

The Influence of Brand Image And Brand Love On Consumer Satisfaction Which Is Moderate By Word of Mouth At PT. Pos Indonesia

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ABSTRACT. This research aims to analyze the influence of brand image and brand love on PT consumer satisfaction. Pos Indonesia, as well as to test the moderating role of word of mouth in this relationship. This research was conducted on consumers of PT services. Indonesian post. The population in this study is unknown, so the researcher uses a reference from Hair, et.al (2010) which states the minimum number of unknown samples is 100-200, so the sample in this study is 200. The sampling technique uses simple random sampling. Sampling was carried out by distributing questionnaires to consumers who came to the POS Indonesia office by providing a Google form link which was distributed to respondents. Partial Least Square (PLS) model analysis was used in this research. The results of this research are that brand image influences consumer satisfaction, brand love influences consumer satisfaction, word of mouth moderates brand image on consumer satisfaction and word of mouth moderates brand love on consumer satisfaction.

Keyword: Brand Image; Brand Love; Word of Mouth; Consumer Satisfaction

JEL Classification: M1, M2, M3

INTRODUCTION

In the rapidly growing era of globalization and digitalization, companies are faced with the challenge of building and maintaining a strong brand image (Wardani & Rahardjo, 2020.) in order to win the hearts of consumers. PT. Pos Indonesia, as a state-owned company that has been operating for more than a century, continues to strive to maintain its existence amidst increasingly fierce competition in the delivery and logistics services industry (Lestiyani & Purwanto, 2023). One strategy that can be implemented is to increase brand image and brand love (Alamsyah & Febriani, 2020). A positive brand image can create a good perception in the eyes of consumers, while brand love or consumer love for a brand can increase consumer loyalty and satisfaction (Sreen et al., 2021). In this context, it is important to understand how these two elements play a role in shaping customer satisfaction (Hameed et al., 2023) PT. Indonesian post.

In addition, the role of word of mouth (WOM) as a moderator in the relationship between brand image and brand love on consumer satisfaction cannot be ignored (Ferreira et al., 2019). WOM is a very influential form of marketing communication, where information about products or services is disseminated by consumers to other consumers (Liao et al., 2022). In the current digital era, WOM does not only occur face-to-face but also through social media and other online platforms (Song et al., 2019). The positive influence of WOM can strengthen brand image and increase brand love, which in turn can increase consumer satisfaction significantly. Therefore, this research aims to analyze the influence of brand image and brand love on consumer satisfaction which is moderated by word of mouth at PT. Indonesian post.

The main problem faced by PT. Pos Indonesia is how to maintain and increase consumer satisfaction amidst increasingly tight competition in the delivery service industry (Kim & Chao, 2019). Brand image and love for the brand are two important factors that can influence consumer satisfaction (Maduretno & Junaedi, 2022). However, how these two factors interact and influence consumer satisfaction is not yet fully understood, especially with the moderation of word of mouth (WOM) (Alamsyah & Febriani, 2020). In this digital era, WOM can occur very quickly through social media, influencing consumer perceptions and decisions significantly (Kumar & Sharma, 2022). Therefore, this research needs to be carried out to explore more deeply how brand image and brand love influence consumer satisfaction, as well as how WOM can moderate this relationship at PT. Indonesian post.

This research is very urgent to be carried out because PT. Pos Indonesia faces big challenges in maintaining market share and increasing consumer loyalty amidst increasingly fierce competition with other delivery service companies (Guerreiro & Pacheco, 2021). Understanding the factors that influence customer satisfaction will provide valuable insight for PT. Pos Indonesia in formulating more effective and efficient marketing strategies. In addition, with the growing use of social media, WOM is becoming increasingly relevant and has a significant impact on consumer perceptions and decisions (Gong et al., 2023). This research will provide an important contribution to the development of WOM-based marketing communications strategies.

This research is novel because it combines the concepts of brand image, brand love, and WOM in the PT context. Pos Indonesia, which has not been discussed much in previous research. In addition, this research also focuses on WOM moderation, which is an important but often

overlooked aspect in research on consumer satisfaction (Qayyum et al., 2023). Thus, it is hoped that this research can provide new contributions to academic literature in the field of marketing and brand management.

