THE EFFECTS OF ISLAMIC BRANDING, PRICE AND SERVICE QUALITY ON WORD OF MOUTH THROUGH CUSTOMER SATISFACTION AS INTERVENING VARIABLES (Case Study: Sumber Bening Motor Wash)

Nurul Fitriana Munawiroh[1], Nadia Roosmalita Sari[2]*
[1,2]UIN Sayyid Ali Rahmatullah Tulungagung
*nadiaroosmalitasari@gmail.com

Abstrak: Penelitian ini dilatar belakangi oleh semakin ketatnya persaingan bisnis terutama pada bidang usaha jasa cuci motor. Hal tersebut membuat para pelaku usaha dituntut untuk lebih giat lagi dalam berinovasi guna bersaing pada usaha kompetitor sehingga dapat lebih baik dalam menarik pelanggan. Beberapa upaya yang dapat digunakan diantaranya dengan memperbaiki reputasi islamic branding, kualitas harga, kualitas pelayanan, serta kepuasan pelanggan untuk memperoleh citra yang baik bagi komunitas pelanggan terutama dalam komunikasi word of mouth pada komunitas pelanggan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis kausalitas. Data yang digunakan dalam penelitian ini merupakan data primer yang dikumpulkan pada komunitas pelanggan cuci motor Sumber Bening. Teknik analisis data yang digunakan yaitu Analisis Path yang diolah dengan menggunakan software SPSS 16. Hasil pengujian menunjukkan bahwa variabel islamic branding, harga, dan kualitas pelayanan secara langsung memiliki pengaruh yang positif dan signifikan terhadap kepuasan pelanggan. Sedangkan secara tidak langsung variabel islamic branding, harga, dan kualitas pelayanan memiliki pengaruh yang signifikan terhadap komunikasi word of mouth melalui variabel mediasi kepuasan pelanggan. Adapaun pengaruh kepuasan pelanggan terhadap word of mouth memiliki pengaruh posiitif dan signifikan.

Kata kunci: Bran Islami, Harga, Kepuasan Pelanggan, Kualitas Pelayanan, Word of Mouth

Abstract: This research is motivated by the increasingly fierce business competition, especially in the field of motorcycle washing services. This makes business actors required to be even more active in innovating to compete with competitors' businesses so that they can be better at attracting customers. Some of the efforts that can be used include improving islamic branding reputation, price quality, service quality, and customer satisfaction to obtain a good image for the customer community, especially through word-of-mouth communication to the customer community. This study uses

[17]

a quantitative approach to the type of causality. The data used in this study are primary data collected from the Sumber Bening motorcycle washing customer community. The data analysis technique used is Path Analysis which is processed using SPSS 16 software. The test results show that the variables of islamic branding, price, and service quality directly have a positive and significant influence on customer satisfaction. While indirectly the variables of islamic branding, price, and service quality have a significant influence on word-of-mouth communication through the mediating variable of customer satisfaction. The influence of customer satisfaction on word of mouth has a positive and significant effect mouth has a positive and significant effect.

Keywords: Islamic Branding, Customer Satisfaction, Price, Service Quality, Word of Mouth

Introduction

Choosing a motorcycle washing business as a business opportunity has its charm, namely by seeing its good potential and not too much capital and easy management. Currently, business competition is very tight, especially in the motorcycle washing service business. This certainly encourages business actors to be more active in innovating to compete in the increasingly fierce service business competition to be able to attract customers to use motorbike washing services. According to Kotler, in increasing competition, each company must be able to win the competition by displaying the best products and being able to meet customer tastes that are always developing and changing.[1] So to maintain their position, companies must understand the character of customers and find ways to make customers satisfied with the services the companies provided.

Some efforts that can be used include improving islamic branding reputation, price quality, service quality, and customer satisfaction to obtain a good image for the customer community, especially in word of mouth communication to the customer community. Communication by word of mouth is considered very effective in expediting the marketing process and can provide benefits to the company. Simply put, when there is a customer who likes a product/service, that person will automatically want to always talk about that product/service to other people every day. Most likely he will also recommend the product/service to the people closest to him to participate in using the product/service that has been used[2].

Motor washing services at Sumber Bening are one of the businesses that benefit from word of mouth. According to several evaluations from customers, the advantages of Sumber Bening Motor Wash compared to its competitors are a comfortable waiting room because it is located right by the river, a mini

---

[1]Philip Kotler, *Manajemen Pemasaran Edisi Milenium*, (Jakarta: PT Indeks Kelompok Gramedia, 2002), Hal. 116

[2] Huete-Alcocer, N. (2021). A Literature Review of Word of Mouth and Electronic Word of Mouth: Implications for Consumer Behavior. *Frontiers in Psychology*.

cafe providing instant noodles and coffee, consistently open every day, handling with quiet good experience, professional, thorough, service who are friendly and polite, the quality of cleanliness is durable and smells good, and at the same price in general but with a higher quality of service. From some of these assessments, what sticks in the minds of consumers regarding Islamic branding lies in the thoroughness of cleanliness of the goods, as well as long-lasting luster so that when exposed to rain or dirt, customers only need to wipe the shiny goods again, because this company uses a special high-quality polishing concoction. The advantages possessed by the company certainly make Sumber Bening Motor Wash able to create positive Islamic branding and word of mouth.

