Continuance Intention For People Needs A Great Services With Their Cars

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Article Info	ABSTRACT
Keywords: Quality Service Brand images Continuance Intention	Research purposes is for get results study and analysis about influence quality service to continuity intention through mediation brand images on a service companies maintenance car in Bandung. Research methods This use descriptive verification, with analysis in a way descriptive based from tabulation the results of the research instruments that have been carried out shared to respondents and analysis verification with method analysis track. Population in study This is the people of Bandung who have own experience in service maintenance car, so determined as many as 115 respondents as sample for represent the people of Bandung regarding continuity intention in use service maintenance car. Research result show that Quality service No influential in a way positive and significant to continuity intention in service companies' maintenance car in Bandung, with mark significance 0.234 > 0.050 and value negative influence of -9.7%. Quality service influential in a way positive and significant to brand images on a service companies maintenance car in Bandung, with mark significance 0.000 < 0.050 and value influence positive amounting to 68.8%. Quality services and brand images influential in a way positive and significant to continuity intention in service companies' maintenance car in Bandung, with calculated F value 375.411 > F table 3.16 and value influence positive amounted to 87.0%. Brand images influential in a way positive and significant to continuity intention in service companies' maintenance car in Bandung, with mark significance 0.000 < 0.050 and value influence positive of 92.0%. Brand images can mediate in a way positive and significant quality service to continuity intention in service companies' maintenance car in Bandung, with mark significance Sobel static test amounting to 9,784 > t table 1,665 and value influence No direct in a way positive amounting to 63.2%.
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INTRODUCTION

Industry growing automotive can impact also positive in the sector services offered to consumer. One of service the is business protection body current car and car paint increasingly increase. Opportunity business This obtained from assumption society that has vehicles and vehicles owned by him only for can seen cleaner and shinier just. However, opportunity the, become A possible opportunities utilized by entrepreneurs for can develop business in the field maintenance car. Grow the prosperity of the Companies offers service

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maintenance cars in Bandung, where companies the is companies operating in the field smart repairer on vehicles wheel four / car for give service maintenance keep the car awake with good form layer car coating and polishing. Result of maintenance vehicle wheel four / car from companies the own quality that can be seen directly by its customers.

A phenomenon that will occur from 2023 to with 2024 is level suspected vehicle increase in a way significant in the Bandung, where in 2023 it was recorded that vehicle wheel four / car with criteria car personal or No car service government and own domicile original Bandung reached ± 500,000 units (Ariesmansyah, 2023). This matter is opportunity for companies engaged in services smart repairer or maintenance the car is very open width, esp for market share in Bandung. However, based on results exploration research, find that several service companies maintenance car special for maintenance car, have amount the highest number of followers on Instagram social media only as much as '24.5K' or ± 24,500 (less more) followers. As for details Most Instagram followers based on service companies special smart repairer maintenance car, order of 5 (five) magnitude is as following.

Table 1. Car Maintenance Service Companies with Amount Follower Most on Instagram

No	Account name	Follower
1	scutobandungplatinum	± 24,500
	https://www.instagram.com/scutobandungplatinum/?hl=en	
2	sojicarcare	± 23,900
	https://www.instagram.com/sojicarcare/	
3	nanoceramicbandung	± 19,300
	https://www.instagram.com/nanoceramicbandung/	
4	auroracoating. bandung	± 13,600
	https://www.instagram.com/auroracoating.bandung/	
5	automobo_bandung	8,694
	https://www.instagram.com/automobo_bandung/	

Source : Exploration Results Researcher, April (2024).

Based on exploration data results show that amount Instagram social media followers who become size, where amount follower only not enough more than 5 % of the total community owns it cars in the Bandung as of 2023. This reflects that conjecture weak Continuance Intention by consumers about service service allegedly Already given the best for consumers, because has reviewed from a number of results renewal column on every company Instagram social media service the. According to Venkatesh et al. (2012) stated that continuity intention is adaptation from behavioral intention that explains that consumer behavior tendencies based on their experience using a particular product continuously.

