GIJEA
Greenation International Journal of Economics and Accounting
+62 81210467572 https://research.e-greenation.org/GIJEA greenation.info@gmail.com
GREENATION RESEARCH

DOI: https://doi.org/10.38035/gijea.v4i4.908
https://creativecommons.org/licenses/by/4.0/
Received: 08 May 2026 | **Revised:** 09 May 2026 | **Accepted:** 23 October 2026

Strategies to Improve the Brand Image of B2B Service Companies

Mochammad Mukti Ali[1], Aris Setiyani[2], Ida Farida Oesman[3]
[1]Universitas Indonesia Membangun, Bandung, Indonesia, mochammad.mukti@inaba.ac.id
[2]Universitas Indonesia Membangun, Bandung, Indonesia, aris.setiyani@inaba.ac.id
[3]Universitas Indonesia Membangun, Bandung, Indonesia, ida.farida@inaba.ac.id

Corresponding Author: mochammad.mukti@inaba.ac.id[1]

Abstract: This research analyzes the effect of digital marketing on the image of Business-to-Business (B2B) service organizations, with customer satisfaction as an intervening variable. Digital transformation compels B2B providers to develop corporate images through integrated, customer-experience-oriented digital marketing strategies. This quantitative study employs an explanatory design with cross-sectional data. Primary data were gathered via five-point Likert scale questionnaires from 110 respondents across 20 B2B service organizations using purposive sampling. Digital marketing is measured by email, SEO, advertising, content, and social media. Customer satisfaction is assessed through trust and commitment, while company image includes brand reputation, recognition, emotionality, and loyalty. Data analysis used LISREL software with covariance-based Structural Equation Modelling (SEM). Findings indicate that digital marketing significantly and beneficially affects customer satisfaction and corporate image. Moreover, customer satisfaction positively impacts company image and serves as an intervening element that strengthens the relationship between digital marketing and corporate image. B2B organizations should focus on personalized services and consistent brand identity across digital channels. Theoretically, this study enriches literature on digital marketing capabilities, customer satisfaction, and brand equity within B2B service sectors.

Keyword: Brand Equity, B2B Marketing, Company Image, Customer Satisfaction, Digital Marketing.

INTRODUCTION

Digital transformation is getting bigger and greater and B2B service organisations are under increased competitive pressure to establish and sustain a competitive edge. One of the main strategic issues is the brand image, which is no longer driven just by traditional interactions based on personal relationships but also by increasingly complex and integrated digital marketing operations (Kotler & Keller, 2022).

In this context, digitalisation has transformed the modes of communication between B2B enterprises and customers, management of customer experiences and generation of brand awareness more extensively and in real-time (Järvinen & Taiminen, 2016).

B2B markets are more complex than B2C markets and feature longer purchasing cycles, many decision-makers and higher levels of risk (Lemon & Verhoef, 2016). Thus in B2B, the brand image is not only an emotional perception but also the trust, reliability and functional value perceived by the business consumers (Mudambi, 2002). Digital marketing is a strategic tool to perform constant communication, strengthen positioning and provide value through relevant and data-based content (Holliman & Rowley, 2014) here.

New digital technologies such as social media, search engine optimisation (SEO), content marketing and data analytic platforms have been presented to B2B service firms as new possibilities to establish their brand image in a more effective and measurable way (Chaffey & Ellis Chadwick, 2019).

Digital marketing enables organisations to create more sustainable and personal interactions with clients through an integrated omnichannel approach (Verhoef et al., 2021). But the effectiveness of digital marketing strategies in B2B depends not just on the use of technology, but also on the ability of the firm to deliver consistent customer satisfaction as the essential mediator in the process of building brand perception.

In B2B customer satisfaction has a particularity as it implies a long-term assessment of the quality of service, reliability and value given by the company (Anderson & Narus, 1990). Customer satisfaction has been widely described in marketing literature as an important relationship between marketing efforts and strategic outcomes such as loyalty and brand image (Oliver, 2014).

