The Effect of Service Quality on Customer Loyalty Mediated by Brand Image at Shopee Food in Bandung

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Abstract:

The purpose of this study was to evaluate and analyze the effect of service quality on Shopee Food customer loyalty in Bandung, to determine and analyze the effect of service quality on Shopee Food brand image in Bandung, to determine and analyze the effect of service quality on Shopee Food brand image in Bandung, to determine and analyze the role of brand image in mediating the effect of service quality on Shopee Food customer loyalty in Bandung. The research method used in this research is descriptive quantitative. The results showed that service quality did not have a significant impact on customer loyalty, this shows that improving service quality is not a top priority in an effort to strengthen customer loyalty. Service quality has a positive and significant effect on brand image. This shows that improving service quality will have a direct impact on the company's brand image. Brand image has a positive and significant effect on customer loyalty. This shows that the perception or image that customers have of the brand has a strong impact on how loyal they are to the brand. Service quality has a positive and significant effect on customer loyalty mediated by brand image. This means that brand image plays an important role in connecting service quality with customer loyalty.

Keywords: *Service Quality; Customer Loyalty; Brand Image*

1. Introduction

In the modern era marked by technological changes and high mobility, the e-commerce industry and food delivery services have experienced tremendous growth in Indonesia, especially in the city of Bandung. Shopee Food, which is part of the Shopee e-commerce company ecosystem, has become one of the major players in food delivery services in Bandung, offering practical solutions for consumers looking for culinary diversity with ease. The following is the Economic Value of the E-commerce Sector in Indonesia:

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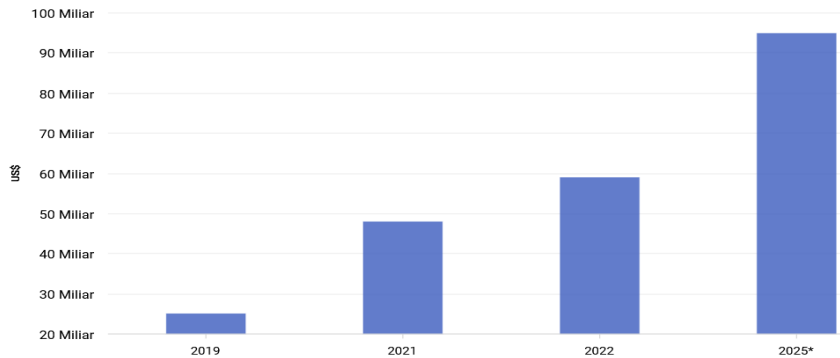*[2]Universitas Telkom, Indonesia, akhmadyunani@telkomuniversity.ac.id*

Figure 1. Economic Value of E-commerce Sector in Indonesia
Source: Databoks, accessed October 29, 2023

Figure 1 explains that the e-commerce sector in Indonesia has continued to experience rapid growth in recent years, even surpassing pre-pandemic economic levels. According to research conducted by Google, Temasek, and Bain & Company, the economic value of Indonesia's e-commerce sector will reach US$59 billion in 2022, which is equivalent to 76.62% of Indonesia's total digital economy worth US$77 billion. This reflects an increase of 22% compared to the previous year (year-on-year / yoy) of US $ 48 billion. Compared to pre-pandemic conditions, the economic value of Indonesia's e-commerce economy even increased by 136% from the figure in 2019 which only reached US $ 25 billion. The projections presented by Google, Temasek, and Bain & Company also estimate that the e-commerce sector in Indonesia will continue to grow to reach US $ 95 billion by 2025. The following is the transaction value of Shopee Food food ordering service year 2022.
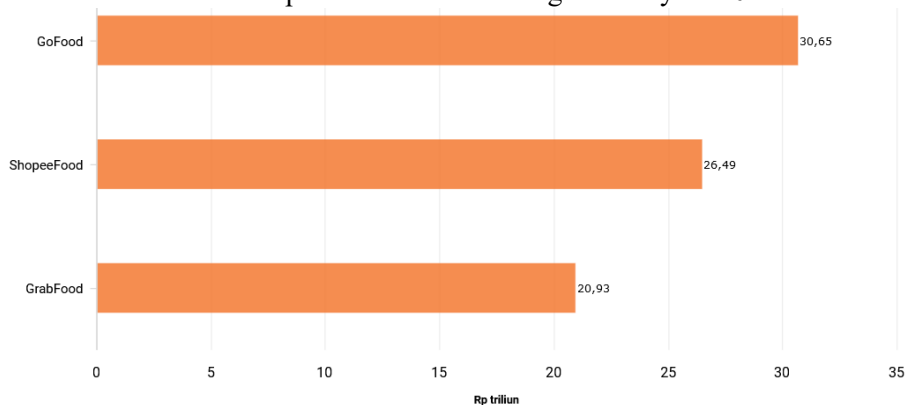

