Brand Image, Perceived Value, System Quality, E-Satisfaction, E-Loyalty

1st Andrew Surya Pratama
Entrepreneurship Department
BINUS Business School
Bina Nusantara University
Jakarta, Indonesia
andrew.pratama@binus.ac.id

2nd Victor Lim Putra
Entrepreneurship Department
BINUS Business School
Bina Nusantara University
Jakarta, Indonesia
victor.putra@binus.ac.id

3rd Novandio Zevanya Kurnia
Entrepreneurship Department
Binus Business School
Bina Nusantara Univeristy
Jakarta, Indonesia
novandio.kurnia@binus.ac.id

4th Marcello Setiawan
Entrepreneurship Department
BINUS Business School
Bina Nusantara University
Jakarta, Indonesia
marcello.setiawan@binus.ac.id

5th Fajar Wibisana Gandra Putra
Entrepreneurship Departement
BINUS Business School
Bina Nusantara University
Jakarta, Indonesia
fajar.putra004@binus.ac.id

6th Doni Purnama Alamsyah
Entrepreneurship Departement
BINUS Business School
Bina Nusantara University
Jakarta, Indonesia
doni.syah@binus.ac.id

Abstract— The rapid growth of e-commerce has created intense competition among digital platforms in maintaining customer loyalty This study aims to analyze the influence of brand image, perceived value, and system quality on e-satisfaction and its impact on e-loyalty. The research method used is a quantitative survey of 244 e-commerce users in Bandung City, with data processing using the Partial Least Squares (PLS) approach through SmartPLS. The results show that all hypotheses are accepted significantly. Brand image has a positive effect on e-satisfaction with a path coefficient of 0.206. Perceived value has the strongest influence on e-satisfaction, while system quality also contributes significantly. Most notably, e-satisfaction is proven to have a direct and highly significant effect on e-loyalty with the highest T-statistic value (20.068). These findings confirm that e-satisfaction is a key mediator linking the three independent variables to customer loyalty in e-commerce. This study provides practical contributions for digital industry players in designing comprehensive customer experience–based strategies. By improving system quality, perceived value, and brand image in an integrated manner, companies can drive stronger customer satisfaction and loyalty. The benefit of this research is providing a strategic framework that can be implemented to enhance long-term competitiveness in the dynamic e-commerce industry.

Keywords—Brand Image, Perceived Value, System Quality, E-Satisfaction, E-Loyalty

I. INTRODUCTION

E-commerce has become the cornerstone of the digital business ecosystem, where the ability to increase customer contentment (e-satisfaction) and loyalty (e-loyalty) is a key component [1]. The high dynamics of competition require companies not only to rely on technological innovation, but also to build positive perceptions through brand image, perceived value, and system quality [2]. These three factors are intertwined in shaping the overall user experience, which ultimately determines consumer preference amidst the proliferation of digital platform choices [3].

Brand image reflects consumers' perceptions of a brand's reputation, uniqueness, and reliability, which directly influence purchasing decisions and emotional attachment [4]. Perceived value, as an overall evaluation of financial and non-financial benefits, is the trigger that ensures consumers feel their transactions are worthwhile [5]. Meanwhile, system quality including speed, security, and ease of navigation plays a crucial role in removing technical barriers, thus strengthening the user experience [6]. The collaboration of these three variables forms e-satisfaction, where consumers are not only functionally satisfied, but also feel psychologically connected to the platform [7].

E-satisfaction acts as a strategic mediator that transforms the impact of brand image, perceived value, and system quality into e-loyalty [8]. Satisfied consumers tend to show long-term commitment through repeat purchases and recommendations to others, which are key indicators of loyalty [9]. Based on the model in the figure, brand image (H2) and system quality directly affect e-satisfaction, while e-satisfaction (H4) becomes the dominant link to e-loyalty. Thus, this study not only examines the causal relationship between variables but also provides a strategic framework to optimize the synergy of critical factors in building e-commerce competitive advantage [10].

This loyalty cycle is reinforced by the mutual interaction between brand image and e-satisfaction. A positive brand image not only attracts new consumers but also reinforces the satisfaction of existing users through experiences that align with expectations [11]. For example, a platform with a reputation for user-friendliness (system quality) and competitive pricing (perceived value) will maintain e-satisfaction, which in turn reinforces positive perceptions of the brand [12]. This creates satisfaction and a mutually reinforcing image, driving organic e-loyalty growth [13].

