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SERVICE QUALITY, CUSTOMER SATISFACTION, TRUST ON CONSUMER VALUE PERCEPTIONS IN ONLINE SHOP BEDUKMUTU UMY

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ABSTRACT

Background: Bedukmutu stands for purchases of quality Muhammadiyah products. Bedukmutu is an online buying and selling tool or system developed to manage economic potential at UMY. The presence of Bedukmutu was initiated by Dr. Suryo Pratolo, M.Si., Akt., lecturer at the Faculty of Economics and Business, UMY, since April 2017. The main purpose of the establishment of Bedukmutu is to manage Muhammadiyah's independence in the economic field, in accordance with the mandate of the 47th Muhammadiyah congress in Makassar, 2015. Bedukmutu can be accessed at Bedukmutu.jualretail.com.
Aim: This study aims to determine the effect of service quality, satisfaction, consumer trust on the perception of consumer value at the Bedukmutu UMY online store with a moderating variable in the form of corporate image.
Method: To test the hypotheses, the researcher used data collected through a questionnaire with a total of 400 respondents using the Random Sampling technique and statistically analyzed using Structural Equation Modeling (SEM) and assisted by the AMOS 24 program.
Findings: The results showed that service quality on perceived value with the moderating variable of corporate image was positive, meaning that the higher the influence of service quality moderated by corporate image, the higher the perceived value generated.

KEYWORDS

service quality, satisfaction, trust, corporate image, perceived value

INTRODUCTION

One type of technology implementation in terms of increasing business competition and sales of products is to use electronic commerce (e-commerce) that can help market a wide range of products or services, both in physical and digital form. The Internet allows online exchange of value, without geographical or time constraints, between companies and partners, consumers, suppliers, and employees. This online relationship is referred to as e-commerce. The use of electronic media by marketers to promote products or services to the market can be done easily with the existence of digital marketing or digital marketing. Digital marketing is making a strategic shift to a client-centric marketing strategy, providing opportunities for businesses to engage in a new era of innovative marketing practices, which use digital marketing to meet the requirements as their primary marketing (Gibson, 2018). However it is undeniable in the case of shopping online and marketing online, business is done from afar and the risk of uncertainty is magnified, making it a major consideration for buyers. Just like what is the problem faced by online shops.

Data from the Indonesian Consumer Institute Foundation (YLKI) in 2016 showed that e-commerce consumer complaints in Indonesia included non-deliverable goods, unilateral cancellations, refund processes, misleading information, and dispute resolution. The problem

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of service provided by a company to its consumers is actually not a difficult and complicated problem. However, if this is not considered, it is feared that it will cause unwanted things because it is prone and very sensitive. If, an adequate service system needs to be supported by adequate facilities, as well as ethics and manners from employees and companies. With the improvement of services, it is expected to be able to provide added value for the company and reduce the number of complaints from consumers which will affect e-customer loyalty. The problems experienced by consumers when buying these goods will have an impact on e-customer loyalty in e-commerce. Consumers who are accustomed to shopping offline (Conventional) can relate directly to store employees, can choose products more clearly, touch products, try to sample goods and make complaints more easily to store employees and provide after sale services so that consumers feel safe when shopping without excessive worry. While consumers who shop online do not have a strong inner bond (emotional literacy) due to not meeting in person and only talking through a computer or mobile phone. Buyers also cannot touch the product directly, if there are complaints it will be more difficult to get a quick response and only a few e-commerce only have after-sale services. The difficulty of attracting new buyers or consumers through internet media and the difficulty of maintaining them so as not to easily turn to other online stores make consumer satisfaction an irreplaceable asset for online shops.

Many online sellers within e-commerce now automate referral or recommendation features, allowing consumers to send recommendations to potential buyers who want to shop. It is suspected that there are several factors that affect the perception of consumer value, because it turns out that conventional stores are also able to provide good quality of service and trust in their consumers. One of the main goals of e-commerce is consumer satisfaction. Companies that prioritize consumer satisfaction will have a good reputation and credibility in helping spread the spread of their business. Consumers are always looking for quality and price, therefore, companies strive to get consumer satisfaction by offering affordable prices with a variety of services that appeal to consumers (Khalid et al., 2018).

