



Influence of service quality and company image on electronic word-of-mouth (eWOM) through customer satisfaction among train passengers at PT. Indonesian Railways (Persero) Regional Division II West Sumatra.

Sri Rahma Lisya^{1*}, Thamrin¹

¹Departement of Management, Faculty of Economic and Business, Universitas Negeri Padang, Padang, Indonesia

ARTICLE INFO

Received 24 Aug 2023
Accepted 20 March 2024
Published 31 March 2024

Keywords:

Corporate image; ewom;
consumer satisfaction;
quality services

ABSTRACT

This study aims to see the effect of service quality and corporate image on EWOM through consumer satisfaction at PT. Indonesian Railways (Persero) Regional Division II West Sumatra. The population of this study is people who have used the services of PT. KAI Drive II SUMBAR in the last 6 months. The number of samples used in this study were 130 respondents. Data was collected by distributing questionnaires online via Google form and data processing was carried out using the SmartPLS software. The results of this study indicate that (1) Service quality has a positive and significant effect on EWOM (2) Service quality has a positive and significant effect on customer satisfaction (3) Corporate image has a positive and significant effect on EWOM (4) Corporate image has a negative effect on customer satisfaction (5) customer satisfaction has a negative effect on EWOM (6) Service quality has a negative effect on EWOM through customer satisfaction (7) Corporate image has a positive and significant effect on EWOM through customer satisfaction.

How to cite: Rahmalisy, S & Thamrin, T (2024). Influence of service quality and company image on electronic word-of-mouth (eWOM) through customer satisfaction among train passengers at PT. Indonesian Railways (Persero) Regional Division II West Sumatra. *Marketing Management Studies*, 4 (1), 55-66. DOI: <https://doi.org/10.24036/mms.v4i1.431>



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2024 by author.

* [e-mail: lisyasrirahma@gmail.com](mailto:lisyasrirahma@gmail.com)

INTRODUCTION

It's fast development globalization that is felt at the moment this demand everyone for own power strong competition. For every competition, businessman must do more strategy updates good for fulfil need as well as give satisfaction in a way maximum to the consumer (Moha & Loindong, 2016). Tight competition this is also felt in the sector provider services. Where every provider service required to do so service best for attract consumers.

Quality service is as effort fulfillment needs and desires from consumer as well as fulfil hope consumer. Giving quality service in a company service are very influential to satisfaction consumer. That thing because quality service is key in create loyalty consumer (Asbar & Saptari, 2017). Quality services provided by a company will influential to image company that. Company image is impression given by consumers to acompany (Fakhrudin, 2017). Company image divided become image positive and negative images. If any company own image positive, then consumers will give complete confidence to company that. Vice versa, if something company own negative image, then consumer will feel doubt to company that.

At the moment here, pay attention to satisfaction consumers are highly stressed, so lots the party who placed it attention to satisfaction consumer. Its creation satisfaction consumer can give a number of benefits among them connection between companies and their consumers become harmonious. Satisfaction consumer is factoring the main thing that companies need to pay attention to. Through satisfaction consumer will create loyal consumers. Loyal consumers exist continued consumers use the same product although there is choice or alternative other products (Aryani & Rosinta, 2010).

According to Mowen & Minor, (2010:89) defines satisfaction consumer as whole intended attitude passenger on goods and services after they get and feel it. Whereas according to Permenpan 16 of 2014, satisfaction survey public is measurement in a way comprehensive activity about level satisfaction society obtained from results measurement on opinion public (Hakim et al., 2022).

Feelings of satisfaction and not satisfied consumer lies in relationships between expectations and perceptions received by consumers after use service or product. If service or product in accordance with perception consumer so can categorized as that the consumer feels satisfied on what is received. So that in the future come consumer the will use service or the product is back. Vice versa, if consumer feel no satisfied with something results product or services, then they no will use service or product such and will look for other alternatives as his replacement. Additionally, if consumer the feel satisfied to something service or product, then consumer the will recommend service or product the to relatives, family until audience crowded. Things like this is what is called with EWOM.

According to Duarte et al., (2018) EWOM is statements made by consumers to something product or service, good is negative or nature positive. It's fast developments over time have resulted consumer will the easier in give evaluation or review of something service or product so that information obtained via EWOM will spread in a way fast and actual. In a sense otherwise, consumers get it experience good at something service or product in a way no direct will in involved in promotion via the EWOM platform.

PT KAI (Indonesian Railways) is a state-owned enterprise which operates in the field of service transport that provides facilities and infrastructure in frame support smoothness transport passengers and transport goods. The aim of PT Kereta Api Indonesia is: is for implement and support government program policies in the field economy through service services, as well for obtain profit for company with method organize business service supportive transportation quality service service transportation, for example stations and other facilities for demolish load goods (Pramana et al., 2019).