Literature Review

Islamic Branding

There are various definitions and perspectives on Islamic branding, where this difference is determined by the extent of the image built in the customer's mind. Islamic branding can be defined as a brand generated from a brand association which is then stored in the customer's mind. Islamic branding is also defined as a customer's thoughts and feelings toward a particular brand. Aaker in many of his studies focusing on Islamic branding stated that Islamic branding can be a set of associations that are significant to customers.[3] Based on several expert opinions on islamic branding, it can be concluded that Islamic branding is a characteristic of a brand in the product association that is stored in the customer's mind or which often flashes in the customer's memory. According to Tjiptono, Islamic branding acts as a measure of quality for satisfied customers which will later become the basis or reason for making it easier for customers to choose and buy back the brand at a later time.[4] Indicator Islamic Branding such as Strength of Brand Association, Uniqueness of Brand Association, and Favorability of Brand Association.

Price

Kotler and Amstrong define a tariff or price as the amount of money charged for a product or service, or more broadly as the amount of value that a customer exchanges to obtain a benefit of owning or using a product or service.[5] According to James Gwee, the price is never absolute or in other words relative. One will always compare the price with the benefits obtained. If the price is higher than the benefits, customers are less interested in buying. If the price with the benefits is balanced, then the customer

---

[3]Rifyal Dahlawy Chalil, dkk, *Brand, Islamic Branding, & Re-Branding "Peran Strategi Merek Dalam Menciptakan Daya Saing Industri Dan Bisnis Global"*, (Depok: Rajawali Pers, 2020), p. 87
[4]Rifyal Dahlawy Chalil dkk, Op.cit., p. 92
[5]Nurgadima Achmad Djalaluddin, *Analisis Cost Recovery Rate (Crr) Pada Instalasi Rawat Inap*, (Pekalongan: Penerbit NEM, 2021), p. 18

may buy and may not. If the price is cheap with greater benefits, then customers are interested in buying. So, the price is always compared with the benefits.[6] According to Kotler and Amstrong, price indicator such as Affordable price, Prices match the quality of the product, and Prices according to the benefits.

Service Quality

To get buyers, Kotler stated that quality of service is very important to be managed by a businessman. Service quality is an assessment from customers or consumers regarding the service of the product or service they receive with the desired or expected level of service. The quality of service for manufacturers is a product or service specification that is designed and adjusted to what is needed or desired by the customer so that they will feel satisfied with the product or service.[7] Harrison-Walker argues that quality of service has a positive role in increasing customer confidence to recommend to customers.[8] A company that can provide services that satisfy customers to the maximum, will increase the likelihood of customers to recommend to other participants positively. However, if the quality of service is not satisfactory, it will create a negative WOM and can reduce customer interest in using the company's services. According to Kotler, Service Quality has some indicators, such as Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Creadibility, Security, Understanding, and Tangibles.

Word Of Mouth

According to Kotler and Keller, word-of-mouth marketing is a marketing activity through person-to-person intermediaries orally, in writing, or in electronic communication tools related to the experience of purchasing services or the experience of using products or services.[9] Usually, *word of mouth* uses one technique, namely providing the best possible service to customers. If satisfied, customers are expected to spread their testimonials to recommend to others. This form of promotion is considered effective, because most people trust reviews and recommendations from those closest to them, rather than direct promotions from companies. According to Kotler and Keller, there are four indicators for Word of Mouth such as Talking, Promoting, Recommending, and Selling/Referring.

Customer Satisfaction

According to Tjiptono, customer satisfaction is a customer's perception of one type of service experience he experiences there is a close relationship between determining service quality and customer

---

[6]James Gwee, *Positive Business Ideas + CD,* (Jakarta: Gramedia Pustaka Utama, 2007), p 52

[7]Salim Al Idrus, *Kualitas Pelayanan dan Keputusan Pembelian (Konsep dan Teori),* (Malang: MMalang Media Nusa Creative, 2019), p. 2

[8]L. Jean- Walker Harrison, "*The Measurement Of Word of Mouth Communication And An Investigation Of Service Quality And Customer Commitment As Potential Antecedents*", Journal of Service Research, Vol. 4 No. 1 (2001), p. 60

[9]Dedeh Kurniasih, *Kepuasan Konsumen (Studi Terhadap World Of Mouth, Kualitas Layanan Dan Citra Merek),* (Banten: Bintang Sembilan Visitama, 2021), p. 24

satisfaction.[10] In evaluating this the customer will use his expectations as a standard or reference. In turn, all of this will affect the level of satisfaction felt by customers.