The level of electronic satisfaction (*e-customer satisfaction*) is also determined by the quality of electronic services (*e-service quality*), the level of price and the purchase process. The delivery and packaging of products has the strongest influence on consumer satisfaction and future purchasing intentions. Parasuraman et al. (1988) see the evaluation of the quality of service by consumers about their expectations of the services received by a particular service provider. Satisfaction with e-commerce services that have been provided is the determinant of whether the website is successful or not. When consumers trust online sellers, it is much more possible for consumers to share their personal information. They added that the information allows companies to form more intimate relationships with consumers, offering products and services tailored to their individual preferences, which will ultimately increase trust. Such relationships can quickly translate as advantages that last longer than competition.

A study conducted by Flavián & Guinalíu (2006) states that trust in e-commerce websites depends on consumers' perceptions of how secure the site is in managing their personal data. Warrington et al. (2000) argue, that e-commerce websites can increase consumer confidence by improving the security of the site's system. Flavián and Guinalíu (2006) stated that trusts on the internet are strongly influenced by the perceived privacy of consumers regarding the handling of their personal data. Flavián & Guinalíu (2006) agreed that the trust of e-commerce

websites is influenced by the perception of privacy by consumers based on how organizations control their personal data. Privacy is the most serious issue in attracting more potential online consumers and retaining today's consumers (Park & Kim, 2003).

Bedukmutu stands for purchases of quality Muhammadiyah products. Bedukmutu is an online buying and selling tool or system developed to manage economic potential at UMY. The presence of Bedukmutu was initiated by Dr. Suryo Pratolo, M.Si., Akt., lecturer at the Faculty of Economics and Business, UMY, since April 2017. The main purpose of the establishment of Bedukmutu is to manage Muhammadiyah's independence in the economic field, in accordance with the mandate of the 47th Muhammadiyah congress in Makassar, 2015. Bedukmutu can be accessed at Bedukmutu.jualretail.com.

In further development, Bedukmutu is expected to not only manage the economic potential of Muhammadiyah residents in UMY, but also Muhammadiyah and AUM residents throughout DIY and even gradually expected throughout Indonesia because Muhammadiyah business charities have also existed throughout Indonesia, both in the form of health institutions, educational institutions and economic and business institutions (Pratolo 2016). As the trading and selling system in general, of course Bedukmutu expects Bedukmutu services and products to satisfy the desires and needs of consumers, in the future it is expected that Bedukmutu will develop better and wider in reach. In this study, it will be seen which variables affect the perception of consumer value Bedukmutu.

H1: Service quality has a positive effect on consumer confidence

H2: Service quality has a positive effect on consumer satisfaction

H3: Service quality has a positive effect on value perception

H4: Consumer satisfaction has a positive effect on consumer confidence

H5: Consumer confidence has a positive effect on value perception

H6: Consumer satisfaction has a positive effect on value perception

H7: The image of the company has a moderating effect between service quality and value perception

METHOD

This research is a type of quantitative research and uses a field approach. This type of research is quantitative because it assumes that facts/phenomena can be categorized, relatively fixed, specific, observable, measurable, and that the symptom relationship is cause-and-effect. The study was conducted on a representative population and sample. The research process is deductive because to answer the formulation of the problem is used concepts/theories so that they can form hypotheses.

Based on the design assumptions of this study, the variables used in this study were identified. There are six variables, namely quality of service, satisfaction, trust, company image, company reputation and perceived value, in addition to determining tools based on research variables, then sample definitions. Data collection is carried out by observation and questionnaire methods.

This research aims to gather empirical evidence, this study is also called causality research, which aims to analyze the relationship and influence (Cause and effect) of two or more phenomena. The tools that correspond to the indicator are designed using the Likert scale. The

data collected is processed numerically and quantitatively analyzed by hypothesis test with the analysis model used, namely Structural Equation Modeling (SEM) using Amos.