One of the theories that is the basis of this research is the Emotional Attachment Theory. This theory explains that emotional attachment between consumers and brands can increase consumer loyalty and satisfaction (Lin & Lee, 2017). This emotional attachment is created through positive experiences and strong relationships between consumers and brands, which can be manifested in the form of brand love. Apart from that, this theory also explains how a positive brand image can strengthen emotional attachment (Li & Jaharuddin, 2021).

The aim of this research is to analyze the influence of brand image and brand love on PT consumer satisfaction. Pos Indonesia, as well as to test the moderating role of word of mouth in this relationship. This research is expected to provide valuable insight for PT. Pos Indonesia in formulating more effective marketing strategies to increase consumer satisfaction and loyalty.

Emotional Attachment Theory

Emotional Attachment Theory is a theory that explains how a strong emotional connection between individuals and an object, such as a brand, can influence their behavior and decisions (Tan et al., 2022). This emotional attachment arises from positive experiences, repeated interactions, and aligned values between the individual and the object. In a marketing context, the emotional attachment between consumers and brands creates a deep and meaningful bond, which is not only based on utility or functional benefits, but also on emotional and symbolic values. Consumers who have a strong emotional attachment to a brand tend to be more loyal, make repeat purchases more often, and are more likely to recommend the brand to others (Islam et al., 2020).

Emotional Attachment Theory is closely related to this research because it explains how consumers' emotional attachment to a brand influences their satisfaction. Brand image and brand love play a role in building a strong emotional connection between consumers and the brand, which in turn increases consumer satisfaction. When consumers feel emotionally connected to a brand, they tend to be more satisfied and loyal. Word of mouth as a moderating variable strengthens this relationship, as positive recommendations from others further encourage consumers to feel more attached and satisfied with the brand.

In this research, Emotional Attachment Theory is very relevant to understanding how brand image and brand love influence PT consumer satisfaction. Indonesian post. A positive brand image creates a good perception in the eyes of consumers, which can strengthen their emotional attachment to the brand (Nawaz et al., 2020). When consumers have a strong emotional attachment to PT. Pos Indonesia, they will be more likely to feel satisfied with the services provided. Apart from that, brand love, or consumers' love for a brand, is also a form of strong emotional attachment (Rizomyliotis et al., 2021). By understanding how this emotional attachment is formed and plays a role in influencing consumer satisfaction, PT. Pos Indonesia can develop more effective marketing strategies to increase consumer loyalty and satisfaction.

Brand Image

Brand image is consumers' perception and belief in a brand, which is formed through experiences, interactions and information they receive about the brand. Brand image includes various aspects, such as product or service quality, company image, the values promoted by the brand, as well as positive or negative associations associated with the brand (Setyorini et al., 2023). A strong and positive brand image can differentiate a brand from its competitors, create consumer loyalty, and increase the value of the brand itself. Consumers often use brand image as a reference in making purchasing decisions, so having a strong brand image is very important for companies (Rahayu, 2020).

In the context of this research, brand image plays an important role in shaping PT consumer satisfaction. Indonesian post. When consumers have a positive perception of the brand image of PT. Pos Indonesia, they tend to be more satisfied with the services provided (Mukaromah & Anggraini, n.d.). A positive brand image can create a sense of trust and confidence among consumers in the quality and reliability of PT services. Indonesian post. Apart from that, a strong brand image can also strengthen the emotional attachment between consumers and the brand, which in turn can increase consumer loyalty and satisfaction. Therefore, understanding and managing brand image effectively is the key for PT. Pos Indonesia to maintain and increase consumer satisfaction amidst increasingly fierce competition (Sallam, 2014).

H1 = Brand image has an effect on consumer satisfaction

Brand Love

Brand love is a form of strong emotional attachment between consumers and a brand, which goes beyond ordinary satisfaction and creates a deep and sustainable relationship (Le, 2021). Consumers who feel brand love for a brand are not only satisfied with the product or service they receive, but also have intense positive feelings, such as affection, admiration, and commitment to the brand (Hafiz & Maulida, 2023). Brand love can be realized through various pleasant interactions, consistent positive experiences, as well as brand values and identity that are in line with consumer desires and expectations. Consumers who love a brand tend to be more loyal, make repeat purchases more often, and are more likely to recommend the brand to others (Bairrada et al., 2019).