PT. KAI Drive II West Sumatra is one of them companies that use EWOM as tool the promotion. This thing seen from the existence of social media owned by PT. KAI Drive II West Sumatra. But on condition existing, the application of EWOM at PT. KAI Drive II West Sumatra still less than optimal. This thing seen from where EWOM should be used as receptacle promotion from PT. KAI Drive II West Sumatra no walk smoothly. The low EWOM activities at PT. KAI Drive II West Sumatra is caused by a lack of interest visitors in give *review* or evaluation related to PT. KAI Drive II West Sumatra.

By overall, based on observations that have been made researcher do it, get it that still low-level satisfaction consumers at PT. KAI Drive II West Sumatra. That thing because still low-quality services available at PT KAI. According to respondents who are researchers found, there is a number of obstacles encountered at PT. KAI Drive II West Sumatra such as how difficult it is booking ticket in a way online, as well lack of comfort obtained moment use service transportation this especially during the day holiday. things like that is certainly very influential to satisfaction from passengers, so satisfaction passenger transportation this is on average at a low level.

LITERATURE REVIEW

Elektronic Word Of Mouth (EWOM)

EWOM is a consumer who shares information related to personal experiences, views, comments about products, services, or brands through network channels to other consumers Cong & Zheng, (2017). The following are indicators used to measure the level of EWOM which consists of always sharing knowledge and knowledge, always reading other consumer reviews, recommending the company,

talking about the good side of the company, being proud to be one of the consumers of a company, recommending other people to use this company, and praising the company to others Duarte et al., (2018).

Satisfaction Consumer

Consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of a product in mind against the expected performance (results) Kotler et al., (2007). Consumer satisfaction is measured through several indicators consisting of pleasant experiences obtained. and feel satisfied with the comfort obtained Duarte et al., (2018).

Quality Service

Service quality can be interpreted as efforts to fulfill consumer needs and desires as well as the accuracy of delivery to meet consumer expectations Asbar & Saptari, (2017). To measure the level of service quality, several indicators are used which consist of service provided quickly and correctly, officers are able to provide reliable and precise service, officers help consumers who have difficulties, provide clear and easy to understand information, provide reliable guarantees, officers are able to provide service. according to consumer wishes Misransyah et al., (2023).

Company Image

Company image is the overall impression of a company that is developing in the wider community Groumpos & Groumpos, (2018). The following are several indicators used to measure a company's image, consisting of the company having a good reputation, the company having a good assessment in the eyes of consumers, consumers providing reviews and ratings of the company Groumpos & Groumpos, (2018).

Quality Service Influential EWOM

Based on the results of the study Santosa, (2019) it is known that service quality has a significant effect on EWOM. The influence of the two variables is positive, which means that there is a unidirectional relationship which shows the increasing interest in buying Zenbu PVJ products. In research conducted by Hamzah et al., (2023), stated that service quality has a positive and significant influence on EWOM. This research, which was conducted in the urban area of Kuala Lumpur, stated that service quality had an effect on EWOM.

Service Quality Influences Consumer Satisfaction

Based on research conducted by Afroj et al., (2021), it is known that service quality has a positive and significant effect on consumer satisfaction. Based on the results of this research, it is known that the better the quality of service, the higher the level of customer satisfaction. Similar research was also conducted by Rohaeni & Marwa (2018), stating that service quality is very closely related to consumer satisfaction. This means that the higher the quality of service felt by consumers, the higher the level of consumer satisfaction.

Company image influences EWOM

Based on the research results of Putri & Amalia, (2018), it is known that company image has a positive and significant effect on EWOM. If the company image improves, it will increase EWOM. In research conducted by T. F. Putri & Tuti, (2022), it was stated that brand image has a direct influence on EWOM. This research has a sample of consumers who purchased SC Johnson KIT products. Meanwhile, in research conducted by Haliman & Riswono, (2019), it is known that image can influence EWOM in educational services. It is known that the better the image of the educational institution, the more EWOM it will be able to increase.

Company image influences consumer satisfaction

Based on research conducted by Zusmawati et al., (2023), it is known that company image has a positive and significant effect on consumer satisfaction. Research conducted on consumers of Bank Nagari,

Lubuk Buaya Padang Branch, stated that a good company image will determine the level of customer satisfaction. Similar research was conducted by Shaktiani (2015), on Malang State Polytechnic students. Based on research conducted, it is known that company image influences customer satisfaction. This means that the better the company's image, the more customer satisfaction will increase.

Consumer satisfaction influences EWOM

Based on research conducted by Hamid et al., (2022), it is known that consumer satisfaction influences EWOM. This means that the stronger consumer satisfaction is, the more frequently consumers will promote word of mouth using social media. Customers who are satisfied will recommend to other consumers regarding the satisfaction they get. Similar research was also conducted by Hartaroe et al., (2016), which was conducted on an online fashion shop. Based on this research, the results showed that consumer satisfaction influences EWOM. Consumers who are satisfied will exchange information with other consumers regarding the satisfaction they feel.