Research conducted by Gao & Bai (2014) explains that in use service networking social mobile show that satisfaction, perceived usefulness, and experience Genre is determinant important from intention sustainable. Apart from that, size network references and perceived suitability is factor affecting flow, meanwhile quality information influence perceived usefulness. Research conducted by Lee & Kim (2017) found that quality information, quality system, and quality service influence quality connection in service networking social, which is next impact on intention sustainable for use service the. Research conducted by Li and Fang

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(2019) found that brand images and satisfaction own influence positive to continuity intention for use application mobile based brand. Li and Fang's (2019) research integrate attachment brand to in the confirmation model expectations and shows that perception usability also matters Good direct nor No direct through brand to continuity intention. Based on background behind that, necessary held study that quality service can influence continuity intention through brand images in the companies's field smart repairer or service maintenance car in Bandung.

Based on background behind that already stated above, then study This own possible goals outlined under This ; How quality services at service companies' maintenance cars in Bandung; How brand images on a service companies' maintenance cars in Bandung; How continuity intention in service companies' maintenance cars in Bandung; Is there an influence quality service to continuity intention in service companies' maintenance cars in Bandung; Is there an influence quality service to brand images in service companies' maintenance cars in Bandung; Is there an influence quality services and brand images to continuity intention in service companies maintenance cars in Bandung; Is there an influence brand images to continuity intention in service companies' maintenance cars in Bandung; Is there an influence quality service to continuity intention through mediation brand images on a service companies' maintenance car in Bandung.

Study Of Literature
Service Quality

According to Kim et al. (2011) in context provider service application, quality service service in a way direct influence satisfaction and trust customers, which then contribute to desire they For Keep going use service the. Quality high service facilitate experience positive users, reinforcing trust and improve satisfaction, that's all This is component important in build loyalty period long customer. Research conducted by Shao et al. (2020) shows that quality service be measured from reliability location, response fast, personalization, guarantee transactions, and clarity show different influences to confirmation customer on service rent bicycle by online. Next, confirm with customer relate positive with perceived usefulness and satisfaction, which are next increase continuity intention companies.

Research conducted by Razak et al. (2021) explains that continuity intention from system information will ensure effectiveness implementation a program. Data is collected of 500 students undergraduate and postgraduate from a private university in Kuantan, Malaysia using a set of questionnaires that have been validated. The bootstrapping procedure has been done for inspect hypothesis mediation. The result show that satisfaction play role important as an internal mediator connection the. Research by Lee et al. (2023) regarding quality services and information that second variable the own impact positive to confirmation expectation. Confirmation expectation in a way significant influence perceived usefulness and satisfaction, and perceived usefulness in a way significant influence satisfaction and intention sustainable for use 'Massive Open Online Courses ' (MOOCs). Variable confirmation expectation own effect mediation between quality information and continuity intention for use as well as between quality service and continuity intention for use service the.

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Research by Lee & Kim (2017) emphasizes importance quality systems and services together with mark hedonistic in influence continuity intention users on the service network social. Quality system refers to platform functionality and performance, quality service related with support and interactions facilitated by service, and value hedonic catch pleasure or satisfaction obtained from use service. Factors This in a way collective increase experience flow and quality relationship, which leads to more possibilities tall for user For Keep going involved with service. Understand dimensions This help manager service for focus No only in aspect functional but also on making experience enjoyable and satisfying user.

H1: quality service influential to continuity intention.

H2: quality service influential to brand images.

Brand images

Research conducted by Tam et al. (2022) aims for propose use of confirmation models combined expectations (expectation confirmation model, ECM). with awareness brand and brand images, website quality as well Power visual appeal to evaluate continuity intention of airline websites flight cost low (low-cost airlines, LCA). Research result showing that awareness brand, brand images, and satisfaction is the best variable explain intention sustainable. The remaining constructs can explain ECM in detail empirical. Research result explained importance awareness brand and brand images, website quality, and power pull the visuals in confirmation and intention use ongoing LCA website. Understand influence to confirmation and continuity period long, strategy-based conclusion This proposed for companies (Low-cost Carrier, LCC) for better promote intention use sustainable consumer.

According to Ngoc et al. (2020) found that in a social commerce environment, intention to continue using the platform mediated the relationship between perceived value and brand loyalty. This suggests that the intention to continue using a platform can increase brand loyalty when users perceive the value of the platform. Research by Chen & Guan (2023) reveals role important brand images as mediation in connection between activism brand and continuity intention. In study This is activism brand interpreted as effort brand for involved in issue social or important politics for the consumer. Findings show that when brand take attitude to issue particular, brand images perceived brand in a way positive by consumers can increase continuity intention them, even If impact direct from activism is based on continuity intention No significant. This emphasizes that consumer tend support the brand they are Look own aligned values and principles with view they itself, which strengthens brand images and manner No direct push continuity intention. Research by Hui (2007) emphasizes three dimensions main brand images that is performance brand, personality brand, and brand images companies. Brand performance and personality brand influential direct to intention behavior consumers, meanwhile brand images companies influence intention behavior indirect effect.