The strategic implication of these findings lies in the need for companies to adopt an integrated approach to managing brand image/perceived value/system quality [14]. For example, technical innovations to improve system quality must be balanced with marketing campaigns that reinforce the brand narrative, while pricing (perceived value) must consider the balance between business profits and consumers' emotional satisfaction. By harmonizing these three factors, e-commerce is not only able to win short-term competition but also build a loyal customer base that is resistant to market fluctuations [15]. This finding also confirms that success in the digital era is not the result of a single factor, but rather a holistic synergy between technical, psychological, and strategic aspects [16].

The emphasis of this study is on understanding how factors such as brand image, perceived value, and system

quality can contribute to the number of customers and impact E-loyalty through e-satisfaction owned by an e-commerce to provide better strategies through reliable analysis and surveys. This study focuses on analyzing the influence of brand image, perceived value, and system quality on customer E-loyalty through e-satisfaction on the e-commerce platform.

II. LITERATURE REVIEW

A. Brand Image

Brand image is a customer's perceptions about a brand promoted by the interaction of the affective, cognitive, and evaluative processes in a customer's mind [17]. Brand image refers to the personality traits of a company or one of its brands operating on the market, brand image is indivisible from the brand itself and reflects its strength and essence [18]. The level of sales of a company's products can be influenced by several things, including product quality, brand image, brand trust, and customer satisfaction with a product used [19]. Furthermore, a positive brand image can have a spillover effect in increasing brand awareness due to sharing through social media [20]. "This e – commerce brand is reliable.", "This e – commerce brand is attractive.", "This e – commerce brand is pleasing.", "This e – commerce brand has a good reputation.", [21].

B. Perceived Value

The perceived value was the sum that purchasers paid to get the benefits of having or utilizing the product/service [22]. Perceived value has been studied from four perspectives, viewing it as the price itself, the outcome received for what is paid, with the latter two emphasizing its fundamental role in exchange by illustrating the balance between cost and benefit [23].The definition of perceived value, arguing that customer value is customers' preference and evaluation of the product attributes and its utility that contribute to or hinder their achievement of the target in specific contexts [24]. This definition proposes that even for the same goods/services, different people have different perceived values benefit [25]. "The E-commerce brand appears to be a good value for the price." ,"The price is given that this E-commerce brand is very acceptable.", "This e-commerce brand is supposed to be a good financial deal." ,"The price of this e-commerce brand is competitive."[23] .

C. System Quality

System quality means that the system is easily accessible, able to answer problems and serve the timely needs of users, meet user expectations [26]. System quality has been found to be a key determinant of the system's success and has a strong direct influence on perceived usefulness from students' perspective [27]. System quality also refers to the characteristics of the whole system, such as response time, completeness of functionalities, availability and reliability of the system, ability to handle large number of user requests in a timely manner, minimal interruptions or bottlenecks, and strong security measures in place to prevent security risks [28]. A research before revealed that system quality has a greater impact on user intention to use, and e-learning systems with technical issues and other difficulties may negatively impact user intention to use it [27]. "Data presented with accuracy, clear and easy to use.", "An integrated system System design to fulfil user's needs.", "Sophisticated system System consistency with accurate measurement.", "Fast response time Optimalization of information resources.", "Socialization and increased competence of user.",

"Information presented is important and easy to understand.", "Information presented is relevant, clear and beneficial.", [29].

D. E – Satisfaction

Satisfaction is defined as an affective state resulting from a transaction's affective and cognitive assessment process [30]. Satisfaction, which refers to an assessment of the overall consumption. experience is determined by the cognitive value of services provided to customers [31]. E-Satisfaction has a direct impact on e-loyalty because the tier of client Satisfaction directly influences the extent to which they will persist loyal and continue to utilize the aid or outcomes furnished by the corporation [32]. Creating e-Satisfaction can produce a number of advantages, including client loyalty to specific outcomes and personal references that contribute to business success [33]. "I feel pleased while visiting.", "I feel satisfied with the product provided.", "I feel satisfied with the service provided.", "I feel proud with the decision I take.", "I feel satisfied with the existence of the e-commerce.", "The service provided is acceptable.", "Overall. I feel satisfy with product and service provided.", "I feel over satisfaction.", "I feel satisfied with the experience perceived while visiting.", [32].