Service quality influences EWOM through consumer satisfaction

Based on the research results of Itasari et al., (2020), it is known that service quality has a positive and significant effect on EWOM through consumer satisfaction. Consumer satisfaction is also determined by service quality so that service quality is an object that will be published by EWOM. In research conducted by Wahyuni & Ekawati (2018) it is stated that service quality can increase consumer satisfaction with a service, so that satisfied consumers will influence other consumers through EWOM. Based on this, consumer satisfaction can moderate service quality and EWOM. In research conducted by Dewi et al., (2019), which states that directly or indirectly service quality influences EWOM through customer satisfaction at PT. Sarana Dewata Courier Denpasar.

Company Image Influences EWOM Through Consumer Satisfaction

Based on the research results of Emmanuella et al., (2022), it is known that company image will have a positive and significant effect on EWOM through consumer satisfaction. The company's image will improve if the EWOM value from consumers increases if the rating is good or the customer is satisfied with the company's service. Based on research conducted by Pamungkas (2021), it appears that the brand image variable has a direct and significant effect on consumer satisfaction. Consumer satisfaction has a direct and significant effect on EWOM. Another similar study was conducted by Ikasanti et al., (2019), who stated that service quality and marketing experience have a significant influence on eWOM through consumer satisfaction.

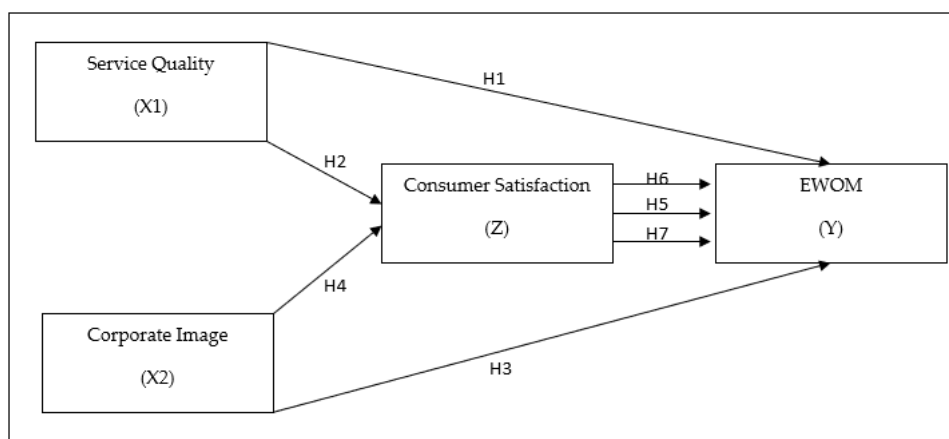


Figure 1. Conceptual Framework Chart

- H1 = Service quality has a positive and significant effect on EWOM
 H2 = Service quality has a positive and significant effect on customer satisfaction
 H3 = Corporate image has a positive and significant effect on EWOM
 H4 = Corporate image has a positive and significant effect on customer satisfaction
 H5 = Consumer satisfaction has a positive and significant effect on EWOM
 H6 = Service quality has a positive and significant effect on EWOM through PT. KAI
 H7 = Corporate image has a positive and significant effect on EWOM through PT KAI customer satisfaction

METHOD

This research was carried out using quantitative methods by testing hypotheses that will describe the relationship of certain variables through statistical analysis to measure the significance of the variables that have this relationship. In this research, the population is people who have used PT services. KAI DRIVE II West Sumatra in the last 6 months. So, a good sample to use in this research is between 90 and 180. So, the sample size that researchers used in this research is 100 samples. Data collection was carried out using a questionnaire distributed via Google form.

RESULT AND DISCUSSION

Result

The characteristics of the respondents consist of gender, age, marital status, occupation, monthly income, monthly expenses, have used the services of PT. KAI Drive II and did EWOM.

Table 1. Characteristics Respondents

Characteristics	Category	Frequency (person)	Percentage
Gender	boy	57	57%
	Woman	43	43%
Age	< 17 Years	13	13 %
	18 – 22 Years	30	30 %
	23 – 27 Years	33	33 %
	28 – 32 Years	14	14 %
	> 33 Years	10	10 %
	Work	BUMN	3
	Student / Student	30	30 %
	Civil Servants	7	7 %
	Police/Army	5	5 %
	Self-employed	11	11 %
	Employee Private	9	9 %
	Housewife	11	11 %
	Other	24	24 %
Once use PT services KAI in 6 months last and do EWOM	Characteristics Respondents Based on Once Using PT. KAI Drive II West Sumatra in the last 6 months	100	100 %
	Do EWOM	100	100 %
	Based on the type of platform used by	Instagram	27
	Facebook	17	17 %

consumers to carry out EWOM	WhatsApp Story	20	20 %
	Twitter	4	4 %
	Tiktok	9	9 %
	Google Maps	13	13 %
	Other	10	10 %

Source: Results of analysis researcher, 2023

Testing validity indicator convergent reflexive can see from factor loading value every construct indicator. For evaluate validity convergent generally used rule of thumb with provision the loading factor value should be exceeds 0.7.

