Does e-banking moderate customer value relations with corporate reputation: The case of BNI bank in Kediri city, Indonesia

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Abstract

Banking activities that utilize internet media to support banking services and at the same time carry out online transactions using communication media have proven to be profitable and make it easier for customers to make transactions. The purpose of this study is to analyze whether e-banking moderates the relationship between customer value and corporate reputation and examine the effect of service quality, product quality, and brand equity on customer value. The analysis uses a structural equation model of 280 respondents chosen using a targeted sampling method, based on a population of BNI (Bank Negara Indonesia) banking clients in the town of Kediri. The results show that e-banking is a moderating factor and makes a positive contribution to the relationship between client value and the company's reputation. Thus, the usage of the online banking network will increase the reputation of the company. The research also proves that service quality and brand equity make a positive contribution to customer value. When the customer's value acts as a power of attorney and makes a positive contribution to the company's reputation.

1. Introduction

The national banking industry has a bright future, supported by abundant natural wealth and supported by Indonesia's large population Banks are financial institutions that are very strategically important to a country's economy. Banks develop their services not only with the slogan of safe and reliable services but also with the ability to provide services that are tailored to the needs of customers that have developed in line with technological and lifestyle advancements. One of the best ways to provide services to customers is by issuing bank products that can provide satisfaction and convenience when making transactions.

The banking industry has become very competitive with the services they provide. Information Technology (IT) is widely used in a competitive environment to offer banking services to clients. In fact, the emergence of IT technology, in particular, has changed the process of consuming retail banking services, as community interaction in service delivery increases. The emergence of information technology, especially the internet, has changed the retail banking consumption process, as human-to-human interaction in the provision of services is getting better (Bitner & Zeithaml, 2003). Online banking is banking refers to banking services and products that are directly aimed at clients through interactive electronic communication channels. Online banking includes systems that allow bank clients, both personal and corporate, to access accounts, carry out commercial transactions, or obtain information on banking products and services via private or public networks. Clients can access online banking via electronic smart devices.

Since banks started offering technology-standard products to customers, they have felt the need to improve service quality to influence customer value and bank reputation, which ultimately increases the

number of bank customers. Meanwhile, product quality and brand equity improvements are also necessary to increase customer value and bank reputation. This is because service quality, brand equity, and product quality are closely related to corporate reputation and bank performance in the long run (Hallowell, 1996). In order to improve service quality, brand equity, and customer value for the use of an IT service, the main factor is the ease of use (Gerpott, Rams, & Schindler, 2001).

In the banking industry, the use of IT as the principal basis for services has become widespread. The increased use of information technology has significantly helped in delivering the best service to customers, as service quality has shown a strong correlation with brand equity, customer value, and a bank's reputation (Andreassen & Lindestad, 1998).

According to some experts, offering quality service to clients is a necessity in today's competitive banking environment (Yavas, Bilgin, & Shemwell, 1997). Enhancing the quality of service is a way to increase competitiveness because good service quality can increase customer value, which in turn, can enhance the reputation of the company. Numerous studies have proven the relationship between service quality, product quality, brand equity, and online banking on customer value and corporate reputation. However, in this article, we focused on the role of e-banking as a moderator variable.

2. Literature Review and Hypothesis Development

One of the most crucial factors in the business sector is a company's reputation. A company's reputation, whether positive or negative, is a key predictor of its success. While maintaining a good reputation company can be a complex issue, it can be incredibly valuable. The state of a firm's reputation, which is an intangible asset, depends on its collective performance and the signals and messages it chooses to broadcast to the market. The symbol of a company's reputation is its name, and if managed properly, it will represent the values and image of the company. This can be of great value to consumers (Jao, Hamzah, Laba, & Mediaty, 2020; Tarigan, 2014). A person's experience with the goods or services they receive is a manifestation of the company's reputation. A solid reputation can increase credibility, giving customers more assurance that they will receive the promised goods or services. Reputation is a guarantee that consumers' expectations will be met (Sumardana, Rahyuda, & Sintaasih, 2014).