In this research, brand love is very important to understand PT consumer satisfaction. Indonesian post. Strong brand love can increase consumer satisfaction by creating meaningful and emotional experiences (Mohammad Farraas Salsabiil & Nuruni Ika Kusuma W, 2023). When consumers love the PT brand. Pos Indonesia, they tend to be more tolerant of shortcomings and focus more on the positive aspects of the service they receive. In addition, brand love can strengthen consumers' brand image and emotional attachment to the brand, which ultimately increases their loyalty and satisfaction. Thus, managing and increasing brand love is an important strategy for PT. Pos Indonesia to win the hearts of consumers and create lasting and mutually beneficial relationships (Ayuningsih & Maftukhah, 2020).

H2 = Brand love has an effect on consumer satisfaction

Consumer Satisfaction

Consumer satisfaction is the level at which consumer expectations for a product or service are met or exceeded (Alamsyah & Febriani, 2020). This satisfaction is the result of consumer evaluation after using a product or service, which includes a comparison between their expectations and the actual experience received (Mohamad Daud & Hee, 2021). If the experience meets or exceeds expectations, consumers will feel satisfied. Conversely, if it does not meet expectations, consumers will feel disappointed. Consumer satisfaction is an important indicator of a company's success, because high satisfaction can increase customer loyalty, reduce customer turnover, and encourage positive word of mouth recommendations (Nilowardono, 2022).

In the context of this research, customer satisfaction of PT. Pos Indonesia is the main variable influenced by brand image and brand love. A positive brand image creates a good perception in the eyes of consumers regarding the quality and reliability of PT. Pos Indonesia. This can increase the level of consumer satisfaction when they feel that the services provided are in line with their expectations (Sanjaya, 2021). In addition, strong brand love creates a deep emotional bond between consumers and the brand, which increases positive experiences and consumer satisfaction (Maduretno & Junaedi, 2022). By understanding the influence of brand image and brand love on consumer satisfaction, PT. Pos Indonesia can develop effective strategies to increase consumer satisfaction and loyalty, as well as optimize the overall customer experience (Wardani & Rahardjo, 2020).

Word of Mouth

Word of Mouth (WOM) is a form of marketing communication that occurs when consumers share information, experiences, or opinions about products or services with other people, either directly or through social media and online platforms (Lestiyani & Purwanto, 2023). WOM can be positive or negative, depending on consumer experience and satisfaction. Positive WOM, where consumers recommend products or services to others, can improve brand reputation, attract new customers, and strengthen existing customer loyalty (Kim & Chao, 2019). Conversely, negative WOM can damage brand image and reduce consumer trust (Sreen et al., 2021).

In the context of this research, WOM plays a moderating role in the relationship between brand image and brand love on PT consumer satisfaction. Indonesian post. Positive WOM can strengthen the influence of brand image and brand love on consumer satisfaction (Ferreira et al., 2019). For example, when consumers share positive experiences about PT. Pos Indonesia, this can increase other people's positive perceptions of the brand, which in turn can increase the satisfaction of new and existing consumers (Song et al., 2019). Additionally, positive WOM can also strengthen consumers' emotional attachment to a brand, creating a mutually beneficial cycle where consumer satisfaction drives more positive WOM, which then increases satisfaction further (Guerreiro & Pacheco, 2021). Thus, understanding and managing WOM effectively is very important for PT. Pos Indonesia to strengthen relationships with consumers and increase their satisfaction.

H3 = Word of mouth moderates brand image on consumer satisfaction

H4 = Word of mouth moderates brand love on consumer satisfaction

METHODS

This research aims to analyze the influence of brand image and brand love on PT consumer satisfaction. PT. Pos Indonesia, as well as to test the moderating role of word of mouth in this relationship. This research was conducted on consumers of PT. POS Indonesia. The research methodology begins with identifying the problem and objective, which is to analyze the influence of brand image and brand love on consumer satisfaction at PT. Pos Indonesia, as well as testing the moderating role of word of mouth in this relationship. Afterward, a theoretical framework and hypotheses are developed based on relevant literature to explain the relationships between the variables. Data is collected through surveys from PT. Pos Indonesia consumers using questionnaires to measure brand image, brand love, word of mouth, and consumer satisfaction. The data is then analyzed using statistical techniques, such as regression or structural equation modeling (SEM), to test the direct and moderating effects.