This research was conducted at the Bedukmutu UMY online shop which is an online shop marketed in the University of Muhammadiyah Yogyakarta. The subjects in this study are UMY residents such as students, teaching staff, and lecturers. With a total of 25,949 people.

In this study, the authors examined Bedukmutu's online store and brought Bedukmutu consumers into the population where Bedukmutu consumers were 631 lecturers, 25,021 students, and 297 staff with a total of 25,949 people. The sampling technique used in this study is Simple Random Sampling. The way to presenter the questionnaire is to use the help of Google Form and spread it in social media groups used by students or lecturers, and staff. Researchers also met directly with respondents around the UMY campus.

The procedure for collecting questionnaires is as follows:

1) Distributing questionnaires to qualified respondents or researchers helps provide question instruments to respondents for respondents who are not willing to fill out themselves;
2) Collect questionnaires that have been filled out by respondents;
3) Enter, process, analyze and conclude from the results of the analysis of the data collected through questionnaires.

RESULTS AND DISCUSSION

Hypothesis testing is to answer questions in this study or analyze structural model relationships. Analysis of hypothesis data can be seen from the standardized regression weight value which shows the coefficient of influence between variables in the following table.

Table 1. Relationships between Variables

No	Hypothesis	Estimate	P	Limit	Information
1.	Quality of service has a positive effect on consumer confidence	0,164	0,094	0,05	**Rejected**
2.	Service quality has a positive effect on consumer satisfaction	0,580	0,000	0,05	**Accepted**
3.	Service quality has a positive effect on value perception	0,324	0,004	0,05	**Accepted**
4.	Consumer satisfaction has a positive effect on consumer confidence	0,260	0,008	0,05	**Accepted**
5.	Consumer confidence has a positive effect on value perception	0,053	0,034	0,05	**Accepted**
6.	Consumer satisfaction has a positive effect on value perception	0,135	0,002	0,05	**Accepted**

Source: Research Results, 2021 (data processed)

The results of the statistical test in Table 1 show the relationships between variables that can be concluded that:

1) Influence between Service Quality on Consumer Confidence: Based on the results of data processing, it can be known that the estimate value is 0.164. This shows that there is no connection between the quality of service and consumer confidence, meaning that the higher the influence of the quality of service does not necessarily increase consumer confidence. The P value is 0.094 > 0.05, so (H1) which states "quality of service has a positive effect on consumer confidence", is rejected;
2) Effect between Service Quality on Consumer Satisfaction: Based on the results of data processing, it can be known that the estimate value is 0.580. This shows that the relationship between service satisfaction and consumer satisfaction is positive, meaning that the higher the influence of the quality of service, the more consumer confidence is caused. The value of P is 0.000 < 0.05 which means significant, so that (H2) which states "quality of service has a positive effect on consumer satisfaction", is accepted;
3) Influence between Service Quality on Value Perception: Based on the results of data processing, it can be known that the estimate value is 0.324. This shows that the relationship between service quality and value perception is positive, meaning that the higher the influence of the quality of service, the more the perception of value is generated. The value of P is 0.004 < 0.05 which means significant, so (H3) which states "quality of service has a positive effect on the perception of value", is accepted.

The Effect between Consumer Satisfaction on Consumer Trust

Based on the results of data processing, it can be known that the estimate value is 0.260. This shows that the relationship between consumer satisfaction and consumer confidence is positive, meaning that the higher the influence of consumer satisfaction , the more consumer confidence is caused. The P value is 0.000 < 0.05 which means significant, so (H4) which expresses "consumer satisfaction has a positive effect on consumer confidence", is accepted.

Influence between Consumer Confidence on Value Perception

Based on the results of data processing, it can be known that the estimate value is 0.053. This shows that the relationship between consumer confidence and value perception is positive, meaning that the higher the influence of consumer confidence, the more the perception of value is generated. The value of P is 0.034 < 0.05 which means significant, so (H5) which expresses "consumer confidence has a positive effect on the perception of value", is accepted.