2.1. The Relationship between Service Quality, Customer Value and Corporate Reputation

Service quality refers to all actions taken by a business to satisfy customer expectations. According to Munnukka, Järvi, and Outi (2013), the value of the client is impacted by the quality of the services provided. The major drivers of consequence-level client value were discovered to be dependability, responsiveness, and assurance. Hence, firms can increase customer value by concentrating on the appropriate service quality characteristics.

According to Oh and Kim (2017), perceived value, business image, and customer happiness are all impacted by service quality. Rusmahafi and Wulandari (2020) found that quick service increases customer value and sets expectations for performance. Ozkan, Süer, Keser, and Kocakoç (2020) found that customer happiness and perceived value both have an impact on loyalty. Based on these findings, the following theory is proposed:

H1: Customer value is significantly influenced by service quality.
H2: Through the value of the customer, service quality has a substantial impact on corporate reputation.

2.2. The Relationship between Product Quality, Customer Value and Corporate Reputation

Quality is based on actual experience with products or services and is measured based on consumer requirements. It can represent moving targets in a market with plenty of competition, whether declared or not, realized or merely felt, done technically, or is done subjectively. On the other hand, product quality refers to a product's overall qualities and features that influence its capacity to satisfy explicit or implicit needs (Kotler, 2020).

Widyaningrum, Farida, and Prihatini (2022) demonstrated how product and service quality affects customer value. Using consumer value, path analysis demonstrates the impact of product quality on brand switching. Hakim and Susanti (2017) established that customer value is influenced by perceived product quality. Munisih and Soliha (2015) demonstrate that product quality has a favorable impact on customer value. According to Sarifuddin (2017), product quality enhances a company's reputation. Manik et al. (2023) proposed that management's proactive engagement in quality improvement planning will increase product quality, which is advantageous for the firm. Based on these findings, the following theory is proposed:

H3: Customer value is significantly influenced by product quality.
H4: Through the value of the customer, product quality has a huge impact on a company's reputation.

2.3. The Relationship between Brand Equity, Customer Value and Corporate Reputation

Brand equity refers to a collection of brand assets and liabilities relating to a brand, its name, and its symbol that affects the value a product or service offers to a business or its clients (Aaker, 2019). Brand equity,

on the other hand, is defined by Shimp (2010) as the brand value that leads to high brand awareness and solid, positive, and sometimes distinctive brand associations that consumers remember for a certain brand.

According to Ho, Wu, Nguyen, and Chen (2019), green marketing modifies the impact of consumer value on brand equity in a favorable way. According to Staudt, Shao, Dubinsky, and Wilson (2014), brand equity acts as a mediator between corporate social responsibility (CSR) and perceived customer value, showing that CSR has an impact on both. According to Lai, Chiu, Yang, and Pai (2010), CSR and corporate reputation have a favorable impact on brand performance and industry brand equity. A part of the relationship between CSR and brand performance is also mediated by business reputation and industry brand equity. According to Wang, Lee, Wu, Chang, and Wei (2012), brand equity has a positive impact on a company's reputation. According to Khoshtaria, Datuashvili, and Matin (2020), a university's reputation is impacted by brand equity. According to Azizah (2019), brand equity is influenced by perceived value and corporate image. This description leads to the following theory, which is proposed:

H5: Customer value is significantly impacted by brand equity.

H6: Through the value of the consumer, brand equity significantly affects corporate reputation.

2.4. Relationship between Customer Value and Corporate Reputation

The difference between total customer value and total customer expense is known as customer value. Total customer value refers to a group of advantages that customers anticipate from certain products or services, whereas total customer costs refer to the expenses that consumers anticipate for the evaluation, acquisition, usage, and disposal of goods and services (Kotler, 2020).

