

Increasing the Satisfaction and Loyalty of Lion Parcel's Customers in Indonesia

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Abstract. This research investigates the influence of brand image, social media, and price perceptions on customer happiness and loyalty at Lion Parcel in Indonesia. This sample has 179 responders utilising Lion Parcel Expedition services. The data analysis employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) utilising SmartPLS 4.0. This research demonstrates that brand image has a favourable and considerable impact on consumer satisfaction. Social media exerts a beneficial and substantial influence on customer satisfaction. The perception of price exerts a positive and substantial influence on customer satisfaction. client satisfaction exerts a positive and substantial influence on client loyalty. This article's findings can serve as a foundation for Lion Parcel to enhance its marketing strategies by taking into account social media users and their price perceptions in relation to perceived benefits.

Keywords : brand image, social media, price perceptions, customer satisfaction, loyalty

Abstrak. Penelitian ini bertujuan untuk menguji pengaruh citra merek, media sosial dan persepsi harga terhadap kepuasan dan loyalitas pelanggan pada Lion Parcel di Indonesia. Sampel penelitian ini adalah 179 responden yang menggunakan jasa ekspedisi Lion Parcel. Analisis data menggunakan Structural Equation Modeling-Partial Least Square (SEM-PLS) dengan bantuan software SmartPLS 4.0. Hasil dari penelitian ini menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Media sosial berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Hasil penelitian ini dapat menjadi dasar bagi Lion Parcel untuk meningkatkan kemampuan pemasaran mereka dengan mempertimbangkan pengguna media sosial dan persepsi harga yang selaras dengan manfaatnya.

Kata Kunci : citra merek, media sosial, persepsi harga, kepuasan pelanggan, loyalitas

1. Introduction

The fourth industrial revolution has transformed numerous facets of human existence. Encompassing the transportation and logistics sector. One of them is defined by the system of production and distribution processes. The transportation and expedition business is striving to enhance efficiency, speed, and sustainability in the shipping process. It is intricately connected to logistics, a component of the supply chain that facilitates the distribution of produced items and services to customers. In recent years, e-commerce has proliferated in Indonesia, with an increasing number of individuals utilising the internet for their purchasing requirements, including bulk and heavy shipments. According to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia reached 215.63 million in 2022-2023.

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Table 1. Indonesia Internet Penetration Rate (Number of Connected People) 2022-2023

Age	Percentage	Contribute
13-18	98,20%	12,15%
19-34	97,17%	32,09%
35-54	84,04%	33,67%
>55	47,62%	7,19%

Source: Survey Internet APJII, 2023

This is 2.67 percent more than the previous time, when there were 210.03 million users. People who have access to the internet can quickly order package delivery services through a website or a mobile app. Lion Parcel is an expedition that offers plane cargo services. They take packages from and to many places in Indonesia and other countries. Lion Parcel is part of the Lion Group, which was formed in 2011, and it has access to a large network of transportation. It offers many types of shipping, including normal, express, special handling, and shipping of dangerous goods.

There are many things that can help a service-based business get more people. One of these is the brand image. Brand image needs to change based on what customers want, which means that brand image is one thing that makes customers happier.

Lion Parcel has 221 thousand followers on Instagram, JNE has 1.1 million followers, JNT has 1 million followers, and Lalamove has 46 thousand followers. According to these numbers, Lion Parcel is at the bottom of the list with only 221 thousand users, which is very different from JNE, which is at the top with 1.1 million users. Based on these facts, Lion Parcel's social media is not as interesting.

The service fee at Lion Parcel is IDR 35,500, with an anticipated delivery time of 1-2 days, excluding insurance; insurance is priced at 0.4% of the value of the transported products. For certain adventures, the expenses are heightened, but the insurance offered by other excursions is more economical, constituting merely 0.2 of the worth of the objects. This is what distinguishes Lion Parcel in terms of pricing.