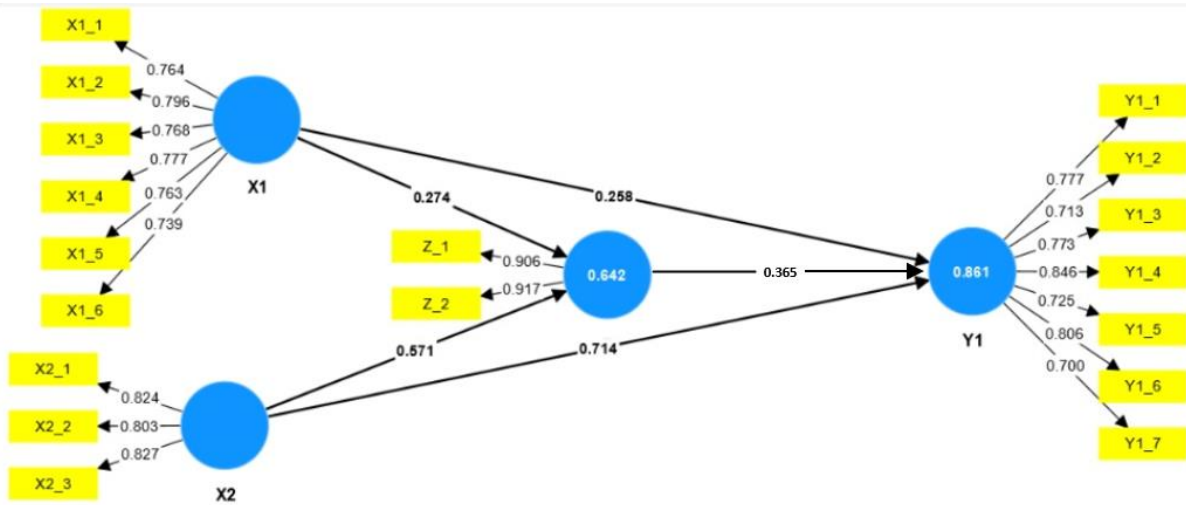


Figure 2. Path image outer loading

Table 2. Validity Test

Variable	No	Indicator	Outer Loading	Information
EWOM	1	Y_1	0.777	Valid
	2	Y_2	0.713	Valid
	3	Y_3	0.773	Valid
	4	Y_4	0.864	Valid
	5	Y_5	0.725	Valid
	6	Y_6	0.806	Valid
	7	Y_7	0.700	Valid
Quality Service	1	X1_1	0.764	Valid
	2	X1_2	0.796	Valid
	3	X1_3	0.768	Valid
	4	X1_4	0.777	Valid
	5	X1_5	0.763	Valid
	6	X1_6	0.739	Valid
Corporate Image	1	X2_1	0.824	Valid
	2	X2_2	0.803	Valid
	3	X2_3	0.827	Valid
Satisfaction Consumer	1	Z_1	0.906	Valid
	2	Z_2	0.917	Valid

Source: Results of analysis researcher, 2023

In measuring validity convergence is also seen AVE value, AVE value describes big its small indicators contained in the construct. AVE value can see in the table following:

Table 3. Analysis Results Average Variance Extracted (AVE)

Variable	AVE
EWOM	0.609
Quality Service	0.593
Corporate Image	0.669
Satisfaction Consumer	0.730

Source: Results of analysis researcher, 2023

Viewed value in testing This is the average variance extracted (AVE) value on the basis whole all variable obtained as results estimate Where value > 0.50 so can declared valid. With thereby can concluded that all indicator in study This has meet the measured convergent validity through outer loading value and AVE value. Testing reliability to all items or questions used in research this will use mark Composite Reliability and Cronbach's Alpha that can seen in the table following:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Information
EWOM	0.892	0.830	Reliabel
Quality Service	0.827	0.756	Reliabel
Corporate Image	0.763	0.894	Reliabel
Satisfaction Consumer	0.814	0.822	Reliabel

Source: Results of analysis researcher, 2023

Something variable said Enough reliability when variable the have mark cronbach's alpha > 0.6 and composite reliability is > 0.7. Test on structural models done with test connection between latent construct using *R-Square*, *Q-Square*. For construct dependent t test as well significant from structural path parameter coefficients. Following results estimate *R-Square* with use SmartPLS version 4.0.

