Proceedings Series on Proceedings of Multidisciplinary Sciences, Volume 2, No. 1
International Conference of Business, Education, Health, and Scien-Tech (ICBENS)
ISSN: -

Brand Image And Service Quality On Satisfaction Mediated By Sentiment Among Chicken Consumers In Palopo City

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Abstrak

This study aims to examine the effect of brand image and service quality on consumer satisfaction with sentiment as a mediating variable among broiler chicken consumers in Palopo City. A quantitative approach was used with an explanatory research method. A sample of 100 respondents was selected using purposive sampling, namely consumers who had purchased broiler chicken more than once. Data analysis was conducted using a Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) using SmartPLS 3.3. The results show that brand image has a positive and significant effect on customer satisfaction, as well as a significant effect on customer sentiment. Service quality has a positive and significant effect on customer satisfaction, and customer sentiment also has a positive and significant effect. Consumer sentiment has been proven to have a positive and significant effect on consumer satisfaction. Mediation tests show that consumer sentiment is able to mediate the effect of brand image on satisfaction and also mediate the effect of service quality on satisfaction. The theoretical implications of this study confirm the importance of brand image and sentiment in building consumer satisfaction in the fresh food sector. In practical terms, the results of this study provide strategic input for broiler businesses in Palopo City to strengthen their brand image through consistent business identity, maintain service quality, and manage consumer sentiment in order to create long-term satisfaction and loyalty.

Keywords: Brand_Image; Service_Quality; Consumer_Sentiment; Consumer_Satisfaction

1. Introduction

In an era of increasingly competitive business, especially in the food sector such as chicken meat, understanding consumer behavior and satisfaction is key to maintaining and increasing market share. Today's consumers not only consider product quality, but are also increasingly sensitive to their sentiments and perceptions of service and brand image associated with a product. Chicken consumption in Indonesia continues to increase and is the most affordable animal protein, so supply and demand dynamics have been relatively stable in recent years. The Ministry of Agriculture's outlook projects a surplus in broiler chicken production until 2029, while consumption outside the household is also increasing (indicated by an increasingly active retail/food stall market). The latest BPS data also shows a consistent trend in household consumption of chicken meat, indicating a large market for city/district-scale retailers such as Palopo City.

At the regional level, the Palopo City Government has, over several market operation periods, emphasized the stability of staple food prices, including chicken. For example, on February 27, 2025, the price of chicken was around Rp55,000 per bird, indicating that chicken stalls/retailers are an important point of interaction between producers, traders, and consumers. Price stability highlights that non-price factors (such as the brand image of stalls/outlets and service quality at the point of sale) can determine consumer satisfaction.

Theoretically and empirically, brand image has been proven to strengthen customer satisfaction and loyalty across sectors. a strong brand image consistently increases satisfaction by reducing quality uncertainty and strengthening trust. [1] also emphasize that high perceived quality shapes a positive brand image and, in turn, drives satisfaction and loyalty—an argument that is relevant for "credence experience" products such as fresh chicken meat, which is highly sensitive to perceptions of freshness, hygiene, and halal certification.

On the other hand, service quality, ranging from tangibles (cleanliness of cutting tables, packaging), reliability (accuracy of measurements/weights), responsiveness (speed of service when queuing), assurance (halal certification, food safety), to empathy, consistently has a positive effect on customer satisfaction in the culinary/food retail context. Recent evidence from Indonesian restaurants shows that service quality → strong satisfaction (e.g., a study in Padang Payakumbuh); the latest SERVQUAL methodological study also confirms the benefits of these five dimensions for service improvement. For perishable commodities such as chicken meat, recent research also confirms the role of the SERVQUAL dimensions in shaping satisfaction.

Consumer sentiment, namely positive-negative emotions/valence reflected in direct experiences and digital traces, is increasingly crucial as a psychological mechanism that bridges brand/service perception to satisfaction. In a meta-analysis showed that review valence is the strongest determinant of purchase intention [2]; found that textual features of reviews influence satisfaction and purchase intention; while in service interactions [3], showed that customer and agent sentiment as well as emotional matching influence service evaluation and satisfaction . These findings imply that sentiment has the opportunity to act as a mediator between stimulus (brand image/service quality) and response (satisfaction).

