The Effect of Brand Image and Customer Satisfaction on Manasta Customer Loyalty

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Abstract-This study aims to determine and analyze the effect of brand image and customer satisfaction on Manasta Catering customer loyalty. Data was collected using q questionnaire distribution techniques using a Likert scale. the population in this study was obtained from manasta catering customer data in 2023, namely 400 customers. the sample was selected using the simple random sampling method and obtained a sample of 80 respondents using the Slovin formula. In this study using the classic assumption test, multiple linear analysis, and hypothesis testing. The hypothesis testing consists of the t test, f test and the coefficient of determination. The results stated that the brand image variable has an influence on customer loyalty of 58.7%, and the customer satisfaction variable has a significant value on customer loyalty of 41.2%. This means that the relationship between brand image and satisfaction with customer loyalty is 55.8%, which means that the hypothesis is accepted. For further research, it would be nice to increase the number of samples, then add external variables such as promotions, purchasing decisions or other variables and then add theory.

Keywords: Brand Image, Customer Satisfaction, Customer Loyalty.

I. INTRODUCTION

The culinary industry is the most prospective industry in Indonesia and the world. Because the culinary industry is one of the very large and promising economic sectors in Indonesia. Not only restaurants and cafes are increasingly in demand, but home-based businesses such as the catering industry are also increasingly competing in today's popular market. Catering is a type of food provider where places cook and serve different foods [1].

In Indonesia alone, the catering business has grown very quickly. The population of Indonesia continues to increase every year, causing people's food needs to increase. This significant development brings business opportunities for the people of Indonesia. Because the catering business is very attractive to the public because it is considered to be able to meet the basic needs of the community and has a very fast payback rate.

Based on information provided by the Central Statistics Agency (BPS) in June 2022, Indonesia had a total of 11,223 culinary businesses in 2020. Of these, 8,042 (71.65%) are cafes and restaurants, 269 (2.40%) are catering businesses and the remaining 2,912 (25.95%) fall into various other categories. In addition, there is a graph showing the 10 provinces with the highest level of culinary industry in Indonesia based on BPS information in 2020.

Source: Garut Regency Cooperation and MSME Agency Year 2022

Figure 1. Data on the Number of Culinary Industry Classifications in Garut Regency

According to the figure above, there are 1631 food and processed food industries in Garut Regency. the continued development of the catering business in the garut region has led to increasingly fierce competition between catering service providers. Of course, the impact of the development of this catering business is one of the drivers for catering service providers to increase customer loyalty. By addressing the impact of catering business development proactively. Business actors can develop and maintain customer loyalty in the midst of increasingly fierce competition in Garut Regency.

In the midst of this intense competition, Manasta Catering emerged as a newcomer who wanted to contribute and take part in this industry. Manasta catering is committed to providing the best

service with several excellent strategies so that it can become the highest ranking catering in Garut Regency. However, the problem faced by Manasta Catering is that there are errors in waiters causing customer dissatisfaction so that customers are not loyal and the brand image becomes bad. Therefore, understanding the root causes of customer dissatisfaction and how it affects customer loyalty levels is crucial for Manasta Catering to improve their performance and maintain market share in a competitive industry.

To get an advantage in Customer Loyalty, it is required to be able to satisfy its consumers. Customer satisfaction is a consequence of purchasing decisions that meet or exceed customer expectations after the transaction is made[2][3]. Customer satisfaction can be determined by the suitability of customer expectations for the products and services provided, so it can be interpreted that customer satisfaction is generated by perceptions where expectations have been met and exceeded .[4]

Customer loyalty is a major problem that deserves the company's attention that loyalty is able to improve the company. Therefore, serious attention is needed by the company in realizing Customer Loyalty, because this will be able to improve the company. This research is motivated by the *researh gap* in previous studies. Based on research conducted by [5].

