. Complaint handling
4. Post-purchase satisfaction

Brand Image

Brand image refers to the perceptions and impressions formed in customers' minds toward a brand based on their experiences and the information they receive. A positive brand image can strengthen customers' confidence in the company's credibility and create more favorable evaluations of the services provided (Na'im & Wiyadi, 2024). Brand image is also important in developing positive customer

products or services, and assess the experiences obtained after consumption. This process is influenced not only by consumer needs but also by perceptions of the benefits, experiences, and value received from a product or service (Armstrong & Kotler, 2022). Understanding consumer behavior enables companies to identify customer needs and expectations so that the services provided can be aligned with customers' evaluations and experiences (Sobirin et al., 2024). Thus, consumer behavior provides a basis for understanding how customers evaluate services and develop satisfaction with Suara Merdeka Network.

Customer Satisfaction

Customer satisfaction represents an aggregate evaluation derived after a customer experiences a product or service. Customers tend to feel satisfied when the experience meets or

perceptions because the reputation and characteristics associated with a brand may influence customers' evaluations of the company (Ramadhani & Sigit, 2023). According to Sah et al. (2025), Abourokbah & Husain (2024), and Kim & Yang (2025), the indicators of brand image are:

1. Brand recognition
2. Brand uniqueness
3. Professional image
4. Prestige image

Service Quality

Service quality refers to a company's ability to provide services that fulfill customer needs and expectations. Quality service is reflected in the company's ability to deliver services reliably and responsively, provide assurance, and demonstrate attention to customers (Balinado et al., 2021). Service quality that meets customer expectations can create positive experiences and increase satisfaction with the services received (Herdinata, 2024). According to Supriyanto et al. (2021), indicators of service quality are:

1. Tangible

2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

Price Perception

Price perception refers to customers' evaluation of the offered price by considering its appropriateness in relation to the quality and benefits of the service received. Customers do not only consider the amount of the price but also assess whether the cost

Brand Image and Customer Satisfaction

A favorable brand image can strengthen customers' trust in the company and create a more positive evaluation of the experience received (Dam & Dam, 2021). Antara & Rastini (2022) and Yulasma et al. (2021) also found that brand image has a positive and significant effect on customer satisfaction. Therefore, the more positively customers perceive Suara Merdeka Network's brand image, the more likely they are to feel satisfied with the advertising services received. The proposed hypothesis:

H1: Brand Image has a significant influence on Customer Satisfaction.

Service Quality and Customer Satisfaction

The level of service delivered by a company may determine how customers assess their overall experience. Service that is dependable, responsive, and supported by adequate assurance can produce a more favorable customer experience (Balinado et al., 2021). Leong et al. (2022) and Pham & Van (2026) demonstrated that service quality has a positive and significant effect on customer satisfaction. The proposed hypothesis is:

H2: Service Quality has a significant influence on Customer Satisfaction.

incurred is proportional to the benefits obtained (Zamzami & Faculty, 2022). The alignment between price and benefits can create a positive perception of value and ultimately increase customer satisfaction (Elyana et al., 2023). According to Amro et al. (2025), indicators of price perception are:

1. Price competitiveness
2. Reasonable price
3. Price stability
4. Value for money

Price Perception and Customer Satisfaction

Price perception concerns evaluation of whether the price paid is appropriate in relation to the quality and benefits of the service received. Customers tend to provide more positive evaluations when the price paid is perceived as proportional to the benefits obtained (Zamzami & Faculty, 2022). Ballesteros et al. (2026) found that price perception has a positive and significant effect on customer satisfaction, supported by Jiang & Rosenbloom (2021) and Tseng et al. (2026). Therefore, the more positively customers perceive the price of Suara Merdeka Network's advertising services, the higher their level of satisfaction is expected to be. The proposed hypothesis is as follows:

H3: Price Perception has a significant influence on Customer Satisfaction.

Frame of Mind

A theoretical framework serves as a model or conceptual diagram that explains the relationships between one variable and another and assists researchers in developing and formulating research hypotheses. This framework is further illustrated in the Figure 1.