Table 1. Conceptual Definitions

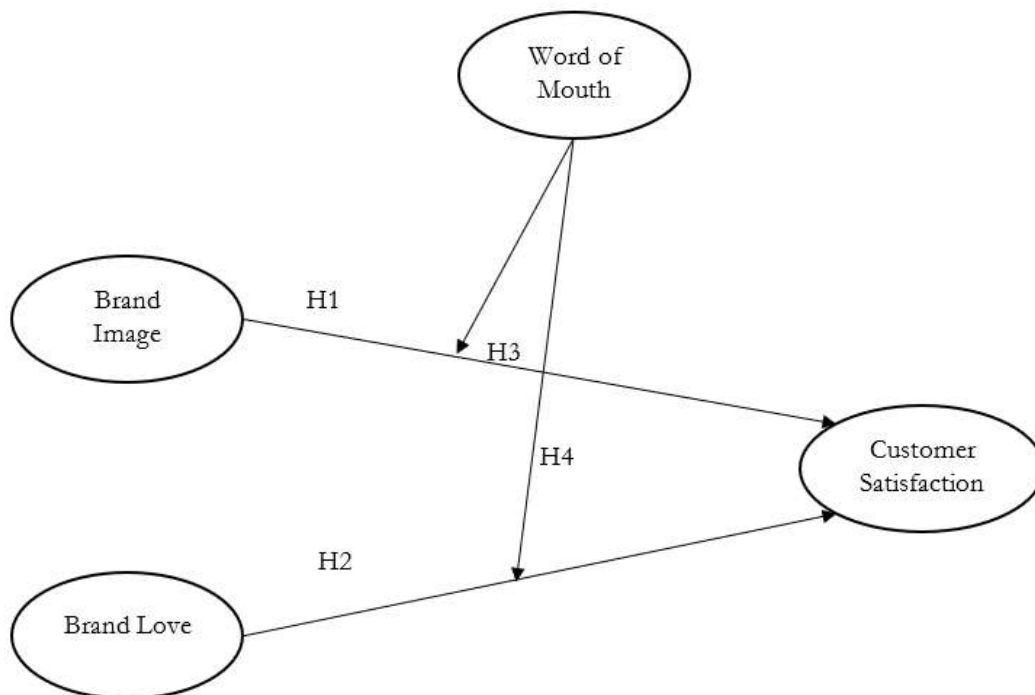
Variable	Definition	Indicator
Brand Image	Consumers' perceptions and beliefs towards a brand, which are formed through experiences, interactions and information they receive about the brand. Brand image includes various aspects, such as product or service quality, company image, the values promoted by the brand, as well as positive or negative associations associated with the brand. (Maduretno & Junaedi, 2022)	<ol style="list-style-type: none"> 1. Company Image 2. Consumer Image 3. Product Image. (Maduretno & Junaedi, 2022)
Brand Love	Forms a strong emotional attachment between a consumer and a brand, which goes beyond simple satisfaction and creates a deep and lasting relationship. Consumers who feel brand love for a brand are not only satisfied with the product or service they receive, but also have intense positive feelings, such as affection, admiration, and commitment to the brand. (Maduretno & Junaedi, 2022)	<ol style="list-style-type: none"> 1. Amazed 2. Provide Pleasure 3. Love 4. Proud 5. Have Interest. (Maduretno & Junaedi, 2022)
Word of Mouth	A form of marketing communication that occurs when consumers share information, experiences, or opinions about products or services with other people, either directly or through social media and online platforms. (Maduretno & Junaedi, 2022)	<ol style="list-style-type: none"> 1. Discuss with items positive experiences, product quality, 2. Recommend with friends, family, items 3. Encourage with items to persuade friends, invite family. (Maduretno & Junaedi, 2022)

Customer Satisfaction	Customers' feelings or attitudes toward a product or service after they have used it, reflecting the extent to which their expectations have been met or even exceeded. Customer satisfaction is not only related to the quality of the product or service itself, but also to the overall customer experience. (Maduretno & Junaedi, 2022)	<ol style="list-style-type: none"> 1. Matching Expectations 2. Interest in Returning 3. Willingness to Recommend. (Maduretno & Junaedi, 2022)
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Source: Processed by researchers