According to Cretu and Brodie (2007), brand image, which is more focused on products, may have less of an impact on purchase decisions than corporate reputation, which may be different. While corporate reputation has a larger impact on customer value perceptions, brand image has a more focused impact on customer views of product and service excellence. According to Alrubaiee, Aladwan, Joma, Idris, and Khater (2017), customer value affects a company's reputation and marketing effectiveness. Businesses across all sectors are searching for fresh sources of competitive advantage as market competition increases. Resources are a long-term source of competitive advantage, according to the firm's resource-based perspective. Cretu and Brodie (2009) demonstrate the various effects of business reputation and brand image on perceived quality and consumer value. Product quality perception is influenced by brand perception, and consumer value is predicted by company reputation. A company's ability to retain and grow its reputation can have a greater influence on customer value. This description leads to the following theory, which is proposed:

H7: Corporate reputation is significantly impacted by customer value.

2.5. E-Banking Relationship, Customer Value and Corporate Reputation

Modern banking information technology has produced new methods for handling routine financial transactions, particularly through internet banking channels. In many regions of the world, including industrialized nations, online banking services have grown quickly. More than half of all current contracts now involve e-banking.

E-banking is a banking activity that can be carried out by customers either from home, place of business, or in other locations that are not at a real bank location by using communication media (Mukherjee & Nath, 2003). Online banking is one way that banks use online media to advertise and conduct transactions for both traditional and novel products.

The main factors influencing the acceptance of online banking are perceived benefits and information about it. The banking industry has developed rapidly, leading to increased competition and difficulties in attracting customers (Pikkarainen, Pikkarainen, Karjaluoto, & Pahnila, 2004). Optimal e-service quality is expected to meet customer expectations, enabling companies to win the market competition and ultimately achieve maximum profits. According to Lestari and Anggilia (2019), there is a strong correlation between integrated marketing communication and company image service quality. This description leads to the following proposed theory:

H8: The relationship between consumer value and corporate reputation is greatly moderated by e-banking.

3. Research Methodology

This is a causal study that includes all Bank Negara Indonesia (BNI) savings customers in Kedri City as the research population. A sample of 280 respondents was selected using a purposive sampling technique (10 times the number of indicators). The analysis method makes use of Warp PLS (Wrap Partial Least Square) software and SEM (Structural Equation Modeling). The sample criterion includes customers who have been saving for at least a year and are over the age of 17.

A questionnaire with a 5-level Likert scale was employed in this investigation. Each indicator had two statement items. According to Othman and Owen (2001), there are six indicators used to measure variable service quality: tangibles, dependability, responsiveness, assurance, empathy, and compliance. Performance, features, reliability, and compliance are the four indicators used to measure variable product quality (Kotler, 2020). Brand awareness, brand association, perceived quality, and brand loyalty are the four factors that make up variable brand equity (Aaker, 2019). The four indicators that make up variable customer value are

emotional value, social value, performance value, and monetary value (Panjaitan & Panjaitan, 2021). According to Sumardana et al. (2014), corporate reputation variables are based on six indicators: emotional appeal, product and service quality, vision and leadership, work environment, financial performance, and social responsibility. Trust, convenience, information quality, and risk are the four indicators used for e-banking variables (Mukherjee & Nath, 2003; Pikkarainen et al., 2004).

4. Result

The following is a description of the respondents' characteristics, including their gender, age, education level, marital status, and length of time as customers, as given in Table 1.

Table 1. Respondent characteristics (N = 280).

