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# The Influence of Brand Image and Service Quality on Customer Satisfaction of Export-Import Shipping Services at Evergreen Line

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**Abstract**

*This study aims to analyze the influence of brand image and service quality on customer satisfaction of export-import shipping services on Evergreen Line. This study uses a quantitative approach with a survey method. The research sample amounted to 96 respondents who were users of Evergreen Line services in the export-import documentation division. The data collection technique was carried out through a questionnaire with a Likert scale, while the data analysis technique used multiple linear regression accompanied by a classical assumption test, F test, t test, and determination coefficient. The results of the study show that simultaneously brand image and service quality have a significant effect on customer satisfaction. Partially, service quality has a positive and significant effect on customer satisfaction, while brand image does not have a significant effect on customer satisfaction. The determination coefficient value of 0.742 showed that 74.2% of the variation in customer satisfaction could be explained by brand image and quality of service, while the rest was influenced by other variables outside the research model. This finding indicates that improving service quality is the main factor in building customer satisfaction of export-import shipping services on Evergreen Line.*

**Keywords: Brand Image, Service Quality, Customer Satisfaction, Export-Import Shipping, Evergreen Line**



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## BACKGROUND

International trade has become the backbone of the global economy, with export-import volumes continuing to increase significantly every year. According to the data (World Trade Organization, 2024), the value of global trade in goods reaches more than USD 25 trillion, with a significant contribution from the maritime sector which transports about 90% of the world's total trade. In this context, the container shipping industry plays a vital role as a global supply chain link connecting producers, exporters, importers, and end consumers in different parts of the world.

Evergreen Line, which is one of the world's largest container shipping companies based in Taiwan, has been operating export-import shipping services with a global reach that includes Asia, Europe, Africa, and the Americas. As a major player in the maritime logistics industry, Evergreen Line not only provides container freight services, but also offers integrated solutions that include logistics and distribution services, port terminal operations, as well as digital platforms for document tracking and management such as electronic Bill of Lading (e-B/L) and i-Dispatch systems (Evergreen Marine Corporation, 2024). The complexity of this service requires companies to always maintain service quality and build a strong brand image in the eyes of customers.

In an increasingly competitive business environment, customer satisfaction is key in maintaining loyalty and increasing market share. Recent research shows that customer satisfaction in the logistics industry is greatly influenced by two main factors: brand image and service quality (Dam & Dam, 2021) (Hui et al., 2024). A positive brand image creates a perception of high value and trust in the company's ability to deliver on service promises, while consistent service quality ensures that customer expectations are met or even exceeded (Ngo et al., 2025).

Brand image in the context of the shipping industry refers to the company's reputation, perception of fleet reliability, credibility in handling cargo, and image as a reliable logistics partner. Study by (Wei, 2024) emphasizing that a strong brand image can increase customer trust and be a key differentiator in a saturated market. On the other hand, the quality of service in export-import shipping includes various dimensions such as the timeliness of delivery, safety and condition of cargo, the efficiency of the documentation and customs clearance process, the responsiveness of customer service, and the ease of access to information through digital platforms (Rashid & Rasheed, 2024).

An interesting phenomenon to study is how brand image and service quality interact with each other in shaping customer satisfaction in the export-import shipping


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sector. Although there have been many studies that have explored the relationship between brand image, service quality, and customer satisfaction in various service industries, studies that specifically focus on the export-import shipping sector, especially from the perspective of users working in the export-import documentation division, are still relatively limited. This is important given the unique characteristics of the shipping industry that involve complex processes, strict international regulations, and high operational risks.

In addition, challenges faced by shipping service users such as shipping delays, documentation errors, changes in customs regulations, and technical problems in the digital system can directly affect the perception of the Company's service quality and brand image (Lin et al., 2023). This study seeks to fill the research gap by analyzing the influence of brand image and service quality on the satisfaction of export-import shipping service users on Evergreen Line. This research is expected to make a theoretical contribution to the development of the service marketing management literature, as well as provide practical implications for shipping company management in designing more effective strategies to increase customer satisfaction and loyalty.

