182_JEME_SIMILARITY_REVISI2

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The Influence of Service Quality and Brand Image on Customer Satisfaction (Study on One of The Fast-Food Restaurants in Bandung)

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Abstract

This study sought to evaluate the influence of Service Quality and Brand Image on Customer Satisfaction at a fast-food restaurant in Bandung. This study utilizes a quantitative methodology with multiple linear regression techniques (path analysis) to investigate the relationships among variables. The research sample was obtained using the Slovin method, resulting in 84 participants from the restaurant's clientele. Data was collected using a Likert scale questionnaire to evaluate respondents' perceptions of service quality, brand image, and customer satisfaction. The data were analyzed using SPSS software version 23.0 to evaluate validity, reliability, and inter-variable correlations in this study.

The results revealed that the average total Service Quality was 2.70, classifying it as "Quite Good." Brand Image has an average score of 2.72, categorizing it as "Quite Good." The average Customer Satisfaction is 2.65, categorized as "Quite Good." Subsequent statistical analysis reveals that Service Quality significantly impacts Customer Satisfaction, suggesting that enhancements in service quality are associated with elevated levels of customer satisfaction. Brand Image significantly impacts Customer satisfaction, indicating that a more positive brand image in customers' perceptions is associated with higher satisfaction with the restaurant.

Further analysis indicates that the Correlation Coefficient is 0.546, showing a moderately strong relationship between Service Quality and Brand Customer Satisfaction. The direct effect of Service Quality and Brand Image on Customer Satisfaction is 0.143, while the indirect effect is 0.327, yielding a cumulative effect of 0.470. Thus, both Service Quality and Brand Image substantially affect Customer Satisfaction in the analyzed fast-food outlets. This condition suggests that to improve customer satisfaction, restaurants must raise service quality and strengthen their brand image to align with consumer expectations.

Keywords: *Service Quality, Brand Image, Customer Satisfaction*

Introduction

The proliferation of fast-food establishments in Indonesia has engendered intense competition in the context of globalization. Fast food refers to food of this nature. Fast food has the benefit of rapid service, making it available at any time and location. Its practicality is enhanced by swift processing and preparation, catering to individuals with demanding schedules. Fast food establishments are venues that provide food and beverages in a comparatively brief duration from the point of order to client service. The menu primarily consists of burgers and fried chicken.

The food and beverage business are experiencing significant growth globally, including in Indonesia. Diverse food and beverage varieties with appealing aesthetics are being created to enhance aesthetic value and consumer attraction. The food and beverage production process encompasses the selection of raw ingredients, processing, quality testing, packaging, and distribution. All processes must be regulated to ensure the finished product is safe and appropriate for consumer consumption. (Dam & Dam, 2021; Bob & Iwan, 2019; Jannah, Larashati, Dwiyanisa & Megawati, 2024)

Given the substantial use of fast food in Indonesia, a definitive legal framework is required to ensure consumer safety when utilizing fast food restaurant services, hence mitigating the risks of poisoning or potential losses.

With legal certainty, consumers subscribing to internet service providers would feel safeguarded in utilizing the services offered by fast food restaurant organizations. Before purchase, the restaurant will present its cuisine, highlight the lucrative promotions, and detail the level of flavor available to potential patrons.

In 2023, competition and service within Indonesia's fast-food industry are intensifying, with each company striving to deliver optimal service. Fast food businesses must remain attentive to consumers, as the quality of service provided significantly impacts their conversion into potential customers, which is anticipated to yield favorable outcomes for fast food establishments in the future.

A fast-food company that prioritizes service quality and brand image to enhance customer happiness. Patrons of a fast-food restaurant in Bandung experience fluctuations. The peak visitor count in May and December has risen due to these months coinciding with Ramadan and the impending Christmas and New Year festivities.

The current issue is the rising quantity of fast-food manufacturers progressively providing competitive costs alongside diverse products. In this context, a Fast-Food Restaurant in Bandung is endeavoring to acquire new patrons and keep existing ones. Recognizing the significant role of customers and the impact of customer satisfaction on profitability, this restaurant seeks to enhance customer satisfaction. This condition is achieved by the restaurant that offers fast food to deliver superior service quality, maintain affordable prices for consumers, and establish a memorable brand image, ensuring a sustained increase in product sales while enhancing customer satisfaction. (Insanudzaky, Arasyi, Alfasyah & Akbar, 2023; Aswati, Komara, Satria & Roslina, 2022; Aditia, Komara, Roslina & Jatmika, 2021)

Consumer Satisfaction is the level of consumer feelings after comparing what they receive with what they expect. It assesses consumer satisfaction and increases consumer expectations so that consumers can become loyal customers. When what consumers get is up to their expectations,

consumers will feel satisfied. The following are the results of a pre-survey conducted on 30 respondents who were visitors to one of the fast-food restaurants in Bandung.