According to Tjiptono, customer satisfaction can be measured by customer willingness to recommend. The willingness to recommend products to friends or family is an important measure to analyze and follow up. If the service received or felt is as expected, then the quality of service is perceived as good and satisfactory, so that through that satisfaction the consumer will make a purchase of services or decide to use the service and in the end will recommend it to others. In addition, customer satisfaction can also be measured by customer dissatisfaction, which examines the aspects used to determine customer dissatisfaction, including complaints, returns, warranty costs, recalls, word-of-mouth negatives, and defections.

This research concludes the hypothesis as follows:

1. The Effect of Islamic Branding on Customer Satisfaction
2. The Effect of Price on Customer Satisfaction
3. The Effect of Service Quality on Customer Satisfaction
4. The Effect of Islamic Branding on The Word of Mouth
5. The Effect of Price on The Word Of Mouth
6. The Effect of Service Quality on The Word of Mouth
7. The Effect of Word Of Mouth on Customer Satisfaction

Method

This type of research is causality research. Causality research aims to investigate the possible causality of an event/phenomenon.[11] Meanwhile, the approach to this research uses a quantitative approach. This Quantitative Approach aims to test theories, build facts, show relationships between variables, provide statistical descriptions as well as interesting, and can predict the results.[12] This study use this method because they wanted to know how much influence the islamic branding, price, and quality of service have on word of mouth through customer satisfaction with the "Sumber Bening" motor washing service with Path Analysis as a data analysis technique.

The population in this study were customers who used motor washing services on "Sumber Bening". This study uses the method of sampling based on chance (accidental sampling). The sample in this study was a customer of the " Sumber Bening " motor wash and the number is unknown so to determine the number of samples the researcher used the Lemeshow technique and it is known that the number of samples to be taken is 100.

---

[10]Tjiptono, *Prinsip-Prinsip Total Quality Service*, (Yogyakarta: Andi Offset, 2008), p. 160
[11]Trihono Kadri, *Rancangan Penelitian,* (Yogyakarta: Deepublish, 2018) p. 8
[12]Ahmad Tanzeh, *Pengantar Metode Penelitian,* (Yogyakarta: Teras, 2009), p. 99

The data source used in this study is primary data. Primary data is data collected by individuals/ an organization directly from the object under study and for the study concerned [13]. The primary data source of this study is the results of questionnaires/questionnaires distributed to respondents. The questionnaire is a data retrieval technique that is carried out by giving a set of written questions to respondents to answer.[14] While the measurement scale is a Likert measurement scale. The Likert scale is the possibility of an answer agreeing, disagreeing, or more.
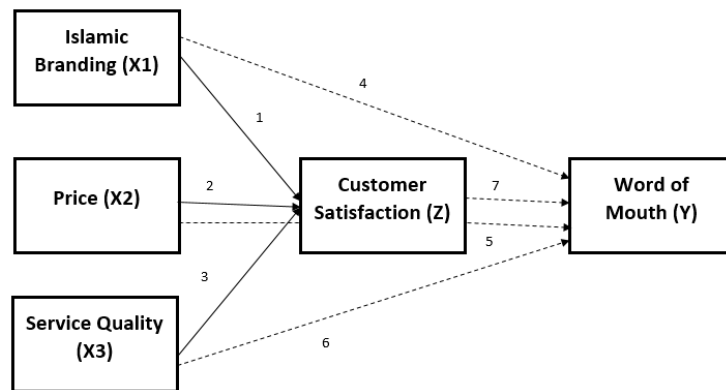

Figure 1. Conceptual Framework using Path Analysis (Authors, 2023)

The Dataset

The data testing carried out will produce two parts of the substructure, namely Substructure I and Substructure II. This aims to differentiate the results of the tests that have been carried out. Substructure I is used for data testing to determine the effect of islamic branding, price, and service quality variables on customer satisfaction. While substructure II is used to examine the effect of islamic branding, price, service quality, and customer satisfaction variables on word of mouth.

1. Validity Test

The criteria for whether or not the instrument items are valid is done by comparing the r calculated value with the r table value, the significance level used is $\alpha = 0.05$. If r count > r table, then the instrument items are declared valid, and vice versa. In knowing the level of validity, researchers used SPSS 16.

Based on the SPSS 16 test results in the table above, the overall significance value is 0.000. This value is lower than the significance level of 5%, so it can be concluded that each interview question item can be declared valid or valid.