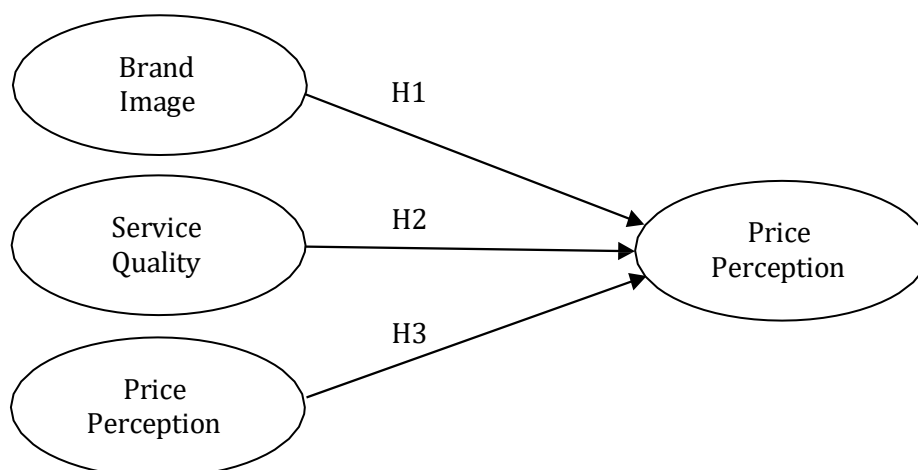


Figure 1: Research Framework

RESEARCH METHOD

Type of Research

This approach was selected because the research uses numerical data collected from respondents and subsequently processes the data through statistical procedures to examine the proposed hypotheses (Sugiyono, 2023). Multiple linear regression conducted with SPSS version 25.

Population and Sample

Population comprised customers who had used Suara Merdeka Network's advertising services, although the exact size of this population could not be established. The sample was selected using non-probability sampling with a purposive sampling method based on specific criteria, namely customers who had advertised through Suara Merdeka Network at least twice (Sugiyono, 2023). The sample size was determined by referring to Hair et al. (2019), who recommend a sample size of five to ten times the number of research indicators. With 17 indicators and a multiplier of seven, 119 respondents were obtained as the research sample.

Data Source and Data Collection Techniques

The study incorporated firsthand information alongside existing secondary data. Primary information collected from customers of Suara Merdeka Network who had experience using its advertising services by means of questionnaires. Secondary information was obtained from relevant literature, previous research, and information concerning the general profile of Suara Merdeka Network (Sugiyono, 2023). Data were collected through questionnaires distributed both online and offline, observations of service activities and advertising service processes, and a literature review to strengthen the theoretical foundation and hypothesis development.

Measurement Scale

The variables in this study were measured using an interval scale with an Agree–Disagree Scale (Ferdinand, 2014). This scale was applied to measure brand image, service quality, price perception, and customer satisfaction at Suara Merdeka Network.

Data Analysis Techniques

Data processing was conducted with SPSS version 25 through several analytical stages. The data analysis stages include:

1. Uji Instrumen Penelitian Research Instrument Test
 - a. Validity test using Pearson correlation with a significance value < 0.05 (Ghozali, 2021).
 - b. Reliability test using Cronbach's Alpha with a value > 0.70 (Ghozali, 2021).
2. Classical Assumption Test
 - a. (Ghozali, 2021) on normality test using Kolmogorov-Smirnov with cut off: Nilai Asymp. Sig. (2-tailed) $> 0,05$, indicating normally distributed data. Nilai Asymp. Sig. (2-tailed) $\leq 0,05$, indicating not normally distributed data.
 - b. The multicollinearity test uses the Tolerance value (>0.10) and VIF (<10), if both criteria are met, the regression model is declared free from multicollinearity (Ghozali, 2021).
 - c. Heteroscedasticity testing uses scatterplot analysis. If the points are randomly distributed, do not form a specific pattern, and are spread above and below zero on the Y-axis, then heteroscedasticity does not occur (Ghozali, 2021)
3. Multiple Linear Regression Analysis
The analysis also provides information regarding the contribution and direction of each independent variable in explaining changes in the dependent variable (Ghozali, 2021).
4. Hypothesis Testing
 - a. Ghozali (2021) the F test to assess the joint effect of the predictor variables on the dependent variable, using a significance threshold of,:
A significance value below 0.05 or an F-statistic greater than the F-table value indicates the rejection of H_0 in favor of H_a
A significance value of 0.05 or higher, or an F-statistic less than or equal to the F-table value, indicates that H_0 cannot be rejected.
 - b. Ghozali (2021) in the T test to determine the partial influence of each independent variable on the dependent variable, with cut off:
A significance value below 0.05 or a calculated t-statistic exceeding the critical t-table value indicates a statistically significant effect.
A significance level of 0.05 or higher, or a t-statistic equal to or less than the t-table threshold, implies no significant effect.