The customer satisfaction rate indicates that satisfaction levels are suboptimal. This condition is believed to be due to suboptimal service quality and location factors. Service quality is a crucial determinant of sales enhancement, as it significantly influences the purchasing process by addressing the expectations and requirements of consumers or users. This condition indicates that service is deemed of high quality if a specific organization or institution can deliver products and services in alignment with the wants, needs, or expectations of consumers or users. (Supriadi, Larashati, Dwiyanisa, Jannah & Herawati, 2023; Khoo, 2022; Andini & Megawati, 2023)

Service Quality can be interpreted as focusing on meeting needs, requirements, and customer expectations promptly. It applies to all types of services the Company provides when the client is at the Company.

The quality of service carried out by one of the Fast-Food Restaurants in Bandung has not been able to attract consumers to get customer satisfaction. In addition to service quality, brand image is another factor that is thought to influence customer satisfaction at one of the Fast-Food Restaurants in Bandung. This condition is caused by the low quality of service provided by one of the fast-food restaurants in Bandung. (Ali, Zainal & Ilhamalimy, 2021; Kurniawan & Sidharta, 2016; Sintiya & Suzanto, 2023)

Brand Image is often a complicated issue for companies that are in perfect market competition (i.e., products that are all identical or homogeneous), such as those found in the raw material market. Each

supplier must have a reasonably well-known brand image that is the same as all competitors. The brand image reflects the feelings that consumers and businesses have about the entire organization and individual products or product lines. The following is a table of pre-survey results at one of the Fast-Food Restaurants in Bandung.

The quality of service at this restaurant is still considered unsatisfactory. This condition can be seen from the many complaints from the public regarding the Company's slowness in handling consumer problems. In addition to the problems mentioned above, what is often experienced by consumers at this restaurant is the many complaints about the service that takes a long time to prepare their food. The goal of this restaurant is not to sell as many products as possible but to achieve a top ranking among other fast-food producers. However, the goal is to increase customer satisfaction, how customers can be satisfied after buying products at one of the Fast-Food Restaurants in Bandung, and the desire to buy again arises. (Manik, Sidharta, Coenraad, Komara, Satria & Riadi, 2023; Yanelka, Heryanto, Dwiyanisa & Megawati, 2022; Rismawati, Larashati & Juhana, 2021)

This condition is the root of the problem because the quality of service provided is not optimal, the brand image is lacking, and the quality obtained by customers will affect customer satisfaction at one of the Fast-Food Restaurants in Bandung. Given the importance of customer satisfaction for the continuity of the Company, researchers need to conduct further research on the Influence of Service Quality and Brand Image on Customer Satisfaction at one of the Fast-Food Restaurants in Bandung.

Research Method

This study employs a descriptive and verification methodology utilizing a quantitative research strategy. The descriptive research approach addresses issue formulations concerning independent variables, whether singular or multiple. This study employs a descriptive method to examine the impact of service quality and brand image on customer satisfaction at a Fast Food Restaurant in Bandung.

Population is a set of entities defined by specific criteria, including individuals, papers, and various organizational tools. This study's population comprises all C customers at a fast-food restaurant in Bandung. The sampling method employed is incidental sampling. The sampling technique relies on coincidence; any individual encountered by the researcher may serve as a sample, provided they are appropriate as a data source. This study involves respondents who are clients utilizing services at a Fast Food Restaurant in Bandung. This study involved a sample of 84 customer respondents from a Fast Food Restaurant in Bandung, as decided by the researcher for analysis and subsequent conclusions. To assess the value of a variable under investigation, a measuring instrument, such as a trustworthy and valid scale or test, must ensure that the study's conclusions are accurate and reflect the actual situation. The research instruments underwent a Validity Test and a Reliability Test. The validity test aims to determine the degree to which the data obtained from a questionnaire accurately measures the intended statement. The reliability test measures the consistency of findings obtained from the same object.

Results and Discussion

Validity assessment is conducted by examining the loading factor value for each indication. If the loading factor exceeds 0.5, the indicator is deemed

legitimate. Reliability is assessed by examining Cronbach's Alpha and Composite Reliability (CR) values. A research instrument is deemed dependable if the Cronbach's Alpha value exceeds 0.7 and the Composite Reliability value surpasses 0.7. The analysis results in this table indicate that all indicators possess loading factor values that satisfy validity criteria, along with Cronbach's Alpha and CR values that adhere to reliability norms. This study instrument may assess the impact of service quality and brand image on customer satisfaction in the examined fast-food businesses.

Table 1. Assessment of Validity and Reliability

No	Service Quality	Brand Image	Customer Satisfaction
1	0,413	0,443	0,444
2	0,326	0,435	0,485
3	0,372	0,372	0,347
4	0,389	0,576	0,370
5	0,425	0,370	0,356
6	0,431	0,320	0,676
7	0,329	0,441	0,322
8	0,505	0,468	0,304
9	0,576	0,568	0,375
10	0,469	0,300	0,367
11	0,329	0,361	0,401
12	0,316	0,363	0,320
13	0,340	0,331	0,464
14	0,465	0,338	0,355
15	0,326	0,498	0,378

Cronbach's Alpha	0,735	0,754	0,722

Table 1 in this study displays the outcomes of validity and reliability assessments to evaluate the research instruments' quality. Validity and reliability assessments are crucial to quantitative research to guarantee that data obtained by instruments, such as surveys, are precise and consistent. Validity tests evaluate the degree to which questionnaire items accurately measure the desired construct. This study measures service quality, brand image, and customer satisfaction. Validity is assessed by examining the association between each item and the overall score of its concept. The validity values for the Service Quality variable vary from 0.316 to 0.469, for the Brand Image variable from 0.320 to 0.576, and for the Customer Satisfaction variable from 0.320 to 0.676, as indicated in Table 1. A correlation value over 0.30 is typically the minimal threshold for demonstrating sufficient validity. Consequently, most of the questions in the questionnaire employed in this study are genuine, as their correlation values reach or exceed the established criterion.