[13]Syafrizal Helmi Situmorang dan Muslich Lufti, *Analisis Data (Untuk Riset Manajemen dan Bisnis)*, (Medan: USU Press, 2014), p. 3

[14]Amruddin dkk, *Metodologi Penelitian Kuantitatif,* (Sukoharjo: Pradina Pustaka, 2022), p. 75

2. Reliability Test

The value of each item should be ≥ 0.40 to prove that the item can be said to have internal consistency reliability. Items that have a correlation coefficient < 0.40 will be discarded later. The item reliability test is repeated without including the unreliable item. This continues until the Reliability Coefficient of each item is ≥ 0.40.[15]

Table 2
Data Validity Test Results of Questionnaire Answers

Variable	Cronbach's Alpha
Islamic branding (X1)	0,874
Price (X2)	0,889
Service Quality (X3)	0,95
Word of Mouth (Y)	0,918
Customer Satisfaction (Z)	0,937

Source: Primary Data Processed, 2022

Based on the test using SPSS 16 in Table 2, Cronbach's alpha value is obtained. The Cronbach's Alpha value obtained for all research data variables has a value above 0.60, so based on this value, it can be concluded that the research variable is declared reliable.

3. Sub Structure I

a. Multicolinearity Test

Whether there is a similarity between the independent variables in a model can be determined if the resulting VIF is between 1-10, then multicollinearity does not occur.[16]

Table 3
Multicollinearity Test Results of Questionnaire Answers on Substructure I

Variable	VIFs
Islamic branding (X1)	3,795
Price (X2)	4,238
Service Quality (X3)	4,493

Source: Primary Data Processed, 2022

Based on the results of the substructure I multicollinearity test in Table 5 by measuring a VIF value of less than 10, which means that there are no symptoms of multicollinearity in the data being tested.

---

[15]Tehubijuluw Zacharias, *Metode Penelitian Sosial Teori dan Aplikasi*, (Ponorogo: Uwais Inspirasi Indonesia, 2019), p. 198

[16]V. Wiratna Sujarweni dan Lila Retnani Utami, *The Master Book of SPSS*, (Yogyakarta: Star Up, 2019), p. 164

b. Multiple Linear Regression Test

1) Regression Model

Table 4
Model Formation Test Results on Substructure I

Variable	B
Constant	5,057
Islamic branding (X1)	0,331
Price (X2)	0,387
Service Quality (X3)	0,174

Source: Primary Data Processed, 2022

Based on Table 4, the regression equation is as follows:

$$Z = 5.057 + 0.331X1 + 0.387X2 + 0.174X3 + e1$$

Based on the model equation above, it can be concluded that the constant value is 4.5368 which states that if the value of the variables X1, X2, and X3 is 0, then the value of the variable Z is 5.057. This has a unidirectional relationship because all variables have a positive relationship which can be seen based on the coefficient sign of the model equation formed.

2) Determination Coefficient Test

The percentage change in the independent variable by the dependent variable can be seen if the R Square is greater than the percentage change in the Y variable caused by the X variable is greater, if the R Square is smaller then the percentage change in the Y variable caused by the X variable is lower.[17] Substructure I

Table 5
Model Kindness Test Results on Substructure I

Type	R^2
Regression	0,741

Source: Primary Data Processed, 2022

Based on Table 5, the coefficient of determination is 0.741 or equal to 74.1%. This value means that each variable relationship X, Z to Y has a value of 74.1%. This explains that the Y variable is influenced by other variables of 25.9% which are not used in this study.

3) F test

If the calculated F is greater than the F value, then H0 is rejected and Ha is accepted. If the significant value α <0.05 then H0 is rejected which means that there is a simultaneous effect of the independent variable on the dependent variable. Meanwhile, if the significance value α > 0.05 then H0 is accepted, meaning that there is no effect of the independent variable on the dependent variable. Substructure I

---

[17] V. Wiratma Sujarweni, Metologi Penelitian, p. 164.

Table 6
Simultaneous Test Results on Substructure I

F- count	F- table	Sig.
67,185	2,699	0,000

Source: Primary Data Processed, 2022

Based on Table 6, a significance value of 0.000 is obtained, meaning that one of the variables X1, X2, X3 has a significant effect on variable Z. It is known that the Fcount value is 67.185 and the Ftable valuewith a significance level (α) of 5% of 2.699. Then the value of Fcount is greater than Ftable, which means that there is one of the variables X1, X2, X3 which has a significant effect on variable Z.

4) T-Test

The hypothesis used is H0 : P = 0, there is no significant effect between the independent variables partially on the dependent variable. Ha : P ≠ 0, There is a significant influence of the independent variable partially on the dependent variable.