The Effect between Consumer Satisfaction on Value Perception

Based on the results of data processing, it can be known that the estimate value is 0.135. This shows that the relationship between consumer satisfaction and value perception is positive, meaning that the higher the influence of consumer satisfaction, the more the perception of value is caused. The value of P is 0.002 < 0.05 which means significant, so (H6) which expresses "consumer satisfaction has a positive effect on the perception of value", is accepted.

Moderation Test

Table 2. Test the Effect of Service Quality on Value Perception

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	,762[a]	,581	,580	1,85521

a. Predictors: (Constant), service quality

Source: Research Results, 2021 (Data Processed)

The Adjusted R Square value in the first regression equation is 0.580 so it can be said that the service quality variable affects the perception of value by 58% with a sig. 0.000.

Moderation Test (Company Image)

Table 3. Moderation Test (Company Image)

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	,819[a]	,671	,669	1,64795

a. Predictors: (Constant), quality of service*company image, company image, quality of service

After the moderation variable (company image) in the regression equation to 2, the Adjusted Rsquare value increased to 0.669 or 67%. Thus it can be concluded that the "accepted hypothesis" so that it can be said that the existence of the company image variable (as a moderation variable) will be able to strengthen or increase the influence of the service quality variable on the value perception variable. so (H7) which states "the image of the company has a moderating effect between the quality of service and the perception of value", is accepted.

Table 4. Regression Moderation Model 1

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	2194,929	3	731,643	269,409	,000[b]
	Residual	1075,431	396	2,716		
	Total	3270,360	399			

a. Dependent Variable: perception of value

b. Predictors: (Constant), quality of service*company image, company image, quality of service

Table 5. Regression Coefficient

Coefficients[a]					
	Unstandardized Coefficients		**Standardized Coefficients**		
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**

1	(Constant)	-6,442	2,075		-3,105	,002
	quality of service	,870	,120	1,052	7,222	,000
	company image	,965	,144	,939	6,679	,000
	quality of service*company image	-,031	,008	-1,038	-4,065	,000
a. Dependent Variable: perception of value						

It is known that the value of the significance of the variable interaction between the quality of service and the image of the company is 0.000 (<0.05) then (H7) the conclusion that the image of the company is able to moderate the quality of service to the perception of value is accepted.

Mediation Analysis

Table 6. Direct Influence Test Results

	CI	**SQ**	**SAT**	**TR**	**PV**
SAT	0	0,535	0	0	0
TR	0	0,119	0,189	0	0
PV	0,406	0,436	0,159	0,062	0

Table 7. Indirect Influence Test Results

	CI	**SQ**	**SAT**	**TR**	**PV**
SAT	0	0	0	0	0
TR	0	0,101	0	0	0
PV	0	0,099	0,012	0	0

Based on the table above, it can be conveyed that:

1) The direct influence of service quality on value perception is (0.436) and the indirect influence of service quality on value perception through satisfaction has an indirect influence of (0.099), the direct influence of service quality on value perception is greater than the indirect influence of service quality on value perception through value perception. then it can be argued that satisfaction does not mediate the quality of service to the perception of consumer value;
2) The direct influence of service quality on trust is (0.119) and the indirect influence of service quality on value perception through trust has an indirect influence of (0.101), the direct influence of service quality on trust is greater than the indirect influence of service quality on the perception of value through consumer confidence. then it can be argued that consumer confidence does not mediate the quality of service to the perception of consumer value;
3) The direct influence of satisfaction on the perception of value is (0.159) and the indirect influence of satisfaction on the perception of value through trust has an indirect influence of (0.012), the direct influence of consumer satisfaction on the perception of value is greater than the indirect influence of consumer satisfaction on the perception

of value through consumer confidence. It can then be argued that trust does not mediate consumer satisfaction with the perception of consumer value.

Discussion

Influence between Quality of Service on Consumer Confidence

Based on the results of data processing, it can be known that the estimate value is 0.164. This shows that there is no connection between the quality of service and consumer confidence, meaning that the higher the influence of the quality of service does not necessarily increase consumer confidence. The P value is 0.094 > 0.05, so (H1) which states "quality of service has a positive effect on consumer confidence", is rejected.