Conceptually, the Stimulus, Organism, Response (S-O-R) framework provides a basis for positioning sentiment/emotion as an organism variable that mediates the influence of brand image and service quality (stimuli) on satisfaction (response). Recent experimental evidence confirms that emotional states mediate the influence of marketing stimuli on behavior or purchase readiness. Retail service research has utilized S-O-R to link environment/service with emotions, then satisfaction and intention. Thus, the use of sentiment as a mediator in the context of retail chicken is theoretically valid and empirically promising.

In the context of Palopo City, competition between chicken stalls or stalls is increasingly determined by trust in local brands (e.g., reputation for cleanliness, accuracy of scales, halal certification) and service experience (queue flow, friendliness, speed). Since some consumers now voice their experiences online (e.g., reviews of market/stall locations), public sentiment becomes a "bridge" that strengthens or weakens the impact of brand image and service quality on satisfaction. The scientific opportunity is to model sentiment (measured on a psychometric scale and/or opinion mining) as a significant mediator in the fresh food market, which has been relatively under-researched quantitatively in secondary cities. In other words: it is not just "the chicken tastes

good," but "people's stories about the chicken business" that boost satisfaction. The contextual evidence of price stability and market intervention in Palopo provides a policy platform for this research to be relevant to local policymakers and MSME actors.

Looking ahead, this research opens up opportunities for data-driven decision making for poultry retailers: (i) strengthening brand hygiene and halal cues (image), (ii) standardizing service procedures based on SERVQUAL, and (iii) managing sentiment through communication policies and feedback responses. The combination of these three elements has the potential to increase satisfaction, which in turn drives repeat purchases and loyalty, and provides a practical argument for food MSME assistance programs in Palopo. (The target is simple: orderly queues, friendly reviews, and smiling customers).

The phenomenon discovered by researchers that prompted them to conduct this study was that the surplus in national broiler chicken production has shifted retail competition towards non-price differentiation (brand image and service). Palopo regularly conducts market operations and price monitoring, keeping prices relatively under control, with the result that brand image and service quality are increasingly determining satisfaction at the point of sale. Meanwhile, the valence of online reviews/sentiment has been proven to have the strongest influence on purchase intent, providing a strong reason to test sentiment as a mediator of satisfaction. Based on the above background, the researcher will conduct research on "Whether Brand Image and Service Quality Affect Satisfaction Mediated by Sentiment among Broiler Chicken Consumers in Palopo City."

Brand image is the process of selecting, organizing, and interpreting input information to create a meaningful picture. In other words, brand image is a description of consumers' associations and beliefs about a particular brand [4]. A brand is a name, term, sign, symbol, design, or combination of these intended to identify the products or services of a particular seller or group of sellers and to differentiate them from those of competitors. It can also be described as something associated with promises, acceptance, trust, and expectations, so that a strong brand will make customers feel more confident, secure, and comfortable when purchasing the product [4].

Dimensions that Influence and Shape a Brand Image Bambang Sukma Wijaya explains that the dimensions that influence and shape a brand image are : Brand Identity, Brand Personality, Brand Association, Brand Attitudv e & Behavior and Brand Benefit & Competence. The importance of brand image development in business organizations. It is stated that a well-managed brand image will yield positive consequences, including (Meeghan):

1. Increased perception of knowledge regarding aspects of consumer behavior in decision making.
2. Enriching consumer orientation towards symbolic aspects rather than product functions.
3. Increased consumer confidence in products.

Service quality refers to the services provided by developers to users. Examples of such services include application updates and reviews from developers regarding any issues within the application. Service quality encompasses all support provided by system developers to users, including guarantees of security, convenience, empathy, and responsiveness in meeting consumer

expectations. If the quality of service provided is maximized, consumer satisfaction will automatically increase. If consumers are satisfied with the services provided, they will continue to use them. Service quality has three indicators, namely responsiveness, assurance, and empathy [5].

Actions or activities that can be proposed by one party to another, which are essentially intangible and do not increase ownership, are services. Based on the above definition, it can be concluded that service quality is an action that can be provided by one party to another or more by offering the totality of the features and characteristics of a product. Services are also efforts to satisfy consumer needs and desires, and the accuracy of delivery in balancing consumer expectations can be interpreted as service quality [4]. Factors Affecting Service Quality The concept of service quality is an assessment factor that reflects customer responses to five specific dimensions of service performance, namely [6]

1. Tangibles

Tangibles include physical facilities, equipment, employees, and communication tools. This can mean the appearance of physical facilities, such as buildings and front office rooms, the availability of parking spaces, the success, neatness, and comfort of the rooms, the completeness of communication equipment, and the appearance of employees.