Figure 2. Transaction Value of Indonesian Food Delivery Service (2022)
Source: Databoks, accessed October 29, 2023

The research results above show that Gofood leads the top tier of food delivery services in Indonesia. Not only is it the top tier, Gofood is also the top of mind (50%) food delivery service in Indonesia. GoFood has a transaction value of Rp 30.65 trillion according to Southeast Strategics' calculations. This transaction value beats ShopeeFood and GrabFood. Even though it has only been operating since

2021, ShopeeFood has a higher transaction value than GrabFood. Based on calculations, ShopeeFood's transaction value reached IDR 26.49 trillion. Meanwhile, GrabFood is ranked third with a transaction value of IDR 20.93 trillion. This research was conducted at ShopeeFood with the consideration that ShopeeFood has a fairly high transaction value and many people have used the ShopeeFood application.

However, in an increasingly competitive business environment, the question that arises is how companies like Shopee Food can maintain and gain customer loyalty. Customer loyalty is a valuable asset for companies, as loyal customers tend to use services repeatedly and can help build a strong brand.

One of the key elements that can influence customer loyalty is service quality. Service quality covers various aspects, including on-time delivery, product quality, responsiveness to complaints, and interaction with customers. In e-commerce and food delivery environments, positive customer experiences with service quality can create deep satisfaction and trust. This satisfying experience can influence customers to continue using Shopee Food services.

Apart from service quality, brand image also plays an important role in influencing customer decisions. Brand image reflects customers' views and perceptions of the company's brand. A strong brand image can create trust and influence customer preferences. In an e-commerce environment, where customers often have no physical experience with a product or service, brand image is key in building customer trust.

However, what needs to be considered is that the effect of service quality may not only be direct on customer loyalty. Shopee Food's brand image might act as a mediator in this relationship. In other words, brand image might mediate the effect of service quality on customer loyalty.

In previous research on the background phenomenon, it was revealed that service quality has a significant positive influence on customer loyalty, showing that the service provided by ShopeeFood correlates with its loyal customers (Rafi & Nugroho, 2022). The variables of service quality and brand image show that there is a positive and significant influence between service quality and brand image (Isyanto & Wijayanti, 2022). Meanwhile, the variables of brand image and customer loyalty from the results of this study stated that there is a positive influence between brand image and customer loyalty. The study also found that there is a link between brand image and loyalty through trust mechanisms. A good brand image can strengthen customer trust in the brand, resulting in increased customer loyalty (Huda & Nugroho, 2020). On the variables of service quality, brand image and customer loyalty from the results of this study states that service quality and brand image

simultaneously have a positive and significant impact on customer loyalty (Algifari & Hasbi, 2021).

In this context, this research is intended to explore the extent to which Shopee Food's service quality affects customer loyalty, and whether the company's brand image plays an important role in linking service quality and customer loyalty in the city of Bandung. This research is expected to provide a deeper understanding of the factors that influence customer decisions in choosing and continuing to use Shopee Food's food delivery service.

This research is supported by previous research conducted by Lailul Musyarrofah (2022) with the title "The Effect of Promotion, Brand Image and the Role of Customer Satisfaction as Mediation of Service Quality on Repurchase Interest during the Covid-19 Pandemic (Shopeefood Users in Yogyakarta)". Based on the results of this study, it shows that the variables of service quality, promotion, and brand image have a significant effect on repurchase interest.