Substructure I

Table 7
Partial Test Results on Substructure I

Variable	T- count	T- table	Sig.
Islamic branding (X1)	2,373	1,985	0,02
Price (X2)	2,566	1,985	0,012
Service Quality (X3)	2,429	1,985	0,017

Source: Primary Data Processed, 2022

Based on Table 7 it can be seen that the significance value of all variables has a value below the significance level of 5%. So it can be concluded that each variable has a significant influence on customer satisfaction.

c. Classic Assumption

1) Normality Test

Normal or not variable data can be determined if sig < 0.05 then the distribution is declared abnormal and if sig > 0.05 then the distribution is declared normal.[18]

Table 8
Kolmogorov Smirnov Test Results of Questionnaire Answers on Substructure I

	Kolmogorov-Smirnov
Asymp. Sig.(2-tailed)	0,907

Source: Primary Data Processed, 2022

Based on the results of the normality test on substructure I using the One-Sample Kolmogorov-Smirnov Test in Table 3, it can be seen that the residual significance value is greater than the 5% significance level (0.05), so the residual values are normally distributed.

---

[18]Tony Wijaya, *Analisis Data Penitian Menggunakan SPSS*, (Yogyakarta: Pustaka Baru Press, 2009), p. 119

2) Heteroscedasticity Test

Whether there is a difference in the residual variance from one observation to another in the regression model can be determined. If the significant probability value of the independent variable is above the 5% confidence level (0.05), it can be concluded that the regression model does not contain heteroscedasticity.[19]

Table 9
Heteroskedasticity Test Results of Questionnaire Answers on Substructure I

Variable	Sig.
Islamic branding (X1)	0,177
Price (X2)	0,460
Service Quality (X3)	0,309

Source: Primary Data Processed, 2022

From Table 9 testing of heteroskedasticity symptoms in substructure I it can be concluded that there are no heteroscedasticity symptoms because the significance value formed has a value greater than the significance level used of 5%.

3) Autocorrelation Test

It can be said to be free from the correlation between the confounding variables at a certain time and the previous period if it satisfies the conditions -2<DW<+2.[20]

Table 10
Autocorrelation Test Results of Answers Questionnaire on Substructure I

Type	Durbin-Watson
Regression	1,927

Source: Primary Data Processed, 2022

In the Durbin-Watson table with a significance of 0.05 and a total of 100 data and a total of 3 independent variables, a dU value of 1.7355 and a dL of 1.6108 is obtained. To obtain a 4-dU value of 2.265 and a 4-dL value of 2.3892. So it can be concluded that the DW value lies between the dU value and the 4-dU value with a value of 1.7355 < 1.927 < 2.265, which means that the research data does not occur autocorrelation.

---

[19]Gustita Arnawati Putri dan Aruma Nur Rahmini, *Monograf Pengaruh Leeverage Terhadap Manajemen Laba dengan Corporate Governance*, (Klaten: Lakeisha, 2021), p. 30

[20]Andang Sunarto dkk, *Statistik Pembiayaan Bermasalah Pada Bank*, (Yogyakarta: Samudra Biru, 2018), p. 60

4. **Sub Structure II**

   a. **Multicolinearity Test**

Table 11
Multicolinearity Test Results of Questionnaire Answers on Substructure II

Variable	VIFs
Islamic branding (X1)	4,012
Price (X2)	4,448
Service Quality (X3)	5,211
Customer Satisfaction (Z)	3,862

Source: Primary Data Processed, 2022

Based on the results of the substructure II multicollinearity test with word of mouth as the independent variable in Table 6 by measuring the VIF value of less than 10, which means that there are no symptoms of multicollinearity in the data being tested.

   b. **Regression Analysis**

   1) **Regression Model**

Table 12
Model Formation Test Results on Substructure II

Variable	B
Constant	3,327
Islamic branding (X1)	0,201
Price (X2)	0,218
Service Quality (X3)	0,053
Customer Satisfaction (Z)	0,896

Source: Primary Data Processed, 2022

Based on Table 12, it can be described that the models that can be formed are as follows:

$$Y = 3.327 + 0.201X1 + 0.218X2 + 0.053X3 + 0.896Z + e2$$

From the model equation above, it can be concluded that the constant value is 3.327 which states that if the value of the variables X1, X2, X3, and Z is 0 then the value of the variable Y is 3.327. This has a unidirectional relationship because all variables have a positive relationship which can be seen based on the coefficient sign of the model equation formed.

   2) **Determination Coefficient Test**

Table 13
Model Kindness Test Results on Substructure II

Type	R^2
Regression	0,742

Source: Primary Data Processed, 2022

Based on the presentation of Table 13, it is known that the R2 formed is 0.742 which shows that the variable islamic branding, price, service quality, and customer satisfaction has an actual effect of 74.2% on word of mouth. While the rest that cannot be influenced by the independent variables that the researchers use, namely 25.8%, are influenced by other variables.