Characteristics		Frequency	Percentage (%)
Gender	Male	187	66.8
	Female	093	33.2
Age	17-30 Years	087	31.1
	31-40 Years	092	32.8
	41-60 Years	101	36.1
Education level	High school level	076	27.1
	Bachelor	132	47.2
	Master	072	25.7
Status	Mate	201	71.8
	Single	079	28.2
Long time customer	1 to 5 years	127	45.4
	6 to10 years	091	32.5
	> 10 years	062	22.1

Examination of 280 respondents' descriptive data revealed: Men accounted for 66.8% of the respondents' characteristics, while women made up 33.2%. According to the respondents' age-based characteristics, 36.1% of respondents were between the ages of 41 and 60, and 31.1% were between the ages of 17 and 30. The plurality of respondents (47.2%) had a bachelor's degree, followed by 27.1% with only a high school diploma, and 25.7% with a master's degree. 45.4% of respondents have been BNI bank clients for less than one year, 32.5% have been customers for between six and ten years, and up to 22.1% have been customers for more than ten years. The goodness of the fit model was analyzed from the Average Path Coefficient (APC), Average R Squared (ARS), and Average Variance Inflation Factor (AVIF) values. Table 2 shows the APC, ARS, and AVIF values, all of which meet the requirements, and show no multicollinearity of the independent variables. Thus, the model meets the requirements.

Table 2. Goodness of fit model.

Result	P-value	Criteria	Description
APC	0.257	< 0.001	Supported
ARS	0.218	< 0.001	Supported
AVIF	1.189	< 5.000	Supported

4.1. Research Variable Validity Test

According to Table 3, each indicator's loading factor value and AVE (average variances extracted) value are both more than 0.5. As a result, all measurements and indicators of the research variables' convergent validity satisfy the standards.

The value of AVEs (square roots of average variance extracted) represents discriminant validity. The expected value is higher than the correlation value within the same block, and this value can be found in the diagonal location of the correlations among latent variables. Table 4 demonstrates that every variable satisfies the requirements of discriminant validity.

4.2. Research Variable Reliability Test

Two metrics, namely composite reliability and Cronbach's alpha, were used to evaluate the reliability of the study. According to Table 5, each variable's Cronbach alpha value is above 0.6. Moreover, the composite reliability value exceeds 0.7. Therefore, all constructs meet the criteria for reliability.

Figure 1 shows the path coefficient values between the research variables (B = coefficient value; P = probability; R2 = determination value).

4.3. Hypothesis Testing

Based on the predicted significant value of the study model parameters displayed in Table 6, hypothesis testing is done.

Table 3. Loading factor values, and AVE.

Research variables	Indicator	Outer loading factor value	AVE
Service quality (Serv-X1)	Serv-X1.1	0.870	0.687
	Serv-X1.2	0.774	
	Serv-X1.3	0.774	
	Serv-X1.4	0.785	
	Serv-X1.5	0.698	
	Serv-X1.6	0.619	
Product quality (Prod-X2)	Prod-X2.1	0.733	0. 578
	Prod-X2.2	0.790	
	Prod-X2.3	0.854	
	Prod-X2.4	0.618	
Brand equity (Bran-X3)	Bran-X3.1	0.690	0.508
	Bran-X3.2	0.678	
	Bran-X3.3	0.861	
	Bran-X3.4	0.921	
Customer value (Valu-Z)	Valu-Z.1	0.691	0.586
	Valu-Z.2	0.742	
	Valu-Z.3	0.809	
	Valu-Z.4	0.825	
Corporate reputation (Repu-Y)	Repu-Y.1	0.910	0.683
	Repu-Y.2	0.581	
	Repu-Y.3	0.810	
	Repu-Y.4	0.642	
	Repu-Y.5	0.892	
	Repu-Y.6	0.766	
E-banking (E-bank-M)	E-bank-M.1	0.685	0.552
	E-bank-M.2	0.816	
	E-bank-M.3	0.887	
	E-bank-M.4	0.761	

Table 4. Correlations among latent variables.

Variable	Serv-X1	Prod-X2	Bran-X3	Valu-Z	Repu-Y	E-bank-M
Serv-X1	0.766	0.544	0.192	0.557	0.204	0.195
Prod-X2	0.544	0.760	0.263	0.346	0.344	0.220
Bran-X3	0.192	0.263	0.638	0.388	0.419	0.365
Valu-Z	0.557	0.346	0.388	0.697	0.302	0.343
Repu-Y	0.204	0.344	0.419	0.302	0.619	0.451
E-bank-M	0.195	0.220	0.365	0.343	0.451	0.672

Table 5. Reliability test results.