RESULTS AND DISCUSSION

Validity Test

Validity testing aims to ensure the questionnaire truly functions as a valid measurement tool (Ghozali, 2021). Every item produces a adjust item-total correlation above the r-table value of 0.361. Table 5 displays based on SPSS version 25 calculations.

Table 1. Validity Test Result

Variable	Statement	Corrected Item-Total Correlation	R tabel	Information
Brand Image (X1)	BI1	0,619	0,361	Valid
	BI2	0,489	0,361	Valid
	BI3	0,657	0,361	Valid
	BI4	0,603	0,361	Valid
Service Quality (X2)	SQ1	0,616	0,361	Valid
	SQ2	0,631	0,361	Valid
	SQ3	0,506	0,361	Valid
	SQ4	0,646	0,361	Valid
	SQ5	0,566	0,361	Valid
Price Perception (X3)	PP1	0,725	0,361	Valid
	PP2	0,457	0,361	Valid
	PP3	0,600	0,361	Valid
	PP4	0,641	0,361	Valid
Customer Satisfaction (Y)	CS1	0,569	0,361	Valid
	CS2	0,651	0,361	Valid
	CS3	0,756	0,361	Valid
Variable	Statement	Corrected Item-Total Correlation	R tabel	Information
	CS4	0,532	0,361	Valid

Source: SPSS Data Processing Output Result, 2026

Table 1 indicates that each statement contained in the four variables has a significance $> r$ table 0,361. Therefore, all statement items in each variable in the questionnaire are declared valid.

Reliability Test

Reliability is determined by the Cronbach's Alpha statistic, with an instrument considered reliable if its Cronbach's Alpha exceeds 0.7 (Ghozali, 2021). The following table displays the results of the reliability test.

Table 2. Reliability Test Result

Variabel	Cronbach's Alpha	Information
Brand Image	0,778	Reliable
Service Quality	0,802	Reliable
Price Perception	0,791	Reliable
Customer Satisfaction	0,808	Reliable

Source: SPSS Data Processing Output Result, 2026

Table 2 shows that the Cronbach's Alpha coefficient (α) for each variable has a

value of 0.7, meaning that all statements contained in the questionnaire in this study

with the variables Brand Image, Service Quality, Price Perception, and Customer Satisfaction.

Classic Assumption Test

The purpose of using classical assumptions is intended to establish the validity and suitability of the data used in the regression analysis. Classical assumption testing process involves several stages, including:

Normality Test

The normality test was performed by examining the residuals produced from the regression analysis. This study used the Kolmogorov-Smirnov procedure for the assessment. The residuals were considered to meet the normality requirement when the Asymp. Sig. (2-tailed) value was > 0.05 . A value < 0.05 indicated that the residual distribution did not satisfy the normality criterion (Ghozali, 2021). The results of the normality test are presented in Table 3.

Table 3. Kolmogorov-Smirnov Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.85961603
Most Extreme Differences	Absolute	.070
	Positive	.041
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: SPSS Data Processing Output Result, 2026

Table 3 shows the Asymp.Sig. (2-tailed) value of 0.200, which exceeds the significance limit of 0.05. Therefore, indicating that the data used are normally distributed.

Multicollinearity Test

The multicollinearity test was used to assess whether the predictor variables were excessively related to each other in the

regression model. Such a condition needs to be identified because a strong interrelationship among predictors can affect the interpretation of their respective regression effects. The regression model was considered to have no multicollinearity problem when the Tolerance value was > 0.10 and the VIF value was < 10 (Ghozali, 2021). The results of the multicollinearity assessment are presented in Table 4.