H4: brand images influential to continuity intention

H5: brand images can become mediation influence quality service to continuity intention

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Continuance Intention

Ayuni et al.'s research. (2021) tested whether E-Service Quality and Brand images influences the continuance intention of the DANA Dompet Digital Indonesia Platform. Research result show that Quality Service Electronic own significant influence to continuity intention from the DANA Wallet Digital platform and Brand images has significant influence to continuity intention from DANA Digital Wallet. Research conducted by Ojiaku & Osarenkhoe (2018) regarding proportion cellular data service has increase competition and structuring service markets telecommunication cellular, which resulted decline income especially from service sound and height level lost consumer. Research result show that quality service cellular, structure prices and promotions, however No brand images, influence choice brand, meanwhile intention continue influenced by quality service mobile, brand images and price. Past experience customer relates in a way significant and negative to choose brand, but no to intention for continue. Contributions and implications study discussed.

According to Maduku & Thusi (2023) success innovation shopping mobile depending on the consumer who uses it innovation the repeatedly. Study they have discuss reception beginning consumer to innovation This. However, research in developing countries like South Africa yet discuss in a way adequate what contributes to use shopping mobile repeatedly (continuance intention). Findings This show that the proposed integrated model gives more explanation Good about continuity intention shopping mobile. Next, usefulness, utilitarian value, and satisfaction influential significant to intention continue shopping mobile. Tested integrated model give more picture detailed about intention continue shopping mobile, and can become base for future research about intention continue shopping mobile. According to Research by Han et al. (2018) determine relevant dimensions for variable continuity intention that is benefits felt by consumers, satisfaction consumer, and intent consumer For Keep going use service or product, where his research about community online brands in China discover that benefits felt by customers own influence significant to continuity intention. Study This show strong relationship between perception benefits, satisfaction, and continuance intention in use service.

H3: quality service and brand images influential to continuity intention.

Framework Thinking

In order to understand dynamics between quality services, brand images, and continuity intention in the company's service maintenance cars in Bandung, research This aim For develop A framework deep thinking. Phenomenon enhancement amount vehicles in Bandung provide opportunity abundant for industry maintenance car, however growth This must followed with more understanding Good about influencing factors decision consumer For Keep going use service the. Quality service as factor important influences satisfaction and trust customers, which then contribute to desire they For Keep going use services offered (Kim et al., 2011). This matter support hypothesis that quality service own influence direct to continuity intention. Quality services are also considered own impact on brand images, which involves consciousness and perception customer to quality as well as their value accept from service the.

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Good brand images can facilitate confirmation expectation customers, which strengthens intention they for continue use service (Tam et al., 2022). With thus, brand images hypothesized influential direct to continuity intention and role as mediation in connection between quality services and continuity intention. In context this, continuity intention No only generated from satisfaction with services received, but also from perception perceived usefulness and value, as illustrated in research conducted by Ayuni et al. (2021). Therefore that 's quality services and brand images hypothesized own influence combined towards continuity intention, with brand images Act as variable mediation. Based on description that, then paradigm study This is as following.

Paradigm Study

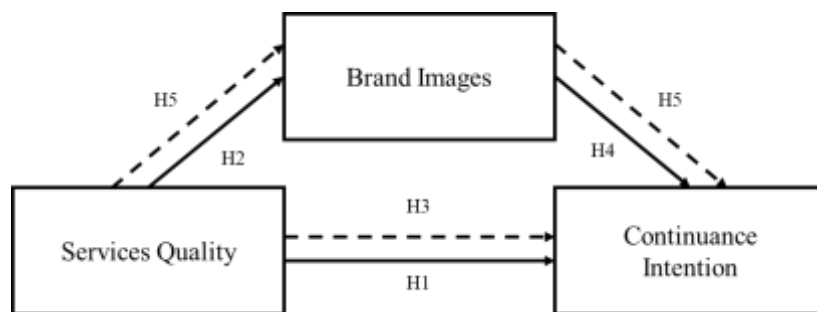Based on description from background background and study literature, then paradigm study This is as following.