## THEORETICAL FOUNDATION

### Brand Image (Citra Merek)

Brand image is the view and belief of consumers in a brand formed from various associations stored in their memory (Kotler & Keller, 2022). In the context of service marketing, brand image is very important because of the intangible nature of services that cause consumers to rely more on the company's reputation and image in making purchase decisions.

According to (Aaker, 2023), brand image is formed through a combination of various elements such as product or service attributes, perceived benefits, values embraced by the company, brand personality, and typical users or customers of the brand. In the export-import shipping industry, brand image can include perceptions of the reliability of the ship's fleet, track record in timely delivery, ability to handle cargo safely, and reputation for solving complex logistics problems.

Recent research by (Wei, 2024) emphasizing that brand image has a significant impact on consumer behavior, including in terms of trust, satisfaction, and loyalty. This study shows that a strong brand image can create competitive differentiation and increase perceived value in the eyes of consumers. In a more specific context, (Dam & Dam, 2021)


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found that brand image has a positive and significant effect on customer satisfaction in the service industry.

According to (Keller & Swaminathan, 2020) , brand image can be measured through the following indicators:

1. Corporate Image:
   Consumers' views of the company as a party that produces products or services.
2. Product Image
   : Consumer assessment of the characteristics and quality of a product or service.
3. User
   ImageA consumer image of anyone who uses the product or service.

**Service Quality**

Service quality is a fundamental concept in service marketing management that refers to the gap between customer expectations and their assessment of the services obtained (Parasuraman et al., 2023). In the context of the service industry, service quality is a crucial factor that determines customer satisfaction, loyalty, and long-term business success.

According to (Djiptono, 2020), the quality of service can be measured through five indicators, namely:

1. ReliabilityThe
   company's ability to provide services consistently, on time, and in accordance with customer expectations.
2. ResponsivenessThe
   willingness and speed of a company to help customers and respond appropriately to their needs.
3. AssuranceThe
   level of trust customers have in employees, which includes knowledge, skills, politeness, and the ability to minimize risk or loss.
4. Empathy
   The ability to build relationships, communicate well, give personal attention, and understand the needs of each customer.
5. Tangibles (Physical Evidence) The company's ability to display facilities, equipment, employee appearance, and communication facilities that support service quality.


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**Customer Satisfaction**

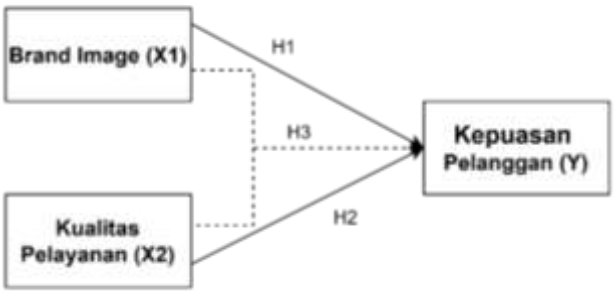
Customer satisfaction is the overall evaluation of the performance of a product or service based on the purchase and consumption experience (Kotler & Keller, 2022). The concept of customer satisfaction has become a major focus in the marketing literature due to its close relationship to customer loyalty, profitability, and long-term business success.

According to (Oliver, 2024), customer satisfaction arises from a comparison between expectations before buying and perceived real performance. If the performance received exceeds expectations, customers will feel very satisfied (delight). Conversely, when performance does not meet expectations, customers will feel dissatisfied. In the context of the service industry, customer satisfaction becomes more complex because it involves evaluating various touchpoints in the customer journey. According to (Indrasari, 2019), customer satisfaction can be measured through the following indicators:

1. Expectation Conformity
   : The degree of match between customer expectations and perceived performance of the product or service after use.
2. Interest in Returning Visits
   The desire of customers to buy or use products or services again in the future.
3. Willingness to Recommend
   The willingness of customers to recommend products or services to others as a form of satisfaction with the experience obtained.