Table 4. Multicollinearity Test Result

Model	Collinearity Statistic	
	Tolerance	VIF
Brand Image (X1)	0,443	2,259
Service Quality (X2)	0,449	2,025
Price Perception (X3)	0,503	1,989

Source: SPSS Data Processing Output Result, 2026

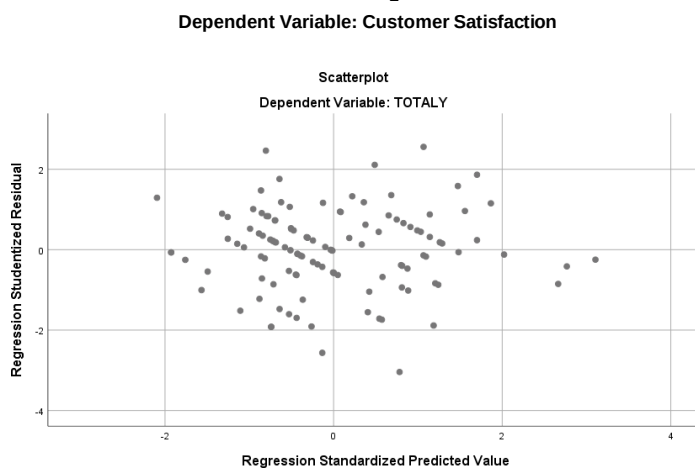
Has a tolerance value of 0.443 and has a value of 0.449, and Price Perception has a value of 0.503, which is more than 0.1. In addition, Brand Image has a VIF value of 2.259, Service Quality of 2.025, and Price Perception of 1.989, which is < 10 . So the regression model used does not experience symptoms of multicollinearity.

Heteroscedasticity Test

The regression model is expected to have residual variance that remains relatively

constant so that the estimation results can be interpreted appropriately. In this research, heteroscedasticity is examined by observing the pattern formed by the residual points in the scatterplot. The absence of a specific pattern, together with a random distribution of points around the zero value on the Y-axis, indicates that the regression model does not experience heteroscedasticity (Ghozali, 2021). The findings heteroscedasticity test are shown in Figure 5.

Table 5. Heteroscedasticity Test Result Scatterplot



Source: SPSS Data Processing Output Result, 2026

Figure 5 depicts a seemingly random distribution of points, evenly distributed around the $Y = 0$ axis, with no recognizable structure. This confirm that the regression model is free from heteroscedasticity, thus allowing its use in testing procedures.

Multiple Liniear regression Analysis

This research includes multiple linear regression analysis, which includes:

Correlation Coefficient (R) and Coefficient of Determination (R^2)

Correlation analysis (R) seeks to evaluate the magnitude of the linear interplay two variables. The magnitude of the coefficient provides an indication of whether the relationship represented by the regression model is weak or strong. Because the model contains several independent variables, the Adjusted R Square value was considered when describing the explanatory contribution of the model (Ghozali, 2021). Guidelines for interpreting the correlation coefficient (R) are provided in Table 6.

Table 6. Corellation Coefficient (R) and Coefficient of Determination (R²) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.537	1.88372
a. Predictors: (Constant), Price Perception, Service Quality, Brand Image				

Source: SPSS Data Processing Output Result, 2026

Table 6 shows the relationship between the variables is 0.741 and is in the strong category. Furthermore, the analysis aims to see the extent to which the independent variables contribute to variation in the dependent variable. Based on the data in Table 6, the adjusted R value or adjusted coefficient of determination (Adjusted R²) is 0.537, which means that the variables of brand image, service quality, and price perception contribute 53.7% to the customer satisfaction, while 46.3% is accounted for by exogenous factor not used in the study.

F Test

This test is necessary because the effect of each independent variable is not only considered individually, but also needs to be examined based on their combined contribution to the regression model. On the other hand, a significance value above 0.05 indicates that the three independent variables do not have a statistically significant effect on Customer Satisfaction when considered together. (Ghozali, 2021). The calculation results are presented in full in Table 7.

Table 7. F Test Result

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	496.255	3	165.418	46.618	.000 ^b
	Residual	408.064	115	3.548		
	Total	904.319	118			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price Perception, Service Quality, Brand Image						

Source: SPSS Data Processing Output Result, 2026

Table 7 obtained a significance of 0.000. Therefore, it is concluded that Ho is rejected and Ha, meaning that there is an influence of the independent variables.

T Test

Through this test, it can be determined whether each independent variable has a significant effect on customer satisfaction (Ghozali, 2021). The full calculation results are presented in Table 8.