Test results	Cut off value	Serv-X1	Prod-X2	Bran-X3	Valu-Z	Repu-Y	E-bank-M	Notes
Cronbach's alpha	> 0.6	0.892	0.840	0.688	0.632	0.646	0.693	All items meet the requirements
Composite reliability	> 0.7	0.851	0.741	0.722	0.784	0.768	0.766	

Note: Serv-X1= Service quality; Prod-X2= Product quality; Bran-X3= Brand equity; Valu-Z = Customer value; Repu-Y = Corporate reputation; E-bank-M = E-banking.
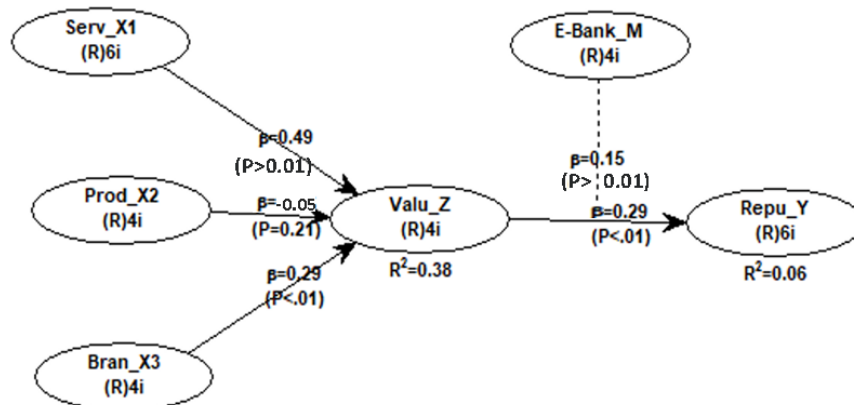

Figure 1. Path coefficient for the research model.

Table 6. Testing hypotheses.

H	Relationship	Standardized coefficient	SE	P	Decision
H1	Serv-X1 → Valu-Z	0.493	0.059	0.000	Accepted
H2	Serv-X1 → Valu-Z →Repu-Y	0.114	0.046	0.000	Accepted
H3	Prod-X2 → Valu-Z	-0.052	0.064	0.209	Reject
H4	Prod-X2 → Valu-Z →Repu-Y	-0.015	0.045	0.202	Reject
H5	Bran-X3 → Valu-Z	0.294	0.061	0.000	Accepted
H6	Bran-X3 → Valu-Z →Repu-Y	0.086	0.045	0.000	Accepted
H7	Valu-Z →Repu-Y	0.292	0.059	0.000	Accepted
H8	E-bank-M*(Valu-Z →Repu-Y)	0.155	0.063	0.007	Accepted

Note: * = Moderation.

Customer value is impacted by service quality by 0.493 with a value of p = 0.000. Service quality has an impact on a company's reputation through a customer value of 0.114. This demonstrates that H1 and H2 are recognized.

The relationship between product quality and customer value is negative (-0.052) with a value of p = 0.209. Product quality has an impact on a company's reputation through a customer value of -0.015. Hence, H3 and H4 are demonstrated to be false.

Brand quality has a 0.294 percent influence on consumer value with a value of p-value of 0.000.

Brand quality has an impact on business reputation through a consumer value of 0.086. This demonstrates that H5 and H6 are recognized.

There is an influence on customer value on corporate reputation, with a coefficient of 0.292, and a p-value of 0.000, conforming the validity of hypothesis H7.

E-banking has a moderate effect of 0.155 on the link between customer value and corporate reputation with a value of p = 0.000. This confirms the acceptance of H8.