3) **F-Test**

Table 14
Simultaneous Test Results on Substructure I

F- count	F- table	Sig.
67,609	2,467	0,000

Source: Primary Data Processed, 2022

Based on the F test in Table 14, a significance value of 0.000 is obtained, which indicates that there are independent variables between X1, X2, X3, and Z which have a significant influence on the dependent variable Y. This conclusion is also supported by the Fcount value of 67.609, which when compared with a Ftable value of 2.467 the value is greater.

4) **T-Test**

Table 15
Partial Test Results on Substructure I

Variable	T- count	T- table	Sig.
Islamic branding (X1)	1,554	1,985	0,124
Price (X2)	1,570	1,985	0,120
Service Quality (X3)	0,765	1,985	0,446
Customer Satisfaction (Z)	4,765	1,985	0,000

Source: Primary Data Processed, 2022

Based on Table 15, it is known that the significance values of variables X1, X2, and X3 are greater than 0.05, which means that there is no significant effect on variable Y. Meanwhile, the significance value of variable Z is less than 0.05, which means that there is a significant influence on variable Y.

c. **Classic Assumptions**

1) **Normality Test**

Table 16
Kolmogorov Smirnov Test Results of Questionnaire Answers on Substructure II

	Kolmogorov-Smirnov
Asymp. Sig.(2-tailed)	0,096

Source: Primary Data Processed, 2022

Table 16 shows the results of the normality test using the One-Sample Kolmogorov-Smirnov Test. It can be seen that the data used in substructure II has a normal distribution.

2) Heteroscedasticity Test

Table 17
Heteroskedasticity Test Results of Questionnaire Answers on Substructure II

Variable	Sig.
Islamic branding (X1)	0,492
Price (X2)	0,655
Service Quality (X3)	0,192
Customer Satisfaction (Z)	0,259

Source: Primary Data Processed, 2022

From Table 17 testing of heteroscedasticity symptoms in substructure II it can also be concluded that there are no heteroscedasticity symptoms because the significance value formed has a value greater than the significance level used of 5%.

3) Autocorrelation Test

Table 18
Autocorrelation Test Results of Questionnaire Answers on Substructure II

Type	Durbin-Watson
Regression	1,887

Source: Primary Data Processed, 2022

In the Durbin-Watson table with a significance of 0.05 and a total of 100 data and a total of 4 independent variables, a dU value of 1.7575 and a dL of 1.5897 is obtained. In order to obtain a 4-dU value of 2.243 and a 4-dL value of 2.4103. So it can be concluded that the substructure variant test II has been free from autocorrelation symptoms because the DW value lies between the dU and 4-dU values.

5. **Path Analysis**

This technique is used to test the magnitude of the contribution addressed by the path coefficient in each path diagram of the relationship between variables X to Y through Z.[21]

Table 19
Path Analysis Test Results

Variable	Influence On Z	Influence On Y		e1	e2	Total
		Directly	Through Z			
X1	0,331	0,201	0,296576	-	-	0,497576
X2	0,387	0,218	0,346752	-	-	0,564752
X3	0,174	0,053	0,155904	-	-	0,208904
Z	-	0,896	-	-	0,509	-
Y	-	-	-	0,508	-	

Source: Primary Data Processed, 2022

Based on the summary in Table 19, it can be seen the direct and indirect effects.

Direct Influence

The direct effect of the independent variable on the intervening variable includes the effect of variable X1 on variable Z of 0.331, the effect of variable X2 on Z of 0.387, and the effect of variable X3 on variable Z of 0.174. While the direct effect of the independent variable on the dependent variable includes: the effect of variable X1 on variable Y of 0.201, the effect of variable X2 on variable Y of 0.218, the effect of variable X3 on variable Y of 0.053 and the effect of variable Z on variable Y of 0.896.

Indirect Influence

The indirect effect through variable Z on variable Y is the multiplication of each variable value X1, X2, and X3 on variable Z with the Z value on variable Y, which is 0.896. Then the resulting total effect comes from the value of the direct effect plus the value of the indirect effect as shown in Table 19.

Based on the calculation results in Table 9, it can be concluded that the Z variable of customer satisfaction has an indirect effect on the entire dependent variable, both Islamic branding, price, and service quality, on the word-of-mouth dependent variable in this study. This is caused by the calculated value of the indirect effect having a greater value when compared to the value of the direct effect.

Discussion

The Effect of Islamic Branding on Customer Satisfaction

Based on the data analysis that has been done, the effect of Islamic branding on customer satisfaction has a significant positive influence. This shows that the increasing islamic branding on the Sumber Bening motorcycle wash, the higher the customer satisfaction obtained the islamic branding increases.