Figure 1. Paradigm Study

Hypothesis Study

Conjecture influence between variable in the study can stated through hypothesis following This ;

H1: Quality service influential in a way positive and significant to continuity intention in service companies' maintenance cars in Bandung;

H2: Quality service influential in a way positive and significant to brand images on a service companies maintenance cars in Bandung;

H3: Quality services and brand images influential in a way positive and significant to continuity intention in service companies' maintenance cars in Bandung;

H4: Brand images influential in a way positive and significant to continuity intention in service companies' maintenance cars in Bandung;

H5: Brand images can mediate in a way positive and significant influence quality service to continuity intention in service companies' maintenance car in Bandung.

METHODS

Study This apply method descriptive and verification, where explain every calculated variable with analysis level with range the ordinal answer begins with lowest weight is 1 (one), namely "very not good ", until with highest weight is 5 (five), namely "very good ", and so on explain results findings in the field from results questionnaire. Furthermore, method verification

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explains results study based on results from exercise statistics that use SPSS for Windows that is method count analysis track. Population respondents in the study This is ever consumer do service maintenance car in Bandung, because the amount too Lots so take sample use method Obtained iterations amounting to 115 respondents (Sugiyono, 2019). As for factors inhibitor in the variable This will identified through implications managerial and will find solution from this research problem.

DISCUSSION

Profile Respondent

Instrument shared research to respondents showing profile respondents as following.

Table 2. Profile Respondent

Gender Respondent	Amount	Percentage
Man	107	93%
Woman	8	7%
Amount	115	100%
Age Respondent	Amount	Percentage
< 19 Years	1	1%
20 – 29 Years	62	54%
30 – 39 Years	34	30%
> 40 Years	18	16%
Amount	115	100%
Car in Currently Use	Amount	Percentage
Sedan	21	18%
Minibus / SUV	64	56%
City Car	29	25%
Electric car	1	1%
Amount	115	100%
Car Ownership	Amount	Percentage
Only 1 Car	69	60%
1 - 2 Cars	44	38%
2 -4 Cars	1	1%
More of 4 Cars	1	1%
Amount	115	100%
Monthly Income	Amount	Percentage
< IDR 7,000,000,-	63	55%
IDR 7,000,000,- - IDR 10,000,000,-	31	27%
IDR 10,000,000,- - IDR 13,000,000,-	18	16%
> IDR 13,000,000,-	3	3%
Amount	115	100%

Source : Tabulation Process Results Instrument Research, April 2024

Majority respondents who have own experience in maintenance car is men, reflect deep gender tendencies ownership and maintenance car or more interest high in the field automotive is men in Bandung. Domination group age 20 – 29 years (54%) and 30 – 39 years (30%), shows that majority consumer is mature young until mature beginning. Group age This

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tend own high and demonstrated mobility his interest in a way open to use service maintenance car. Minibus / SUV dominates (56%), followed by City Car (25%) and Sedan (18%). show that consumer with more cars big or type car more family often use service maintenance car, because need possible treatment make mark more cars tall. Majority owns 1 car (60%), with a number small own more from One car : It shows that part big consumer use service for maintenance car main or the only one, emphasized importance trust and satisfaction in service Because impact directly to life daily they. Most of the respondent's own income under from IDR 7,000,000 (55%), shows that service maintenance car This used by groups income intermediate to down, so need very satisfying service until consumer return use service service the. Provide quality service with price affordable Can become factor important in attract and retain customer from segment This.

Analysis By Descriptive

Service Quality

Based on results distribution instrument study about quality services, then analysis in a way descriptive can outlined based on results tabulation table following This.

Table 3. Tabulation Service Quality Variables

No	Statement	Score	Category
1	Efficiency level system booking service maintenance car in matter time required from booking until service finished.	387	Quite Efficient
2	Effectiveness level processing system service maintenance car in matter method work required by consumers.	382	Effective enough
3	Communication level in cooperation employee service maintenance car with consumer for finish problems that occur with the car consumer.	393	Good Communication
4	Frequency level employee in give advice or relevant recommendations related maintenance car consumer during visit final.	396	Often
5	Level of satisfaction consumer to atmosphere and experience moment accept service service car maintenance.	426	Satisfied
6	Response rate consumer from results service service maintenance the car that delivers experience to consumer.	458	Response Good
	Total / Average / Category	407	Good Quality

Source : Tabulation Process Results Instrument Research, April 2024.