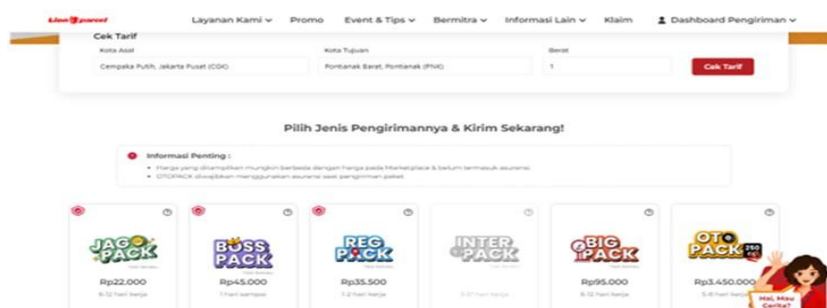


Figure 1. Expedition Rates on the Lion Parcel

Source: Lion Parcel website (<https://lionparcel.com/>)

In certain expeditions, the inability to file an insurance claim nevertheless allows for the replacement of an item lost due to expedition error. However, if Lion Parcel is required to bear insurance costs, not all purchasers are willing to employ protection for lightweight and inexpensive items.

Furthermore, user satisfaction is crucial to the services provided by Lion Parcel. Discontented clientele or those with restricted generosity will promptly modify their encounters. Therefore, purchasers must evaluate the price in relation to the services provided. Advantages of customer loyalty as delineated by Kotler et al. (2018; Yuan et al., 2021). Loyal clients offer multiple benefits to the business; they demonstrate decreased price sensitivity, sustain extended subscriptions or usage of the company's products, and propagate positive information about the brand. This concept indicates that consumers content with the offered services would demonstrate loyalty. This arises from the average consumer employing the service without prioritising cost.

Brand Image

Brand image includes product characteristics and consumer trust in certain brands. The dominant perception in consumer product assessment is brand image. Businesses must continue to innovate to maintain a competitive advantage in packaging, the product, market distribution, and brand image within an increasingly dynamic industry. If consumers' responses to carpet items are uniform, they will surely form diverse perceptions of new product brands (Reyes et al., 2018; Schmuck et al., 2018). Brand image is a consumer perception or expectation that lowers the price or quality of a product in a specific, according to Indriyati et al. (2022; Nugroho, 2021).

C. Rodrigues & Rodrigues (2019) defines brand image as a collection of associations linked to consumer recollections of the brand. The brand image is founded on customer perceptions of a brand, which are retained in memory as a network of associations that can be converted into attributes, benefits, and attitudes. Subsequently, articulated the concept of brand image as "the rational or emotional perceptions that consumers associate with a specific brand."

So, it can be concluded that brand image, comprising attributes, advantages, attitudes, product descriptions, and customer trust, can be emotional or rational, impacting customer choice and offering a competitive edge in involving marketing, making it a crucial component of marketing strategy and business innovation to maintain customer appeal. Brand image is a consumer's view or expectation that reduces the perceived price or quality of a product in a specific setting, as shown by Indriyati et al. (2022). In conclusion, brand image encompasses attributes, benefits, perceptions, product descriptions, and customer trust, and can be categorised as either emotional or rational. This affects consumer choices and offers a competitive edge in marketing engagement, making it a crucial component of marketing strategy and corporate innovation to maintain client interest.

Social Media

Social media is defined as "a group of Internet-based applications that build on the ideological and technical foundations of Web 2.0, and that enables the creation and exchange of user-generated content" according to Kaplan and Haenlein in Goldszajn et al. (2022) social media includes many online pieces of information sources that are created, circulated, and used by consumers to educate each other about products, services, and brands available in the marketplace according to Murugesan in Castillo et al. (2021; Z. Chen et al., 2020). According to Antony Mayfield in Meliana et al. (2023; Nasution et al., 2023), social media is a platform where people can easily contribute and form roles, especially on social networks, blogs, virtual forums, and virtual worlds with avatars. According to Van Dijk Funchs in social media is a type of media or platform centered on the presence of users who allow them to Sobieraj et al. (2020), carry out activities and work together. Social media is considered an intermediary or online facilitator that will enable customers to interact with each other. Social media allows people who want to contribute freely to provide information, opinions, or comments quickly and unlimitedly.

Contents that social media has prompted customers to participate more actively in the exploration, comparison, selection, and acquisition of products and services, hence augmenting their perception of being informed. In summary, social media encompasses a range of internet-based applications, including social networks, blogs, content sharing, interaction, and the rapid dissemination of content, opinions, and information among individuals, serving as a medium for educating and informing users about popular products, services, and brands (S. C. Chen & Lin, 2019; Son et al., 2022).