They concluded that Brand Image has a significant effect on Customer Loyalty. Research conducted by [6][7] explains the effect of brand image and customer satisfaction on customer loyalty, concluding that there is a significant influence on brand image and customer satisfaction on customer loyalty. The difference between this research and the previous one is that this research enters an intervening variable that makes the relationship between the independent variable and the dependent variable customer satisfaction an indirect relationship, the variable used as interverving is customer loyalty, besides that it is also a differentiator for this research in terms of objects.

II. LITERATURE REVIEW

2.1 Customer Loyalty

Customer loyalty is a customer who is always enthusiastic about the brand or product he uses. Customer loyalty generally refers to the extent to which customers remain loyal and attached to a product or service. [8][9]. The formation of loyal customers is due to the satisfaction and desire to maintain a purchasing relationship, which tends to choose services from the same provider due to dedication and practical considerations.[10] . customer loyalty will be created when a customer feels a positive impact on a brand to intend to buy the brand on an ongoing basis. [11]. In addition, according to[12] Customer loyalty includes loyalty to products or services and their desire to continue to get the use of products or services that have been provided over a long period of time.

According to[4] Business success depends on Customer Loyalty. However, retaining customers is the most important part of creating customer loyalty. Based on the definition of views from various sources, it can be concluded that Customer Loyalty involves a number of important aspects in commitment to repeat purchases, value for consumers and integration of business dimensions [13].

2.2 Brand Image

Brand Image is a representation in the overall perception that a brand has starting from the source of information, as well as experiences that have perceptions of a brand[14][10]. Customer understanding and customer perception of the brand formed by previous experience .[15][16] defines Brand Image as the strength of brand memory in a customer's memory, which can be assessed by the customer's ability to recognize the brand image in different situations. According to[17][18] when customers purchase a product, they are able to immediately reflect all information related to the brand and recognize the value of the brand to assess product quality so that trust in the brand is formed. [19][20] Brand image is a brand perception formed by facts and past experiences.

Based on what has been stated by the experts above, it can be concluded that brand image is the result of perceptions and beliefs that customers have about a brand.

2.3 Customer Satisfaction

Customer satisfaction is an evaluation after making a transaction of the selected options in providing the same results for customer satisfaction. [11]. In creating customer satisfaction expectations, satisfactory service is needed. Customers can feel unhappy or happy after buying a company's product or service[21] . According to[10] basically customer satisfaction can be seen from various customer responses. One of the efforts to maintain the market is

to create customer satisfaction. According to[22] . Customer satisfaction is a feeling of satisfaction or disappointment of a customer that comes from comparing his expectations with the actual performance produced by a good or service. customer satisfaction is influenced by several factors, one of which is brand image. Customer satisfaction is the result of a comparison between consumer expectations before purchase or their experience of products and services with reality [3].

III. RESEARCH METHODS

In completing this research, researchers used a descriptive approach. This study aims to determine the impact of Brand Image and customer satisfaction on Manasta Catering Customer Loyalty. This research will be conducted on Manasta Catering customers with the aim of explaining the reasons for conducting the research, namely to keep customer loyalty as one of the main references for companies in maintaining and improving service quality and market competitiveness. The population in this study is Manasta Catering customers who have been recorded, namely 400 customers in 2023. the sample taken in this study after rounding was 80 respondents. This research combines two different data categories, namely primary data and secondary data. Researchers conducted an information or data collection method by providing questionnaires to participants to be answered via G-From online.

The data analysis technique in this quantitative study utilized a statistical approach. The technique of analyzing the data in this study was a regression [23]. Regression is a versatile and powerful analytical method that can be used to model the effect of independent variables on the dependent variable Research Method. Regression analysis can combine two primary objectives: 1) Predicting the dependent variable based on the independent variable and 2) Understanding the relationship between the dependent and independent variables.

The program used to analyze the data with the regression method was Statistical Product and Service Solution (SPSS). An interval scale was utilized to meet the data analysis criteria using regression. It allowed researchers to perform arithmetic calculations on the data collected from respondents. The measurement does not have zero value because the measurement of entrepreneurial behavior in entrepreneurship research was the Likert scale. It is a scale that asks respondents whether they agree or disagree about a perceived object. To avoid

misunderstanding in analyzing and interpreting the title sentence and research variables, the variables were referred to as entrepreneurial education (first independent variable), entrepreneurial self-efficacy (second independent variable), and social entrepreneurial intention (dependent variable).