The final stage involves interpreting the results and drawing conclusions about the influence of these variables, along with the managerial implications for PT. Pos Indonesia. The population in this study is unknown, so the researcher uses a reference from Hair, et.al (2010) which states the minimum number of unknown samples is 100-200, so the sample in this study is 200. The sampling technique uses simple random sampling. The use of random sampling in this research aims to ensure that every member of the population has an equal chance of being selected as a sample, making the results more representative. In the context of studying the influence of brand image, brand love, and word of mouth on consumer satisfaction, random sampling helps minimize selection bias, ensuring that the sample reflects the diverse characteristics of the population. This approach increases the generalizability of the findings and provides more accurate insights into the relationships between the variables being studied. Sampling was carried out by distributing questionnaires to consumers who came to the PT. POS Indonesia office by providing a Google form link which was distributed to respondents.

Figure 1. Empirical Model



Source : Processed by author

- H1 = Brand image has an effect on consumer satisfaction
- H2 = Brand love has an effect on consumer satisfaction
- H3 = Word of mouth moderates brand image on consumer satisfaction
- H4 = Word of mouth moderates brand love on consumer satisfaction

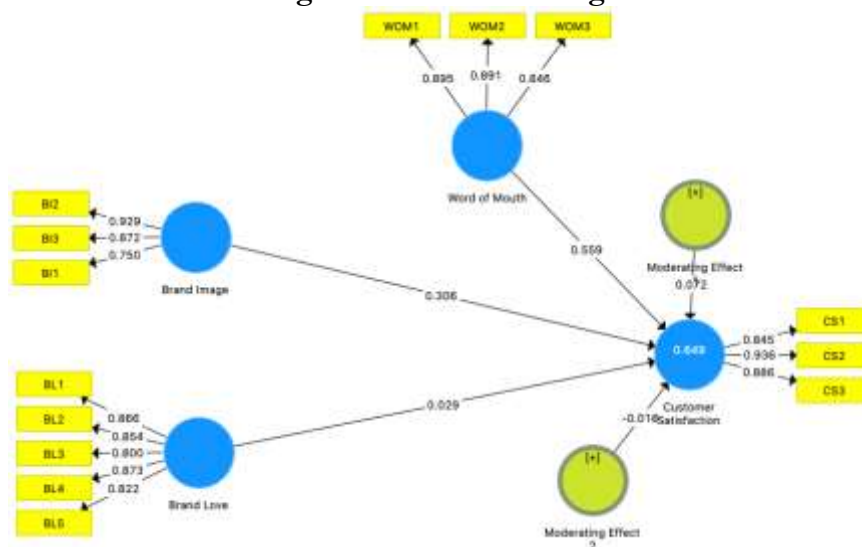
Partial Least Square (PLS) model analysis was used in this research. The use of Partial Least Squares (PLS) in the research is chosen for several reasons relevant to the context of the study. First, PLS is a statistical analysis method based on Structural Equation Modeling (SEM), which is suitable for examining complex relationships between variables, especially when mediation and moderation variables are involved, as in this research. PLS can handle models with multiple latent variables and indicators while working well with relatively small sample sizes, making it ideal for research with limited resources. Second, PLS does not require the assumption of normal distribution, making it more flexible in dealing with data that may not be normally distributed. This is important in social and business research, where data often do not follow a normal distribution. Moreover, PLS allows researchers to model causal relationships between variables, including testing direct and indirect effects, such as through mediation and moderation variables, which are the focus of this study.

A questionnaire with a Likert scale and five possible answers was then given. Validity test with loading factor and Average variance Extracted (AVE) > 0.5 as a measure of success. Composite reliability parameters > 0.6 are used to measure how well the reliability test works (Ghozali, 2015). The PLS SEM method was used to test this idea. Inner models, R-Square values, and path coefficients are used to test the relationship between latent variables. Testing continues with a statistical bootstrap test. After the data is processed, results will appear to answer all research questions.

RESULT AND DISCUSSION

The first step taken is to measure the outer model to find out how valid and reliable the indicators are. The loading factor value must be greater than 0.7, and if the correlation value is less than 0.7 then the indicator is removed. The test results show that all indicators are greater than 0.7. This means that the construct has good convergent validity, this can be seen in Figure 1 and Table 1.