Price Perceptions

Price impressions are a critical consideration for companies, particularly in the retail industry. Price is the monetary sum required to acquire a combination of a product and its associated services, as stated Zhang et al. (2018), perceptions involve the processes of selecting, organising, and interpreting inputs or information into a coherent representation. pricing perception, as defined by Peter and Olson, pertains to the manner in which customers interpret and comprehend pricing information. Consumers might evaluate the declared price against their perceived value range for the product. Pricing as the sum that buyers pay to acquire and utilise a product or service. Price is a medium of exchange that can be equated with money or other goods for the benefits derived from an item or service; in other words, price is essential to obtain a product or service (Oktavia et al., 2021).

So, it can be concluded that price perception involves the consumer's standardized interpretation and evaluation of price information, encompassing the sorting, organizing, and assessment of prices concerning the perceived value of goods or services, allowing for comparisons between the offered price and the considered reasonable or feasible price.

Customer Satisfaction

Customer satisfaction is paramount for businesses. The outcomes can assist in retaining existing clients and attracting new ones. Neupane asserts that marketing tactics ought to prioritise customer satisfaction, as content customers tend to endorse products and services (Maria et al., 2022; Ojeme et al., 2019). Product performance with anticipated desires may result in either satisfaction or dissatisfaction. Unless the product performs beyond expectations, the consumer will be dissatisfied. The customer will be satisfied if the product performs as well as or better than anticipated (Ge et al., 2021).

Customer satisfaction, as defined by Ulfah et al. (2020), pertains to a customer's emotional response following the utilisation of a company's services or assistance. Customer emotions, whether positive or negative, are influenced by their satisfaction with the service relative to their initial expectations. Customer happiness is the degree of satisfaction or dissatisfaction a customer experiences with a product or service in relation to their expectations. Companies must undertake this to retain existing consumers and acquire new ones.

Loyalty

According to García-Fernández et al. (2020), loyal consumers represent the most significant category of customers. Loyal customers purchase more items, advocate positively for the firm and its offerings, disregard competing brands and pricing, communicate their opinions on products and services to the company, and contribute less revenue than new customers. These positive efforts ultimately stabilise the company's cash flow and enhance revenue that a customer-centric enterprise regards its customers as the paramount component of its operations. To prevent these customers from migrating to a competitor, it will retain and nurture them as clients. Loyalty as a customer's prolonged commitment to a brand or service (Ebrahim, 2020; Hidayati et al., 2021).

Customers exhibit loyalty to a firm when they have confidence in its ability to provide quality products or services. This is often referred to as the commitment to repeatedly purchase specific things. The research conducted by Balci (2021). A loyal consumer is characterised by increased purchasing, enhancing the company's reputation, indifference towards competitors, tolerance for price fluctuations, and providing innovative suggestions to the company.

Hypothesis

Relationship between brand image and customer satisfaction

Previous research shows that an increase in the brand image variable drives an increase in the customer satisfaction, and vice versa. These results are in line with Alzoubi Inairat's research in and according to Ashraf & Niazi in Bernarto et al., (2021), that brand image has a positive and significant effect on customer satisfaction and is supported by research by Hanaysha & Pech in Bernarto et al., (2021) that brand image has a positive and significant effect on satisfaction. Several previous studies have recognized the relationship between brand image and customer satisfaction, which show that brand image predicts customer satisfaction and positively affects customer satisfaction in Dam & Dam, (2021). Thus, the following hypothesis is proposed:

H1: brand image has a positive and significant effect on customer satisfaction

Relationship between social media and customer satisfaction

Customers will have more satisfaction with social media if video functionalities are prominently shown. The features include visuals, images, colours, audio, and interactive components. Clarity in information facilitates simpler access, resulting in enhanced quality of perspectives. Clarity elevates expectations, influencing customer satisfaction. (Arghashi et al., 2021; Orben et al., 2019). Prior research has demonstrated that social media exerts a positive and substantial influence on consumer satisfaction. Social media significantly enhances consumer satisfaction with a firm. Consequently, the subsequent theory is proposed (S. C. Chen & Lin, 2019).