2. Theoretical Background

Quality of Service
Service quality refers to the consumer's assessment of the suitability of the level of service received with their expectations. If the perceived service is in line with expectations, then it is an indicator of service quality (Kotler, 2019 in (Naibaho, Akbar, & Hadibrata, 2022)). Service quality is defined as dynamic conditions related to elements such as service products, people, processes, and the environment, which have the capability to meet or even exceed consumer expectations (Goesth and Davis, 2019 in (Zikri & Harahap, 2022)). Quality of service includes all attributes and characteristics of goods or services that affect their ability to satisfy the needs expressed or implied by customers. Companies that are able to meet customer expectations are those that can be considered to have good service quality (Abdullah and Tantri, 2019 in (Zikri & Harahap, 2022)). Based on the description of the theory above, it can be concluded that the quality of service quality is an effort to meet the needs and desires of customers in accordance with what they expect.

Service Quality Dimensions
There are five aspects used to assess service quality, namely (Tjiptono, 2016 in (Sholihin, 2019)):
1. Tangibles, which includes physical aspects, equipment, employees, and means of communication.
2. Reliability, namely the ability to provide services as promised precisely, accurately, and satisfactorily.
3. Responsiveness, which refers to the willingness of staff to assist customers and provide service agilely.

4. Assurance, This includes the knowledge, ability, courtesy and trust possessed by staff, as well as freedom from risk or uncertainty.
5. Empathy, including ease of communication, personal attention, and understanding of customer needs.

Customer Loyalty

Customer loyalty is a strong attachment to continue buying or providing support to a preferred product or service, even when a marketing situation or effort may tempt the customer to switch (Kotler and Keller, 2016 in (Ika, 2020)). Customers who are loyal to a brand have a tendency to stay connected to the brand and will choose to buy the same product, even if there are many other alternatives available (Tjiptono, 2007 in (Erica & Rasyid, 2018)). Customer loyalty can be explained as a strong commitment to continue buying or using a preferred product or service on a regular basis in the future, although situational influences and marketing efforts can influence displacement behavior. The satisfaction process plays an important role in shaping customer loyalty, noting that the level of customer satisfaction that can generate loyalty is a specific level of satisfaction that cannot be rivaled by other service providers. True loyalty starts from high satisfaction with what customers receive from the company. The main reason customers become loyal is because they are very satisfied with the services provided by the Company (Cuong & Khoi, 2019).

Customer Loyalty Dimensions

There are four dimensions of customer loyalty, which are as follows (Griffin, 2015 in (Ilhamsyah & Mulyani, 2018) :
1. Make repeated purchases (Repeat buyer), which is when consumers routinely buy certain products repeatedly.
2. Purchases across product and service lines, where consumers not only purchase the main product or service, but also involve themselves in purchasing various product lines and services from the same company.
3. Referring others, this includes consumers verbally communicating with others about the product, which is often referred to as "word of mouth."
4. Demonstrates in immunity to the pull of the competition, meaning consumers remain loyal to the company's product or service despite efforts by competitors to lure them.

Brand Image

Brand image refers to the use of a name, phrase, symbol, design, or combination thereof to identify the product or service of one seller or group of sellers and to distinguish it from competitors (Handrianti, 2018 in (Shafira, Nasution, & Haro, 2021)). Brand Image is an image that is understood and believed by the customer, as reflected in the relationship stored and embedded in the customer's memory, which is always remembered when first heard the slogan and embedded in the mind of the consumer (Kotler and Keller, 2016 in (Saparso, Wahyoedi, & Santoso, 2021)). An

important role in purchase intent is played by brand image. Brand image is something that can easily be remembered and embedded in the mind of consumers (Asdiana & Yasa, 2020 in (Wedari & Yasa, 2022)).