However, research conducted by Sukanya Dan Saroj (2015), the results of this study confirm that the quality of service and consumer confidence are significantly related. The results of Serkan, Aydin and Özer's (2005) research are felt to affect consumer confidence. This statement is reinforced by research Sureshchandar et al. (2003) and Awaluddin and Setiawan (2012) which stated that the quality of service positively affects consumer confidence. Lau and Lee (1999) define trust as a person's willingness to depend on others at certain risks. Thus, Bedukmutu onlineshop consumers who believe in Bedukmutu will like Bedukmutu because there is a guarantee of good service quality, otherwise consumers who do not believe in Bedukmutu will not like Bedukmutu because there is no guarantee of good service quality.

From the results of the respondent's answer, it is known that, the statement "Bedukmutu operates its services correctly and makes you feel safe when making transactions" is the highest value, meaning that every consumer of Bedukmutu online shop feels that the quality of Bedukmutu service is good. However, the results of respondents' answers with the lowest value are from the statement "Bedukmutu explains clearly and provides appropriate information". That is, there is still unclear information in the product deskrisi in the Bedukmutu online shop, which causes consumers not to get the information they are looking for or needed. So that the quality of service does not have a significant effect on consumer confidence.

The quality of Bedukmutu service is not able to increase consumer confidence in Bedukmutu. Although the quality of Bedukmutu service is good but this does not affect consumer confidence in Bedukmutu online shop, Bedukmutu consumers believe in Bedukmutu because they see that Bedukmutu is an onlineshop that instills Islamic values in it and belongs to Muhammadiyah organizations so that consumers will still believe in Bedukmutu. regardless of the good or bad service of Bedukmutu.

The Effect between Service Quality on Consumer Satisfaction

Based on the results of data processing, it can be known that the estimate value is 0.582. This shows that the relationship between service satisfaction and consumer satisfaction is positive, meaning that the higher the influence of the quality of service, the more consumer confidence is caused. The P value is 0.000 < 0.05 which means significant, so (H2) which states "quality of service has a positive effect on consumer satisfaction", is accepted.

The quality of service has a positive effect on consumer satisfaction, the results of this study are in accordance with research conducted by Dehghanpouri et al. (2020). The results of the study confirm that the quality of service affects consumer satisfaction positively and

significantly. In this study, service quality is considered one of the factors influencing consumer satisfaction, and many studies have supported this hypothesis (Boon-itt, 2015; Cristobal et al., 2007; Kassim, 2013). According to Kotler and Keller (2016) satisfaction is a person's feelings of pleasure or disappointment that come from a comparison between his impression of the performance (or results) of a product and his expectations. If the Bedukmutu onlineshop service is far below consumer expectations, consumers will be disappointed. Conversely, if the services provided by Bedukmutu meet consumer expectations, then consumers will be happy and satisfied. The effect of service quality on consumer satisfaction, the results of this study show that there is a positive relationship between service quality and consumer satisfaction, meaning that the higher the quality of service, the higher the consumer satisfaction. Bedukmutu consumers can immediately feel the services provided by Bedukmutu, such as friendly, polite, fast, etc. services, etc. from here consumers feel satisfied with the services provided by Bedukmutu.

Influence between Service Quality on Value Perception

Based on the results of data processing, it can be known that the estimate value is 0.240. This shows that the relationship between service quality and value perception is positive, meaning that the higher the influence of the quality of service, the more the perception of value is generated. The value of P is 0.044 < 0.05 which means significant, so (H3) which states "quality of service has a positive effect on the perception of value", is accepted.

