

# **Brand Image And Service Quality On Customer Satisfaction During Covid 19 (Case Study At Pancong Balap Teduh Cafe In Purwakarta)**

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## **Abstract**

The Food & Beverage (F&B) business is the most popular business category among Indonesian people. In a competitive industry, a business needs to create a strategy to win the market, one of which is by creating customer satisfaction. Brand image and service quality are factors that can affect customer satisfaction. The purpose of this study was to determine the effect of brand image and service quality on Pancong Balap Teduh in Purwakarta. The number of samples as many as 99 respondents, data collection was done through a questionnaire. The analysis technique uses multiple linear regression analysis with SPSS version 25. Based on the results of the analysis, it can be found that brand image and service quality have a positive and significant effect on customer satisfaction at Pancong Balap Teduh Purwakarta.

## **Keywords**

*Brand Image, Service Quality and Customer Satisfaction.*

## **1. Introduction**

The culinary industry is one of the industries that is currently developing rapidly in Indonesia. This industry is a mainstay of economic growth and absorbs a lot of labor. The Food & Beverage (F&B) or food and beverage business is arguably the most popular business category among Indonesian society, especially among young entrepreneurs. This can be seen from the many eating places such as cafes or shops that have sprung up in various areas. Based on BPS (Central Statistics Agency) data, the development of the food and beverage industry in the first quarter of 2021 reached 2.45%. In the second quarter of 2021 the food and beverage industry to increase employee morale, which in its implementation is expected to build a conducive work atmosphere grew 2.95% year-on-year. And quarter-on-

quarter this industry grew 2.37%. The following is graphic data on the development of the food and beverage industry in Indonesia:



Source: Central Statistics Agency, 2021

Based on the graph above, it can be seen that the development of the food and beverage industry in Indonesia experienced a decline in 2013, but from 2014 to 2017 it experienced an increase again. Then it decreased again the following year, and in 2020 there was a significant decline from previous years, all this happened because of the impact of the Covid-19 pandemic which began to enter Indonesia from 2020 until now, and the implementation of government policies such as lockdown/quarantine, regions, PSBB (Large-Scale Social Restrictions), and PPKM (Implementation of Restrictions on Community Activities) which forced many food and beverage industries in Indonesia to stop operating because they experienced losses due to the pandemic.

The decline in income and the number of visitors to Pancong Balap Teduh was caused by a discrepancy in the field with what had been promised by Pancong Balap Teduh on social media, one of which was Instagram, as posted by Pancong Balap Teduh which promised good service as well as comfortable facilities and places, but in fact that is not the case. The large number of negative customer comments regarding Pancong Balap Teduh's services has caused a decline in the brand image of Pancong Balap Teduh itself, this of course has a big influence on Pancong Balap Teduh customer satisfaction and has an impact on customer disappointment so that customers do not visit again.

## 1.1 Objectives

The objects of this research are brand image, service quality and customer satisfaction. By taking research subjects from Pancong Balap Teduh customers.

## 2. Literature Review

### 2.1 Brand Image

According to Ragh Ismail & Spinelli (2012), brand image is a concept that can determine customer perceptions of a product. A brand that has a good image will trigger consumers to use word of mouth because customers trust the brand. According to P. Kotler & Keller (2016), brand image is a name, term, sign, symbol, design, or a combination of these things - This is intended to identify the goods or services of a person or group of sellers and to differentiate them from competitors' goods and services. Brand image is useful for explaining labels for certain goods or services in the form of images, words, or a combination of both Nizar et al (2019). According to Aaker (2017) there are four dimensions of brand image, namely as follows: 1) Recognition, reflects the recognition of a brand by customers based on past exposure. Recognition means that customers remember the existence or remember the existence of the brand. This recognition is parallel to brand awareness. 2) Reputation, reputation is a fairly high status for a brand, because in the eyes of customers a good brand must have a good track record. 3) Affinity, affinity is an emotional relationship that arises between a brand and its customers. Affinity is parallel to the positive association that makes customers like a

product or service. In general, positive brand associations, especially those that form a brand image, become a basis for customers in purchasing decisions and their loyalty to the brand. 4) Domain, the domain concerns how big the scope of a product or service will use the brand. Domain has a close relationship with scale of scope.

