

**Study Case in Using Ollin by Nagari in Padang: The Influences of Brand Image,
E Service Quality and Customer Value on
Customer Satisfaction**

THESIS

**Thesis is submitted to fulfill the requirements for a bachelor's degree in
Management Department – Faculty of Economy and Business**



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**Study Case in Using Ollin by Nagari in Padang: The Influences of Brand Image
E Service Quality, Customer Value on Customer Satisfaction**

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ABSTRACT

The objective of this research was to find out the effect of Brand Image on Customer Satisfaction in using Ollin by Nagari Application (Study Case in Padang), To find out the effect of E- Service Quality on Customer Satisfaction in using Ollin by Nagari Application (Study Case in Padang), To find out the effect of Customer Value on Customer Satisfaction in using Ollin by Nagari Application (Study Case in Padang). Quantitative approach was adopted for the study by using online questionnaire and obtained 160 respondents. The data was analyzed by using SmartPLS 4.0 application. The result of this study show that Brand Image has a positive and not significant effect on customer satisfaction, E-Service Quality has a positive and significant effect on customer satisfaction, Customer Value has a positive and not significant effect on customer satisfaction.

Keywords: Brand Image, E Service Quality, Customer Value, Customer Satisfaction

This thesis has already examined and passed on August 13rd, 2024. The abstract has already approved by supervisor and examiners.

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