Table 5. R-Square Value

Variable	R-Square
EWOM (Y)	0.826
Satisfaction Consumer (Z)	0.671

Source: Results of analysis researcher, 2023

Based on table, get seen that mark *R-square* for EWOM of 0.826, yield This show that 82.6% variable quality service, image company and satisfaction consumer contribute to the EWOM variable, whereas the rest influenced by variables outside study this. *R-square* value for variable satisfaction consumer of 0.671, results This show that 67.1% variable quality service and image company contribute satisfaction consumers, meanwhile the rest influenced by variables outside study this. Testing Hypothesis, final process from testing This is ensure he found answer or not yet he answered hypothesis with use alpha value 5% and value statistics used is 1.96, then can is known is hypothesis accepted or rejected whether H1 is accepted and H0 is rejected If more t-statistic value big from 1.96, and to can determine level significance used probability so that hypothesis said significant if the p-value is greater big from 0.05.

Table 6. Hypothesis Test Results

Variable	Original Sample (O)	Standard Deviation	T Statistics	P Values	Hypothesis Test Results
Quality service (X1) to EWOM (Y)	0.162	0.064	2.537	0.011	accepted
Quality service (X1) to satisfaction consumer (Z)	0.253	0.078	3.276	0.001	accepted
Corporate Image (X2) towards EWOM (Y)	0.440	0.092	4.772	0.000	accepted
Corporate Image (X2) to satisfaction consumer (Z)	0.642	0.079	8.114	0.000	accepted
Satisfaction consumers (Z) on EWOM (Y)	0.384	0.043	5.286	0.000	accepted
Quality service (X1) to EWOM (Y)	0.097	0.036	2.710	0.007	accepted
Corporate Image (X2) towards EWOM (Y)	0.247	0.055	4.519	0.000	accepted

Source: Results of analysis researcher, 2023

DISCUSSION

Service quality (X1) has a positive and significant effect on EWOM (Y)

Based on the table of 6 original sample values, it shows that service quality has a positive and significant effect on EWOM with a value of 0.162 and a p value of 0.111 which is smaller than 0.005 ($0.011 < 0.05$). This can be proven by looking at the statistical t value of 2.537 which has a greater value than the t table value ($t \text{ count } 2.537 > t \text{ table } 1.96$). This the hypothesis is accepted. This finding was confirmed by Hamzah et al., (2023) who stated that service quality has a positive and significant influence on EWOM. This research shows that pleasant and hassle-free travel has a big impact on EWOM. In addition, in research conducted by Saputra, (2019) the results were found that service quality had a positive influence on consumer satisfaction but did not have a positive influence on EWOM. Based on research results Santosa, (2019), it is known that service quality has a significant impact on EWOM.

Service quality (X1) has a positive and significant effect on consumer satisfaction (Z)

Based on the table of 6 original sample values, it shows that service quality has a positive and significant effect on consumer satisfaction with a value of 0.253 and a p value of 0.001 which is smaller than 0.005 ($0.001 < 0.05$). This can be proven by looking at the statistical t value of 3.267 which has a greater value than the t table value ($t \text{ count } 3.267 > t \text{ table } 1.96$). This the hypothesis is accepted. This finding was confirmed by Ibrahim & Thawil, (2019), based on this research, the results showed that service quality has a positive and significant influence on consumer satisfaction. Ahmad Afan Zain, (2022) conducted similar research which stated that 59.2% of consumer satisfaction was influenced by service quality, while intuitively the remaining 40.8% was influenced by other factors. Apart from that, Mahira, (2021) also conducted similar research and found that service quality had a significant effect on consumer satisfaction. The results of this research are in line with research conducted by researchers at PT. KAI DIVRE II Sumbar.

Company image (X2) has a positive and significant effect on EWOM (Y)

Based on the table of 6 original sample values, it shows that company image has a positive and significant effect on EWOM with a value of 0.440 and a p value of 0.000 which is less than 0.05 ($0.001 < 0.05$). This can be proven by looking at the statistical t value of 4,772 which has a greater value than the t table value ($t \text{ count } 4,772 > t \text{ table } 1.96$). This the hypothesis is accepted. This finding was confirmed by Putri & Tuti, (2022) who stated that the company image has a direct influence on EWOM. Just like this research, the research that the research has carried out also means that the company's image has a positive influence on EWOM. In addition, in research conducted by Haliman & Riswono (2019), it is known that image can influence EWOM in educational services. It is known that the better the image of a terirseibuit educational institution, the more EWOM it will be able to increase. S. R. Putri & Amalia, (2018) also carried out research and from this research it is known that the corporate image has a positive and significant impact on EWOM.