According to Kotler in Legila (2013), in brand image there are 3 dimensions that make up a brand image, including:

1) Brand Strength is the strength of a brand, which is how often information about the brand enters consumers' memories and is managed by sensory data in the brain as part of the brand image. When consumers actively think about and decipher the meaning of information about a product or service, it will become stronger in the consumer's memory. Consumers perceive a stimulus object through sensations that flow through the five senses: eyes, ears, nose, skin and tongue. However, each consumer follows, organizes and interprets sensory data in their own way. 2) Brand Favorability is consumer liking for a brand, forming consumer trust by providing attributes and benefits of how what a brand provides can satisfy consumers' needs and desires, thereby creating a positive attitude towards the brand. The ultimate goal of every consumption carried out by consumers is to get satisfaction of their needs and desires. The existence of needs and desires in consumers gives rise to hopes, where these hopes are also the opposite. 3) Brand Uniqueness is creating a unique impression and a meaningful difference between other brands and giving consumers no reason not to choose that brand.

## **2.2 Service Quality**

According to Priansa (2017), service quality can be defined as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service Quality applies to all types of services provided by the company while the client is at the company. If the service received or felt is as expected, then the quality of service is perceived as good and satisfactory. There are five dimensions to measure service quality according to Tjiptono (2017), namely as follows: 1) Tangibles (Physical Evidence), tangibles are real evidence of the care and attention given by the company to customers. The importance of the Tangibles dimension will create an image of the service provider, especially for new customers, in evaluating service quality. 2) Reliability, reliability is the ability to provide accurate services in accordance with promises and is the company's ability to carry out a business in accordance with what has been promised in a timely manner. The importance of this dimension is because consumer satisfaction will decrease if the services provided do not match what was promised. 3) Responsiveness, responsiveness is the willingness to help customers and provide appropriate services and is the company's ability carried out directly by employees to provide services quickly and responsively. 4) Assurance, assurance or guarantee is employee knowledge and behavior to build customer trust and confidence in consuming the products offered. This dimension is very important because it involves customer perceptions of the risk of high uncertainty regarding the capabilities of a business. The company builds customer trust and quality through employees who are directly involved in handling customers. 5) Empathy (Concern), empathy is the company's ability carried out directly by employees to provide attention to individual customers, including sensitivity to customer needs.

## **2.3 Customer Satisfaction**

Customer satisfaction is very important to build a more advanced business to increase profits for the company. According to Djaslim (2003), customer satisfaction is a person's feeling of happiness or disappointment which comes from a comparison between his impression of the performance (results) of a product and his expectations. According to Priansa (2017) there are five elements of customer satisfaction, namely as follows: 1) Expectations, customer expectations for a good or service that are prepared before purchasing the good or service. When the purchasing stage is carried out, customers hope that the goods or services they receive will match their hopes, desires and beliefs. If it meets customer expectations, the customer will feel satisfied. 2) Performance, customer experience of the performance of goods or services when used without being influenced by their expectations. When the performance of a good or service is successful, consumers will feel satisfied. 3) Comparison, this is done by comparing the expected performance of goods or services before purchasing with the perception of the actual performance of the goods or services. Customers will feel satisfied when pre-purchase expectations match or exceed their perceptions of the product's actual performance. 4) Experience, customer expectations are influenced by their experience of using brands of goods or services that are different from others. 5) Confirmation and Disconfirmation: Confirmation or confirmation occurs if expectations match the actual performance of the product. On the other hand, disconfirmation or disconfirmation occurs when expectations are higher or lower than the actual performance of the product. Customers will feel satisfied when confirmation/disconfirmation occurs. According to Pasuraman (2011), there are five dimensions of customer satisfaction, namely as follows: 1) Price, for sensitive customers, usually low prices are an

important source of satisfaction because they get high value for money. This price component is relatively unimportant to non-sensitive customers. 2) Service Quality, service quality really depends on three things, namely systems, technology and people. Customer satisfaction with service quality is usually difficult to imitate because forming an attitude and behavior that is in line with the company's wishes is not an easy thing. 3) Product Quality, customers feel satisfied after purchasing and using the product if the product quality is felt to be good. 4) Emotional Factor, emotional factor is shown by consumers regarding the satisfaction they get from using a product or service that creates a sense of pride and self-confidence. 5) Efficiency, ease of obtaining the product or service and ease of payment can make customers feel more satisfied.

### 3. Methods

The research method used in this research is descriptive and verification methods. According to Sugiyono, (2012) descriptive research method is research used to answer problem formulations relating to questions regarding the existence of independent variables, either only on one variable or more. The sampling procedure used in this research was non-probability with a purposive sampling technique. The sampling technique in this research uses probability sampling. According to Sugiyono (2019) Probability Sampling is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a member of the sample.