Brand Image Dimensions

There are five dimensions that make up the brand image are as follows (Kotler & Keller, 2016 in (Fachry & Azhari, 2020)):

1. Brand Identity
    The first dimension is brand identity, which includes all physical elements associated with a brand or product. This includes logos, colors, packaging, location, corporate identity, slogans, and more that help consumers identify and differentiate the brand from others.
2. Brand Personality
    The second dimension is brand personality, which refers to the distinctive characteristics that create a particular personality for a brand, similar to a human being. This allows consumers to easily distinguish the brand from similar ones, such as assertive, rigid, authoritative, or friendly, warm, affectionate, and so on.
3. Brand Association
    The third dimension is brand association, which involves specific elements that are consistently associated with the brand. This could come from unique product offerings, sponsorship activities, social responsibility, brand-related issues, or related figures.
4. Brand Attitude & Behavior
    The fourth dimension is brand attitudes and behaviors, which include the way brands communicate, interact, and offer value to consumers. Brand behavior can affect consumer perception, both positively and negatively, depending on ethics and the quality of service provided.
5. Brand Benefit & Competence
    The fifth dimension is brand benefits and advantages, which includes the specific value and advantages offered by brands to consumers. This allows consumers to benefit and fulfill their needs, wants, dreams, and obsessions through the brand's products or services.

3. Methodology

In this study, the method used is the quantitative descriptive method. The population in this study is included in the infinite population. The population in this study is people who have used Shopee Food in Bandung whose number is unknown. Based on the results of research using the Lemeshow formula, the results of the number of samples were 150.437056 which were rounded to 151 samples which will then be used as respondents in this research. The data analysis techniques used in this study are descriptive analysis and Structural Equation Modeling (SEM) analysis.

4. Empirical Findings/Result

Descriptive Analysis

Based on the calculation of respondents' responses to the service quality variables that have been applied by Shopee Food by 87.19% and on the continuum line, it can be seen that the score is included in the very good category. This shows that Shopee Food in Bandung has excellent service quality. Based on the calculation of respondents' responses to the Customer Loyalty variable that has been applied by Shopee Food by 84.97% and on the continuum line, it can be seen that the score is included in the very good category. This shows that Shopee Food in Bandung has excellent customer loyalty. Based on the calculation of respondents' responses to the Brand Image variable that has been applied by Shopee Food by 87.56% and on the continuum line, it can be seen that the score is included in the very good category. This shows that Shopee Food in Bandung has a very good Brand Image.

Verification Analysis

Structural Equation Modelling (SEM) is used to verify relationships between variables in order to test hypotheticals. This verification test is carried out with SEM-based covariance or Partial Least Square (PLS). Analysis with SEM PLS is carried out in two stages, namely outer model analysis and inner model analysis. Here are the results of the analysis of both stages.

Outer Model Measurement Results

The outer model is used to explain the relationship between the observed variable (manifest) and the specific indicators used to measure it. Both manifest variables and latent variables can be explained through the outer model. The following is a path diagram of the outer model obtained.
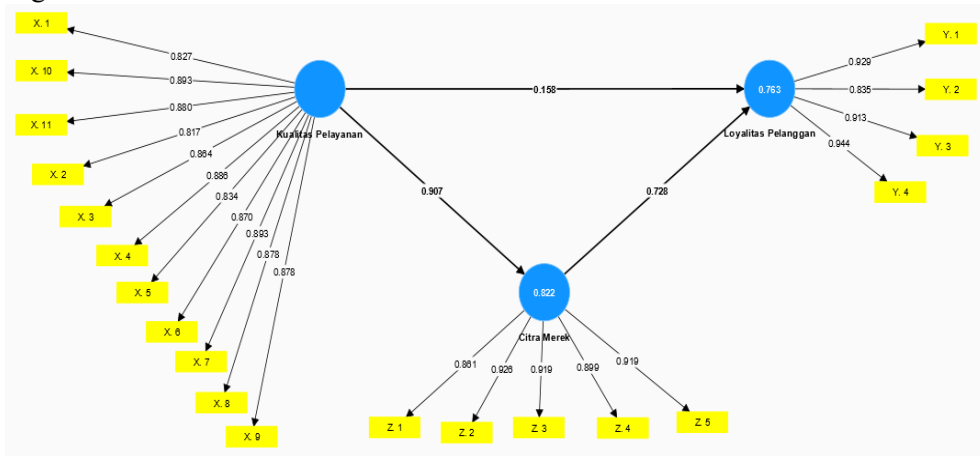

Figure 3. Outer Model Path Diagram Results (*Partial Least Squares*)
Source : Processed by researchers (2024)

In the path diagram above, there are yellow boxes which are indicators or items used in this study. Meanwhile, the circle is blue as a latent variable. The validity value of each indicator or item is indicated on each arrow connecting it with a latent variable. In addition, the arrows also show testing the reliability of the variable construct being studied.