Figure 2. Factor Loadings



Source : Processed by author

Table 1. Variables, Indicators, Loading Factors

Variables	Indicators	Loading Factors Running
Brand Image	BI1	0,750
	BI2	0,929
	BI3	0,872
Brand Love	BL1	0,866
	BL2	0,854
	BL3	0,800
	BL4	0,873
	BL5	0,822
Word of Mouth	WOM1	0,895
	WOM2	0,891
	WOM3	0,846
Customer Satisfaction	CS1	0,845
	CS2	0,936
	CS3	0,886

Source: Processed data, 2024

The second step is to look at the reliability construct value of each variable. The criteria for this reliability construct are more than 0.6. If the calculated value of the reliability construct for each variable is more than 0.6, then it is declared to have a good model construct. This can be seen in table 2.

Table 2. Reliability Construct

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0,811	0,834	0,889	0,729
Brand Love	0,899	0,906	0,925	0,711
Word of Mouth	0,851	0,854	0,909	0,770
Customer Satisfaction	0,868	0,874	0,919	0,791

Source: Processed data, 2024

Looking at table 2 above, it can be stated that the value of all constructs for each variable is more than 0.6, so it can be stated as having a good construct.

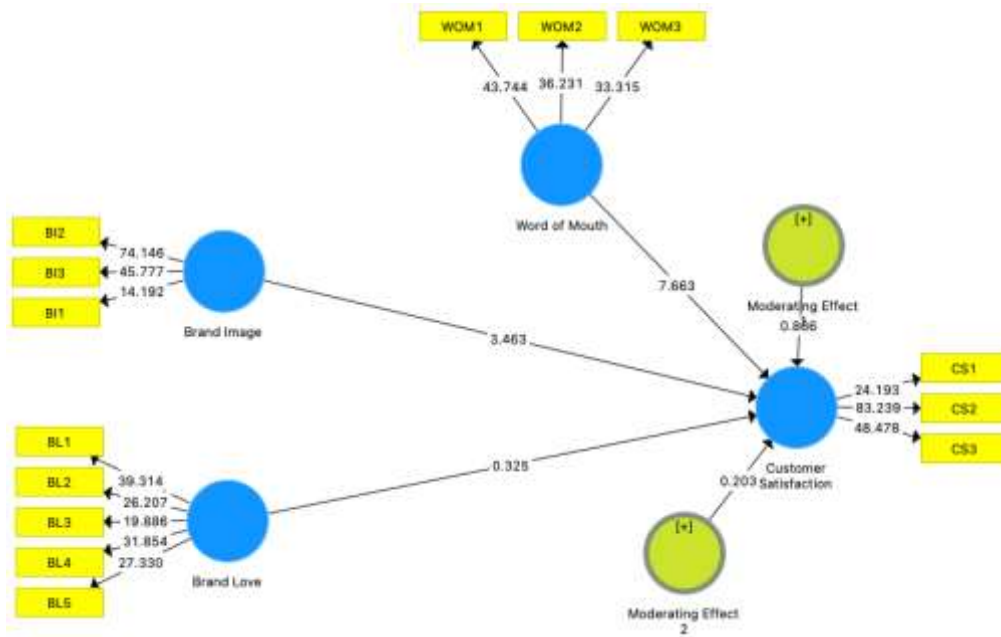
The next step is to look at R-square to test the predicted relationship between hidden variables or structural models. Figure 2 shows the structural model, and Table 3 shows the R-square values. The R-square value for the customer satisfaction variable is 0.649 or 64.9%, which means that the brand image, brand love and word of mouth variables have a simultaneous influence on customer satisfaction of 64.9% and the remaining 35.1% is influenced by other variables. which is not present in this model.