Customer satisfaction plays a larger and more important role in digital marketing, since fast and transparent digital interactions can quickly improve or damage the perception of the company (Lemon & Verhoef, 2016).

Empirical research have shown that digital marketing positively impacts brand image through improved engagement and consumer experience (Dwivedi et al., 2021). But most of this research is still focused on the B2C scenario. Research on service organisations in the B2B sector remains quite restricted (Wiersema, 2013). Moreover, there is no study on the mediating effect of customer satisfaction between digital marketing and brand image in the B2B service industry.

Moreover, the digitalisation of the business environment forces B2B service organisations to successfully integrate a variety of digital channels to deliver a seamless customer experience (Verhoef et al., 2021). When the claims of the brand do not match the client's experience, it results in cognitive dissonance and can be damaging to the brand image (Keller, 2013).

Hence, it is important to understand how digital marketing strategies may be built in a holistic manner to not only enhance awareness but also promote long-term client pleasure.

Theoretically, the research is underpinned by the combination of brand equity theory and customer satisfaction theory and digital marketing skills. According to brand equity theory, customers' perception of brands is a very important source of competitive advantage (Keller, 2013). Meanwhile, customer satisfaction theory explains how the evaluation of the consumer experience of a product or service influences their attitudes and actions (Oliver, 2014).

Conversely, digital marketing competency is described as the ability of a firm to employ digital technology to generate value for customers (Trainor et al., 2014). The integration of these three views offers a complete theoretical framework to explain the interaction between digital marketing, customer satisfaction and business image in the B2B scenario.

In practice, this research is particularly relevant because many B2B service organisations are still in the early phase of applying the finest digital marketing tactics. Many firms are still caught up in conventional relationship-based approach and are not using the power of digital to dramatically boost their brand image (Holliman & Rowley, 2014). Moreover, the absence of knowledge that customer satisfactions mediates may result in less effective digital marketing tactics to achieve the long-term goals of the firm.

Given this description, this study aims to empirically investigate the effect of digital marketing methods on the image of B2B service organisations and the function of customer satisfaction as mediating variable in these connections.

The research is designed to contribute theoretically to the literature of B2B marketing in the field of digital marketing and practically to enterprises in order to develop more effective and customer-oriented marketing strategies.

The research focuses on the following topics: (1) How does digital marketing effect the image of enterprises in B2B service companies? (2) What is the impact of digital marketing on customer satisfaction? (3) How much does customer satisfaction mediate the relationship between digital marketing and corporate image?

The answers to these questions are expected to contribute to a better understanding of the processes of corporate image construction in th digital era, especially in the complex and dynamic B2B context. Improving digital visibility, maintaining consistent product content, and strengthening corporate credibility online can be effective strategies to enhance the brand image of B2B service companies (Isnan, 2025).

METHOD

The This study employs a quantitative approach with an explanatory design and cross-sectional data collection. Primary data was gathered from 110 respondents across 20 B2B service organisations through a purposive sampling technique, with selection criteria ensuring that participants were active consumers, possessed direct experience with the company's digital platform, and were formally involved in the purchasing decision-making process.

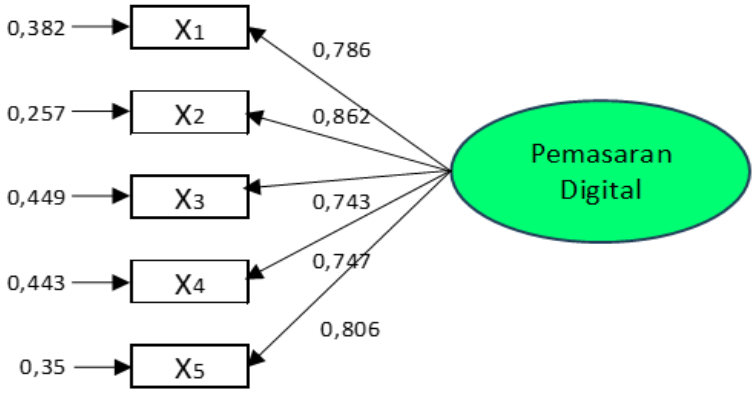
The determination of the sample size followed the established rule of thumb for Structural Equation Modelling (SEM), which recommends a ratio of 5 to 10 observations per indicator. Since this research involves a total of 11 indicators, the required sample size range is between 55 and 110 respondents; consequently, this study utilized 110 samples to reach the upper threshold of this requirement, ensuring high statistical power and enhancing the robustness of the results.The research instrument was developed based on indicators validated in the literature and measured using a five-point Likert scale.