2. Reliability

Reliability is the ability to provide promised services promptly, accurately, and satisfactorily.

a. Responsiveness

Responsiveness is the willingness of staff to assist customers and provide responsive service. Responsiveness can refer to the level of response, initiative, and alertness of employees in assisting customers and providing prompt service.

b. Assurance

Assurance is the knowledge, ability, courtesy, and trustworthiness possessed by staff; free from danger, risk, or doubt.

3. Empathy or concern (Empathy)

Empathy or concern (empathy) is the ability to establish relationships, communicate well, show personal attention, and understand customer needs. Every member of the company should be able to manage their time so that they are easily contactable, either by phone or in person.

Satisfaction is a feeling of pleasure or disappointment that arises when comparing the perceived performance of a product (or result) with one's expectations. Dissatisfaction arises when the results obtained do not meet consumer expectations [7]. Several consumer satisfaction measurements have three different forms [8].

a. Positive disconfirmation, where performance is better than expected.
b. Simple confirmation, where performance is as expected.
c. Negative disconfirmation, where performance is worse than expected.

Satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance or results of a product with expectations. If performance falls below expectations, consumers will be dissatisfied. If performance exceeds expectations, consumers will be very happy or satisfied. These consumer expectations can be determined from their own experiences when using the product, the opinions of others, and the advertising information promised by the company that produces the product [9].

Sentiment analysis is a field of text mining that analyzes opinions, sentiments, evaluations, assessments, attitudes, and emotions of people towards entities such as products, services, organizations, individuals, issues, events, topics, and their attributes. Sentiment analysis or opinion mining is the process of automatically understanding, extracting, and processing textual data to obtain sentiment information contained in an opinion sentence. Sentiment analysis aims to determine a person's opinion or view on an issue. Sentiment analysis is divided into two groups based on the data source, namely coarse-grained sentiment analysis and fine-grained sentiment analysis [10].

Sentiment analysis is the process of identifying positive or negative emotions in a text. Companies often use this technology to identify sentiment in social data, measure brand reputation, and understand customers. When customers express their thoughts and feelings more openly than ever before, sentiment analysis becomes a crucial tool for connecting with and understanding the emotions being conveyed. This technology can automatically analyze customer feedback, such as opinions in survey responses and social media dialogues, and enable brands to identify what makes customers happy or disappointed, so they can tailor their products and services to meet customer needs [11].

There are three types of opinions in sentiment analysis, namely positive opinions, negative opinions, and neutral opinions. The purpose of this sentiment analysis is so that companies or related agencies can understand the responses of the public or consumers to the products or services they offer [12].