Table 3. Value of R Square

	R Square	Adjusted R Square
Customer Satisfaction	0,649	0,640

Source: Processed data, 2024

Figure 3. Structural Equation Model



Source : Processed by author

Table 4. Hypothesis Test

Hypothesis	Relationships	Original Sample	T.Statistics	P-Value	Result
1	Brand Image -> Customer Satisfaction	0,306	3,463	0,001	Accepted
2	Brand Love -> Customer Satisfaction	0,412	3,982	0,000	Accepted
3	Moderating word of mouth -> Brand Image to Customer Satisfaction	0,362	3,419	0,000	Accepted
4	Moderating word of mouth -> Brand Love to Customer Satisfaction	0,682	5,952	0,000	Accepted

Source: Processed data, 2024

Discussion

Brand image on consumer satisfaction

The first hypothesis which states that brand image has an effect on consumer satisfaction is proven, this is because the P-Value value of 0.001 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

Research on the influence of brand image on consumer satisfaction at PT. Pos Indonesia shows that a positive brand image has a significant impact on customer satisfaction levels. Brand image of PT. Pos Indonesia, which includes reputation, service quality and trust given by consumers, plays a key role in shaping consumer perceptions and expectations. Consumers who have a positive view of the brand image of PT. Pos Indonesia tends to feel more satisfied with the service they receive, because they believe that this company can meet their needs and expectations.

The results of this research also reveal that a strong brand image can increase consumer loyalty. Consumers who are satisfied with the brand image of PT. Pos Indonesia is more likely to return to using the company's services in the future. They also tend to recommend PT. Pos Indonesia to others, which in turn can expand the company's customer base. This high consumer satisfaction not only depends on the quality of the service provided but also on the positive perception that has been formed in the minds of consumers regarding the company.

This research highlights the importance for PT. Pos Indonesia to continue to manage and improve their brand image. Effective communication strategies, consistent and quality service, and active involvement in social activities can strengthen the company's brand image. By having a strong brand image, PT. Pos Indonesia can continue to increase consumer satisfaction, which ultimately contributes to the growth and sustainability of the company's business. Investing in a good brand image not only provides short-term benefits in the form of consumer satisfaction but also brings long-term benefits in the form of customer loyalty and recommendations.

Brand love on consumer satisfaction

The second hypothesis which states that brand love has an effect on consumer satisfaction is proven, this is because the P-Value value of 0.000 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

Research on the influence of brand love on consumer satisfaction PT. Pos Indonesia showed significant results. Brand love, which refers to consumers' emotional affection for a brand, apparently plays an important role in increasing consumer satisfaction. Consumers who feel love for the PT brand. Pos Indonesia tends to have a higher level of satisfaction. They are not only satisfied with the service provided, but also feel an emotional closeness that makes them more tolerant of shortcomings and more forgiving of small mistakes that may occur.

The results of this research also reveal that brand love can strengthen consumer loyalty. Consumers who love a brand tend to be more loyal and reluctant to switch to another service provider, even if there are cheaper or faster options. They are more likely to return to using PT services. Pos Indonesia because of the strong emotional connection. In addition, consumers who have brand love tend to be more active in recommending the brand to friends and family, thereby helping to increase the customer base through word-of-mouth marketing.

This research emphasizes the importance for PT. Pos Indonesia to continue to build and maintain emotional relationships with its consumers. Through various initiatives such as improving service quality, more personalized interactions, and marketing campaigns that focus on emotional values, PT. Pos Indonesia can strengthen brand love among consumers. In this way, companies can not only increase consumer satisfaction but also ensure business sustainability through high customer loyalty and sustainable organic growth.

Word of mouth moderates brand image on consumer satisfaction

The third hypothesis which states that word of mouth moderates brand image on consumer satisfaction is proven, this is because the P-Value value of 0.000 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

Research on the influence of word of mouth (WOM) as a moderator between brand image and consumer satisfaction PT. Pos Indonesia revealed that WOM plays an important role in strengthening the relationship between brand image and customer satisfaction. Word of mouth, which refers to recommendations and reviews from word of mouth, can increase consumers' positive perceptions of PT's brand image. Indonesian post. When consumers hear positive experiences from friends or family, they tend to have more confidence and have higher expectations for the service they will receive, which in turn increases their satisfaction.

The results of this research indicate that consumers who receive positive information through WOM tend to be more satisfied with PT services. Pos Indonesia, even when they initially had a less positive perception of the company's brand image. Information from trusted sources such as friends or family has the power to change or strengthen consumers' views about PT. Indonesian post. This means that WOM can serve as a very effective tool for improving and enhancing a company's brand image, especially among consumers who are unsure or unsure.