In terms of variable operationalization, Digital Marketing is assessed through five indicators comprising email, interactivity, advertising, content, and social media, while Customer Satisfaction is measured through trust and commitment. Furthermore, Company Image is evaluated through the dimensions of Brand Reputation, Brand Recognition, Brand Emotional, and Brand Loyalty. To test the hypothesized relationships, data analysis was performed utilizing a covariance-based Structural Equation Modelling (SEM) approach, executed through the use of LISREL software.

RESULT AND DISCUSSION

Result

Based on the SEM model, the measurement model of the latent variable of Digital Marketing (X) predicted by the indicators of email (X1), SEO (X2), advertising (X3), content (X4), and social media (X5) may be stated as follows:



Source: Research Results

Figure 1. Digital Marketing Variable Measurement Model

The measurement model of digital marketing variable demonstrates that all indicators, namely email, SEO, advertising, content and social media have a loading factor above 0.70 with a range of 0.743 to 0.862. This confirms the validity of the five metrics to measure the construct of digital marketing.

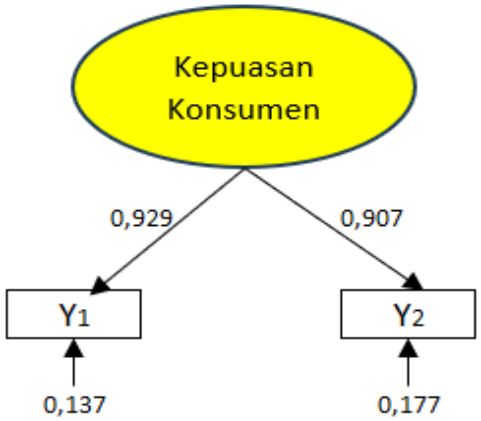
The strongest contributor was the SEO indicator with a loading of 0.862, followed by social media (0.806), email (0.786), content (0.747) and advertising (0.743).

These findings suggest that, in the context of B2B service companies, the effectiveness of digital marketing is influenced not only by the availability of digital channels, but also by the company's ability to optimise the visibility, interaction, and consistency of digital communication to business customers.

This argument is in line with (Persson, 2010), who explained that B2B service companies can improve their brand image by building a professional reputation, maintaining consistent service quality, and creating company values that are trusted by business customers. Therefore, effective digital marketing strategies can strengthen customer trust and support the development of a positive brand image in B2B service companies.

Customer Satisfaction Variable Measurement Model

Based on the SEM model, the model assessing latent variables of Consumer Satisfaction (Y) predicted by the indicators of trust (Y1) and commitment (Y2) is characterised as follows:



Source: Research Results

Figure 2. Variable Measurement Model of Customer Satisfaction

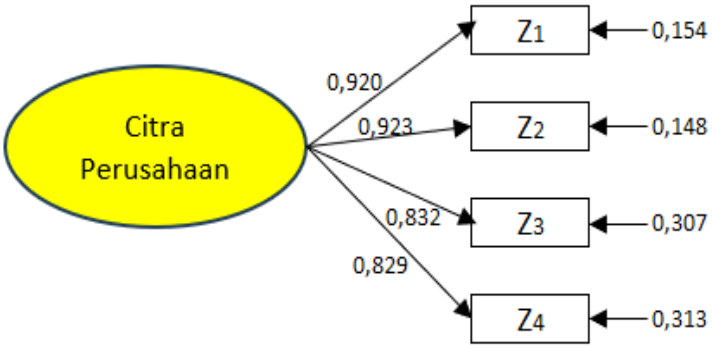
The variables of customer satisfaction are measured by two indicators, namely trust and commitment. The loading factor values are 0.929 and 0.907 respectively, indicating that both indicators have a very strong convergent validity.