The quality of service has a positive effect on the perception of the value of the results of this study in accordance with the research conducted by Haemoon Oh (1999),explaining that the results of good service quality will be compared asymmetrically to the value of consumers who will increase. To date, there have been many studies confirming the influence of service quality on consumer value perceptions (Anderson & Sullivan, 1993; Cronin et al., 2000). Some studies argue that the perceived value of a consumer of a service can be improved both by offering superior quality of service (Cronin et al., 2000; Grönroos, 2000). Parasuraman et al. (1985) assert that there is a direct relationship between the level of service quality and the extent of value that consumers feel. Thus, consumer perception affects the quality of services related to the company or service. In the same vein as previous studies, it is hypothesized that the quality of service exerts a direct positive influence on the perception of consumer value (Bolton & Drew, 1991; Parasuraman et al., 1988). This means that if Bedukmutu can provide quality services, consumer assessment on Bedukmutu will also increase. Similarly, if the services provided by Bedukmutu are not good or disappoint consumers, then consumer assessment of Bedukmutu will also decrease. The influence of service quality on consumer value perception, the results of this study show that there is a positive relationship between the quality of service and the perception of consumer value, meaning that the higher the quality of service, the higher the perception of consumer value. After using Bedukmutu consumers will feel the existing service, from here consumers can assess whether Bedukmutu has provided maximum service or not. From the results of this study, it can be known if consumers feel they get good service from quality Bedukmutu.

Influence between Consumer Satisfaction on Consumer Confidence

Based on the results of data processing, it can be known that the estimate value is 0.245. This shows that the relationship between consumer satisfaction and consumer confidence is positive, meaning that the higher the influence of consumer satisfaction , the more consumer confidence is caused. The value of P is 0.000 < 0.05 which means significant, so (H4) which expresses "consumer confidence has a positive effect on consumer satisfaction", is accepted.

Consumer satisfaction has a positive effect on consumer confidence the results of this study in accordance with research conducted by Bhatti et al. (2020) the results of the study showed that trust had a positive effect on satisfaction. Bedukmutu consumer confidence is closely related to consumer satisfaction with a product, service and service. Bedukmutu consumer confidence arises because of the satisfaction obtained by consumers from the results of products, services and services that are felt. This result is in line with those obtained by Arcand et al. (2017) and Kassim (2013). The results of Caceres and Paparoidamis' research (2007) stated that satisfaction was found to have a positive and significant influence on trust. Thus, satisfaction seems to be an important factor in building trust among online users. The effect of consumer satisfaction on consumer confidence, the results of this study show that there is a positive relationship between consumer satisfaction and consumer confidence, meaning that the higher consumer satisfaction, the higher consumer confidence. Bedukmutu consumers who are satisfied after using Bedukmutu will trust Bedukmutu to make the next transaction. When consumers are satisfied, it will be easier for them to return to using the Bedukmutu online store.

Influence between Consumer Confidence on Value Perception

Based on the results of data processing, it can be known that the estimate value is 0.153. This shows that the relationship between consumer confidence and value perception is positive, meaning that the higher the influence of consumer confidence, the more the perception of value is generated. The value of P is 0.014 < 0.05 which means significant, so (H5) which expresses "consumer confidence has a positive effect on the perception of value", is accepted.

Consumer confidence has a positive influence on the perception of value of the results of this study in accordance with the research conducted by Rafael et al. (2007) beliefs have a great relationship with value perception, supporting these results. Consumer perceived confidence can lower the non-monetary cost of transactions, these costs incorporate variables such as the time and effort required to select an online seller and the perceived risk of online shopping (Chiles & Mcmackin, 1996; Jarvenpaa et al., 2000). These results were corroborated by research by Gronroos (2000) which confirmed that trust and commitment have a positive influence on perception. Research by Lidia et al (2019) shows that trust variables increase engagement between consumers and organizations while increasing awareness of the value of the influence of consumer confidence on consumer value perception, the results of this study show that the relationship between consumer confidence and perceived value is positive, meaning that the higher the influence of consumer confidence, the higher the perception value produced.

The Effect between Consumer Satisfaction on Value Perception

Based on the results of data processing, it can be known that the estimate value is 0.112. This shows that the relationship between consumer satisfaction and value perception is positive, meaning that the higher the influence of consumer satisfaction, the more the perception of value is caused. The value of P is 0.014 < 0.05 which means significant, so that (H6) which expresses "consumer satisfaction has a positive effect on the perception of value", is accepted.