H2: social media has a positive and significant effect on customer satisfaction

Relationship between price perceptions and customer satisfaction

Consumers prioritise price when contemplating the purchase of specific products from a company. Prior studies have shown that consumer satisfaction is considerably and favourably affected by pricing perception. The degree of satisfaction is directly proportional to the consumer's acceptance of the price. This research is supported by Rama (2020; Zielke, 2017a). Customer satisfaction is significantly and positively affected by pricing perception. The price is a crucial factor influencing customer happiness, as consumers often assess the cost of a product or service following their appraisal of its worth. Consequently, the following theory is proposed:

H3: price perception has a positive and significant effect on customer satisfaction

Relationship between customer satisfaction and loyalty

Gómez et al. (2018; Syah et al., 2022) asserts that devoted customers exhibit greater levels of satisfaction. For additional information, see to Cakici et al. (2019). Mita asserts in Zielke (2017b). That customer satisfaction is the connection between critical elements that foster customer loyalty. Furthermore, additional research has demonstrated that maintaining client satisfaction significantly enhances their loyalty. The pleasure of individuals is directly correlated with their loyalty to specific products. Moreover, it was demonstrated that customer

pleasure exerts a favourable and considerable influence on customer loyalty. Consequently, the subsequent proposal is presented:

H4: customer satisfaction has a positive and significant effect on customer loyalty

H5: There is an indirect relationship between brand image, customer satisfaction and loyalty

H6: There is an indirect relationship between social media, customer satisfaction and loyalty

H7: There is an indirect relationship between price perceptions, customer satisfaction and loyalty

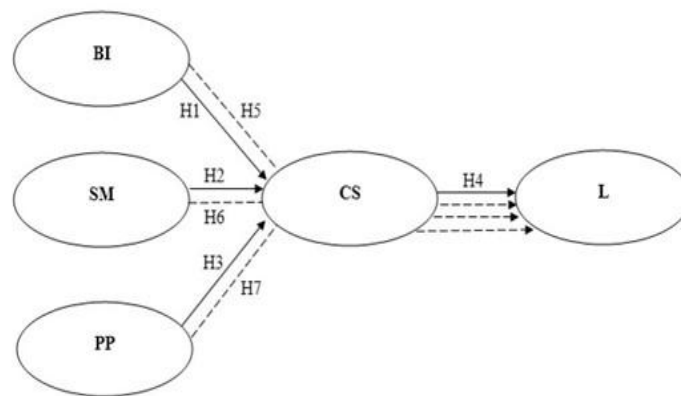


Figure 2. Conceptual Framework

Table 2. Operational Defenition

Variable	Operational Definition	Source
Brand Image	Brand image is based on consumer perceptions of a brand, which are stored in memory as a network of associations, which can be transformed into attributes, benefits, and attitudes.	Keller in (P. Rodrigues et al., 2022)
Social Media	Social media is defined as “a group of Internet-based applications that build on the ideological and technical foundations of Web 2.0, and that enable the creation and exchange of user-generated content”.	Kaplan and Haenlein in (Whiting & Williams, 2020)
Price Perceptions	Price is the amount of money (possibly weighed by several items) needed to obtain some combination of a product and its accompanying services.	Kotler & Keller in (Soliha & Yudi Oktavian, 2022)
Customer Satisfaction	Customer satisfaction is a feeling of pleasure or disappointment arising from comparing product performance with expected desires.	Neupane in (Tunç, 2022)
Loyalty	Customer satisfaction is one of the key mechanisms for organizations. The results can help retain existing customers and attract new ones. It is stated that satisfied customers recommend products and services, and	Oliver in (Tunç, 2022)

Variable	Operational Definition	Source
	therefore, marketing strategies should increase satisfaction.	

2. Methods

This research is quantitative and is executed via disseminating surveys via Google Forms. A total of 179 respondents were selected via purposive sampling. The criterion for inclusion in this survey were Lion Parcel consumers from various areas. The data employs a Likert scale with scores ranging from 1 to 5. The SmartPLS-4.0 software and the Structural Equation Model-Partial Least Square (SEM-PLS) methodology were utilised for data analysis. (Hair et al., 2019; Hair Jr et al., 2017).

