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)

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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...
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 used².

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

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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.⁴ 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

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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. According to Kotler and Armstrong, 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. Harrison-Walker argues that quality of service has a positive role in increasing customer confidence to recommend to customers. 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, Credibility, 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. 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 satisfaction.

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satisfaction. 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. 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. 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.

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11Trihono Kadri, Rancangan Penelitian, (Yogyakarta: Deepublish, 2018) p. 8
12Ahmad 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. 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. While the measurement scale is a Likert measurement scale. The Likert scale is the possibility of an answer agreeing, disagreeing, or more.

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.

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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.\(^\text{15}\)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic branding (X1)</td>
<td>0.874</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.889</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
<td>0.95</td>
</tr>
<tr>
<td>Word of Mouth (Y)</td>
<td>0.918</td>
</tr>
<tr>
<td>Customer Satisfaction (Z)</td>
<td>0.937</td>
</tr>
</tbody>
</table>

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.\(^\text{16}\)

<table>
<thead>
<tr>
<th>Variable</th>
<th>VIFs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic branding (X1)</td>
<td>3.795</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>4.238</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
<td>4.493</td>
</tr>
</tbody>
</table>

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.


b. Multiple Linear Regression Test

1) Regression Model

<table>
<thead>
<tr>
<th>Variable</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>5.057</td>
</tr>
<tr>
<td>Islamic branding (X1)</td>
<td>0.331</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.387</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
<td>0.174</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2022

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

\[ Z = 5.057 + 0.331X_1 + 0.387X_2 + 0.174X_3 + e_1 \]

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.\(^{17}\)

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 \( \alpha < 0.05 \) 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 \( \alpha > 0.05 \) then H0 is accepted, meaning that there is no effect of the independent variable on the dependent variable.

\(^{17}\) V. Wiratma Sujarweni, Metologi Penelitian, p. 164.
Table 6
Simultaneous Test Results on Substructure I

<table>
<thead>
<tr>
<th>F- count</th>
<th>F- table</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>67.185</td>
<td>2.699</td>
<td>0.000</td>
</tr>
</tbody>
</table>

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 value with 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

<table>
<thead>
<tr>
<th>Variable</th>
<th>T- count</th>
<th>T- table</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic branding (X1)</td>
<td>2.373</td>
<td>1.985</td>
<td>0.02</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>2.566</td>
<td>1.985</td>
<td>0.012</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
<td>2.429</td>
<td>1.985</td>
<td>0.017</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Kolmogorov-Smirnov</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asymp. Sig.(2-tailed)</td>
</tr>
</tbody>
</table>

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.

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.

Table 9
Heteroskedasticity Test Results of Questionnaire Answers on Substructure I

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic branding (X1)</td>
<td>0.177</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.460</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
<td>0.309</td>
</tr>
</tbody>
</table>

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<\(DW<-2\).

Table 10
Autocorrelation Test Results of Answers Questionnaire on Substructure I

<table>
<thead>
<tr>
<th>Type</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1.927</td>
</tr>
</tbody>
</table>

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.

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20Andang 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

<table>
<thead>
<tr>
<th>Variable</th>
<th>VIFs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic branding (X1)</td>
<td>4.012</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>4.448</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
<td>5.211</td>
</tr>
<tr>
<td>Customer Satisfaction (Z)</td>
<td>3.862</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Variable</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>3.327</td>
</tr>
<tr>
<td>Islamic branding (X1)</td>
<td>0.201</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.218</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
<td>0.053</td>
</tr>
<tr>
<td>Customer Satisfaction (Z)</td>
<td>0.896</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Type</th>
<th>( R^2 )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>0.742</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Table 14</th>
<th>Simultaneous Test Results on Substructure I</th>
</tr>
</thead>
<tbody>
<tr>
<td>F-count</td>
<td>F-table</td>
</tr>
<tr>
<td>67.609</td>
<td>2.467</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Table 15</th>
<th>Partial Test Results on Substructure I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable</td>
<td>T-count</td>
</tr>
<tr>
<td>Islamic branding (X1)</td>
<td>1,554</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>1,570</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
<td>0,765</td>
</tr>
<tr>
<td>Customer Satisfaction (Z)</td>
<td>4,765</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Table 16</th>
<th>Kolmogorov Smirnov Test Results of Questionnaire Answers on Substructure II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kolmogorov-Smirnov</td>
<td>0,096</td>
</tr>
<tr>
<td>Asymp. Sig.(2-tailed)</td>
<td></td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Table 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heteroscedasticity Test Results of Questionnaire Answers on Substructure II</td>
</tr>
<tr>
<td>Variable</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>Islamic branding (X1)</td>
</tr>
<tr>
<td>Price (X2)</td>
</tr>
<tr>
<td>Service Quality (X3)</td>
</tr>
<tr>
<td>Customer Satisfaction (Z)</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Table 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autocorrelation Test Results of Questionnaire Answers on Substructure II</td>
</tr>
<tr>
<td>Type</td>
</tr>
<tr>
<td>Regression</td>
</tr>
</tbody>
</table>

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.
Nurul Fitriana M: The Effect of Branding on Customer Satisfaction

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>
<thead>
<tr>
<th>Variable</th>
<th>Influence On Z</th>
<th>Influence On Y</th>
<th>e1</th>
<th>e2</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Directly</td>
<td>Through Z</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X1</td>
<td>0.331</td>
<td>0.201</td>
<td>0.296576</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>X2</td>
<td>0.387</td>
<td>0.218</td>
<td>0.346752</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>X3</td>
<td>0.174</td>
<td>0.053</td>
<td>0.155904</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Z</td>
<td></td>
<td>0.896</td>
<td></td>
<td>-</td>
<td>0.509</td>
</tr>
<tr>
<td>Y</td>
<td></td>
<td></td>
<td>-</td>
<td>-</td>
<td>0.508</td>
</tr>
</tbody>
</table>

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.

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.  

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.

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 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.

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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
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