### 4. Data Collection

Due to limitations of time, funds and large population resources, it is impossible for the author to study everything in the population. So, to make it easier for the author to determine the number of samples that will be presented in the research, the author will use the Slovin formula, Based on the results of the sampling calculation above, the author will determine the sample for this research based on the calculation above, namely 98.59 which will be rounded up to 99 people.

## 5. Results and Discussion

### 5.1 Numerical Results

In this research, validity testing is calculated by comparing the *r*count (correlated item-total correlation) value with the *r*table value, if *r*count > *r*table then the statement can be said to be a valid statement. The significance level in this test is 5%. Validity testing can be done by calculating the correlation between each question item and the total score using the Product Moment formula, items that have a positive correlation with the total score and a high correlation indicate that the item also has high validity. Internal variables This research consists of brand image and service quality as independent variables, and customer satisfaction as the dependent variable. Data on these variables was obtained from the results of questionnaires distributed, for the level of validity a significant test was carried out by comparing *r*hitung with the value *r*table, for degree of freedom (df) = *n*-*k* in this case *n* is the number of samples and *k* is the number of constructs, in this study df can be calculated 99 – 2 = 97 with alpha 0.05, we get *r*table 0.1663, if *r*hitung for each item question (can be seen in the corrected item Question Total Correlation) is greater than *r* table and the *r* value is positive, then the question item is declared valid.

**Tabel 1 Brand Image Variable Instrument Validity Test Results (X1)**

Variable	Statement	r Count	r Table	Information
<b>Brand Image</b>	P1	1	0,1663	Valid
	P2	0,575	0,1663	Valid
	P3	0,361	0,1663	Valid
	P4	0,488	0,1663	Valid

P5	0,581	0,1663	Valid
P6	0,547	0,1663	Valid

**Source: SPSS Processing Results**

Based on table 1 it can be seen that each question item has  $r_{hitung} > r_{tabel}$  (0.1663) and is positive, thus the question item for the variable X1 instrument is said to be valid.

**Tabel 2**  
**Result of Service Quality Variable Instrument Validity Test (X2)**

Variable	Statement	r Count	r Table	Information
<b>Service Quality</b>	P7	0,523	0,1663	Valid
	P8	0,452	0,1663	Valid
	P9	0,482	0,1663	Valid
	P10	0,372	0,1663	Valid
	P11	0,429	0,1663	Valid
	P12	0,387	0,1663	Valid
	P13	0,531	0,1663	Valid

**Source: SPSS Processing Results**

Based on table 2 above, it can be seen that each question item has  $r_{hitung} > r_{tabel}$  (0.1663) and is positive, thus the question item for the variable instrument.

**Table 3**  
**Result of Validity Test of Customer Satisfaction Variable Instrument (Y)**

Variabel	Pernyataan	r Hitung	r Tabel	Keterangan
<b>Customer Satisfaction</b>	P14	0,509	0,1663	Valid
	P15	0,390	0,1663	Valid
	P16	0,382	0,1663	Valid
	P17	0,353	0,1663	Valid

**Source: SPSS Processing Results**

Based on table 3 it can be seen that each question item has  $r_{hitung} > r_{tabel}$  (0.1663) and is positive, thus the question item for the variable Y instrument is said to be valid

### 5.1.1 Reliability Test

Reliability shows the consistency of a measuring instrument by measuring the same symptoms. Reliability testing carried out using the Alpha Cronbach formula technique is said to be reliable if it provides an Alpha Cronbach value  $> 0.6$ . Calculations are carried out with the help of an SPSS 25 computer.

**Table 6 Reliability Test Results**

Variabel	Nilai Hitung Cronbach Alpha	Keterangan
<b>Brand Image</b>	<b>0,855</b>	<b>Reliabel</b>
<b>Service Quality</b>	<b>0,897</b>	<b>Reliabel</b>

**Customer Satisfaction                      0,851                      Reliabel**

Source: Processing Using SPSS (2021)

Based on the table above, it is known that all statements in the leadership style, work environment and work motivation variables have a good level of consistency because they have a Cronbach's Alpha value > 0.6 so they are declared to have good reliability values.