Table 3. Measurement Items

Variable	Indicator
BI (Kotler & Armstrong, 2018)	BI.1 Brand identity.
	BI.2 Brand personality.
	BI.3 Brand association.
	BI.4 Attitude toward the brand.
SM (Herdioko & Karisma, 2022)	SM.1 Frequency of ad appearance.
	SM.2 The attractiveness of advertisements in social media.
	SM.3 Ad information.
	SM.4 Social media content.
	SM.5 Social media communication method.
PP (Soliha & Yudi Oktavian, 2022)	PP.1 Price affordability.
	PP.2 Price compatibility with service quality.
	PP.3 Price competitiveness.
	PP.4 Price compatibility with benefits.
CS (Kotler & Keller, 2022)	CS.1 Stay loyal.
	CS.2 Buy the product offered.
	CS.3 Recommend the product.
	CS.4 Willing to pay more to give feedback.
L (Maisaroh & Nurhidayati, n.d.)	L.1 Satisfaction with using expedition services.
	L.2 Committed to using the expedition services.
	L.3 Do not to buy competing expedition services.
	L.4 Recommends the expedition to others.
	L.5 Make repeated expedition service purchases.

3. Results and Discussion

Respondents Characteristics

A questionnaire was distributed via Google Forms to Lion Parcel users across several locations for this investigation. Of the 189 participants who responded to this study, 10 said that they did not utilise Lion Parcel. The data from the ten interviews was excluded from this study. This survey involved 179 individuals who reported used Lion Parcel's delivery service.

Gender

The gender of each participant in this study was initially established. The samples were classified into various groups according to gender. This table demonstrates the differences in responses based on gender.

Table 4. Respondent Characteristics by Gender

Gender	Amount (people)	Percentage
Male	86	48%
Female	93	52%

The data in Table 4 indicates that the majority of respondents in this study are female. Fifty-two percent, or 93 respondents, of those who completed the questionnaire were women. Conversely, 48% of the respondents, totalling 93 individuals, were male.

Ages

Respondents in this study were also categorized by age. Respondents are divided into ages 17-20, 21-25, 26-30, and >30. The following is a table of respondents based on age.

Table 5. Respondent's Characteristics by Ages

Ages	Amount (people)	Percentage
17 - 20	37	21%
21 - 25	127	71%
26 - 30	8	4%
>30	7	4%

Table 5 indicates that there are 37 responders aged 17-20 years, constituting 21% of the total. Among responders aged 21 to 25, there are 127 individuals, representing a rate of 71%. There are 8 responses aged 26 to 30 years, constituting 4% of the total. Among individuals over 30 years of age, there are 7 respondents representing a rate of 4%.

Latest Education

Participants are categorised based on their subsequent educational attainment. This categorisation comprises five categories: senior high school/equivalent, D3 (associate's degree)/equivalent, S1 (bachelor's degree)/equivalent, S2 (master's degree), and S3 (doctorate). The following data relates to the respondents' latest educational achievement.

Table 6. Respondents Characteristics Based on Last Education

Last Education	Amount (people)	Percentage
Senior High School /Equal	112	63%
D3 (associate's degree)/Equal	16	9%
S1 (bachelor's degree)/Equal	49	27%
S2 (magister)	1	1%
S3 (doctor)	1	1%

Table 5 indicates that there are 112 individuals in senior high school/equivalent, comprising 63%; 16 individuals in D3 (associate's degree)/equivalent, representing 9%; 49 individuals in S1 (bachelor's degree)/equivalent, accounting for 27%; 1 individual in S2 (master's degree), equating to 1%; and 1 individual in S3 (doctorate), also constituting 1%.

Domicile

Participants were classified according to their place of residence. This classification comprises 11 entities: Jakarta, Bogor, Depok, Tangerang, Bekasi, Surabaya, Yogyakarta, Bali, Semarang, Kupang, Makassar, Manokwari, and Medan.

Table 7. Respondents Characteristics based on Domicile

Domicile	Amount (people)	Percentage
Jakarta	98	55%
Bogor, Depok, Tangerang, Bekasi	53	30%
Surabaya	6	3%
Yogyakarta	7	4%
Bali	1	1%
Semarang	10	6%
Kupang	1	1%
Makassar	1	1%
Manokwari	1	1%
Medan	1	1%

Jobs

Respondents are classified according to their occupation. This classification has five categories: public servant, private employee, self-employed individual, student, and politician, along with housewife, freelancer, and labourer.