5. Discussion and Conclusion

The study reveals that service quality, product quality, brand equity, and customer value variables significantly contribute to the explanation of BNI Bank's corporate reputation in Kediri City. Additionally, this study demonstrates that the relationship between customer value and BNI Bank's corporate reputation is positively moderated by e-banking. To ensure clarity, the research findings are discussed and analysed at a time as follows:

5.1. The Influence of Service Quality on Customer Value and Corporate Reputation through Customer Value

The results of this study show that customer value is significantly influenced by service quality, indicating that strong service quality enhances customer value. This finding demonstrates that Bank BNI provides respectable customer care in Kediri City, which is well-liked by its clients. This is reflected in the answers of respondents who stated that the location of Bank BNI is easily accessible, close to the center of economic activity and that service space is adequate. Additionally, the bank guarantees the security of stored funds and customer confidentiality. Besides that, bank employees are able to provide appropriate services and resolve customer complaints effectively. These factors are highly valued by customers and are reflected in their positive responses. The study supports previous studies by Munnukka et al. (2013); Rusmahafi and Wulandari (2020) and Oh and Kim (2017), which have demonstrated a substantial relationship between service quality and customer value.

Tangibles indicators make a dominant contribution to service quality, while compliance indicators contribute the least to forming service quality variables. Therefore, compliance still needs serious attention. This attention can be given by providing the widest possible information to the public, especially customers, that Bank BNI operates in compliance with national and international banking standards, thus guaranteeing its adherence to them.

The study also discovered a connection between consumer value, service quality, and corporate reputation. This shows that the relationship between consumer value and corporate reputation is a good example of an intervening variable. Hence, enhancing service quality and customer value can also help to raise the value of a company's reputation.

5.2. Effect of Product Quality on Customer Value and Corporate Reputation through Customer Value

The study's findings show that customer value is not much impacted by product quality, and thus, product quality does not increase the worth of the consumer. This data demonstrates that customers have rejected the product quality offered by Bank BNI in Kediri City. The study's findings show that customer value is not much impacted by product quality. Thus, that product quality does not strengthen customer value. This data demonstrates that customers have rejected the product quality given by Bank BNI in Kediri City. Furthermore, if we pay attention to the characteristics of the length of time the respondents have been customers, the highest proportion is those who have been saving for 1-5 years, at 45.4%. This also shows that

customers still do not feel the benefits of long-term savings. When it comes to the respondents' age, they tend to be young, with 17-30 years olds comprising 31.1%. In terms of education level, 27.1% have a high school education. These findings are in contrast to the results of previous studies by Widyaningrum et al. (2022); Hakim and Susanti (2017) and Munisih and Soliha (2015).

The reliability indicator makes a dominant contribution to product quality, while the conformance indicator contributes the least to forming product quality variables. Therefore, conformance still needs serious attention. This attention can be given by making ensuring that each product the bank offers is secure and beneficial to clients. Furthermore, it was discovered in this study that there was a non-significant indirect relationship between product quality and business reputation via consumer value. This shows that the relationship between product quality and brand reputation is not well explained by the value of the consumer.

5.3. The Effect of Brand Equity on Customer Value and Corporate Reputation through Customer Value

The study's findings show that consumer value is influenced by brand equity, which strengthens customer value. This evidence also shows that Bank BNI in Kota Kediri has good brand equity that is well-liked and remembered by customers. This is reflected in the responses of the respondents who indicated their preference to save at Bank BNI and not to move to other banks. The quality of the bank is exceptional and superior in all respects compared to other banks. Besides that, Bank BNI is very easily recognized and remembered by its symbol '46'. These findings are consistent with work done by Lai et al. (2010); Wang et al. (2012) and Ho et al. (2019).

Brand loyalty indicators make a dominant contribution to brand equity, while brand association indicators contribute the least to forming brand equity variables. Therefore, the brand association still needs serious attention. This attention can be achieved by enhancing the bank's brand image through activities that are beneficial to customers so that the bank has a prominent brand position compared to other bank brands.