IV. RESULT AND DISCUSSION

4.1 Analysis of the Effect of Brand Image on Customer Loyalty

The first analysis to test the hypothesis of the effect of Brand Image on customer loyalty is a partial test or t test. This test is carried out to determine the partial effect between X on variable Y.

Table 1. Coefficients of the Effect of Brand Image on Customer Loyalty

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	7.032	1.776		3.960	.000
	Brand Image	.548	.052	.766	10.530	.000
a. Dependent Variable: Customer Loyalty						

Source: Researcher 2024

The results in the table above show the effect of brand image on customer loyalty, this is indicated by tcount> t table 10.530> 1.660 and a significance value of 0.000 < 0.05. This states that the hypothesis is accepted, meaning that brand image has a significant effect on customer loyalty.

4.2 Analysis of the Effect of Customer Satisfaction on Customer Loyalty

The second analysis to test the hypothesis of the effect of brand image on customer loyalty is a partial test or t test. This test is conducted to determine the partial effect between X on variable Y.

Table 2. Coefficients of the Effect of Customer
Satisfaction on Customer Loyalty

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	10.202	2.098		4.864	.000
	Customer Satisfaction	.599	.081	.642	7.393	.000

a. Dependent Variable: Customer Loyalty

Source: Researcher 2024 (processed)

In table 4.15, it can be seen that there is an effect of customer satisfaction on customer loyalty. this is indicated by t count> t table 7.393> 1.660 and a significance value of 0.000 < 0.05. This states that the hypothesis is accepted, meaning that customer satisfaction has a significant effect on customer loyalty.

4.3 Analysis of the Effect of Brand Image and Customer Satisfaction on Customer Loyalty

The third analysis carried out is simultaneous testing using the f test. This test is conducted to see the effect of independent variables simultaneously or together on the dependent variable.

Table 3. ANOVA of the Effect of Brand Image and
Consumer Satisfaction on Customer Loyalty

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	431.299	2	215.649	54.967	.000^b
	Residuals	302.089	77	3.923		
	Total	733.388	79			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction, Brand Image

Source: Researcher 2024 (processed)

In table 4.17 above, it can be seen that if F count> f table 215.649> 2.70 with a significance of 0.000 <0.05, then the hypothesis is accepted, meaning that brand image and customer satisfaction simultaneously affect customer loyalty.

V. CONCLUSION AND SUGGESTION

Based on the results of a study entitled "The Effect of Brand Image and Customer Satisfaction on Manasta Catering Customer Loyalty," it can be concluded that brand image and customer satisfaction have a significant effect on customer loyalty, both partially and simultaneously. A strong brand image, which includes the impression of being professional, modern, serving all segments, and caring for customers, is able to build trust and increase customer loyalty to Manasta Catering. On the other hand, customer satisfaction, measured through expectation conformity, interest in revisiting, and willingness to recommend, is also proven to encourage loyalty. Overall, a positive brand image and high levels of customer satisfaction can create strong loyalty, reflected in repeat purchases, cross-purchases of products or services, and recommendations to others.

After the research conducted at Manasta Catering, the researcher provides recommendations that are expected to be input for the parties mentioned below:

1. For Manasta Catering, the results showed that Manasta Catering needs to pay attention to customers outside of its packaging, then increase consumer enthusiasm and think about how customers can recommend to their closest people, and finally increase customer satisfaction so that consumers are loyal to Manasta Catering. In addition to the recommendations described above, it is not only necessary to explain brand image, customer satisfaction, and customer loyalty but must still pay attention to the other side, be it from product quality,

2. For readers, it is hoped that the results of this study can be teaching material and expand knowledge about the variables studied, and can find out the factors that form brand image, customer satisfaction, and customer loyalty.

3. For further research, it would be nice to increase the number of samples, then add external variables such as promotions, purchasing decisions or other variables and then add theory.

VI. REFRENCE

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