---

[21] Syarif Hidayatullah dkk, *Intrepreneurial Marketing (Meningkatkan Kinerja Pemasaran dengan Intrepreneurial Marketing dan Keunggulan Bersaing)*, (Ponorogo: Uwais Inspirasi Indonesia, 2019), p. 46

This research has the suitability of the theory expressed by Aaker which states that a strong Islamic branding that can be formed by an association or company will create a unique impression that can be remembered by customers and has a better value compared to other associations or companies. So it can be concluded that along with the increase in islamic branding that can be formed by the company will increasingly provide satisfaction for its customers.[22]

The results of this study are under research conducted by Susanti and Wardana in 2021 which states that Islamic branding has a positive and significant influence on customer satisfaction.

Effect of Price on Customer Satisfaction

Based on the data analysis that has been done, the effect of price on customer satisfaction has a significant positive effect. This shows that the more suitability and affordability of the Sumber Bening motor wash, the higher the customer satisfaction obtained as the price-quality increases.

This research is under the theory expressed by James Gwee which states that pricing must be relative and absolute because someone will always compare prices with the benefits obtained. Customer satisfaction arising from pricing arises as a result of price compatibility with the benefits provided.[23]

The results of this study have an agreement with the research conducted by Ariyanti et al, 2022 which states that price has a significant influence on customer satisfaction.

The Effect of Service Quality on Customer Satisfaction

Based on the data analysis that has been done, the effect of service quality on customer satisfaction has a significant positive effect. This shows that the higher the quality of service at the Sumber Bening motor wash, the more customer satisfaction will be obtained as the service quality increases.

This research is under the theory expressed by Kotler which states that customer satisfaction with the quality of services provided can be realized through the suitability of the products and services provided for the needs desired by customers.

This research is in line with and supports previous research conducted by Ismail and Yusuf in 2021 which explains that service quality has a significant influence on customer satisfaction.

The Effect of Islamic Branding on Word of Mouth

Based on the data analysis that has been done, the effect of Islamic branding on word of mouth has a positive and insignificant effect. This shows that the increasing Islamic branding on Sumber Bening's motor wash, the better the WoM obtained, but will not provide significant changes to the WoM from customers.

This research is under the theory expressed by Bancin which states that the effect of islamic branding on WoM communication is seen in the benefits of good and strong islamic branding, namely increasing the effectiveness of marketing strategies and operational costs due to a good image.

---

[22] Rifyal Dahlawy Chalil, et al, Brand, Islamic Branding..., p. 87.
[23] James Gwee, Positive Business Ideas..., Pg. 52

The results of this study are under research conducted by Irawan and Widagda in 2020, explaining that there is a positive relationship between Islamic branding and the level of spread of WoM communication on Miniso products in Denpasar City.

The Effect of Price on Word of Mouth

Based on the data analysis that has been done, the effect of price on word of mouth has a positive and not significant effect. This shows that the more suitability and affordability of the Sumber Bening motor wash, the better the WoM obtained, but will not provide significant changes to the WoM from the customer.

This research is under the theory expressed by James Gwee which states that by adjusting the perceptions of the seller himself and the customer, the seller will find a balanced price and benefits of a product or service so that the seller is profitable and the customer is satisfied. This of course can affect whether or not the WoM that is carried out by the customer is good or not.

The results of this study are supported by research conducted by Nurjanah in 2017 which explains that there is a positive effect between price and WoM communication.

The Effect of Service Quality on Word of Mouth

Based on the data analysis that has been done, the effect of service quality on word of mouth has a positive and not significant effect. This shows that the higher the quality of service at Sumber Bening motor wash, the better the WoM obtained, but will not provide significant changes to the WoM from customers.

This research is under the theory put forward by Harrison-Walker which explains that service quality has a positive role in increasing customer confidence to recommend to the customer community through WoM communication.

The results of this study are in line with and support previous research conducted by Primary in 2016 which showed that there was a positive effect between service quality on WoM communication.

The Effect of Customer Satisfaction on Word of Mouth

Based on the data analysis that has been done, the effect of customer satisfaction on word of mouth has a positive and significant influence. This shows that the more suitability and affordability of the Sumber Bening motor wash, the more WoM obtained as well as the increase in customer satisfaction that can be achieved.

The results of this study are under the theory put forward by Ether and Olson stating that customer satisfaction is an important concept in marketing and research concepts, it is a common opinion that if customers are satisfied with a product or brand, they tend to continue to buy and use it and tell others about their pleasant experience with the product.

This research is supported by research that has been conducted by Rahmawati and Seminar which explains that customer satisfaction has a significant influence on WoM.