E. E - Loyalty

E -loyalty is the intention of consumers to re-visit an online shop, which means the interest of consumers towards companies that have the potential to make repeat purchases [34]. authors have suggested defining this concept as a customer's positive attitude in regards to the service (and its attributes)[35] external customer loyalty happens only if service organization employees adopt external customer relationship building orientation [36]. concluded that social media marketing is about brand trust. Research that links brand trust with brand loyalty [37]."I will use the e-commerce as the first choice for future e-grocery purchases.", "I will say positive things about the e-commerce to others.", "For the purchase of e-grocery I choose the e- commerce compared to other e-grocery.", "I will increase the activity of using the e-commerce."[38].

F. Hypotesis Development

A brand with a strong positive image will convince consumers and make them feel more satisfied and safer with the products and services provided [39]. The higher conformity of performance with expectations, the higher level of satisfaction [40]. The higher the e-satisfaction, the stronger the influence of the brand image. The proposition that can be put forward is that if e-satisfaction is positive, it will further strengthen the influence of the product's brand image [21].

Hypothesis 1   Brand Image has a positive impact on E-Satisfaction (H1).

The results of the study show that perceived value has a direct effect on e-customer satisfaction. The study's findings indicated that the perceived value of e-customer satisfaction is directly impacted by perceived value [41]. This Research also supported by investigation in previous research that the Perceived value has a significant influence on e-Satisfaction [42]. Furthermore, additional research indicates that customer perceived value which encompasses emotional, social, price, and performance benefits plays a crucial role in enhancing e-satisfaction. In essence, when consumers feel that the benefits

they receive align well with their expectations, their overall satisfaction increase [43].

Hypothesis 2   Perceived value has a positive impact on E-Satisfaction (H2).

A research before opined that systems quality has significant positive impact on e-satisfaction. Because, the system's high quality can create high security trusted website that can operate faster and keep all consumers' essential data safe [44]. It is considered one of the critical factors affecting customers' e-satisfaction (e-SAT) and subsequent continuance intention (CI) because customers always expect to adopt and continue using good-quality IS-based applications [45]. The quality of the information system is a characteristic of the inherent information about the system itself. This shows that if users of information systems feel that the system is easy, they do not require much energy and time to use it, so they will feel satisfied [46].

Hypothesis 3   System quality has a positive impact on E-Satisfaction (H3).

E-satisfaction is a fundamental variable or variable that is considered vital because it can form e-loyalty [47]. Results of the study by previous research stated that consumers will be loyal to an online shopping site if they get satisfaction from the online shopping site [48]. Therefore, e-satisfaction can increase e-commerce consumer loyalty and encourage them to keep buying there in line with the results of research conducted by previous research, who concluded that e-satisfaction has a positive and significant effect on e-loyalty [49].

Hypothesis 4   E-Satisfaction has a positive impact on E-Loyalty (H4).

III.   RESEARCH METHODS

This research employs a survey methodology to collect data from E-commerce users in Bandung City(Indonesia). Bandung was chosen because Bandung is a city with many E-commerce users. Therefore, the focus of respondents in this research are E-commerce users in Bandung City (Indonesia) with a total number of respondents are 244 users.

This research involves five variables, brand image, perceived value, system quality, E-satisfaction, and E-loyalty. All variable is measured through a quantitative from online questionnaire that uses a Likert scale technique, where a value of 1 means "Strongly do not agree" and a value of 5 means "extremely agree". The measurement instrument for each variable was prepared based on a review of previous research. Brand image is measured through four indicators. Perceived value is measured through four indicators. System quality is measured through seven indicators. E-satisfaction is measured through nine indicators. E-loyalty is measured through four indicators.