Table 8. Respondent's Characteristics Based on Job

Job	Amount (People)	Percentage
Public Servant	4	2%
Private Employee	37	21%
Self-employed	23	13%
Student	111	62%
Politician	1	1%
Housewife	1	1%
Freelance	1	1%
Labor	1	1%

Based on Ever Using

Respondents are classified according to their utilisation of the Lion Parcel service. This classification is bifurcated into two categories: Yes and No (If not, please cease here, thank you). This table delineates the characteristics of respondents based on their usage of Lion Parcels, distinguishing between users and non-users.

Table 9. Respondent's Characteristics Based on Ever Using

Ever Used	Amount (people)	Percentage
Yes	179	95%
No (If not, please stop here, thank you)	10	5%

Table 9 reveals that there are 179 persons, of whom 95% utilise Lion Parcel, whereas 10 individuals, constituting 5%, do not utilise Lion Parcel. Our sample consisted solely of 179 individuals.

Validity and Reliability Testing

This study utilised Smart PLS calculations to derive three measurement steps: convergent validity test, discriminant validity test, and composite reliability test.

Table 10. Square Root of AVE and Correlation Between Variables

Variable	AVE	Root of AVE
Brand Image	0.577	0.760
Social Media	0.537	0.733
Price Perceptions	0.762	0.873
Customer Satisfaction	0.685	0.827
Loyalty	0.588	0.767

The square root of the AVE for all variables exceeds the correlation coefficients between the construct and other constructs, indicating strong discriminant validity. Table 10 indicates that the variables brand image, social media, perceived pricing, customer satisfaction, and loyalty are legitimate, since their AVE values above 0.5.

Reliability Testing

The primary method in reliability testing entails analysing Cronbach's Coefficient Alpha and Composite Reliability Values. An instrument is judged reliable if the Cronbach's alpha coefficient surpasses 0.70; conversely, the composite reliability is acceptable if its value falls between <0.70 and <0.95. 70. (Hair et al., 2019; Nawaniir et al., 2020).

Table 11. Reliability Indicator

Variable	Composite Reliability	Cronbach's Alpha Result
Brand Image	0.825	0.816 Reliable
Social Media	0.832	0.778 Reliable
Price Perceptions	0.844	0.843 Reliable
Customer Satisfaction	0.889	0.884 Reliable
Loyalty	0.849	0.807 Reliable

Validity Testing

This study employed two criteria for validity testing: convergent validity and discriminant validity. Convergent validity is a multi-item scale validity assessment indicating that the variation of items assessing the same construct exceeds 70%. Convergent validity evaluates the extent to which measures of a notion are interconnected. Derive a conclusion from a concept and subsequently apply it to the summation scale.

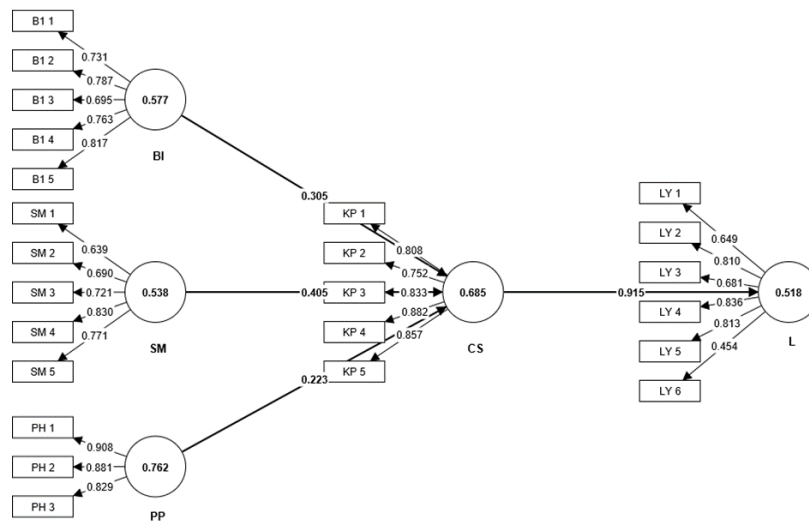


Figure 3. Structural Model Algorithm

The validity test findings illustrated in the preceding Figure 3 demonstrate that the loading factor values for each dimension surpass 0.60 to 0.70, so affirming compliance with the conditions for convergent validity.