Convergent Validity

Convergent validity is when the loading factor value of the indicator on the latent variable has a value of > 0.7 which means valid. If the indicator has a loading factor value below 0.70, it will be removed and retested (Yuwanti, Sofriana Imaningsih, Wibowo, & Yuwono, 2023). The following is a table of convergent validity analysis results using outer loading.

Table 1. Results of Convergent Validity Analysis

Variable	Items	Loading Factor	Criterion	Conclusion
Quality of Service	X.1	0,827	0,700	Valid
	X.2	0,817	0,700	Valid
	X.3	0,864	0,700	Valid
	X.4	0,886	0,700	Valid
	X.5	0,834	0,700	Valid
	X.6	0,870	0,700	Valid
	X.7	0,893	0,700	Valid
	X.8	0,878	0,700	Valid
	X.9	0,878	0,700	Valid
	X.10	0,893	0,700	Valid
	X.11	0,880	0,700	Valid
Service Loyalty	Y.1	0,929	0,700	Valid
	Y.2	0,835	0,700	Valid
	Y.3	0,913	0,700	Valid
	Y.4	0,944	0,700	Valid
Brand Image	Z.1	0,861	0,700	Valid
	Z.2	0,926	0,700	Valid
	Z.3	0,919	0,700	Valid
	Z.4	0,899	0,700	Valid
	Z.5	0,919	0,700	Valid

Source : Processed by Researchers (2024)

In the table above, it can be seen that all items in each variable have an outer loading score greater than 0.700. Therefore, it can be concluded that all items on the variable are valid. In addition to using outer loading, conversant validity can also be evaluated with AVE. The expected AVE value of 0.5 is greater than 0.5, indicating that the construct has a considerable contribution in explaining its own variance. The following is a table of convorgent validity results using AVE:

Table 2. Average Variance Extracted Results

Variable	Average variance	Criterion	Conclusion

	extracted (AVE)		
Brand Image	0.820	0,5	Valid
Quality of Service	0.750	0,5	Valid
Customer Loyalty	0.821	0,5	Valid

Source : Processed by Researchers (2024)

Based on the table above, it explains that the AVE value of each variable is greater than 0.5. Then it can be stated that the AVE value has good convorgent validity.

Descriminant validity

Descriminant validity is satisfied when each variable indicator has a higher correlation with other variables in the model. The following are the results of the descriminant validity analysis in this study.

Table 3. Discriminant Validity Analysis Results

Items	Brand Image	Quality of Service	Customer Loyalty
X. 1	0.761	0.827	0.711
X. 10	0.807	0.893	0.708
X. 11	0.834	0.880	0.776
X. 2	0.771	0.817	0.688
X. 3	0.782	0.864	0.647
X. 4	0.782	0.886	0.690
X. 5	0.766	0.834	0.742
X. 6	0.739	0.870	0.718
X. 7	0.791	0.893	0.690
X. 8	0.778	0.878	0.702
X. 9	0.816	0.878	0.706
Y. 1	0.772	0.719	0.929
Y. 2	0.761	0.726	0.835
Y. 3	0.801	0.757	0.913
Y. 4	0.819	0.760	0.944
Z. 1	0.861	0.780	0.735
Z. 2	0.926	0.814	0.807
Z. 3	0.919	0.825	0.800
Z. 4	0.899	0.835	0.787
Z. 5	0.919	0.848	0.810

Source : Processed by Researchers (2024)

Based on the table above, it can be concluded that each item or indicator on each variable is greater than 0.70 and the correlation between constructs and items is greater than the correlation with other constructs. Therefore, it can be concluded that indicators from such variable blocks are better at representing latent constructs compared to other indicators. This indicates that all variables meet the criteria of good discriminant validity.

Composite reliability and Cronbach's alpha

Composite reliability is a measure that shows how reliable a construct measuring device is. Data that has a composite reliability greater than 0.7 is considered reliable (Samud, Pio, & Tatimu, 2021). Cronbach's alpha is used to assess the minimal level of reliability of a construct. If Cronbach's alpha value > 0.6 it can be stated that the data is realistic (Permana & Mudiyanti, 2021). Here's the analysis of Composite reliability and Cronbach's alpha.