Hypothesis in this research is create based on a survey of previous research literature from previous research, and a research hypothesis model presented in research model (Fig. 1.). The model testing process was carried out using SmartPLS support and was tested twice, namely by using the the Bootstrapping Process and PLS Algorithm. SmartPLS supports multi-stage analysis, enabling simultaneous evaluation of measurement models and structural models, thereby facilitating complex hypothesis testing. Analysis of research results is presented in accordance with the research

hypothesis design (Fig. 1). This research stage begins with identifying problems through observation and preliminary studies, followed by collecting theoretical studies from various journals and related literature. After that, a questionnaire was prepared which was distributed, then the data was analyzed to find research novelty.
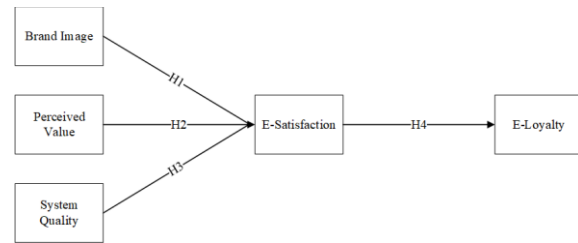

Fig. 1.   Hypothesis Model of E-Loyalty of E-Commerce

IV.   RESULT AND DISCUSSION

TABLE I.   RESPONDENT PROFILES

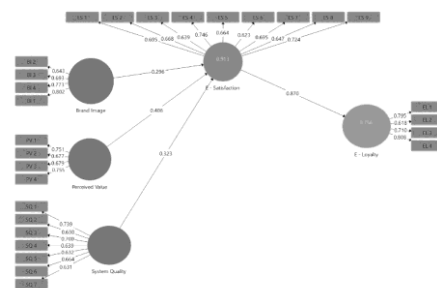| Measurement	Number (244)	Precentage (100%)
Gender		
Man	117	48%
Woman	127	52%
occopation		
Student	50	20%
Housewife	26	11%
entrepreneur	21	9%
Government employee	36	15%
Private employee	110	45%
Other	1	0%
income		
< Rp 2.000.000	47	19%
Rp 2.000.000 - Rp 5.000.000	91	37%
Rp 5.000.000 - Rp 10.000.000	71	29%
Rp 10.000.000 - Rp 15.000.000	24	10%
> Rp 15.000.000	11	5%
E-commerce that has been used		
Tokopedia	96	28%
Shopee	128	37%
Lazada	62	18%
Blibli	41	12%
Bukalapak	18	5%
Other	0	0%
frequency of using E-commerce		
Everyday	33	14%
Several times a day	80	33%
Once a week	54	22%
Several times a month	44	18%
Once a month	20	8%
Rarerly	13	15%
Other	0	0%

Fig. 2.   Model PLS Algorithm

The next research results are explained through the testing of the research model (Fig. 2), where based on the PLS Algorithm test it is found that all variables support the improvement of E-Satisfaction and E-Loyalty on the e-commerce platform. Before that, data from respondents shows that most respondents are female, work as private employees, and earn between 2 to 5 million rupiah (Table 1). However, before further analysis based on hypothesis testing, the results of the validity and reliability tests of the research model are presented (Table II). Based on the test results, Cronbach's Alpha, rho_A, and Composite Reliability values for all variables exceed 0.700, and AVE values are above 0.400, indicating the model is reliable and valid for further analysis. This is consistent with the Outer Loading Factors test results (Table III).

TABLE II.   VALIDITY TEST RESULT

Variables	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Brand image	0,704	0,706	0,819	0,533
E-Loyalty	0,713	0,719	0,824	0,543
E-Satisfaction	0,853	0,854	0,885	0,461
Perceived Value	0,683	0,685	0,808	0,513
System Quality	0,787	0,790	0,846	0,440