**Concept Framework**

**Figure 1 Concept Framework**




Source: Processed author (2026)


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**Information**

: the influence of the variables X1 and X2 on partial Y

: the influence of the variables X1 and X2 on simultaneous Y

**Hypothesis**

H1: Brand Image has a positive and significant effect on Customer Satisfaction.

H2: Service Quality has a positive and significant effect on Customer Satisfaction.

H3: Brand Image and Service Quality simultaneously have a significant effect on Customer Satisfaction.

## RESEARCH METHODOLOGY

### Types of Research

This study uses a quantitative approach with the type of explanatory research. Explanatory research aims to elucidate the causal relationship between research variables through hypothesis testing (Scott, 2024). In the context of this study, a quantitative approach was chosen to analyze the influence of brand image and service quality on the satisfaction of export-import shipping service users on Evergreen Line

The method used is a survey method with a questionnaire instrument distributed to respondents who are users of Evergreen Line services. The data collected is in the form of primary data obtained directly from respondents through filling out a structured questionnaire. The use of a quantitative approach allows researchers to objectively measure research variables and analyze the relationships between variables using statistical techniques.

### Population and Sample

The population in this study is all users of Evergreen Line export-import shipping services who work in the export-import documentation division of various companies that use Evergreen Line services. This population includes staff responsible for preparing export documents, preparing import documents, coordinating with shipping lines, and monitoring and tracking shipments.

The sampling technique in this study uses purposive sampling, which is a sample determination technique with certain considerations. The criteria for respondents used as samples in this study are:a. Active users of Evergreen Line services for export-import activities. Work in the export-import documentation division for at least 1 yearc. Directly involved in coordination with Evergreen Lined. Have used Evergreen Line services at least 3 times in the last 6 months



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The selection of respondents in this study uses the probability sampling method with a simple random sampling technique, so that every member of the population who meets the criteria has the same opportunity to be selected as a sample. Since the population size is not known for sure, the sample size is determined using the Cochran formula to keep the data obtained.

The Cochran formula is as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Remarks:• *n* : number of samples• *Z* : 95% confidence level = 1.96• *e* : error rate = 10% (0.10)• *p* : chance of success = 0.50• *q* : chance of failure = 0.50

Using the formula above, the following calculations are obtained:

$$n = \frac{(1{,}96)^2 \times (0{,}5) \times (0{,}5)}{(0{,}1)^2}$$

$$n = \frac{3{,}8416 \times 0{,}25}{0{,}01}$$

$$n = \frac{0{,}9604}{0{,}01}$$

$$n = 96{,}04$$

Based on the calculation using this formula, a sample of 96 respondents was obtained.

**Data Collection Techniques**

Data collection techniques in quantitative research are carried out systematically to obtain numerical data that can be analyzed statistically. One of the most commonly used techniques is questionnaires, which are data collection through a list of written questions that are distributed to respondents to measure attitudes, perceptions, or behaviors towards research variables. Questionnaires are usually arranged in the form of a measurement scale, such as the Likert scale, so that respondents' answers can be processed quantitatively.

In addition to questionnaires, structured observation techniques can also be used, namely direct observation of the research object using predetermined instruments, so that the data produced can be measured and objective. Another technique is documentation, which is the collection of data from archives, reports, or official records relevant to the research to support and complement key data. By using these techniques, researchers can obtain accurate, standardized, and analyzeable data to test research hypotheses.


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**Data Analysis Techniques**

Data processing techniques in this study include instrument testing through validity and reliability tests, multiple linear regression analysis, classical assumption testing which includes normality, multicollinearity, and heteroscedasticity tests, and hypothesis testing through F tests, t tests, and determination coefficients.