Table 4. Results of Composite reliability and Cronbach's alpha analysis

Variable	Cronbach's alpha	Composite reliability	Criterion	Conclusion
Quality of Service	0.966	0.971	0.700	Reliabel
Customer Loyalty	0.927	0.948	0.700	Reliabel
Brand Image	0.945	0.958	0.700	Reliabel

Source : Processed by Researchers (2024)

Based on the table above, it can be concluded that the variables in this study have Composite reliability and Cronbach's alpha of more than 0.70. Therefore, it can be concluded that the construct has a high level of reliability and can be considered reliable.

Inner Model Measurement Results

An inner model is a model used to predict cause and effect between variables that cannot be directly observed. Testing on the inner model aims to evaluate the relationship between unobserved concepts. In this process, it uses R-Squares measurement techniques and path coefficients. The following is a path diagram of the inner model obtained.
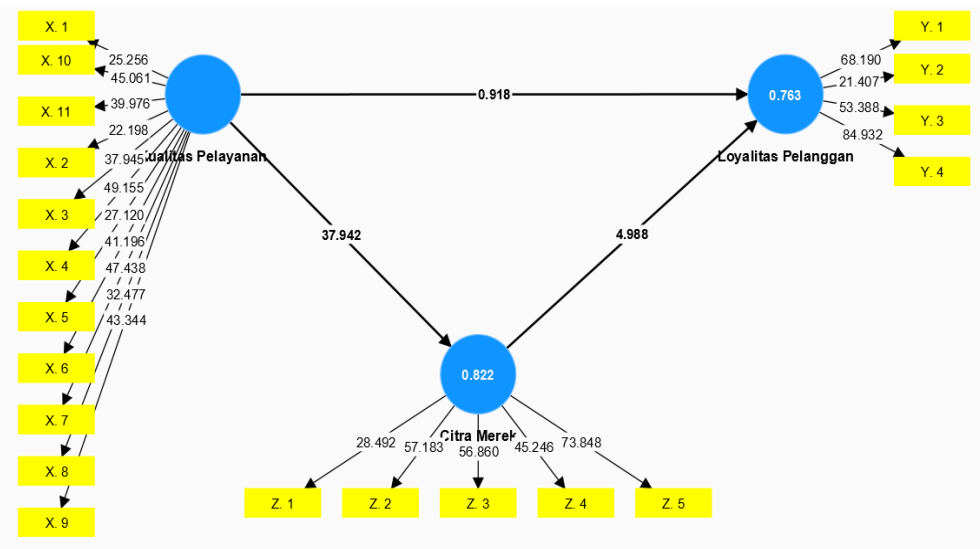

Figure 4. Inner Model Path Diagram Results (*Bootstrapping*)

Source : Processed by researchers (2024)

Uji R-Squares

The R-Squares test is a metric that measures how much the variability of the value of an affected variable (endogenous) can be explained by the variable that affects it (exogenous). This is useful for evaluating how well or poorly a model predicts (Jufrizen & Sitorus, 2021). The following is the result of the analysis of R-squares.

Table 5. Results of R - Squares Analysis

Variabel	R-square	R-square adjusted
Brand Image	0.822	0.821
Customer Loyalty	0.763	0.760

Source : Processed by researchers (2024)

Based on the table above, it is known that the value of R Squares in the brand image is 0.822 or 82.2%. It can be interpreted that brand image is influenced by 82.2% by service quality, while the rest of the percentage will be influenced by factors outside this regression model or variables that were not included in the study. Furthermore, in the table it is known that the value of R Squares on customer loyalty is 0.763 or 76.3% by service quality and brand image. Then the rest of the percentage will be affected by factors outside this regression model or variables that are not included.

Hypothesis Test Results

Hypothesis testing is carried out to answer hypotheses or assumptions that have emerged before this research was conducted. In the context of hypothesis testing using the SmartPLS application using bootstrapping commands, a rule of thumb is used, namely t-statistics value > 1.96 using a significant P-value level of 0.05 or 5% (Fauziah, Kirana, & Septyarini, 2022).