TABLE III.   INSTRUMENTS LOADING FACTOR RESULT

Instruments	Standard Deviation	T Statistics	P Values
BI 1 <- Brand image	0.042	19.011	0.000
BI 2 <- Brand image	0.076	8.453	0.000
BI 3 <- Brand image	0.059	11.657	0.000
BI 4 <- Brand image	0.040	19.254	0.000
EL 1 <- E-Loyalty	0.049	16.152	0.000
EL 2 <- E-Loyalty	0.080	7.764	0.000
EL 3 <- E-Loyalty	0.063	11.179	0.000
EL 4 <- E-Loyalty	0.038	21.411	0.000
ES 1 <- E-Satisfaction	0.063	10.969	0.000
ES 2 <- E-Satisfaction	0.060	11.140	0.000
ES 3 <- E-Satisfaction	0.062	10.330	0.000
ES 4 <- E-Satisfaction	0.049	15.097	0.000
ES 5 <- E-Satisfaction	0.063	10.612	0.000
ES 6 <- E-Satisfaction	0.072	8.637	0.000
ES 7 <- E-Satisfaction	0.059	11.874	0.000
ES 8 <- E-Satisfaction	0.066	9.853	0.000
ES 9 <- E-Satisfaction	0.054	13.510	0.000
PV 1 <- Perceived Value	0.049	15.450	0.000
PV 2 <- Perceived Value	0.059	11.390	0.000
PV 3 <- Perceived Value	0.053	12.733	0.000
PV 4 <- Perceived Value	0.050	15.007	0.000
SQ 1 <- System Quality	0.040	18.630	0.000
SQ 2 <- System Quality	0.071	8.867	0.000
SQ 3 <- System Quality	0.061	11.471	0.000
SQ 4 <- System Quality	0.065	9.891	0.000
SQ 5 <- System Quality	0.071	8.875	0.000
SQ 6 <- System Quality	0.067	9.925	0.000
SQ 7 <- System Quality	0.078	8.139	0.000

TABLE IV.   BOOTSTRAPPING RESULT

Hypothesis	T Statistics	P Values	Result
Brand image -> E-satisfaction (H1)	7,129	0,000	Support
Perceived Value -> E-satisfaction (H2)	10,454	0,000	Support
System Quality -> E-satisfaction (H3)	6,103	0,000	Support
E-satisfaction -> E-loyalty (H4)	20,068	0,000	Support

A. *The influence of Brand image to E-satisfaction*

The results of the study can be explained based on the research model that has been tested (Fig 2), where it is known that the Brand Image variable has a positive and significant relationship with E-Satisfaction. The path coefficient value between brand image and e-satisfaction is 0.206, with a T-statistic value of 7.129 and a p-value of 0.000 as shown in the

hypothesis test results table (Table IV). With a p value <0.05, it can be concluded that the effect is statistically significant, and the H1 hypothesis is supported. This finding strengthens the statement in literature that brand image is a consumer's perception of a brand's reputation, uniqueness, and reliability, which can influence purchasing decisions and consumers' emotional attachment to the brand [4][11][20][21][39] . In line with previous research, a strong brand image not only attracts new consumers but also increases the satisfaction of old users through experiences that match expectations. In the context of e-commerce, the perception that a brand has a good reputation, is attractive, fun, and reliable (indicators BI1-BI4) forms positive expectations before direct interaction with the platform is carried out. When the actual experience meets or even exceeds these expectations, overall user satisfaction (e-satisfaction) will be created, both functionally and emotionally. Theoretically, this finding strengthens the theory that brand image has a spillover effect on customer satisfaction by strengthening the perception of value and trust in digital services. When consumers feel confident with the brand image used, this creates a sense of security and satisfaction during transactions, even though the interactions carried out are non-physical and digital. In terms of strategic implications, e-commerce companies need to develop consistent branding strategies that focus on strengthening positive perceptions, both through visual communication, user experience, and after-sales service. Digital marketing, user reviews, and an active presence on social media also play an important role in strengthening brand image and indirectly encouraging user satisfaction.

B. *The influence of Perceivd Value to E-satisfaction*

The results of the study can be explained based on the tested model (Fig 2), where it is found that the Perceived Value variable has a positive and significant relationship with E-Satisfaction. This is supported by a T-statistic value of 10.454 and a p-value of 0.000, as shown in the hypothesis testing results table (Table IV). With a p-value below 0.05, it can be concluded that the effect is statistically significant and that hypothesis H2 is supported. This finding reinforces the perspective in existing literature that perceived value represents consumers' overall assessment of the benefits they receive relative to what they give up in a transaction—whether those benefits are financial, emotional, or functional . When customers feel that the advantages they gain, such as fair pricing, product quality, or convenience, exceed or match the costs they incur, it leads to an increase in overall satisfaction.