Trust is the most powerful driver of consumer pleasure. This is related to the features of the B2B sector, which significantly emphasises the trustworthiness, credibility and long-term connections.

In commercial connections between firms, happiness is not only obtained from the quality of service at the moment, but also from the customer's confidence that the company is able to execute promises, maintain service consistency and establish relational commitment.

Variable Measurement Model Company Brand Image

Based on the SEM model, the measurement model (unidimensional) for the latent variable of corporate image (Z) which is predicted by the sub-variables of Brand Reputation (Z1), Brand Recognition (Z2), Brand Emotional (Z3) and Brand Loyalty (Z4) may be defined as following:



Source: Research Results

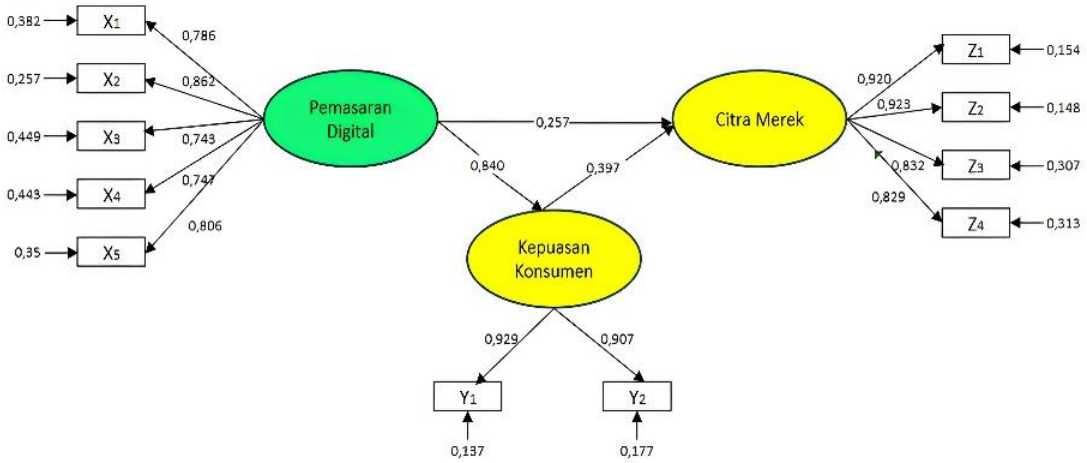
Figure 3. Variable Measurement Model Company Brand Image

The company image is measured by the brand reputation, brand recognition, brand emotion, and brand loyalty where all the indicators have substantial loading factors i.e. brand reputation of 0.920, brand recognition of 0.923, brand emotion of 0.832, and brand loyalty of 0.829.

Brand recognition is the most important indicator, then brand reputes. That is, the image of a B2B service company is formed primarily by the level of market recognition of the company and the reputation formed from customer experience.

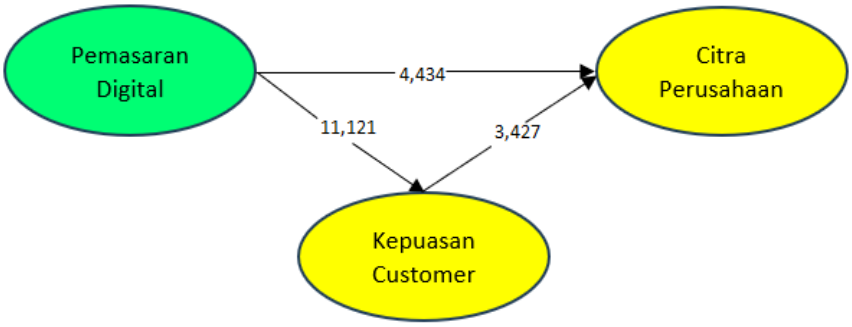
Brand emotional and brand loyalty are equally significant, though with a little smaller contribution, indicating that emotional intimacy and loyalty still matter but need to be underpinned with a solid reputation and market awareness.