Company image (X2) has a positive and significant effect on consumer satisfaction (Z)

Based on the table of 6 original sample values, it shows that company image has a positive and significant effect on consumer satisfaction with a value of 0.642 and a p value of 0.000 which is smaller than 0.05 ($0.000 < 0.05$). This can be proven by looking at the statistical t value of 8.114 which has a greater value than the t table value ($t \text{ count } 8.114 > t \text{ table } 1.96$). This the hypothesis is accepted. Apart from that, Zusmawati et al., (2023) also conducted similar research. Based on the results of this research, it is known that company image and service quality have a positive and significant effect on customer satisfaction at PT Bank Nagari Lubuk Buaya Padang Branch. Tumbuan et al., (2014) also conducted similar research. Based on this research, the results showed that company image influences consumer satisfaction.

Consumer satisfaction (Z) has a positive and significant effect on EWOM (Y)

Based on the table of 6 original sample values, it shows that consumer satisfaction has a positive and significant effect on EWOM with a value of 0.384 and a p value of 0.000 which is smaller than 0.05 ($0.000 < 0.05$). This can be proven by looking at the statistical t value of 5.286 which has a greater value than the t table value ($t \text{ count } 5.286 > t \text{ table } 1.96$). This the hypothesis is accepted. In research conducted by Kartika & Shihab, (2019), it is known that consumer satisfaction is one of the intuitive influencing factors in implementing EWOM. This is also the case with research carried out by Khairunisa & Nisa, (2022) which found that consumer satisfaction has a positive and significant influence on EWOM. Hartaroe et al., (2016) also conducted similar research and found that consumer satisfaction had a positive and significant influence on EWOM. In line with this research, this research also states that consumer satisfaction can influence EWOM at PT KAI DIVRE II Sumbar.

Service quality (X1) has a positive and significant effect on EWOM (Y) through consumer satisfaction (Z)

Based on table 6 the original sample value shows that service quality has a positive and significant effect on EWOM through consumer satisfaction with a value of 0.097 and a p value of 0.007 which is smaller than 0.05 ($0.007 < 0.05$). This can be proven by looking at the statistical t value of 2.210 which has a greater value than the t table value ($t \text{ count } 2.210 > t \text{ table } 1.96$). This the hypothesis is accepted. In research conducted by Wahyuni & Ekawati, (2018) which states that service quality can increase consumer satisfaction with such services, satisfied consumers will influence other consumers through EiWOM. In research conducted by Itasari et al., (2020) it is known that service quality has a positive and significant impact on EWOM through consumer satisfaction.

Company image (X2) has a positive and significant effect on EWOM (Y) through consumer satisfaction (Z)

Based on table 6 the original sample value shows that company image has a positive and significant effect on EWOM through consumer satisfaction with a value of 0.247 and a p value of 0.000 which is smaller than 0.05 ($0.000 < 0.05$). This can be proven by looking at the statistical t value of 4.519 which has a greater value than the t table value ($t \text{ count } 4.519 > t \text{ table } 1.96$). This the hypothesis is accepted. Based on the research carried out by Pamungkas, (2021), it can be seen that the variety of creative images has a direct and significant impact on consumer satisfaction. Consumer satisfaction has a direct and significant impact on the electronic word of mouth. Based on the results of research conducted by Emmanuella et al., (2022) it is known that corporate image will have a positive and significant impact on EiWOM through consumer satisfaction. Another similar research was carried out by Ikasanti et al., (2019) who emphasized that service quality and marketing experience have a significant influence on EWOM through customer satisfaction.

CONCLUSION

In the final part of this thesis, the research will put forward several conclusions and suggestions based on the research findings and descriptions in the previous chapters regarding the problems studied.

1. The research results show that service quality has a positive and significant effect on EWOM. So, it can be concluded that the better the quality of service at PT. KAI DRIVE II West Sumatra, the better the EWOM will be for consumers.
2. The research results show that service quality has a positive and significant effect on consumer satisfaction. So it can be concluded that the better the quality of service at PT. KAI DRIVE II West Sumatra, the higher the level of consumer satisfaction.
3. The research results show that company image has a positive and significant effect on EWOM. So, it can be concluded that the better the company image of PT. KAI DRIVE II West Sumatra, the EWOM carried out by consumers will increase.
4. The research results show that company image has a positive and significant effect on consumer satisfaction. So it can be interpreted that the company image of PT. KAI DRIVE II West Sumatra has a positive influence on consumer satisfaction, or the company image owned by PT. KAI DRIVE II West Sumatra can increase the level of customer satisfaction.
5. The research results show that consumer satisfaction has a positive and significant effect on EWOM. So, customer satisfaction has a positive influence on EWOM at PT. KAI DRIVE II West Sumatra. This means that good customer satisfaction will trigger these consumers to carry out EWOM towards PT. KAI DRIVE II West Sumatra.
6. The research results show that service quality has a positive and significant effect on EWOM through consumer satisfaction. So it can be concluded that the influence of service quality on EWOM is through customer satisfaction at PT. KAI DRIVE II West Sumatra has a positive direction. In this research, consumer satisfaction can moderate service quality and EWOM at PT. KAI DRIVE II West Sumatra.
7. The research results show that company image has a positive and significant effect on EWOM through consumer satisfaction. So it can be concluded that the influence of company image on EWOM through consumer satisfaction at PT. KAI DRIVE II West Sumatra has a positive direction. This means that the better the company image of PT. KAI DRIVE II West Sumatra, the higher the EWOM will be through consumer satisfaction.