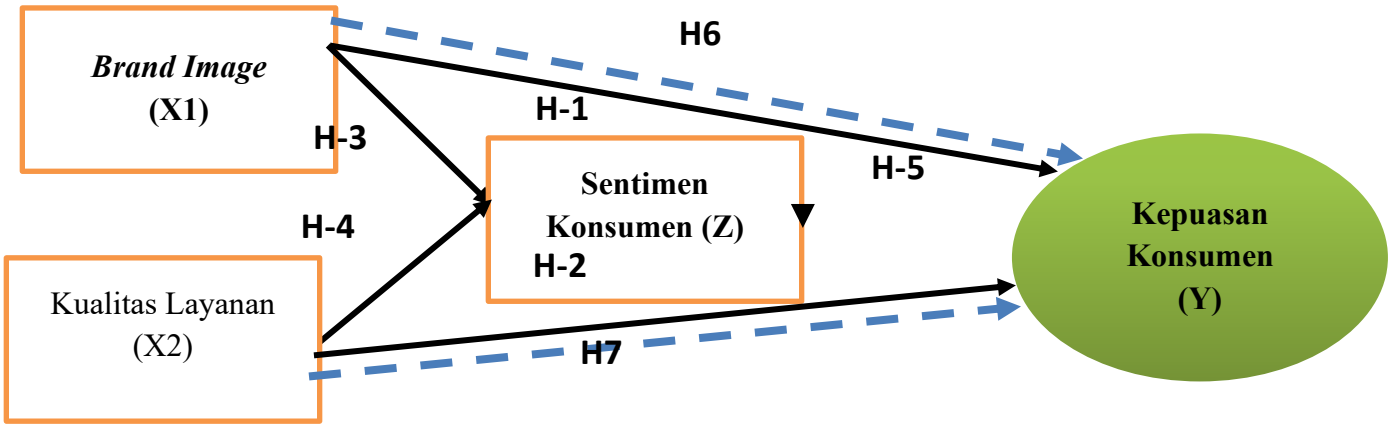

Figure 1. Conceptual Framework

2. Metodology

2.1 Type of Research

This type of research uses a quantitative approach with an explanatory research design, which aims to explain the causal relationship between the variables studied. This method is suitable for testing the effect of independent variables on dependent variables through intervening variables. The quantitative research method is an approach used to collect and analyze numerical or quantitative data with the aim of testing existing hypotheses or theories. This research focuses on more objective measurements, data collection in the form of numbers, and statistical analysis to find patterns or significant relationships between the variables studied.

2.2 Research Approach

In this study, the author used a quantitative research approach and statistical formulas to analyze the data obtained. According to John W. Creswell in his book "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" (5th edition, 2021), a quantitative approach is a research approach that uses numerical data to measure variables and test hypotheses through statistical analysis. This approach aims to identify relationships between variables, measure the prevalence of a phenomenon, or test theories in a broader context.

2.3 Population and sample

The population is the object or subject that is defined for study and from which conclusions are drawn, which has certain characteristic qualities. The population in this study is 100 respondents from the community who purchase chicken in Palopo City, the number of which is not yet known. The population is a general combination of objects or subjects that have certain characteristics to be studied with the aim of drawing conclusions. Populations can be classified into finite populations and infinite populations. A finite population is a population where the number of members is known with certainty, while an infinite population is one where the number of members is not known with certainty. An example of a finite population is the number of students at a university, which can be known with certainty. An example of an infinite population is the number of people who come to buy chicken in Palopo City, which cannot be known with certainty.

A sample is a member of a population that has the same characteristics as the population that is the focus of the study [13]. The sampling technique used in this study was quota sampling. Quota sampling is a method of selecting samples from a population that has certain characteristics up to a specified number or quota. a suitable sample size in research is from 30 to 500, so that a sample size of more than 30 can already describe the population. In this study, the author determined the quota or sample size to be 100 samples who had purchased chicken in Palopo City.

The population determination is expected to represent a larger population, so that the research results can be generalized properly. The sample used in this study is the Moe Formula (margin of error) .

The following researchers used the Moe formula:

$$n = \frac{Z^2}{4(Moe)^2}$$

Where:
n = number of samples
z = confidence level required in determining the number of samples, which is 95% referring to the Z table. 95% = 1.96 Moe = margin of error
Using the Moe formula, the following result is obtained:

$$n = \frac{1{,}96^2}{4(Moe)^2}$$

$$n = \frac{1{,}96^2}{4(0{,}1)^2}$$

$$n = \frac{3{,}842}{4.\,(0{,}01)}$$

$$n = \frac{3{,}842}{0{,}04}$$

$$n = 96{,}04$$

Using the above formula, the research was conducted by distributing questionnaires to 100 respondents as a sample, which was sufficient for a result of 96.04 people.

2.4 Data Collection Techniques

Data collection techniques in this study were carried out in several ways, as follows:

a. Questionnaires, which are data collection techniques that involve providing a series of questions that have been systematically compiled for respondents to answer, which serve as a benchmark for obtaining valid and reliable data.
b. Interviews are a data collection technique conducted using questionnaires from the community as informants to explore more in-depth information about the issues in this study.
c. Documentation is a data collection technique conducted directly by filling out questionnaire answers as one of the data sources used to obtain the desired data.

In this study, the author used a quantitative research approach and statistical formulas to analyze the data obtained. According to John W. Creswell in his book "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" (5th edition, 2021), a quantitative approach is a research approach that uses numerical data to measure variables and test hypotheses through statistical analysis. This approach aims to identify relationships between variables, measure the prevalence of a phenomenon, or test theories in a broader context.