Structural Model of Digital Marketing, Customer Satisfaction, and Company Brand Image



Source: Research Results

Figure 4. Structural Model of Digital Marketing, Customer Satisfaction, and Company Brand Image (t-value)



Source: Research Results

Figure 5. Structural Model of Digital Marketing, Customer Satisfaction, and Company Brand Image (standardized)

The structural model reveals the significance of digital marketing in explaining consumer satisfaction and corporate image. The digital marketing road to customer satisfaction has a t-value of 11.121, the digital marketing to the company's image has a t-value of 4.434 and the customer satisfaction to the company's image has a t-value of 3.427.

All of these values are higher than the critical limit of 1.96, hence the link between variables can be considered significant at the level of 5%. Hence, this model supports the claim that the image of a B2B organization is not only directly affected by digital marketing activities but also indirectly by higher customer satisfaction.

Analysis of the Indirect Effect of Digital Marketing on Company Image through Customer Satisfaction

The results of the study reveal that digital marketing has a direct effect on the company's image as well as having an indirect influence through customer satisfaction as an intervening variable. The results reveal that the success of digital marketing techniques in improving the image of B2B service organisations is highly dependent on the company's ability to offer a good customer experience.

That is, customer satisfaction is a mediating mechanism that explains how digital marketing operations can be transformed into good opinions of the organization.

The empirical results suggest that the association between digital marketing and customer satisfaction has a t-value of 11.121 and the relationship between customer satisfaction and corporate brand image has a t-value of 3.427. The mediation role of customer satisfaction in the relationship between digital marketing and corporate brand image is confirmed, both associations being important. This indicates that the more efficient the digital marketing strategy is used by the company, the better the level of customer satisfaction. This will also reinforce the company's image in the eyes of business customers.

B2B service organisations may provide better customer experience with great digital marketing with fast information, timely communication, relevant content, and more personalised contact. Positive experiences boost client loyalty and dedication to the organization. If the consumers are satisfied, they will create a positive perception of the company's reputation, trustworthiness and professionalism, therefore the company's image becomes stronger.

These results are consistent with the theory of consumer satisfaction that argues that customer satisfaction is the consequence of the assessment of the experience perceived by the customer compared to the previous expectations (Oliver, 2014).

In digital marketing, client happiness is when a company provides a consistent, informative and valuable digital experience.

Furthermore, the brand equity theory also suggests that the image of a firm is built by the perception and experience of the customer on the company or the brand (Keller, 2013). Thus, customer satisfaction is a psychologic pathway which combines digital marketing efforts with the building of a corporate image.

Digital Marketing Hypothesis Test on Customer Satisfaction

The test results proved that digital marketing had a favourable and significant effect on consumer satisfaction with a value of 11,121.

The results suggest that the better the digital marketing plan of the organization, the higher the satisfaction of the customers.

Digital marketing that is informed, responsive, consistent, and accessible can enhance customer experience in B2B services.

Digital channels like SEO, email, content, advertising and social media give customers access to relevant information, speed up communication and build greater trust in the organization.

Digital Marketing Hypothesis Test on Company Brand Image

The influence of digital marketing on the image of the organization is also favourable and substantial with a t-value of 4.434. This indicates that digital marketing efforts can improve customer perception towards reputation, recognition of brand, proximity and loyalty to the organization.

In a more and more digitised B2B environment, the image of the firm is not only created by means of face-to-face encounters or personal relationships but also by the quality of the digital presence of the organization.

Professional and consistent digital communication and the presence of the company on digital platforms can strengthen the credibility of the organization in the eyes of business customers.

Consumer Satisfaction Hypothesis Test on Company Brand Image

The influence of customer satisfaction on the company's image is positive and substantial with t value 3.427. The data supports the concept that a firm image is an accumulation of the customer experience.