This research highlights that PT. Pos Indonesia can utilize WOM strategies to increase overall customer satisfaction. By encouraging satisfied customers to share their positive experiences, PT. Pos Indonesia can strengthen their brand image in the market. Loyalty programs, rewards for loyal customers, and social media campaigns that encourage reviews and recommendations can be effective ways to leverage WOM. Thus, WOM not only increases positive perceptions of brand image but also contributes significantly to PT customer satisfaction and loyalty. Indonesian post.

Word of mouth moderates brand love on consumer satisfaction

The fourth hypothesis which states that word of mouth moderates brand love on consumer satisfaction is proven, this is because the P-Value value of 0.000 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

Research on the influence of word of mouth (WOM) as a moderator between brand love and consumer satisfaction PT. Pos Indonesia shows that WOM strengthens the relationship between brand love and customer satisfaction. Brand love, which reflects a strong emotional connection between consumers and the brand, becomes more effective in increasing consumer satisfaction when supported by positive WOM. Consumers who hear positive experiences from friends or family tend to trust more and have deeper affection for PT. Pos Indonesia, which in turn increases their satisfaction with the services provided.

The results of this research reveal that WOM has the power to strengthen consumers' emotional ties with PT. Indonesian post. When consumers hear positive stories from people they trust, they not only develop stronger feelings of love for the brand but also feel more satisfied with the service they receive. Positive WOM functions as external validation that strengthens consumers' positive feelings towards the brand, thereby strengthening the impact of brand love on consumer satisfaction.

This research highlights the importance for PT. Pos Indonesia to encourage and utilize WOM as part of their marketing strategy. By encouraging satisfied consumers to share their positive experiences, PT. Pos Indonesia can strengthen the effect of brand love and increase overall customer satisfaction. Strategies such as loyalty programs, rewards for loyal customers, and social media campaigns that encourage reviews and recommendations can be effective ways to leverage WOM. Thus, WOM not only increases the positive effects of brand love but also contributes to the growth and loyalty of PT customers. Indonesian post.

CONCLUSION

This research aims to analyze the influence of brand image and brand love on customer satisfaction at PT. Pos Indonesia, as well as to test the moderating role of word of mouth in this relationship. The results of this research are that brand image influences consumer satisfaction, brand love influences consumer satisfaction, word of mouth moderates brand image on consumer satisfaction and word of mouth moderates brand love on consumer satisfaction. Although this research shows that word of mouth (WOM) significantly moderates the relationship between brand image and brand love on customer satisfaction at PT. Pos Indonesia, there are several limitations that need to be considered. First, this research may not fully reflect the wide demographic variations of PT customers. Pos Indonesia, which may influence the generalization of the results. Second, the data collected may be susceptible to subjective bias from respondents who have a tendency to provide extreme reviews, both positive and negative. Third, dynamic changes in consumer behavior and continuously developing communication technology trends may also influence the relevance of the results of this research in the future. Therefore, further research is needed to overcome these limitations and strengthen the findings with more representative samples and more comprehensive methods. For future research, it is recommended to expand the sample scope to include more diverse demographics to increase the generalizability of the findings. In addition, longitudinal research can be conducted to observe changes in the relationship between word of mouth (WOM), brand image, brand love, and PT consumer satisfaction. Pos Indonesia over time. More advanced research methods such as social media sentiment analysis and the use of big data technology can also be used to gain deeper and more accurate insights. Further research also needs to consider the influence of external factors such as technological changes and industry trends in evaluating the impact of WOM on consumers' emotional relationships with brands. Thus, the research results can provide more relevant and applicable recommendations for PT's marketing strategy. Pos Indonesia in the future.

The managerial implications of this research highlight that enhancing brand image and fostering brand love are crucial for improving consumer satisfaction at PT. Pos Indonesia. Managers should focus on strengthening brand image through consistent and positive communication and ensuring that brand values resonate emotionally with consumers to build strong brand love. Additionally, since word of mouth significantly moderates these relationships, it is essential for the company to encourage positive customer experiences and facilitate satisfied customers in sharing their experiences. Implementing strategies to actively manage and leverage word of mouth can amplify the positive effects of brand image and brand love on consumer satisfaction, ultimately leading to increased customer loyalty and a stronger market position.

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