## RESULTS AND DISCUSSION

### Validity Test

**Table 1 Validity Test Results**

| Variable | Question Items | Calculation | rtable | Remarks |
|---|---|---|---|---|
| **Brand Image (X1)** | X1.1 | 1,000 | 0,2006 | Valid |
| | X1.2 | 0,923 | 0,2006 | Valid |
| | X1.3 | 0,321 | 0,2006 | Valid |
| **Quality of Service ($X_2$)** | X2.1 | 0,433 | 0,2006 | Valid |
| | X2.2 | 0,413 | 0,2006 | Valid |
| | X2.3 | 0,291 | 0,2006 | Valid |
| | X2.4 | 0,427 | 0,2006 | Valid |
| | X2.5 | 0,435 | 0,2006 | Valid |
| **Customer Satisfaction (Y)** | Y.1 | 0,571 | 0,2006 | Valid |
| | Y.2 | 0,270 | 0,2006 | Valid |
| | Y.3 | 0,433 | 0,2006 | Valid |

Source: Primary data processed with SPSS (2026)

The validity test was carried out by comparing the calculated r value of each item with the table r of 2.006 at a significance level of 0.05. The test results showed that all statements on the variables Brand Image (X1), Quality of Service (X2), and Customer Satisfaction (Y) had a calculated r value greater than the r of the table. Thus, each indicator is declared to be empirically feasible and capable of representing the construct that is measured conceptually.


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**Reliability Test**

**Table 2 Reliability Test Results**

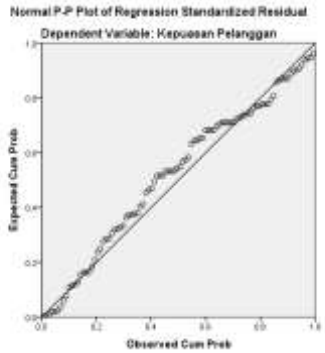
| Variable | Cronbach's Alpha | Remarks |
|---|---|---|
| **Brand Image (X1)** | 0,890 | Reliable |
| **Quality of Service ($X_2$)** | 0,889 | Reliable |
| **Customer Satisfaction (Y)** | 0,864 | Reliable |

Source: Primary data processed with SPSS (2026)

The reliability test was carried out using the Cronbach's Alpha method with a value criterion of more than 0.60 as the limit of the feasibility of the instrument. The results showed that all variables had Cronbach's Alpha values above the set limit. This indicates that the research instrument has consistent internal stability, so it can be trusted as a reliable measuring tool.

**Normality Test (P-Plot)**

**Figure 2 Normality Test Results (P-Plot)**




Source: Primary data processed with SPSS (2026)

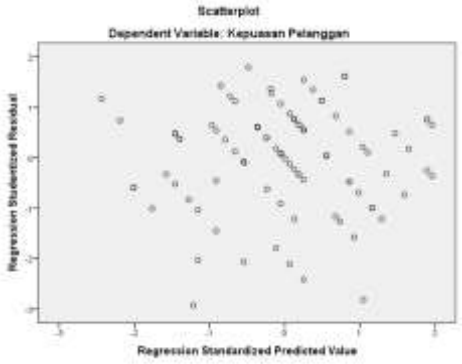
Based on the Normal Probability Plot (P-P Plot) graph, the distribution of residual points appears to follow the direction of the diagonal line and does not form a deviant pattern. This condition indicates that the distribution of residual data is within the corridor of statistical normality, so that the regression assumption is structurally fulfilled.


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**Heterokedasticity Test (Scatterplot)**

**Figure 3 Heterokedasticity Test Results (Scatterplot)**




Source: Primary data processed with SPSS (2026)

Testing through scatterplot graphs shows that the residual points are scattered randomly without forming a specific pattern, either narrowing or widening them. This shows that residual variance is uniform, so the regression model does not experience heterokedasticity problems.