2.5 Operational Variables

To explain the variables referred to in this study, it is important to define each variable in order to facilitate understanding of the study. An operational definition is an explanation that provides a limitation or meaning of a variable in a study. Operational definitions are used to ensure that researchers and readers of the research have the same understanding. Consider equivalent variables, collect data correctly, avoid errors in determining research instruments, and avoid inconsistent questions from researchers.

2.6 Validity test

A validity test is a process to measure whether a questionnaire is valid or not. A validity test can also be interpreted as the level of accuracy between the data obtained from the research object and the data reported by the researcher. To measure validity, the moment product correlation formula (Pearson correlation). The formula is as follows:

- Rxy = correlation coefficient of the number of questions
- n = number of samples
- X = Score for each question
- Y = Total score
- Σx = Sum of item scores
- Σy = Sum of total scores (all items)

In the validity test, if the significant value is less than 0.05, the statement items from these variables are declared valid.

2.7 Reliability Test

A reliability test is a tool to measure the extent to which measurement results remain consistent when repeated using the same object. According to Sugianto (2022), a reliability test measures the extent to which measurements using the same object will produce data. Reliability testing is conducted after validity testing and is tested using questions that have already been validated. Reliability testing uses Cronbach's Alpha formula. The level of reliability is indicated by the reliability coefficient value. The reliability criterion is that if the alpha is greater than 0.7, the reliability is sufficient. If the alpha is greater than 0.80, this suggests that all items are reliable. If the alpha is between 0.70 and 0.90, the reliability is high. If the alpha is between 0.50 and 0.70, the reliability is moderate. If the alpha is less than 0.50, the reliability is low.

2.8 Data Analysis Techniques

Data analysis techniques used by researchers in managing data. In managing research data, there are various analysis techniques used to process, interpret, and conclude information from the data that has been collected. These analysis techniques depend on the type of data available (quantitative or qualitative) and the purpose of the research. In managing quantitative data, researchers use descriptive statistical analysis. This is used to describe or summarize data, such as calculating the mean, median, standard deviation, and frequency distribution. Latan, in his book "Quantitative Research Methods and Statistical Applications," inferential analysis refers to methods used to make conclusions or generalizations about a population based on collected sample data. Inferential analysis aims to test hypotheses, estimate population parameters, and predict relationships between variables. In other words, inferential analysis helps researchers draw broader conclusions from the sample obtained to describe the characteristics of a larger population.

The partial least squares (PLS) method is a data analysis method used to test the relationship between independent and dependent variables. PLS is an alternative approach to the covariance-based Structural Equation Modeling (SEM) method and is more geared towards predictive modeling. PLS, according to [14] is an analysis method classified as Structural Equation Modeling (SEM) that is highly effective because it can be used on various data scales, does not require specific assumptions, and does not require a large sample size. The SmartPLS statistical analysis method is a very useful tool for analyzing complex structural models, both in scientific research and practical applications. Using the Partial Least Squares algorithm, SmartPLS can overcome various challenges in data analysis, such as non-normally distributed data and small sample sizes. A good understanding of the techniques in SmartPLS, including measurement models, structural models, and model quality evaluation, will greatly assist researchers in obtaining valid and useful results [15].

According to Ghozali (2022) in his book "Multivariate Analysis Applications with IBM SPSS 25 and SmartPLS 3.3," SmartPLS is software used for Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) analysis. SmartPLS is very useful for analyzing complex data, especially when researchers work with latent variables and indicator variables that are interrelated in models that do not have to meet the assumption of normality. Ghozali explains that SmartPLS is very popular among researchers because of its ability to handle data with smaller sample sizes, as well as its flexibility in building models involving latent variables and indicators (observed variables). The advantages of PLS are as follows:

1. Reflective and Formative Models SmartPLS allows researchers to build models involving two types of latent variable measurements.
2. No Normality Assumption One of the main advantages of SmartPLS is its ability to work with data that is not normally distributed, which is often a problem with traditional SEM techniques.
3. Ability to Analyze Complex Models SmartPLS enables model analysis with multiple latent variables and multiple indicators.