REFERENCES

- Afroj, S., Hanif, F., Hossain, M. Bin, Fuad, N., Islam, I., Sharmin, N., & Siddiq, F. (2021). Assessing the municipal service quality of residential neighborhoods based on SERVQUAL, AHP and Citizen's Score Card: A case study of Dhaka North City Corporation area, Bangladesh. *Journal of Urban Management*, 10(3), 179–191. <https://doi.org/10.1016/j.jum.2021.03.001>
- Aryani, D., & Rosinta, F. (2010). Pengaruh kualitas layanan terhadap kepuasan pelanggan dalam membentuk loyalitas pelanggan. *Jurnal Ilmu Administrasi dan Organisasi*, 17(2), 114–126. <https://doi.org/10.20476/jbb.v17i2.632>
- Asbar, Y., & Saptari, M. A. (2017). Analisa Dalam Mengukur Kualitas Pelayanan Terhadap Kepuasan Konsumen Menggunakan Metode PIECES. *Jurnal Visioner & Strategis*, 6(2), 39–47.
- Cong, Y., & Zheng, Y. (2017). A Literature Review of the Influence of Electronic Word-of-Mouth on Consumer Purchase Intention. *Open Journal of Business and Management*, 05(03), 543–549. <https://doi.org/10.4236/ojbm.2017.53047>
- Dewi, K. I. L., Yulianthini, N. N., & Telagawathi, N. L. W. S. (2019). Pengaruh Dimensi Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pengguna Bpjs Kesehatan Di Kota Singaraja. *Manajemen*, 5(2), 82–92.
- Duarte, P., Costa e Silva, S., & Ferreira, M. B. (2018a). How convenient is it? Delivering online shopping

- convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44, 161–169. <https://doi.org/10.1016/j.jretconser.2018.06.007>
- Duarte, P., Costa e Silva, S., & Ferreira, M. B. (2018b). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44(March), 161–169. <https://doi.org/10.1016/j.jretconser.2018.06.007>
- Emmanuella, G., Indrayani, I. I., & ... (2022). Motif Electronic Word of Mouth Pada Akun Instagram Subway Indonesia. *Jurnal e* <https://publication.petra.ac.id/index.php/ilmu-komunikasi/article/view/13218%0Ahttps://publication.petra.ac.id/index.php/ilmu-komunikasi/article/viewFile/13218/11478>
- Fakhrudin, A. (2017). Pengaruh Costumer Service Terhadap Citra Perusahaan. *Jurnal Manajemen Dirgantara*, 10(01), 53–64.
- Groumpos, P., & Groumpos, P. (2018). Switching-Costs , Corporate Corporate and Quality effect effect on on Customer Customer Loyalty : Kosovo Retail Market. *IFAC-PapersOnLine*, 51(30), 287–292. <https://doi.org/10.1016/j.ifacol.2018.11.303>
- Hakim, F. A., Armida, S., Ekonomi, J. P., Ekonomi, F., & Padang, U. N. (2022). Analisis Kualitas Pelayanan PT Kereta Api Diore Ii Sumbar Rute Padang – Pariaman Abstract : This study objectives to analyze the effect of service quality on community satisfaction of users of the West Sumatra Divre 2 Railroad service on the Padang - Pari. 5(1), 114–122.
- Haliman, O. :, & Riswono, T. (2019). Analisis faktor-faktor yang mempengaruhi citra dan pengaruhnya terhadap word of mouth pada jasa pendidikan (studi pada stie Widya Manggala Semarang). 12(1), 57–64.
- Hamid, A., Natsir Mokh,, & Darsono, J. T. (2022). Pengaruh Customer Trust Dan Customer Satisfaction Terhadap Brand Loyalty Melalui E-WOM. 9(1), 102–113.
- Hamzah, M. I., Wahab, S. N., Abd Rashid, M. H., & Voon, B. H. (2023). Switching intention, WOM and quality of public transport services: A case of the Kuala Lumpur conurbation. *Multimodal Transportation*, 2(3), 100082. <https://doi.org/10.1016/j.multra.2023.100082>
- Hartaroe, B. P., Mardani, R. M., & Abs, M. K. (2016). Pengaruh kualitas produk dan kepuasan pelanggan terhadap electronic word of mouth (e-wom) pada fashion online shop joyism di instragram. X, 82–94.
- Ikasanti, L., Rachma, N., & Hufron, M. (2019). Analisis Pengaruh Kualitas Layanan, Kepuasan Dan Experiential Marketing Terhadap Electronic Word of Mouth lazada Online Shop. *e-Jurnal Riset Manajemen*, 2012, 91–108.
- Itasari, A. A., Hastuti, N. H., & Supriyadi, A. (2020). Pengaruh Word of Mouth, Electronic Word of Mouth dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *ETTISAL: Journal of Communication*, 5(2), 259–271.
- Kotler, P., Nyamin, M., & Keller, K. L. (2007). *Manajemen pemasaran* (12 ed.).
- Misransyah, Risal, S., Khariry, M., Asmawatiy, C., Saputra, R. W., Sulandjari, S., & Elizabeth, R. (2023a). Building trust through quality of service mediated with satisfaction to acceptors of family planning in the province of South Kalimantan. *Heliyon*, 9(2), e13142. <https://doi.org/10.1016/j.heliyon.2023.e13142>
- Misransyah, Risal, S., Khariry, M., Asmawatiy, C., Saputra, R. W., Sulandjari, S., & Elizabeth, R. (2023b). Building trust through quality of service mediated with satisfaction to acceptors of family planning in the province of South Kalimantan. *Heliyon*, 9(2). <https://doi.org/10.1016/j.heliyon.2023.e13142>
- Moha, S., & Loindong, S. (2016). Analisis Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Konsumen Pada Hotel Yuta Di Kota Manado. *Jurnal EMBA*, 4(1), 575–584.
- Pamungkas, Z. A. (2021). “Pengaruh citra merek, kualitas pelayanan dan kualitas produk terhadap ewom dengan kepuasan konsumen sebagai variabel mediasi (Studi Pada UD ‘Harum Manis’ UKM Oleh-oleh dan Souvenir Khas Kota Batu).” *Managemen and Bussiness Riview (MBR)*, 5(2), 1–10.
- Pramana, Y. I., Harahap, G., & Lubis, M. M. (2019). Analisis Kepuasan Pengguna Jasa Transportasi