Direct Effect

Discriminant the validity is evidenced by the cross-loading value between the indicator and the assessed construct. The correlation between the measured construct and its indicator must exceed that of the indicators of other constructs.

Table 12. Direct Effect

Path	Original Sample (O)	T-Statistics	P-Values	Result
Brand Image -> Customer Satisfaction	0.305	3.625	0.000	Accepted
Social Media -> Customer Satisfaction	0.405	5.595	0.000	Accepted
Price Perceptions -> Customer Satisfaction	0.223	2.901	0.004	Accepted
Customer Satisfaction -> Loyalty	0.917	94.611	0.000	Accepted

The T-statistics of 3.625.1.96 and a P-value of 0.000, which is less than 0.005, indicate that customer satisfaction is directly influenced by brand image, as illustrated in Table 12. The direct impact of social media on customer satisfaction is indicated by the T-statistics of 5.595 > 1.96 and a P-value of 0.000 < 0.005. As a result, customer satisfaction is directly influenced by price perception, as demonstrated by T-statistics of 2.901 > 1.96 and P-Value 0.0004 < 0.005. Subsequently, customer satisfaction directly impacts customer loyalty, as evidenced by T-statistics of 94.611 > 1.96 and a P-value of 0.000, which is less than 0.005.

Indirect Effect

Table 13 shows an indirect relationship between locations and price fairness on purchase intention through convenience as an intervention variable.

Table 13. Indirect Effect

Effect	Original Sample (O)	T-Statistics	P-Values	Result
Brand Image -> Customer Satisfaction -> Loyalty	0.279	3.565	0.000	Accepted
Social Media -> Customer Satisfaction -> Loyalty	0.372	5.693	0.000	Accepted
Price Perceptions -> Customer Satisfaction -> Loyalty	0.204	2.893	0.004	Accepted

The indirect impact of brand image on consumer satisfaction and loyalty is demonstrated by the T-statistics of 3.565, which exceeds 1.96, and a P-Value of 0.000, which is less than 0.0005 (Table 13). Therefore, social media has an indirect effect on customer satisfaction and loyalty, as evidenced by a T-statistic of 5.693, which surpasses 1.96, and a P-value of 0.0000, which is less than 0.0005. The T-statistics of 2.893, which surpass 1.96, and a P-Value of 0.0004, which is less than 0.0005, indicate that price perceptions have an indirect effect on consumer loyalty and satisfaction (Adi et al., 2022; Ruminda, 2022).

The study's results demonstrate that all variables exert a significant beneficial influence on the typing of each variable, whether directly or indirectly. The authors present the subsequent recommendations in this study.

The brand's image directly influences customer happiness. The results of this research should be considered while sustaining and enhancing the company's current brand image. Customer satisfaction is directly influenced by social media. Lion Parcel users expect the ongoing upkeep and improvement of informational and promotional content on its social media channels.(Farid Najib, 2022; Selim et al., 2022)

Factors affecting price perception that directly influence customer satisfaction must be improved to boost customer views of pricing when using Lion Parcel delivery services. Customers will be motivated to suggest friends and other users to promote repeat transactions and enhance delivery volume. Customer satisfaction profoundly impacts customer loyalty, as content consumers are more likely to employ Lion Parcel's services repeatedly. Therefore, Lion Parcel must improve customer satisfaction to attract more clients each year, ensure their loyalty, and encourage regular use of the service.(Konuk, 2018; Syah et al., 2022)

This may aid future researchers investigating price perceptions in customer satisfaction, social media, and brand image about loyalty among users of Lion Parcel's delivery service. Future researchers should prioritise examining variables excluded from this study.

4. Conclusion

This demonstrates the advantageous impact of brand image on individuals' lives. This explains why the perceptions of persons using Lion Parcels are so negative. Moreover, customer happiness is significantly affected by price perceptions, highlighting the importance of these impressions at the beginning of a client relationship. User happiness is considerably influenced by social media. Social media improves customer happiness by providing promotional content and information to each Lion Parcel customer. Moreover, satisfied consumers are more inclined to return, so cultivating a strong sense of loyalty and prompting continued utilisation of Lion Parcel services.

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