**Multicollinearity Test**

**Figure 4 Multicollinearity Test Results**

**Coefficients[a]**

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | Brand Image | .649 | 1.541 |
| | Kualitas Layanan | .649 | 1.541 |

a. Dependent Variable: Kepuasan Pelanggan

Source: Primary data processed with SPSS (2026)

Based on the values of Tolerance and Variance Inflation Factor (VIF), all independent variables do not show a high correlation between variables. The Tolerance value for brand image and service quality was 0.649 > 0.100, respectively, and the VIF value was 1.541 < 10.00. Thus, the regression model is declared free of multicollinearity so that the regression coefficient can be interpreted separately.


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**Multiple Linear Regression Test**

**Figure 5 Multiple Linear Regression Test Results**

Coefficients[a]

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | -.233 | .695 | | -.334 | .739 |
| | Brand Image | .106 | .056 | .123 | 1.884 | .063 |
| | Kualitas Layanan | .520 | .043 | .783 | 11.977 | .000 |

a. Dependent Variable: Kepuasan Pelanggan

Source: Primary data processed with SPSS (2026)

Based on the *Coefficients* table, the multiple linear regression equations formed are:

**$Y = -0.233 + 0.106X_1 + 0.520X_2$**

with:

Y = Customer Satisfaction$X_1$ = Brand Image$X_2$ = Quality of Service

Interpretation:

1. The constant of −0.233 indicates that if the Brand Image and Service Quality are considered to be zero, then Customer Satisfaction tends to be at −0.233. This value is insignificant (Sig = 0.739), so the constant has no strong practical meaning in the model.
2. A Brand Image regression coefficient ($X_1$) of 0.106 indicates that every one unit increase in Brand Image will increase Customer Satisfaction by 0.106 units, assuming other variables are constant. However, a significance value of 0.063 (> 0.05) indicates that Brand Image has no significant effect on Customer Satisfaction.
3. A Quality of Service regression coefficient ($X_2$) of 0.520 indicates that every one unit increase in Service Quality will increase Customer Satisfaction by 0.520 units, assuming other variables are constant. A significance value of 0.000 (< 0.05) indicates that Service Quality has a positive and significant effect on Customer Satisfaction.


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**F Test (Simultaneous)**

**Figure 6 Test F Results (Simultaneous)**

ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 276.825 | 2 | 138.412 | 133.857 | .000[b] |
| | Residual | 96.165 | 93 | 1.034 | | |
| | Total | 372.990 | 95 | | | |

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Layanan, Brand Image

Source: Primary data processed with SPSS (2026)

**H3:** It is suspected that Brand Image and Service Quality simultaneously have a significant effect on Customer Satisfaction.

Based on the results of the F test (ANOVA), the F value of the calculation (133.857) > F table (3.094) was obtained with a significance value of 0.000 < 0.05. Thus, it can be concluded that Brand Image and Service Quality together have a significant effect on Customer Satisfaction, so H3 is accepted.

**t test (Partial)**

**Figure 7 Results of the t-test (partial)**

Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -.233 | .695 | | -.334 | .739 |
| | Brand Image | .106 | .056 | .123 | 1.884 | .063 |
| | Kualitas Layanan | .520 | .043 | .783 | 11.977 | .000 |

a. Dependent Variable: Kepuasan Pelanggan

Source: Primary data processed with SPSS (2026)

**H1:** It is suspected that Brand Image has a positive and significant effect on Customer Satisfaction.The results of the t-test show that the calculated t-value of 1.884 is greater than *the t-table* of 1.661, but the significance value is 0.063 > 0.05, so that the Brand Image does not have a significant effect on Customer Satisfaction. Thus, H1 was rejected.

**H2:** It is suspected that the quality of service has a positive and significant effect on Customer Satisfaction.The results of the t-test show that *the calculated t* value of



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11.977 is greater than *the t table of* 1.661, and the significance value is 0.000 < 0.05, so that the Quality of Service has a positive and significant effect on Customer Satisfaction. Thus, H2 is accepted.