Customers will be satisfied, trust and dedicated to the company, which will boost the good perception of the company's reputation and trustworthiness.

In a B2B context, customer satisfaction has a strategic effect because business customers usually consider past experience, service consistency and long-term connections before creating an appraisal of the company's image.

Digital Marketing Hypothesis Test on Customer Satisfaction and Its Impact on Company Image

The model results suggest that there is an indirect mechanism of digital marketing increasing customer satisfaction, then customer satisfaction has an effect on boosting the company's image. Because the digital marketing path to customer satisfaction is positive and significant, and the path to the company's image is also positive and significant, customer satisfaction can be interpreted as an intervening variable that strengthens the relationship between digital marketing and company image.

In other words, digital marketing should not only aim to increase brand exposure, but also to create satisfying customer experience through effective communication, valuable content, and strong customer engagement.

A strong business image can be more easily developed through a digital marketing strategy that fosters continuous customer trust, loyalty, and satisfaction. This statement is supported by (Cassia et al., 2017), who found that a brand image focusing on service quality and customer relationships has been proven to sustainably increase customer loyalty in B2B companies.

Discussion

Results of the study reveal that there is a favourable and significant influence of digital marketing on consumer happiness. The results suggest that B2B service organisations cannot use digital channels as a medium of promotion but need to use them as a system of creating customer experience.

The indications of digital marketing in this study are email, SEO, advertising, content, and social media. Customer satisfaction is indicated by customer trust and commitment. In theory, these findings are consistent with the concept of digital marketing competence, which refers to the capacity of firms to exploit digital technology to create value, develop connections, and enhance the quality of consumer interactions.

This is supported by the findings of (Kittur and Chatterjee, 2021), who stated that brand image related to the quality of goods and services in B2B companies has a significant influence on customer loyalty through perceived value and customer satisfaction.

Social CRM capabilities can be created by using social media technology and customer-oriented management systems (Trainor et al., 2014), which have a favourable effect on customer relationship performance.

B2B service organisations need to embed digital channels into customer service procedures. SEO should make it easier for customers to find the business solutions they need; digital content should be educational and problem-solving, email marketing should be tailored to the needs of the customer, and social media should be a professional and responsive place for communication.

(Järvinen and Taiminen, Dwivedi, 2016) show that in the B2B setting, content marketing and marketing automation are effective in providing valuable, timely, and integrated material with the sales process.

Companies need to see digital marketing as a component of customer experience management and not only marketing communication operations.

The results of the study also indicate that the impact of digital marketing on the image of the organization is significant.

In the research paradigm, brand reputation, brand recognition, brand emotionality and brand loyalty are seen as the reflection of the company's image. The findings suggest that repeated informative and credible digital marketing actions may improve the perception of the company's reputation and recognition of the customers.

Theoretically, the relationship can be described by brand equity theory, which views brand image as a strategic asset based on customer perception. Digital content marketing is an inbound marketing practice in B2B that aids organisations in attracting, converting, and retaining customers while building a trusted brand status (Holliman and Rowley, 2014).

Digital identities must be consistent across channels for B2B service organisations. Websites, social media, emails, educational content, digital advertising should all deliver the same professional, relevant brand message to the demands of business customers.

In the B2B market, the identity of a company is not created by a logo or a promotional effort, but by the perception that the organization has expertise, credibility, reliability and can deliver answers. company image and company reputation are significant in the client retention decision in the service industry (Nguyen & Leblanc, 2001). Therefore, organisations have to make digital marketing an instrument of reputation, not only an instrument of customer acquisition.

The relationship between customer satisfaction and corporate image illustrates that satisfied consumers will create a positive picture of the organization. In this study, customer satisfaction is based on trust and commitment.

The company's brand image is in terms of brand repute, brand recognition, brand emotionality, and brand loyalty. These results are consistent with the consumer satisfaction theory which says that satisfaction is a function of the consumer's assessment of the service experience, the value obtained, and the congruence between expectations and corporate performance. Satisfaction of consumers is likely to assess the company as more reputable, more trustworthy and more viable to retain as a business partner.