In processing the research data, PLS (Partial Least Square) statistical software was used to analyze the data, namely Smart PLS version 3.3.

a. Outer model analysis

In this analysis, the outer model is a model used to assess the validity and reliability of data. The outer model test aims to specify the relationship between latent variables and their indicators. Model analysis is related to testing the extent to which indicators in a measurement model can reflect or form latent variables. Careful evaluation of convergent validity, discriminant validity, reliability, and indicator significance is crucial to ensure the quality of the model and the reliability of the analysis results in research using PLS or SmartPLS. Kotler also emphasizes that it is important to choose the right model, whether reflective or formative, according to the objectives and characteristics of the research.

b. Structural Model (Inner Model)

The research examination was completed by assessing each research variable. This inner model is used to predict the cause-and-effect relationship (causality) between latent variables. Latent variables are variables that cannot be measured directly. According to Ghozali (2022), the inner model is one of the components in the Structural Equation Modeling (SEM) approach that focuses on the relationship between latent variables (variables that cannot be measured directly). In the context of SEM, the inner model refers to the causal relationship between latent variables in the research model. Ghozali (2022) explains that in the inner model, there are two types of relationships that are commonly analyzed, including Causal Relationship One latent variable influences another latent variable. This relationship describes the cause and effect between constructs in the model. Meanwhile, a Correlational Relationship is when one latent variable is related or correlated with another latent variable, but there is no direct cause-and-effect relationship.

3. Results And Discussion

3.1 Result

Respondent Profile

This study involved 100 respondents who were chicken consumers in Palopo City. Respondents were selected using purposive sampling, namely consumers who had purchased and used chicken more than once and were considered to have sufficient experience to assess brand image, service quality, sentiment, and satisfaction. Respondents came from various backgrounds in terms of gender, age, education level, and frequency of chicken purchases. These characteristics were important in providing a general overview of the research sample and ensuring that the respondents' perceptions reflected the actual conditions of chicken consumers in Palopo City.

Table 1. Description of Respondents

Characteristics	Category	Amaount (n)	Percentage (%)
Gender	Male	48	48%
	Female	52	52%
Age	< 20 years	12	12%

	21–30 years	26	26%
	31–40 years	30	30%
	41–50 years	20	20%
	≥ 51 years	12	12%
Education	SD/ equivalent	10	10%
	SMP/ equivalent	15	15%
	SMA/ equivalent	40	40%
	Diploma/S1	25	25%
	S2 upwards	10	10%
Purchase Frequency	1–2 times/month	32	32%
	3–4 times/month	38	38%
	> 4 times/month	30	30%

Measurement Model Test (Outer Model)

The outer model test was conducted to assess the validity and reliability of the construct. Based on the analysis results, all indicators in the research variables had outer loading values above 0.70 (BI1–BI5 between 0.827–0.856; KK1–KK5 between 0.814–0.879; KL1–KL5 between 0.719–0.888; SK1–SK5 between 0.700–0.811). Thus, all indicators are declared valid and capable of representing their respective constructs.

Furthermore, the reliability test results show that Cronbach's Alpha values range from 0.825 to 0.897, rho_A values range from 0.837 to 0.897, and Composite Reliability (CR) values range from 0.876 to 0.924. All of these values exceed the minimum limit of 0.70, so it can be concluded that all constructs in the model have good reliability.

Meanwhile, the convergent validity test was also fulfilled because the Average Variance Extracted (AVE) value of each construct was greater than 0.50, namely: 0.707 (Brand Image),0.666 (Consumer Satisfaction), 0.647 (Service Quality), and 0.586 (Consumer Sentiment). This indicates that each construct is able to explain more than 50% of the variance of its indicators.

Tabel 2. Uji Measurement Model / Outer Model

Variabel	Item	λ	α	CR	AVE
Brand Image (X1)	BI1	0,827	0,897	0,924	0,707
	BI2	0,828			
	BI3	0,856			
	BI4	0,842			
	BI5	0,852			
Service Quality (X2)	KL1	0,719	0,865	0,901	0,647
	KL2	0,796			
	KL3	0,831			
	KL4	0,888			
	KL5	0,795			
Consumer Sentiment (Z)	SK1	0,700	0,825	0,876	0,586
	SK2	0,811			

	SK3	0,719			
	SK4	0,732			
	SK5	0,780			
Consumer Satisfaction (Y)	KK1	0,814	0,874	0,908	0,666
	KK2	0,781			
	KK3	0,879			
	KK4	0,841			
	KK5	0,818			

In addition, to test discriminant validity, the Fornell-Larcker criteria were used, namely by comparing the square root of the Average Variance Extracted (AVE) value with the correlation between constructs. The results of the analysis in Table 3 show that the AVE root values (shown on the diagonal) of each construct are higher than the correlations between constructs (off-diagonal). Thus, each construct has a better ability to explain its own indicators than other constructs. This proves that the discriminant validity in this research model has been fulfilled.