## 5.2 Graphical Results

### 5.2.1 Simultaneous Coefficient of Determination

According to Priyatno (2014:99) Multicollinearity Test is a tool to test whether the independent variable and dependent variable have a perfect relationship. The correlation value is equal to 1. The relationship between one variable and another variable should not be equal to 1. To test multicollinearity, this can be done by paying attention to the Variance Inflation Factor (VIF) value. If the VIF value is less than 10 and Tolerance is greater than 0.1 then the relationship between the variables in this study does not experience multicollinearity. To find the tolerance value and VIF value in this study, SPSS software was used with the following results:

**Table 7**  
**Multicollinearity Test Results**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.352	1.029		1.314	.192		
	Brand Image	.148	.071	.204	2.087	.040	.360	2.774
	Quality Service	.387	.058	.646	6.614	.000	.360	2.774

a. Dependent Variable: Quality Service

Source: Processing Using SPSS (2021)

Based on table 7 regarding the Multicollinearity results in this study, it can be seen that the tolerance value between independent variables in this study is 0.360 while the VIF value is 2.774, so in this study the regression model can be categorized as feasible. Correlation is an analysis technique that is included in one of the techniques for measuring associations/relationships (measures of association). Association measurement is a general term that refers to a group of techniques in bivariate statistics that are used to measure the strength of the relationship between two variables. The influence of each independent variable on the dependent variable, below are presented the results of calculations using SPSS as follows:

**Table 8**  
**Correlation Coefficient Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818 <sup>a</sup>	.670	.663	1.78795	2.232

a. Predictors: (Constant), Quality Service, Brand Image

b. Dependent Variable: Customer Satisfaction

Source: Processing Using SPSS (2021)

Based on the test results using SPSS, it can be seen in the table above that the Pearson correlation value of the brand image (X1) and service quality (X2) variables is 0.818.

## 5.3 Proposed Improvements

In this research, brand image influences customer satisfaction. Researchers suggest that Pancong Balap Teduh pay more attention to brand recognition to customers by creating a more attractive brand logo and carrying out promotions

so that Pancong Balap Teduh is more widely known. Apart from that, providing quality services and products must also be done so that Pancong Balap Teduh is known with a positive image. In this research, service quality influences customer satisfaction. Researchers suggest that Pancong Balap Teduh can provide maximum service with a full service system, where customers will be served specifically and customers will feel more cared for.

## 5.4 Validation

### 5.4.1 Simultaneous Hypothesis Testing (Uji F)

The F statistical test basically shows whether all the independent variables or independent variables included in the model have a joint influence on the dependent/dependent variable. If the value is  $>$  then  $H_0$  is rejected and  $H_a$  is accepted.

**Tabel 9 Uji F ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	622.389	2	311.195	97.347	.000 <sup>b</sup>
	Residual	306.889	96	3.197		
	Total	929.278	98			

Source: Processing Using SPSS (2021)

Because the significant value obtained is  $0.000 < 0.05$ , it can be concluded that  $H_a$  is simultaneously received, meaning that together the Brand Image and Service Quality variables have a significant effect on Pancong Balap Teduh Customer Satisfaction. The results of simultaneous hypothesis testing of brand image and service quality have a significant joint effect on Pancong Balap Teduh customer satisfaction which can be seen in the Sig.F value of  $0.000 < 0.05$ . The results of the analysis of the coefficient of determination showing the magnitude of the influence of brand image and service quality on customer satisfaction were obtained at 67%. Apart from that, the analysis results also show that the Fcount value is  $97.347 > F_{table} 3.09$ . So,  $X_1$  (brand image) and  $X_2$  (service quality) together (simultaneously) influence Y (customer satisfaction) at the Pancong Balap Teduh Purwakarta café.

### 5.4.2 Test the Significance of Individual Parameters (Uji t)

The results of hypothesis testing prove that there is an influence of brand image on customer satisfaction. Based on the results of the calculations that have been carried out, the coefficient value is 0.818 and the calculated t is 2.087 with a significant value of  $0.040 < 0.05$ . Based on these results, it can be concluded that brand image has a positive effect on customer satisfaction at the Pancong Balap Teduh Purwakarta cafe:

**Table 10 Partial test results  $X_1$  Coefficients<sup>a</sup>**

Model		Unstandardize dCoefficients		Standard ized Coefficie nts	T	Sig.	Correlations		
		B	Std. Error				Zero- order	Partial	Part
1	(Constant)	1.352	1.029		1.314	.192			
	Brand Image	.148	.071	.204	2.087	.040	.721	.208	.122
	Service quality	.387	.058	.646	6.614	.000	.809	.560	.388

a. Dependent Variable: Customer satisfaction

The brand image is very embedded in the minds of customers so that customers can feel it when they see or hear the brand. This raises customer trust and the way customers perceive a particular brand. Richard Romario Samuel Rawis, S. L. H. V. Joyce. Lapien & Ratulangi (2020) with the title Analysis of the Influence of Service Quality and Brand Image on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Study at Novotel Manado). The research results show that there is a significant influence between quality and brand image on loyalty through the intervening variable customer satisfaction. According to research conducted by Puput Puspitasari (2018) entitled The Influence of Brand Image, Price and Facilities on Consumer Satisfaction at LBPP LIA Kartini Bandar Lampung. The

research results show that there is an influence of brand image, price and facilities on consumer satisfaction at LBPP LIA Kartini Bandar Lampung. Then according to research conducted by Ferren (2019) entitled Prediction of Brand Image and Brand Trust on Indomaret Customer Satisfaction in Jakarta. The research results show that there is a fairly close relationship between brand image and customer satisfaction, and there is a strong relationship between brand trust and customer satisfaction. So the results obtained are positive regarding customer satisfaction at Indomaret in Jakarta. Nowadays, more and more companies are realizing the importance of service quality because it can attract customers. The quality of service that attracts customers is service that can meet customer needs and satisfaction. Customers will feel very satisfied when they are served politely and friendly. The quality of service that can meet customer needs and satisfaction is determined by the service quality factors. Based on research by Amelia et al., (2020) entitled The Influence of Price, Brand Image and Service Quality on Customer Satisfaction at PT. JNE Medan Branch. The results of this research show that there is a significant relationship influenced by price, brand image and service quality on customer satisfaction. According to research conducted by I Komang Gede Mahendra (2019) entitled The Influence of Service Quality on Consumer Satisfaction at the Griya Sunset Kuta Hotel, the research results explain service quality consisting of physical evidence, reliability, responsiveness, guarantee, and empathy partially and simultaneously has an influence on consumer satisfaction at the Griya Sunset Kuta Hotel. Then research was conducted by Zainal Arifin (2015) with the title The Influence of Service Quality on Consumer Satisfaction at the Kara Guest House Hotel Sragen. This research uses five dimensions, namely physical evidence, reliability, responsiveness, assurance, and empathy as independent variables and customer satisfaction as the dependent variable. The research results show that the service quality variable that significantly influences the level of customer satisfaction is the guarantee variable.

## **6. Conclusion**

Based on direct data processing carried out during research at the Pancong Balap Teduh Purwakarta cafe, it can be concluded that:

1. The general condition regarding brand image, service quality and customer satisfaction at Pancong Balap Teduh is in the good category. This is the respondent's assessment which is measured based on the dimensions of each variable. In this research, the brand image shows a good category, but there are still indicators that are relatively low, namely that the Pancong Balap Teduh cafe brand is easy to remember. In the service quality variable, the indicator that is classified as low is regarding the sensitivity of Pancong Balap Teduh employees to customer needs. In the customer satisfaction variable, there are indicators that are relatively low, namely regarding the place and atmosphere as expected.
2. The results of hypothesis testing prove that there is an influence of brand image on customer satisfaction. Based on the results of the calculations that have been carried out, the coefficient value is 0.818 and the calculated t is 2.087 with a significant value of  $0.040 < 0.05$ . Based on these results, it can be concluded that brand image has a positive effect on customer satisfaction at the Pancong Balap Teduh Purwakarta cafe.
3. The results of hypothesis testing prove that there is an influence of service quality on customer satisfaction. Based on the results of the calculations carried out, the correlation coefficient value was 0.818 and the t count was 6.614 with a significant value of  $0.000 < 0.05$ . Based on these results, it can be concluded that service quality has a positive effect on customer satisfaction at the Pancong Balap Teduh Purwakarta cafe.
4. The results of simultaneous hypothesis testing of brand image and service quality have a significant joint effect on Pancong Balap Teduh customer satisfaction which can be seen in the Sig.F value of  $0.000 < 0.05$ . The results of the analysis of the coefficient of determination showing the magnitude of the influence of brand image and service quality on customer satisfaction were obtained at 67%. Apart from that, the analysis results also show that the Fcount value is  $97.347 > F_{table} 3.09$ . So, X1 (brand image) and X2 (service quality) together (simultaneously) influence Y (customer satisfaction) at the Pancong Balap Teduh Purwakarta cafe

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