B2B service providers should strengthen the brand image based on customer satisfaction. That is, a firm's image cannot be built up by marketing communications alone but should be backed by continuous service experience.

(Wang & Chang, 2012) discovered that corporate brand image and customer satisfaction play a significant role in customer loyalty, hence organisations must manage image and satisfaction simultaneously to develop long-term partnerships.

In practice, organisations need to improve mechanisms for customer feedback, accelerate reaction times to complaints, maintain the quality of digital services and make sure that brand claims match the real consumer experience.

Thus, digital marketing, customer satisfaction and image of the organization need to be managed as a single, interconnected, strategic system. Digital marketing is a gateway to engagement and communication of value, customer satisfaction is a consequence of feeling the customer's experience, and the company's image is an accumulation of customer impression of the company's legitimacy, reputation and consistency.

Therefore, B2B service firms must design digital marketing strategies based on customers, regularly measure satisfaction and make customer satisfaction the fundamental cornerstone for building a solid and enduring company image.

The results of this study further support the findings of prior research by (Lemon & Verhoef, 2016) that customer experience at each touchpoint of digital engagement has a significant impact on brand perception and customer loyalty.

(Dwivedi et al., 2021) added that an efficient digital marketing strategy leads to more customer involvement and satisfaction that eventually enhances the image of the company's

brand. In B2B context, (Holliman and Rowley, 2014) stressed that relevant and valuable digital content marketing can develop long-term relationships with business customers and boost the company's reputation.

The findings of this study have managerial implications that B2B service organisations should not only focus on growing digital exposure or use of marketing technology. Companies must guarantee that they can deliver good consumer experience across all digital marketing initiatives.

Digital techniques like SEO, email marketing, social media, advertising and content marketing should be focused on providing answers, easy access to information, quick responses and more personal communication relationships with business customers. This will boost client happiness and at the same time strengthen the image of the organization in the long run.

Another major implication is that firms should consider customer pleasure as a strategic asset in shaping the image of the firm. In a competitive B2B market, business clients tend to evaluate organisations on the basis of the real experiences they have had in the course of digital contact. Connecting digital marketing with customer experience management is a key factor in developing reputation and competitive advantage for B2B service organisations.

CONCLUSIONS AND RECOMMENDATIONS

This research demonstrates that digital marketing has a key role in enhancing customer satisfaction and reinforcing the corporate image of B2B service organisations. The results of the SEM analysis show that all relationships between variables are positive and statistically significant. This confirms that digital transformation in marketing activities is no longer an operational choice, but a strategic necessity in the construction of the competitive advantage of B2B service companies.

Research has shown that consumer happiness rises dramatically when digital marketing efforts encompass email, SEO, advertising, content and social media. These results suggest that company customers are becoming more and more demanding of digital interactions that are informative, responsive, consistent and value-added.

In terms of B2B, digital marketing efficacy is not only the ability of the firm to improve digital visibility, but also the ability to create customer experiences that are able to generate trust and long-term commitment.

This research also indicated that digital marketing has favourable effects on the image of the organization. Professional, integrated, and consistent digital marketing operations are able to enhance brand reputation, brand recognition, emotional intimacy of customers and loyalty to the organization. This indicates that the image of B2B service companies in the digital age is increasingly created by the quality of the company's digital presence, including the quality of content, digital communication, and the company's ability to maintain the consistency of brand messages across different digital channels.

Also, it has been proved that customer satisfactions has a big impact on the image of the organization. Customer trust and commitment as a manifestation of satisfaction is the main basis in creating a positive perception of the company's reputation and credibility.

In a long-term B2B business connection clients are not only evaluating the quality of a fleeting service, but also the consistency of the experience, the reliability of the firm and the company's capacity to match customer expectations on an ongoing basis.

Another key conclusion is the indirect effect of digital marketing on the brand image via customer satisfaction. This indicates that customer satisfactions acts as an intervening variable which improves the association between digital marketing and corporate image.