Analysis For every statement in table quality service can outlined as following :

1. Efficiency level system booking car maintenance services shows that the ordering process until finished service enough fast and efficient, however still there is room for enhancement. Increase efficiency can involve use more technology good or a more streamlined process.

2. Effectiveness level processing this car maintenance service system indicated that method work in processing service enough fulfil expectation consumer but no completely optimal. Effectiveness can improve through training more employees intensive and use more modern equipment.

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3. Communication level in employee cooperation with consumer this show that communication between employees and consumers taking place, the essentials in guard satisfaction consumer and complete problems that arise in a way effective.
4. Frequency level employee in providing suggestions or recommendations, frequency tall in give advice or recommendation show proactivity employee in help consumer understand the best care for car those who can increase trust and brand images.
5. Satisfaction level consumer to atmosphere and experience this is the highest among all, that shows that the atmosphere and experience provided during very satisfying service for consumer. This is indicator strong that non- technical aspects service is also important.
6. Response rate consumer of service results, shows response positive best in table this show that consumer feel results service they satisfying, that can be contribute to intention they for use service this come back in the future.

Service companies maintenance cars in bandung whole offer quality service. although there are some areas (eg efficiency and effectiveness) that require improvement, aspect communication and response very good consumers, too high satisfaction to atmosphere and experience during accept service. Study this indicated that increase quality service can increase brand images, which is next can influence intention consumer for continue use service this. Effort to more increase lacking aspects can become key for retain and attract more lots customer.

Brand images

This will discuss results distribution instrument study about brand images, then analysis in a way descriptive can outlined based on results tabulation table following this.

Table 4. Tabulation Brand images Variables

No	Statement	Score	Category
1	Consistency level quality services provided by the companies in accordance with what was promised in promotion they.	418	Consistent
2	Effectiveness level companies in fulfil need maintenance car consumer.	424	Effective
3	Interesting and unique level of characteristics from companies differentiate it from brand other.	387	Quite Interesting
4	Match level between consumer with companies with to style life or mark personal consumer.	382	Suitable Enough
5	Reputation level companies service maintenance car in the eye consumer.	393	Reputation Good
6	Level of confidence consumer to integrity companies service maintenance car in do activity business.	396	Believe
	Total / Average / Category	400	Good Product

Source : Tabulation Process Results Instrument Research, April 2024.

Analysis For every statement in table brand images can outlined as following :
1. Service quality consistency level this shows that the companies has succeeded in providing consistent service quality as promised in their promotions. This consistency is important for building brand trust and credibility.

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2. The level of companies effectiveness in meeting consumer car maintenance needs. This indicates that the companies are effective in meeting consumer car maintenance needs, indicating that the services offered are relevant and in line with consumer expectations.
3. Level of attractive and unique characteristics of the resulting companies interestingly enough, this score is lower compared to other categories, indicating that although companies have unique characteristics, there is room to make those characteristics more prominent and attractive to consumers.
4. Level of match between consumer and companies the results of this score indicate that there is a sufficient match between the values or lifestyle of consumers and the companies, but there needs to be more effort to increase relevance and personal connection with consumers.
5. Companies reputation level in the eyes of consumers these score results show that the companies has a good reputation in the eyes of consumers, which is an important asset for business sustainability and growth.
6. Level of consumer trust in companies integrity, consumer trust in business integrity shows that they believe the companies carries out operations ethically and responsibly, which supports the strength of the overall brand images.

Analysis results indicate that in general, this companies have a good brand image in the eyes of consumers. A positive brand images like this can be a strong influence on consumers' decisions to continue using this companies's services in the future. To further strengthen brand images, companies can increase efforts in highlighting unique characteristics and increasing relevance to consumers' lifestyles or personal values. This will help not only in retaining the existing customer base but also in attracting new consumers.

Continuance Intention

Furthermore results distribution instrument study about continuity intention, then analysis in a way descriptive can outlined based on results tabulation table following This.