- Kereta Api. *Jurnal Ilmiah Pertanian (JIPERTA)*, 1(2), 202–211. <https://doi.org/10.31289/jiperta.v1i2.77>
- Putri, S. R., & Amalia, R. (2018). Pengaruh E-Wom Terhadap Citra Perusahaan Dan Dampaknya Terhadap Niat Beli Konsumen Pada Situs Online Shopee. Id. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 3(2), 75–84. <https://doi.org/https://doi.org/10.24815/jimen.v3i2.7124>
- Putri, T. F., & Tuti, M. (2022). Pengaruh Citra Merek, Media Sosial Instagram, Dan Keragaman Produk Pada Electronic Word of Mounth Melalui Keputusan Pembelian. *IDEI: Jurnal Ekonomi & Bisnis*, 3(2), 62–76. <https://doi.org/10.38076/ideijeb.v3i2.117>
- Rohaeni, H., & Marwa, N. (2018). *Kualitas Pelayanan Terhadap Kepuasan Pelanggan*. 2(2), 312–318.
- Santosa, A. T. (2019). Pengaruh Kualitas Pelayanan, Kualitas Produk, Store Atmosphere, Dan E-Wom Terhadap Proses Keputusan Pembelian (Survei Terhadap Konsumen Zenbu-House of Mozaru Paris Van Java, Bandung). *Jurnal Manajemen Maranatha*, 18(2), 148–158. <https://doi.org/10.28932/jmm.v18i2.1613>
- Wahyuni, N. K. S. Y., & Ekawati, N. W. (2018). Peran kepuasan pelanggan dalam memediasi kualitas layanan terhadap word of mouth. *E-Jurnal Manajemen Unud*, 7(5), 2823–2855. <https://doi.org/https://doi.org/10.24843/EJMUNUD.2018.v7.i05.p20> ISSN
- Yola, M., & Budianto, D. (2016). Analisis Kepuasan Konsumen Terhadap Kualitas Pelayanan dan Harga Produk pada Supermarket dengan Menggunakan Metode Importance Performance Analysis (IPA). *Jurnal Optimasi Sistem Industri*, 12(1), 301. <https://doi.org/10.25077/josi.v12.n1.p301-309.2013>
- Zusmawati, Magdalena, M., Fernos, J., & Ramadhani, A. S. (2023). Pengaruh Citra Perusahaan dan Kualitas Pelayanan terhadap Kepuasan Nasabah Menabung. *Economics and Digital Business Review*, 4(1), 470–482.