The following criteria for testing hypotheses in t testing conducted in this study are as follows:

1. If the t-statistic < from the value of the t-table (t-statistic < 1.96) then H0 is accepted and Ha is rejected.
2. Whereas if t-statistics > t-tables (t-statistics > 1.96) then H0 is rejected and Ha is accepted (Fauziah et al., 2022).

Table 6. Results of Path Coefficients

Hypothe sis	Variable	Original sample (O)	Sampl e mean (M)	Standard deviation (STDEV)	T statistics (|O/STDE V|)	P values	Information
H1	Quality of Service -> Customer Loyalty	0.158	0.169	0.172	0.918	0.359	Negative and Insignifican t
H2	Quality of Service -> Brand Image	0.907	0.908	0.024	37.942	0.000	Positive and significant

H3	Brand Image -> Customer Loyalty	0.728	0.719	0.146	4.988	0.000	Positive and significant
H4	Quality of Service -> Brand Image -> Customer Loyalty	0.660	0.653	0.132	5.006	0.000	Positive and significant

Source : Processed by Researchers (2024)

Based on the t-statistics in table 6 above, the following are the results of the hypothesis test in this study:

1. **Quality of Service to Customer Loyalty**

   Table 6 shows that the tstatistic value is 0.918. Referring to the opinion of Fauziah et al. (2022), the t-statistic value is smaller than the t-table value (0.918 < 1.96) and the P-Value is 0.359 > 0.05, then Ho is accepted and H1 is rejected. This shows that service quality does not have a significant effect on customer loyalty. This means that to strengthen customer loyalty does not really require efforts to improve service quality. Implicationally, the quality of Shopee Food service has no significant issues or problems in an effort to build or strengthen customer loyalty. Therefore, a change in strategy or emphasis on other aspects such as brand image development, product innovation, or loyalty programs may be more effective in maintaining and increasing customer loyalty in an increasingly competitive market.

2. **Quality of Service to Brand Image**

   Table 6 shows that the tstatistic value is 37.942. Referring to the opinion of Fauziah et al. (2022), the t-statistic value is greater than the t-table value (37.942 > 1.96) and the P-Value of 0.000 < 0.05, then Ho is rejected and H1 is accepted, which means that the service quality variable has a positive and significant effect on brand image. This means that changes in service quality will have an impact on Shopee Food's brand image. The practical implication of this finding is that to strengthen Shopee Food's brand image, efforts are needed to improve service quality. To improve service quality, accuracy in the ordering process is needed, adequate attention to customer needs and requests, punctuality in food delivery, and responsiveness in responding to customer questions and complaints.

3. **Brand Image to Customer Loyalty**

   Table 6 shows that the tstatistic value is 4.988. Referring to the opinion of Fauziah et al. (2022), the t-statistic value is greater than the t-table value (4.988 > 1.96) and P-Value of 0.000 < 0.05, then Ho is rejected and H1 is accepted, which means that the brand image variable has a positive and significant effect on customer loyalty. This shows that the perception or image that customers have of a brand has a strong impact on how loyal they are to the brand. Therefore, in an effort to increase customer loyalty, Shopee Food needs to pay attention to and strengthen its brand image through effective branding strategies, consistent communication, and positive customer experience.

4. **The role of brand image in mediating the influence of service quality on Customer Loyalty**

Table 6 shows that the to value is 5.006. Referring to the opinion of Fauziah et al. (2022), the t-statistic value is greater than the t-table value (5.006 > 1.96) and the P-Value of 0.000 < 0.05, then Ho is rejected and H1 is accepted, which means that the service quality variable has a positive and significant effect on the customer loyalty variable mediated by brand image. These findings show that brand image mediates absolutely the effect of service quality on customer loyalty. This means that to increase customer loyalty cannot be done solely by improving service quality, but must be accompanied by strengthening the brand image of Shopee Food.

5. Discussion

This research was conducted to determine the effect of service quality on customer loyalty mediated by brand image on shopee food in Bandung. The characteristics of respondents in this study were divided into four, namely gender, occupation, Bandung domicile and shopee food users. The respondents in this study were all Shopee Food users. Respondents were dominated by women, namely 72.9% of which amounted to 113 respondents. This happens because women are more likely to like shopping for food online. Job respondents in this study were dominated by students by 83.2% with a total of 129 respondents. The respondents in this study are domiciled in Bandung and the respondents in this study are all Shopee Food users.