Table 5. Tabulation Continuance Intention Variables

No	Statement	Score	Category
1	Level of perceived benefits consumer after use service maintenance car.	402	Beneficial
2	Effectiveness level service service maintenance car in fulfil need maintenance car consumer.	403	Effective
3	Level of satisfaction consumer to quality services provided by the service maintenance car.	371	Quite satisfied
4	Fulfillment level service service maintenance car can fulfil request consumer.	366	Simply Fulfilled
5	Desire level consumer in use service maintenance cars in the future.	376	Enough to Want
6	Desire level consumer recommend service maintenance car to consumer other.	381	Enough to Want Recommend
	Total / Average / Category	383	Enough to Get Attention

Source : Tabulation Process Results Instrument Research, April 2024.

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Analysis For every statement in table continuity intention can outlined as following :

1. Level of perceived benefits consumer, results score this show that consumer feel get benefit from use service maintenance car. This is factoring important thing to encourage satisfaction and intention for use service return.
2. Effectiveness level service in fulfil need maintenance car is high, which indicates that services provided relevant with what consumers need.
3. Level of satisfaction consumer to quality service, though there is level good satisfaction, score this show that still there is room for enhancement in quality service for reach level more satisfaction tall.
4. Fulfillment level service results score this show that although service enough fulfil request consumers, yes potency for increase how service can fully fulfil all requests and expectations consumer.
5. Desire level consumer in use future services, score this indicated that consumer enough interested for use service this again, but need strengthened again through enhancement in various aspect service.
6. Desire level consumer recommend services, this show that consumer enough willing for recommend service this to others, which is good for growth organic companies, but also signifies necessity enhancement for make recommendation the more enthusiastic.

By overall, service this enough interesting attention consumers, however still need enhancement in some areas for increase intention sustainable consumer. Although consumer feel gets benefits and services enough effective, level satisfaction and fulfillment service only enough, that's possible hinder intention strong for return or recommend. Study this describe importance enhancement quality service and consistency for increase brand images, which is direct will impact on intention consumer for continue use service maintenance cars in the future.

Hypothesis Test Analysis

Analysis correlation is stage testing which done for know the relationship between variable. Method analysis correlation which used by the researcher in this study used the pearson product moment correlation to analyze the strength of the relationship between one variable and another variable. To find out whether there is a relationship between quality services with brand images and continuity intention, so researchers analyze correlation with help application SPSS for windows. The following are the results of the correlation analysis presented in the table:

Table 6. Correlation Output

Correlations		Continuance_Intention	Service_Quality	Brand_Brand images
Pearson Correlation	Continuance_Intention	1,000	,829	,932
	Service_Quality	,829	1,000	,908
	Brand_Brand images	,932	,908	1,000

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Sig. (1-tailed)	Continuance_Intention	.	,000	,000
	Service_Quality	,000	.	,000
	Brand_Brand images	,000	,000	.
N	Continuance_Intention	115	115	115
	Service_Quality	115	115	115
	Brand_Brand images	115	115	115

Source : Instrument Processing Results Research – SPSS, April 2024.

Based on data results analysis correlation on table in on, can noted that mark coefficient between quality of service with continuity intention is 0.829 with level significance Which taken is 0.05 tolerance error, because the significance value obtained is 0.00 0 which is below 0.05 (0.00 0 < 0.05) this shows that there is a significant relationship between service quality and continuity intention. Then look at the coefficient value between service quality and brand images is 0.908 with level significance Which set is 0.05 error tolerance, because the significant value obtained is 0.000 which is still in lower 0.05 (0.000 < 0.05), so matter the show that there is a relationship between service quality and brand images.

For know how much tightly connection between variable the can seen by comparing the correlation coefficient values of 0.829 and 0.908 with guidelines for providing an interpretation of the correlation coefficient based on the coefficient interval in the table as follows:

Table 7. Interpretation of r values

Intervals Coefficient	Level Connection
0.000 – 0.199	Very Low
0.200 – 0.399	Low
0.400 – 0.599	Neutral
0.600 – 0.799	Strong
0.800 – 1,000	Very Strong

Source : Sugiyono (2019)

Based on the results of data processing, the correlation coefficient value between quality services to continuity intention with mark of 0.829. If interpreted using the table above, the correlation value is on intervals 0,800 – 1,000 Which show level connection which is very strong.