In the context of e-commerce, a platform that is perceived to provide competitive pricing and valuable offerings (as reflected by indicators PV1–PV4) can create favorable expectations among users even before a transaction occurs. When the actual user experience meets or exceeds these expectations, it fosters higher e-satisfaction both functionally and emotionally[23], [41], [43]. This result is consistent with prior studies that highlight the essential role of perceived value in shaping customer satisfaction and influencing behavioral outcomes such as repeat purchases and loyalty .From a managerial perspective, e-commerce providers should focus on strengthening their value propositions—not only in terms of pricing strategies, but also by enhancing service quality, emotional resonance, and overall user benefit. Clear communication of value and the ability to consistently deliver on customer expectations are key drivers in building satisfaction and sustaining long-term engagement in the digital marketplace.

C. The influence of System Quality to E-satisfaction

Based on the results of the PLS Algorithm test (Fig. 2), it is shown that the System Quality variable has a positive and significant influence on E-Satisfaction, with a T-statistic value of 6.103 and a p-value of 0.000. The T-statistic exceeds the critical threshold (1.96), and the p-value is well below 0.05, indicating that hypothesis H3 is statistically supported(Table IV). This means that the higher the perceived system quality referring to aspects such as reliability, ease of use, responsiveness, and system security the higher the level of user satisfaction with the electronic service. These findings confirm that system quality plays a critical role in shaping a satisfying user experience, especially in the context of e-commerce, where system performance directly affects consumer perceptions and behavior. Furthermore, these results are in line with previous research which suggests that system quality is a major determinant of information system success and strongly influences both perceived usefulness and user satisfaction [46] [27] [6]. A system that is fast, secure, intuitive, and consistent enables users to interact with digital services more comfortably and confidently. From a strategic perspective, e-commerce platforms must focus on developing system infrastructures that are not only technically robust but also user-friendly and reliable. Improvements such as optimal response time, relevant and clearly presented information, and integrated features that meet user needs are essential in fostering satisfaction, trust, and long-term engagement in the digital ecosystem.

D. The influence of E-satisfaction to E-loyalty

The results of model testing in this study show that E-Satisfaction has a positive and significant influence on E-Loyalty, which is shown through a T-statistic value of 20.068 and a p-value of 0.000 based on the bootstrapping test (Table IV). Since the p-value is below 0.05 and the T-statistic far exceeds the critical value of 1.96, it can be concluded that hypothesis H4 is accepted (supported). This finding is in line with various previous studies which state that customer satisfaction is one of the main determinants in shaping user loyalty on digital platforms [47], [48], [49]. Consumers who are satisfied with the e-commerce shopping experience, both in terms of service, system navigation, to the suitability of price and product quality, will tend to continue using the service and recommend it to others. Theoretically, these results strengthen the role of E-Satisfaction as a mediating variable linking perceived value, system quality, and brand image with customer loyalty. The higher the level of satisfaction felt by consumers, the stronger their commitment to the platform, both behaviourally (repeat purchase) and affective (trust & emotional bond). From a practical point of view, this is an important signal for e-commerce players to not only focus on new user acquisition, but also emphasize customer retention strategies through increasing user satisfaction. Strategies that can be implemented include system optimization (speed, security, user-friendly), transparent information provision, responsive customer service, and loyalty programs based on user experience.

V. CONCLUSION AND RECOMENDATION

The Finding of our research suggests that brand image, perceived value, and system quality each statistically have significant influence over e-satisfaction positively, in turn creates a strong direct effect on e-loyalty. This confirms that e-satisfaction acts as a key mediator between independent variables and customers loyalty on an e-commerce platforms.

The structural mode is well supported by the data collected through 244 users and overall the study provides empirical supports for the role of psychological, value based, and technical factors in shaping user satisfaction and loyalty in digital commerce.

This study was limited by small sample size, and 244 respondents concentrated from Bandung might reduce the generalizability of the findings. In future research should use a larger and more diverse sample across multiple regions to validate the model more broadly and in addition the study only focus on three main variables. Researchers are encouraged to examine other influential variables such as user engagement and service recovery to build a more complete understanding of the factors driving e-satisfaction and e-loyalty in e-commerce.

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