Table 3. Discriminant validity (Fornell-Larcker Criterion)

Construct	BI	KK	KL	SK
BI	0,841			
KK	0,830	0,816		
KL	0,858	0,825	0,804	
SK	0,743	0,782	0,661	0,765

Hypothesis Testing

Hypothesis testing was conducted using the SEM-PLS method, as shown in Table 4. The path coefficient values (Original Sample/O) indicate the direction of the relationship between variables, where all relationships are positive. The T-Statistic value is used to determine the strength of the relationship, while the P-Value determines the level of significance. A relationship is considered significant if it has a T value > 1.96 and a P-Value < 0.05.

Based on the analysis results, the paths X1 → Y, X1 → Z, X2 → Y, and Z → Y are proven to be significant with a P-Value < 0.05. Conversely, the path X2 → Z is not significant because it has a T-Statistic = 2.765 and P = 0.044 (<0.05). This indicates that Brand Image (X1) has a direct and significant effect on Consumer Sentiment (Z) and Consumer Satisfaction (Y). Furthermore, Service Quality (X2) also has a positive and significant effect on Consumer Satisfaction (Y), as well as a significant effect on Consumer Sentiment (Z). In addition, the Consumer Sentiment (Z) variable is proven to have a positive and significant effect on Consumer Satisfaction (Y).

In addition to direct path testing, mediation effect testing was also conducted to see whether the Consumer Sentiment variable (Z) mediates the relationship between Brand Image (X1) and Service Quality (X2) on Consumer Satisfaction (Y). The analysis results show that the path X1 → Z → Y is significant with a β value of 0.232, T-Statistic = 3.641, and P = 0.000 (< 0.05). This means that Consumer Sentiment (Z) successfully mediates the effect of Brand Image on Consumer Satisfaction.

Meanwhile, the path X2 → Z → Y is significantly influenced with a value of β = 0.327, T-Statistic = 3.761, and P = 0.044 (< 0.05). Thus, Consumer Sentiment has mediated the influence of Service Quality on Customer Satisfaction.

Table 4. Hypothesis Testing (Direct Effect)

Hypothesis	Correlation	β (O)	T-Statistic	P-Value	Keterangan
H1	BI → KK	0,665	5,765	0,000	Diterima
H2	KL → KK	0,395	5,018	0,000	Diterima
H3	BI → SK	0,232	2,264	0,024	Diterima
H4	KL → SK	0,701	2,765	0,044	Diterima
H5	SK → KK	0,349	5,116	0,000	Diterima
H6	BI → SK → KK	0,232	3,641	0,000	Diterima
H7	KL → SK → KK	0,327	3,761	0,044	Diterima