Then to review the relationship between quality services for brand images, the correlation coefficient value obtained between these variables is 0.908 which is in the interval 0.800 – 1,000 which indicates the level connection Which very strong. Mark correlation Which positive show that the higher the quality services and brand images then continuity is predicted intention to companies service maintenance car in Bandung will also increase.

Path Analysis

Path analysis is a test carried out to analyze pattern connection between variable Which aim For analyze influence direct nor No direct between variable free (exogenous) to variables bound (endogenous). This is results test analysis track Which depicted in the table as follows.

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Table 8. Significance Value Independent Variable to Mediation Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,645	1,126		2,349	.021		
Service_Quality	,817	,052	,829	15,772	,000	1,000	1,000

a. Dependent Variable: Continuance_Intention

Source : Instrument Processing Results Research – SPSS, April 2024.

Based on the table above, it can be seen that the value of the quality variable is significant service is 0.000 (< 0.05), which means that the quality variable services have a significant influence on brand images. Then to determine how much influence the contribution will have from variable quality services to brand images can be seen in the following table.

Table 9. Variable R Square Independent Variable to Mediation Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,829 [a]	,688	,685	2.58588

a. Predictors: (Constant), Service_Quality

b. Dependent Variable: Continuance_Intention

Source : Instrument Processing Results Research – SPSS, April 2024.

Based on table in on, is known that mark R Square as big as 0.688 Which means that donation influence variable quality services to brand images as big as 68.8 %. Temporary mark e1 can is known with the formula is as follows.

$$e1 = \sqrt{1 - 0{,}688} = 0{,}558$$

Based on the values above, analyze the path of the independent variables towards the variables mediation can be described as follows.

Figure 2. Path Analysis Independent Variable to Mediation Variable

Next, a path analysis test was carried out stage two is to determine the influence relationship between variables quality services for continuity intention through brand images.

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Table 10. Significance Value

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,396	,736		1,898	,060		
	Service_Quality	-.096	,080	-.097	-1,196	,234	,175	5,701
	Brand_Brand images	,988	,079	,920	12,550	,000	,175	5,701
a. Dependent Variable: Continuance_Intention								

Source : Instrument Processing Results Research – SPSS, April 2024.

Based on the table above, it can be seen that the value of the quality variable is significant service towards continuity intention of 0.234 (> 0.05), which means that the quality variable service No significant effect on continuity intention. While the brand images variable brand has a significance value of 0,000 (< 0.05), Which means that variable brand images significant effect on continuity intention.

Table 11. Significance Value of F Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2104,990	2	1052,495	375,411	,000 [b]
	Residual	314,001	112	2,804		
	Total	2418.991	114			
a. Dependent Variable: Continuance_Intention						
b. Predictors: (Constant), Brand_Brand images, Service_Quality						

Source : Instrument Processing Results Research – SPSS, April 2024.

Table above showing that mark significance for the F table test, where F is calculated amounting to 375,411 > F table of 3.16. These results can conclude that variable quality services and brand images influential significant in a way simultaneous to continuity intention. Then to find out how big the influence of the quality variable is services and brand images towards continuity Employee intentions can be seen in the following table.

Table 12. R Square Value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,933 [a]	,870	,868	1.67439
a. Predictors: (Constant), Brand_Brand images, Service_Quality				
b. Dependent Variable: Continuance_Intention				

Source : Instrument Processing Results Research – SPSS, April 2024.

Based on the table above, it is known that the R Square value is 0.870, which means that the influence of the quality variable contributes services and brand images towards

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continuity intention was 87 %. Meanwhile, the value of e2 can be found using the following formula:

$$e2 = \sqrt{1 - 0{,}870} = 0{,}360$$

Based on the values above, the path analysis of variable X to Y through Z can be described as follows.

Figure 3. Path Analysis

Based on the results of the path analysis above, it can be seen that the quality variable has a direct influence services for continuity intention is -0.097. Meanwhile, the indirect influence of quality variables services through brand images brand towards continuity Intention is the product of the beta value (quality services for brand images) with beta value (brand images towards continuity intention) namely:

$$0.688 \times 0.920 = 0.632$$

It is known that the direct effect is 0.920 and the indirect effect is 0.636, so it can be seen that the direct effect value is greater than the indirect effect value. directly, which means that indirectly quality service through brand images influence on continuity intention smaller compared to with influence direct brand images to continuity intention. To strengthen the results of path analysis for indirect influence through the brand images variable brand, then a Sobel test is carried out, with the following test results.
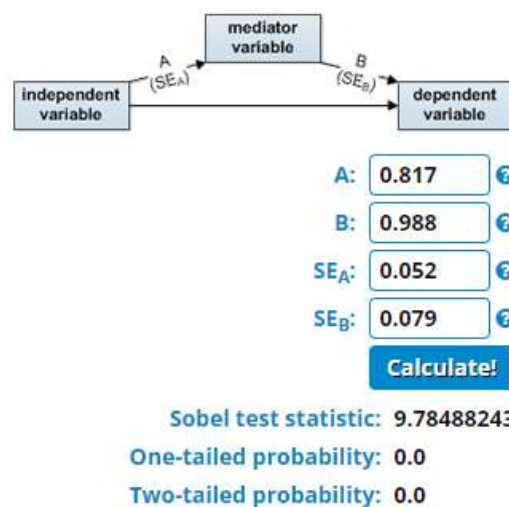

Figure 4. Sobel Test

Source : https://www.danielsoper.com/statcalc/

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Based on the picture above, there is a value of A, namely the regression coefficient of quality services to brand images big brand 0.817, B that is coefficient regression from brand images against continuity intention of 0.988, SE_A (standard error from A) as big as 0.052 And SE_B (standard error from B) as big as 0.079. Based on data the Which has calculated to produce a static test sobel amounting to 9,784 is greater from t table 1.665 and the one tailed probability and two probability values are 0.000 and 0.000 < 0.050 which means the Sobel test result is a quality variable service towards continuity intention with brand images variables Brand as a mediating variable can be a mediator with a positive and significant influence.

Hypothesis Test Results

Based on the results of the analysis above, the results of the hypothesis test are as follows:

H1:   Quality service No influential in a way positive and significant to continuity intention in service companies' maintenance car in Bandung, with mark significance 0.234 > 0.050 and value negative influence of -9.7%;

H2:   Quality service influential in a way positive and significant to brand images on a service companies maintenance car in Bandung, with mark significance 0.000 < 0.050 and value influence positive by 68.8%;

H3:   Quality services and brand images influential in a way positive and significant to continuity intention in service companies' maintenance car in Bandung, with calculated F value 375.411 > F table 3.16 and value influence positive amounting to 87.0%;

H4:   Brand images influential in a way positive and significant to continuity intention in service companies' maintenance car in Bandung, with mark significance 0.000 < 0.050 and value influence positive of 92.0%;

H5:   Brand images can mediate in a way positive and significant quality service to continuity intention in service companies' maintenance car in Bandung, with mark significance Sobel static test amounting to 9.784 > t table 1, 665 and value influence No direct in a way positive amounting to 63.2%.

CONCLUSIONS

This research results give outlook deep about dynamics between influence quality services, against continuity intention consumer through brand images as mediation in companies service maintenance car in Bandung. Point a view quality services respondents feel enough satisfied, however still there is room for enhancement in efficiency and effectiveness service. Interesting, though quality service no in a way direct influence intention consumer continuity (continuance intention), brand images a positive brand is built through consistency and effectiveness service contribute significant to intention consumer for keep going use service. The brand images are also evident mediate connection between quality services and intentions sustainable. This result confirms importance build and maintain brand images strong brand as means for increase loyalty customers and encourage recommendation from mouth to mouth. Therefore that is, companies in the industry this must focus effort they are on the rise quality service while in a way simultaneous strengthen brand images for

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optimizing satisfaction and loyalty consumers, who in turn will support intention sustainable they for use service maintenance car this. Based on findings research, companies service maintenance cars in Bandung can adopt some strategies for increase service and brand images they. With increase efficiency and effectiveness service with implement modern technology and systems online ordering, as well practice employee for increase skills technical and communication. Then expansion offer personalized service for fulfil preference consumer can increase satisfaction. Furthermore, experience consumers on site service must enriched with clean and comfortable facilities as well as friendly interaction.Strengthen brand images through effective and constructive marketing credibility can attract and retain customer. Introduce a loyalty program that offers incentive for usage and reference repeated can push intention sustainable customer. Important for companies for in a way periodically evaluate and adjust strategies based on bait come back customer for ensure that they keep going meet and exceed expectation consumer. Implement these suggestions can help companies no only increase satisfaction customer but also strengthening position them on the market.

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