Consumer satisfaction has a positive effect on the perception of the value of the results of this study in accordance with the opinion of Zameer et al. (2015) argues that consumer satisfaction forms a strong basis for the perceived value of positive consumers. Bedukmutu consumers choose products or services not only depending on the quality of the service but also depending on the value felt by consumers. The higher the consumer satisfaction, the better the value given by consumers to the company. So in this case it means that consumer satisfaction needs to increase the value of consumers to the company. The statement is supported by Armstrong et al. (2014) which states that consumers will form expectations about value and satisfaction that will provide various market offerings. According to many academics, the perceived value is consumers' overall assessment of the benefits they receive relative to the sacrifices they make (Anderson et al., 1994; Dodds et al., 1991; Parasuraman et al., 1988). Some studies postulate that the perceived value of a consumer of a service can be improved both by offering superior quality of service (Cronin et al., 2000; Grönroos, 2000). Parasuraman et al. (1985) assert that there is a direct relationship between the quality of service and the perception of consumer value. The influence of consumer satisfaction on perceived value, the results of this study show that the relationship between consumer satisfaction and perceived value is positive, meaning that the higher the influence of consumer satisfaction, the higher the perceived value. Similar to the previous variable, namely trust, when consumers are satisfied to use Bedukmutu products or services, Bedukmutu consumers who are satisfied with Bedukmutu will have a positive view of Bedukmutu, this makes it easier for consumers to buy products in Bedukmutu in the future.

Influence between Quality of Service on Value Perception and Moderated Company Image

It can be known that Based on the results of data processing, it can be known that the R Square value in the first regression equation is 0.581. After the moderation variable (company image) in the regression equation to 2, the R Square value increased to 0.671. So it can be said that the existence of the company image variable (as a moderation variable) will be able to strengthen or increase the influence of service quality variables on value perception variables. so (H7) which states "the image of the company has a moderating effect between the quality of service and the perception of value", is accepted. This shows that the relationship between the quality of service to the perception of value and the moderation of the company's image is positive, meaning that the higher the influence of the quality of services moderated by the company image, the more the perception of value caused. Customer perceived value is the difference between prospective consumer assessment of all uses and the expenditure of an offer to the alternative. So, the product is said to have great value when it matches the needs, willpower, and demands of consumers (Kotler & Keller, 2016). The image of the company serves as a bridge between the individual image of the organization and the consumer's

response to the company. Thus, the image of the company is often viewed as a concept taken and refers to the assessment of the value held by the public about the quality of the company, which is formed over a long period of time, such as its consistency, trust and reliability (Bennett & Gabriel, 2003). Therefore, the image of the company is a hierarchical network of various meanings that are revealed in the minds of stakeholders inside and outside the company.

The image of the company is found as a result of people's feelings, beliefs, experiences, thoughts, impressions, and knowledge of the organization. The image of the company acts as a bridge between the personal image of the organization and the consumer's reaction to the company. Zameer et al. (2015) argue that the company's image has a positive relationship with perceived consumer value. In addition, Minkiewicz et al. (2011) found that the company's image has a positive relationship with the perceived value of consumers. Sirgy and Samli (2020) showed that the relationship between image and reputation is influenced by consumer judgment such as satisfaction, quality of service, and perceived value. Perceived value is an aggregate variable that reflects the perception of all attributes of quality and satisfaction as a function of loyalty that is believed to influence the image of a company.

CONCLUSION

Service quality, satisfaction, consumer confidence have a positive and significant effect on consumer value perception, Service quality does not have a positive and significant effect on consumer confidence, and service quality has a positive and significant effect on consumer satisfaction. From this result can be seen the higher the influence of service quality, satisfaction and consumer confidence, the more the perception of value caused to consumers, the higher the quality of service the increased satisfaction caused to consumers, and the quality of service does not affect the trust caused to consumers.

The image of the company moderates the quality of service to the perception of consumer value. From this result, it can be seen that the higher the influence of the quality of service moderated by the company's image, the more the perception of value is generated to consumers.

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