According to research on the relationship between brand equity and customer value, strong brand equity will positively impact customer value. This study also discovered that brand equity had an indirect impact on a bank's corporate reputation via customer value. This shows that the link between brand equity and company reputation is one in which consumer value makes a good intervening variable. Hence, brand equity and customer value can be used to boost a company's reputation.

5.4. The Influence of Customer Value on Corporate Reputation

The study's findings show that customer value affects BNI Bank's business reputation. Consequently, it can be concluded that a company's reputation is strengthened by the value of its customers. This study shows that customers of Bank BNI in Kota Kediri have a high customer value, leading to a corporate reputation. This is reflected in the answers of respondents who stated that BNI's bank interest rates always follow the market, and are profitable. As a result, saving at BNI Bank is a wise long-term strategy. The bank's product performance is very good, as expected. Also, the products offered by the bank are of high value, and customers feel a sense of pride and authority by being a part of the BNI Bank community. These findings align with previous research conducted by Cretu and Brodie (2007), Alrubaiee et al. (2017), and Cretu and Brodie (2009).

The value of money indicator makes the dominant contribution to forming customer value, while the emotional value indicator contributes the least to forming the customer value variable. However, emotional value still needs serious attention. This attention can be achieved by educating and motivating customers about BNI bank's role as a state-owned bank that partners with the government to promote economic development and social welfare. This can instil a sense of pride in being a BNI Bank customer. The study also found a positive correlation between customer value and corporate reputation. This suggests that improving consumer value can boost a company's reputation.

5.5. E-Banking Moderates Relationships with Customer Value and Corporate Reputation

The results of this study show that the relationship between customer value and Bank BNI's corporate reputation is moderated by e-banking. As a result, it is possible to conclude that e-banking reinforces the impact of consumer value on brand reputation. This evidence shows that by using the e-banking network, the corporate reputation of Bank BNI, Kediri City, will increase. This is reflected in the answers of respondents who stated that with an e-banking network, the quality of information obtained is accurate and up to date. Using e-banking can save time, can perform transactions at any time, and has high security. Besides that, customers believe that fund transfer transactions with e-banking are safe to use.

Information quality indicators make the dominant contribution to e-banking, while trust indicators make the least contribution to e-banking variance. As a result, e-banking trust still requires substantial attention. This attention can be exerted by providing accurate information to clients. For example, Bank BNI can promote the security of its e-banking system and emphasize that fund transfer transactions conducted through e-banking are secure. This study is consistent with previous research conducted by Mukherjee and Nath (2003); Pikkarainen et al. (2004) and Lestari and Anggilia (2019).

According to the study's findings, e-banking has a positive impact on both company reputation and customer value. This suggests that by improving the quality of e-banking services, Bank BNI can strengthen its corporate reputation through increased customer satisfaction. Therefore, it is important to increase the

utilization of the e-banking network and to evaluate its effectiveness in supporting bank operations. This will ensure that the BNI e-banking network is functioning optimally and meeting customer needs.

6. Conclusions and Recommendations

According to the study's findings, e-banking moderates the relationship between customer value and brand reputation in a favorable way. As a result, the usage of e-banking will improve BNI Bank's corporate reputation. Additionally, it highlights the need of using customer value as a good intermediary variable when tying service excellence and brand equity factors to a company's reputation. This demonstrates that enhancing service quality and customer value can help boost a company's reputation. Customer value, however, is not greatly influenced by product quality.

The service quality variable has the strongest influence on customer value out of the three variables that are predicted to affect it. This indicates that BNI Bank's service quality meets the needs and expectations of its clients. However, in order to improve customer value, product quality needs to be addressed as it has not been found to significantly impact customer value.

In order to better understand the effects of other variables such as CSR, corporate image, and other variables, which are not yet part of the topic of this research, it is necessary to broaden the scope of the research. There are a variety of other factors that can influence corporate reputation.

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