Hence, an effective digital marketing strategy is not enough to be orientated merely to boost brand exposure but must be orientated to create a fulfilling customer experience in order to be able to generate a strong and enduring corporate image.

This research theoretically develops integration of digital marketing capacity theory, customer satisfaction theory and brand equity in the context of B2B service organisations. This study further extends the digital marketing literature, which has focused primarily on the B2C context, by demonstrating that digital marketing in the B2B context has a major impact on the construction of customer satisfaction and business image.

The results of this study practically imply that B2B service companies need to develop digital marketing strategies that focus on customer experience, improve the quality of digital interactions, increase the personalisation of communication, and ensure brand identity consistency across all digital channels.

Companies also need to include customer satisfaction as a key strategic indicator in the evaluation of the efficacy of digital marketing, since a strong corporate image is ultimately built on a positive, consistent and sustainable customer experience.

REFERENCES

Anderson, J. C., & Narus, J. A. (1990). A model of distributor firm and manufacturer firm working partnerships. Journal of Marketing, 54(1), 42–58. https://doi.org/10.1177/002224299005400103

Cassia, F., Cobelli, N., & Ugolini, M. (2017). The effects of goods-related and service-related B2B brand images on customer loyalty. Journal of Business & Industrial Marketing, 32(5), 722-732.

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing (7th ed.). Pearson.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research. International Journal of Information Management, 59, 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

Holliman, G., & Rowley, J. (2014). Business to business digital content marketing. Journal of Research in Interactive Marketing, 8(4), 269–293. https://doi.org/10.1108/JRIM-02-2014-0013

Isnan, A. K. (2025). Branding Strategy in B2B Business: a Case Study of PT Multibina Teknika Utama. *Jurnal Multidisiplin Sahombu*, *5*(08), 2677-2702.

Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. Industrial Marketing Management, 54, 164–175. https://doi.org/10.1016/j.indmarman.2015.07.002

Keller, K. L. (2013). Strategic brand management: Building, measuring, and managing brand equity (4th ed.). Pearson.

Kittur P, Chatterjee S (2021), "Goods and services related brand image and B2B customer loyalty: effects of construal level". Journal of Business & Industrial Marketing, Vol. 36 No. 1 pp. 17–30, doi: https://doi.org/10.1108/JBIM-06-2019-0284

Kotler, P., & Keller, K. L. (2022). Marketing management (16th ed.). Pearson.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience. Journal of Marketing, 80(6), 69–96. https://doi.org/10.1509/jm.15.0420

Mudambi, S. (2002). Branding importance in business-to-business markets. Industrial Marketing Management, 31(6), 525–533. https://doi.org/10.1016/S0019-8501(02)00184-0

Nguyen, N., & Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. Journal of Retailing and Consumer Services, 8(4), 227–236. https://doi.org/10.1016/S0969-6989(00)00029-1

Oliver, R. L. (2014). Satisfaction: A behavioural perspective on the consumer. Routledge.

Persson, N. (2010). An exploratory investigation of the elements of B2B brand image and its relationship to price premium. Industrial Marketing Management, 39(8), 1269-1277.

Trainor, K. J., Andzulis, J. M., Rapp, A., & Agnihotri, R. (2014). Social media technology usage and customer relationship performance. Journal of Business Research, 67(6), 1201–1208. https://doi.org/10.1016/j.jbusres.2013.05.020

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2021). From multi-channel retailing to omnichannel customer experience. Journal of Retailing, 97(2), 174–181. https://doi.org/10.1016/j.jretai.2021.02.005

Wiersema, F. (2013). The B2B agenda. Journal of Business & Industrial Marketing, 28(6), 470–475. https://doi.org/10.1108/JBIM-06-2013-0132

You, Y. T., Wang, C. M., & Chang, H. C. (2012). Corporate brand image and customer satisfaction on loyalty: An empirical study of Starbucks coffee in Taiwan. Journal of Social and Development Sciences, 3(1), 24–32.