Conclusion

Based on the results of the research that has been done, it can be concluded that:

1. The effect of islamic branding on customer satisfaction has a positive and significant influence. With an image that has been formed in the customer's memory, a positive islamic branding will create a positive mind share that can provide more benefits in increasing customer satisfaction.
2. The price variable has a positive and significant influence on customer satisfaction. Price affordability and price suitability that have been established with the quality of service that has been provided will form a positive trend toward customer satisfaction formed at Sumber Bening motor wash.
3. Service quality has a positive and significant impact on customer satisfaction. the quality of service provided by Sumber Bening motor wash has a direct impact on achieving customer satisfaction. Because directly customer expectations for services are expected to be fulfilled to the fullest.
4. The effect of Islamic branding on word of mouth has a positive and insignificant effect. The achievement of the level of customer satisfaction will lead to an increase in word-of-mouth communication marketing at the Sumber Bening motorcycle wash
5. The price variable has a positive and insignificant effect on word of mouth. the existence of customer satisfaction that is formed through the affordability of prices will increase the frequency of word-of-mouth communication in the motorcycle wash customer community.
6. Service quality has a positive and insignificant effect on word of mouth. The services provided by the Sumber Bening motorcycle wash association can increase customer community satisfaction which is a mediator for the level of word-of-mouth communication from the Sumber Bening motorcycle wash customer community.
7. The effect of customer satisfaction on word of mouth has a positive and significant influence. Customer communities that already have loyalty that has been formed through satisfaction will provide more services, especially in participating in marketing through word-of-mouth communication

References

Alinda, R., & Adinugraha, H. (2022). Pengaruh Logo Halal, Kesadaran Halal, dan Sikap Kosumen untuk Kembali Membeli Produk Makanan dan Minuman Kemasan. *Jurnal Penelitian Mahasiswa Ilmu Sosial, Ekonomi, dan Bisnis Islam (SOSEBI)*, *2*(2), 153-168. https://doi.org/10.21274/sosebi.v2i2.6298

Amruddin dkk. 2022. *Metodologi Penelitian Kuantitatif.* Sukoharjo: Pradina Pustaka

Buduri, D. F., & Habib, M. A. F. (2023). The Effect of Price, Product Quality, and Promotion on The Purchasing Decision of MS Glow Products at MS Glow Tulungagung Branch Agent. Madani Jurnal Politik dan Sosial Kemasyarakatan, 15(01), 187-206.

Chalil, Rifyal Dahlawy dkk. 2020. *Brand, Islamic Branding, & Re-Branding "Peran Strategi Merek Dalam Menciptakan Daya Saing Industri Dan Bisnis Global"*.Depok: Rajawali Pers

Djalaluddin, Nurgadima Achmad. 2021. Analisis Cost Recovery Rate (Crr) Pada Instalasi Rawat Inap. Pekalongan: Penerbit NEM

Gwee, James. 2007. *Positive Business Ideas + CD.* Jakarta: Gramedia Pustaka Utama

Harrison, L. Jean- Walker. (2001). "*The Measurement Of Word of Mouth Communication And An Investigation Of Service Quality And Customer Commitment As Potential Antecedents*", Journal of Service Research. Vol. 4 No. 1, Hal. 60

Idrus, *Salim Al. 2019.* Kualitas Pelayanan dan Keputusan Pembelian (Konsep dan Teori). *Malang: MMalang Media Nusa Creative*

Kadri, Trihono. 2009. *Rancangan Penelitian.* Yogyakarta: Deepublish

Kotler, Philip. 2022. *Manajemen Pemasaran Edisi Milenium*. Jakarta: PT Indeks Kelompok Gramedia

Kurniasih, Dedeh. 2021. *Kepuasan Konsumen (Studi Terhadap World Of Mouth, Kualitas Layanan Dan Citra Merek).* Banten: Bintang Sembilan Visitama

Mahasiswi Prodi Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung

Putri, Gustita Arnawati dan Aruma Nur Rahmini. 2021. *Monograf Pengaruh Leeverage Terhadap Manajemen Laba dengan Corporate Governance*. Klaten: Lakeisha

Situmorang, Syafrizal Helmi dan Muslich Lufti. 2014. *Analisis Data (Untuk Riset Manajemen dan Bisnis)*. Medan: USU Press

Sujarweni, V. Wiratna dan Lila Retnani Utami. 2019. *The Master Book of SPSS*. Yogyakarta: Star Up

Sunarto Andang. dkk, 2018. *Statistik Pembiayaan Bermasalah Pada Bank*. Yogyakarta: Samudra Biru

Tanzeh, Ahmad. 2009. *Pengantar Metode Penelitian*. Yogyakarta: Teras

Tjiptono. 2008. *Prinsip-Prinsip Total Quality Service*. Yogyakarta: Andi Offset

Wijaya, Tony. 2009. *Analisis Data Penitian Menggunakan SPSS*. Yogyakarta: Pustaka Baru Press

Zacharias, Tehubijuluw. 2019. *Metode Penelitian Sosial Teori dan Aplikasi*. Ponorogo: Uwais Inspirasi Indonesia