**Coefficient of Determination Test ($R^2$)**

**Figure 8 Determination Coefficient Test Results (R2)**

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .861[a] | .742 | .737 | 1.017 |

a. Predictors: (Constant), Kualitas Layanan, Brand Image

b. Dependent Variable: Kepuasan Pelanggan

Source: Primary data processed with SPSS (2026)

Based on the *Model Summary table*, an R Square ($R^2$) value of 0.742 was obtained, which shows that 74.2% of the variation in Customer Satisfaction can be explained by the variables of Brand Image and Quality of Service in the regression model. Meanwhile, the remaining 25.8% was influenced by other variables outside of this study that were not studied, such as price, product quality, brand trust, company image, and other factors. The Adjusted R Square value of 0.737 shows that the regression model used is relatively good and stable in explaining the dependent variables even though it has been adjusted for the number of independent variables.

## DISCUSSION

### The Influence of Brand Image on Customer Satisfaction

The results of the partial test showed that brand image had no significant effect on customer satisfaction, which was indicated by a significance value of 0.063 (> 0.05). Although the regression coefficient is positive, statistically the influence is not strong enough to explain the variation in customer satisfaction independently. These findings indicate that in the context of Evergreen Line's export-import shipping services, brand perception has not yet become a major factor in shaping customer satisfaction.

This condition can be explained by the characteristics of the maritime logistics industry that place more emphasis on functional and operational aspects, such as the



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timeliness of delivery, the safety of cargo, and the reliability of the documentation system. Thus, although Evergreen Line has a good brand image globally, customer satisfaction is more determined by the actual service experience perceived in the operational process. This result is in line with previous research which states that in the utilitarian-based service industry, service performance factors are more dominant than brand perception in shaping customer satisfaction.

**The Effect of Service Quality on Customer Satisfaction**

The results of the t-test showed that service quality had a positive and significant effect on customer satisfaction, with a significance value of 0.000 (< 0.05) and a regression coefficient of 0.520. This shows that the better the quality of service provided by Evergreen Line, the higher the level of customer satisfaction felt.

These findings reinforce the theory of service quality which states that customer satisfaction is formed through the compatibility between expectations and perceptions of the services received. In the context of export-import shipping, the dimensions of reliability, responsiveness, guarantee, empathy, and physical evidence are crucial factors that affect the customer experience, especially in terms of delivery timeliness, document accuracy, and responsiveness in handling problems. Therefore, service quality has proven to be a major determinant in building Evergreen Line customer satisfaction.

**The Influence of Brand Image and Service Quality on Customer Satisfaction Simultaneously**

The results of the F test showed that brand image and service quality simultaneously had a significant effect on customer satisfaction, with an F value of 133.857 > F table 3.094 and a significance of 0.000 (< 0.05). This shows that the combination of brand perception and service quality together can explain the variation in customer satisfaction significantly.

Although the brand image is partially not significant, its existence still contributes to strengthening the influence of service quality on overall customer satisfaction. Thus, strengthening the brand image supported by superior service can create a more comprehensive and sustainable customer experience in the export-import shipping industry.


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## CONCLUSION

Based on the results of the research and discussions that have been carried out, the following conclusions can be drawn:

1. Brand image does not have a significant effect on customer satisfaction of export-import shipping services on Evergreen Line. This shows that brand perception has not been a major factor in determining customer satisfaction directly.
2. Service quality has a positive and significant effect on customer satisfaction, which means that the better the quality of service provided, the higher the level of customer satisfaction of Evergreen Line.
3. Brand image and service quality simultaneously have a significant effect on customer satisfaction, so that the two variables together are able to explain changes in customer satisfaction levels.
4. Square's R value of 0.742 indicates that 74.2% of the variation in customer satisfaction can be explained by brand image and service quality, while the remaining 25.8% is influenced by other factors outside of this research model.

Practically, the results of this study confirm that Evergreen Line needs to prioritize improving service quality, especially in terms of reliability, timeliness, and responsiveness, as the main strategy in improving customer satisfaction. On the other hand, strengthening brand image remains important as a supporting factor in building customer trust and positive perception of the company.

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