Table 8. T Test Result
Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.262	2.026		5.064	.000
	Brand Image (X1)	.377	.093	.381	4.045	.000
	Service Quality (X2)	.150	.060	.222	2.486	.014
	Price Perception (X3)	.132	.049	.236	2.674	.000

a. Dependent Variable: Customer Satisfaction

Source: SPSS Data Processing Output Result, 2026

Grounded in the partial test results (T-test) in Table 7, findings from the t-test corroborate that all three independent variables significantly affect Customer Satisfaction. Brand Image obtains a significance value of 0.000, which is below 0.05, supporting H1. Service Quality records a significance value of 0.014, also below the required threshold, so H2 is supported. Meanwhile, Price Perception produces a significance value of 0.000, indicating support for H3. Thus, each independent variable demonstrates a statistically significant contribution to Customer Satisfaction when examined individually.

$$Y = 10.262 + 0,377X1 + 0,150X2 + 0,132X3$$

The empirical regression formulation will be explained in the description below:

- The constant value (0) of 10.262 is a constant or condition when the purchase decision variable has not been affected by variables other than brand image, service quality, and price perception. In other words, if the value of the independent variables including brand image, service quality, and price perception is equal to 0, then the dependent variable customer satisfaction is still positive.
- The coefficient value of the brand image shows a positive number of 0.377, meaning that brand image has a

direct relationship with customer satisfaction. If brand image increases, then customer satisfaction will increase, provided there is no change in the values of the other independent variables.

- The service quality coefficient shows a positive value of 0.150, meaning that service quality has a direct relationship with customer satisfaction. If service quality increases, customer satisfaction will also increase, provided there is no change in the values of the other independent variables.
- The coefficient value of price perception shows a positive number of 0.132, meaning that price perception has a direct relationship with customer satisfaction. If price perception increases, customer satisfaction will increase, provided there is no change in the value of the other independent variables.
- Of the three independent variables, namely brand image, service quality, and price perception, brand image has the greatest influence on customer satisfaction.

CONCLUSIONS

The research findings show independent variables have positive and significant effects on customer satisfaction at Suara Merdeka Network. Brand image has

the strongest influence, with a regression coefficient of 0.377, followed by service quality at 0.150 and price perception at 0.132. Simultaneously, the three variables explain 53.7% of the variation in customer satisfaction, while the remaining 46.3% is attributable to other factors outside the research model.

The main managerial implication concerns maintaining brand image because it has the strongest influence on customer satisfaction. Therefore, Suara Merdeka Network's management needs to maintain its image as a professional, credible, and prestigious media organization. The company also needs to strengthen the uniqueness and characteristics of its brand so that it remains recognizable and maintains a strong position amid increasing competition in the media industry.

In terms of service quality, the company needs to maintain friendly, courteous, and personalized customer service. The findings indicate that responsiveness requires greater attention because it obtained the lowest index within the service quality variable. Therefore, Suara Merdeka Network needs to improve its response to customer inquiries, feedback, and complaints. Providing a dedicated WhatsApp service and assigning personnel responsible for customer communication could be an appropriate step to improve service speed and accessibility.

Furthermore, regarding price perception, the company needs to maintain price stability while improving the competitiveness of its advertising rates. Customers should receive clear information regarding prices, particularly when changes in advertising rates occur. Suara Merdeka Network could also provide more flexible advertising packages based on advertising size, page placement, and publication frequency, allowing customers to adjust the services to their promotional needs and budgets. Regular evaluation of advertising rates against competing print media is also necessary to ensure that prices remain

reasonable and proportional to the benefits perceived by customers.

Overall, the findings imply that improving customer satisfaction requires an integrated approach involving brand image strengthening, service quality improvement, and price management that remains consistent with the benefits perceived by customers. These strategies are important for Suara Merdeka Network to maintain customer satisfaction while strengthening its competitiveness in the media industry.

Limitation & Further Research

Consequently, the findings may not directly represent the perceptions of customers from other print media companies or advertising service providers. Second, the analytical model examined only Brand Image, Service Quality, and Price Perception as determinants of Customer Satisfaction. The Adjusted R^2 value of 53.7% indicates that a considerable proportion, namely 46.3%, remains attributable to factors outside the variables examined in this study. Future research could broaden the scope by examining customers from other print media or advertising service providers, allowing comparisons across different organizational contexts. Researchers may also expand the proposed model by introducing additional variables that could contribute to customer satisfaction, such as sales promotion. Such an extension may provide a more comprehensive explanation of the factors that shape customer satisfaction in advertising services.

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