Based on the results of the overall descriptive analysis, the service quality variable falls into the very good category with a score of 87.19%. This can be explained that the quality of Shopee Food service in Bandung is considered very good by respondents or Shopee Food users. The majority of brands are satisfied with the quality of service they receive. Thus, it can be concluded that Shopee Food has succeeded in providing a satisfactory service experience to its customers in the Bandung area.

Based on the results of the overall descriptive analysis, the customer loyalty variable falls into the very good category with a score of 84.97%. This can be explained that shopee food has excellent customer loyalty. It can be concluded that Shopee Food managed to build a strong relationship with customers, which resulted in high satisfaction and trust from customers. This is a positive indication of the effectiveness of marketing strategies, service quality and user experience provided by Shopee Food to customers.

Based on the results of descriptive analysis, the overall brand image variable falls into the excellent category with a score of 87.56%. This shows that Shopee Food in Bandung has a very good Brand Image. It can be concluded that Shopee Food has succeeded in building a strong reputation and making customers trust and be loyal to the brand. This high level of satisfaction is due to various factors, such as good product and service quality, pleasant user experience, and efforts to maintain good

relationships with customers. That way, this good brand image gives Shopee Food an advantage in the increasingly tight market in Bandung.

The R Squares value on the brand image variable is 0.822 and the customer loyalty variable is 0.763. The Rsquares value for the brand image variable means that the effect of service quality on brand image is 82.2% and the remaining 17.8% is influenced by other variables outside this study. In the customer loyalty variable, the R Squares value is 0.763, which means that the service quality variable on customer loyalty has an influence of 76.3% and the remaining 23.7% is influenced by other variables.

Based on the results of the SEM PLS analysis that has been carried out, it can be seen from the hypothesis testing results that service quality has a negative and insignificant effect on customer loyalty, namely the t-statistic value is smaller than the t-table value (0.918 < 1.96) and the P-Value is 0.359> 0.05. Furthermore, service quality has a positive and significant effect on brand image, namely the t-statistic value is greater than the t-table value (37.942> 1.96) and the P-Value is 0.000 <0.05. And brand image has a positive and significant effect on customer loyalty, namely the t-statistic value is greater than the t-table value (4.988> 1.96) and a P-Value of 0.000 <0.05. The role of brand image in mediating the effect of service quality on customer loyalty is that the t-statistic value is greater than the t-table value (5.006> 1.96) and the P-Value is 0.000 <0.05. So it can be concluded that brand image plays an important role as a mediator between service quality and customer loyalty at Shopee Food. This shows that improving service quality alone will not be enough to significantly increase customer loyalty. Instead, the importance of strengthening brand image must also be emphasized in an effort to increase customer loyalty. Therefore, to improve service quality, Shopee Food needs to implement a comprehensive strategy, not only focusing on improving service quality, but also on building and strengthening brand image. To improve service quality, it requires accuracy in the ordering process, adequate attention to customer needs and requests, timeliness in food delivery, and responsiveness in responding to customer queries and complaints. Meanwhile, to improve the brand image, Shopee Food needs to display innovation in the presentation of various food and restaurant options, connect Shopee Food with quality and varied food, and increase the superiority of Shopee Food by providing benefits that match customer expectations. In this way, Shopee Food can strengthen its bond with customers and maintain its position in the increasingly competitive market in Bandung.

6. Conclusions

Based on the data analysis and discussion that has been carried out, several conclusions can be drawn that service quality does not have a significant impact on customer loyalty, this shows that improving service quality is not a top priority in an effort to strengthen customer loyalty. Service quality has a positive and significant

effect on brand image. This shows that improving service quality will have a direct impact on the company's brand image. Brand image has a positive and significant effect on customer loyalty. This shows that the perception or image that customers have of the brand has a strong impact on how loyal they are to the brand. Service quality has a positive and significant effect on customer loyalty mediated by brand image. This means that brand image plays an important role in connecting service quality with customer loyalty..

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