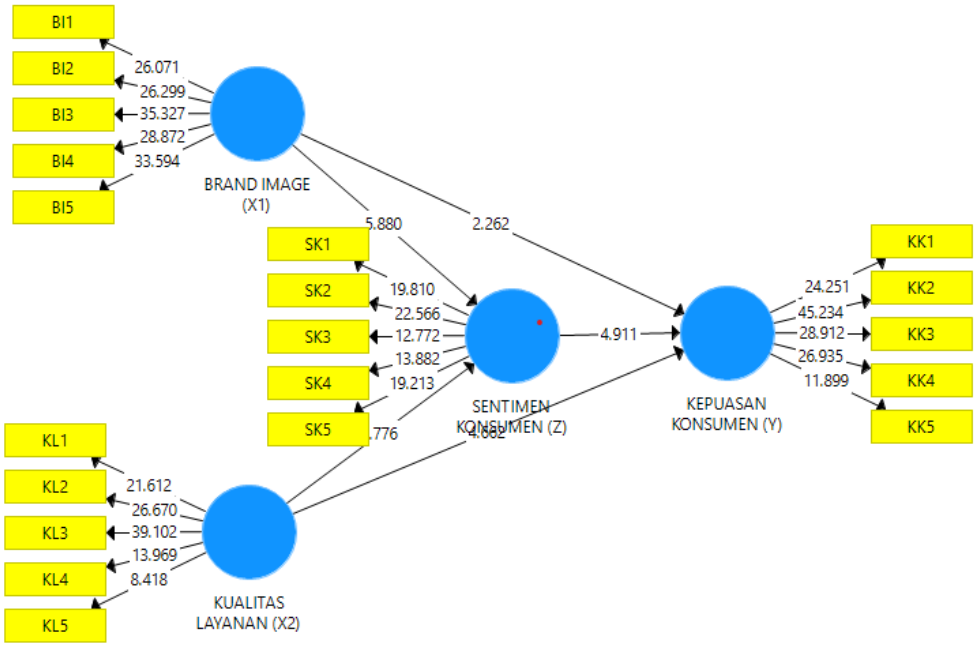

Figure 2. SEM Analysis Result

3.2 Discussion

The results of the SEM-PLS analysis show that the variables Brand Image (X1), Service Quality (X2), Consumer Sentiment (Z), and Consumer Satisfaction (Y) have different effects on the relationship being tested. Statistically, all variables have a positive and significant effect on consumer satisfaction through sentiment as a mediating variable. First, Brand Image (X1) was found to have a positive and significant effect on Consumer Satisfaction (Y) (β = 0.665; T = 5.765; P = 0.000). This means that the better the brand image formed in the minds of consumers, the higher their level of satisfaction. In addition, Brand Image also has a significant effect on Consumer Sentiment (Z) (β = 0.232; T = 2.264; P = 0.024). This finding confirms that a strong brand image can create positive sentiment, which ultimately has an impact on consumer satisfaction.

Second, Service Quality (X2) has a significant effect on Consumer Satisfaction (Y) (β = 0.395; T = 5.018; P = 0.000). This indicates that the better the quality of service provided, the greater the consumer satisfaction felt. However, the path from Service Quality (X2) → Consumer Sentiment (Z) is not significant (β = 0.091; T = 0.765; P = 0.445). This means that good service quality does not necessarily directly shape consumer sentiment, but has a more direct impact on their satisfaction.

Third, Consumer Sentiment (Z) has a positive and significant effect on Consumer Satisfaction (Y) (β = 0.349; T = 5.116; P = 0.000). Thus, the more positive consumer sentiment is towards a product or service, the higher the level of satisfaction felt.

Furthermore, the mediation analysis results show that:

- The path Brand Image (X1) → Consumer Sentiment (Z) → Consumer Satisfaction (Y) is significant (β = 0.232; T = 3.641; P = 0.000). This means that Consumer Sentiment mediates the effect of Brand Image on Consumer Satisfaction.
- Meanwhile, the path from Service Quality (X2) → Consumer Sentiment (Z) → Consumer Satisfaction (Y) has a positive and significant effect (β = 0.327; T = 3.761; P = 0.044). This means that Consumer Sentiment, as a mediating variable, has a positive and significant effect on the relationship between Service Quality and Consumer Satisfaction.

Overall, the results of this study indicate that Brand Image and Service Quality are important factors that can increase customer satisfaction. Brand Image can increase satisfaction through the mediation of Consumer Sentiment. Thus, companies need to strengthen their brand image through consistent communication and branding strategies, as well as maintain service quality so that customers are satisfied and customer loyalty is formed.

4. Conclusion

Based on the results of research on the influence of brand image and service quality on satisfaction mediated by sentiment among broiler chicken consumers in Palopo City, it can be

concluded that brand image has a positive and significant influence on consumer satisfaction, so that the better the brand image is built, the higher the satisfaction felt. In addition, service quality has also been proven to have a positive effect on consumer satisfaction, where fast, friendly, and customer-oriented service can provide a satisfying experience. This study also found that consumer sentiment mediates the relationship between brand image and service quality on satisfaction, which means that the formation of consumer sentiment has a positive effect and can strengthen the influence of these two variables on satisfaction. Thus, the success of chicken businesses in Palopo is not only determined by brand image and service quality alone, but also by how businesses are able to manage positive consumer sentiment to build customer satisfaction and loyalty in the long term.

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