This study assessed the instrument's validity and reliability, employing Cronbach's Alpha coefficient. The reliability test seeks to evaluate the consistency of results given by the instrument during repeated usage. Table 1 indicates that Cronbach's Alpha values are 0.735 for the Service Quality variable, 0.754 for the Brand Image variable, and 0.722 for the Customer Satisfaction variable. Cronbach's Alpha scores exceeding 0.70 are typically seen as indicative of a satisfactory level of reliability, signifying that the instrument consistently measures the intended construct. Consequently,

the findings of the reliability test indicate that the instrument employed in this study is sufficiently trustworthy and can be confidently utilized in subsequent analyses.

The validity and reliability tests demonstrate that the research instrument employed in this study is high quality. This tool accurately and consistently measures the impact of service quality and brand image on customer satisfaction at a Fast Food Restaurant in Bandung. Data quality acquired using valid and reliable instruments is crucial for ensuring more accurate and dependable analytical outcomes. Consequently, the results of this study provide a robust foundation for concluding the determinants of consumer satisfaction in fast-food establishments.

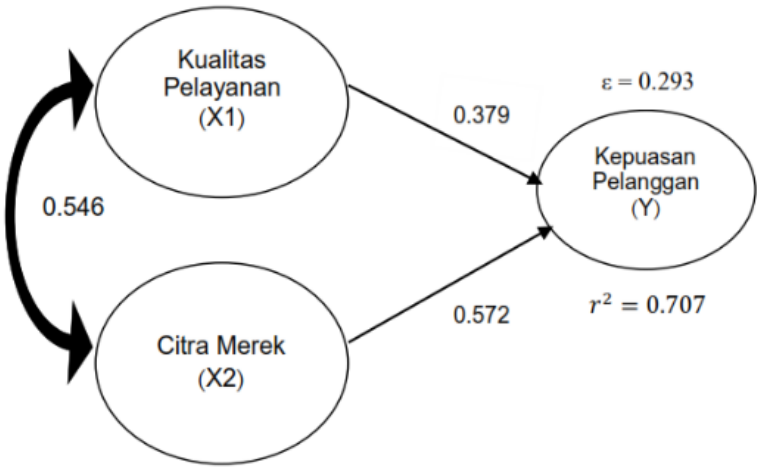


Figure 1 in this study illustrates a structural model that depicts the link among the principal variables examined. This model examines the impact of two independent variables, Service Quality and Brand Image, on the dependent variable, Customer Satisfaction. This model incorporates the correlation between the two independent variables and the coefficient of

determination (r^2), indicating the degree to which the independent factors account for the variance in the dependent variable.

Figure 1 illustrates the correlation between Service Quality and Customer Satisfaction, exhibiting a path coefficient of 0.379. This coefficient denotes the direct impact of Service Quality on Customer Satisfaction. The positive coefficient signifies a direct correlation between Service Quality and Customer Satisfaction. The superior the quality of service rendered by the restaurant, the greater the level of client satisfaction attainable. Despite the coefficient's modest size, it nonetheless indicates a substantial influence of Service Quality on customer satisfaction. Factors such as service timeliness, staff friendliness, and product quality significantly influence consumer satisfaction in the restaurant industry.

This model demonstrates the impact of Brand Image on Customer Satisfaction, evidenced by a path coefficient of 0.572. This coefficient exceeds the effect of Service Quality, signifying that Brand Image exerts a more substantial influence on Customer Satisfaction. Brand Image denotes customers' opinions of a restaurant brand, encompassing elements such as reputation, brand identification, and the associated perception of quality. A favorable perception of this restaurant brand enhances the probability of client satisfaction with their overall experience. The considerable influence of Brand Image on Customer Satisfaction suggests that restaurant management must prioritize branding and brand communication methods to align the established image with customer expectations and favorable impressions. Furthermore, Figure 1 illustrates a correlation between Service Quality and Brand Image, with a coefficient of 0.546. This value signifies a robust correlation between the two variables, indicating that an improvement in service quality is associated with an increase in brand

image and vice versa. This association signifies that Service Quality and Brand Image are interdependent and collectively influence customer happiness. Restaurant management must recognize that enhancing service quality can positively influence brand image, and conversely, bolstering brand image can facilitate improvements in service quality.

This model possesses a coefficient of determination (r^2) value of 0.707, signifying that 70.7% of the Customer Satisfaction (Y) variance is explicable by the variables Service Quality and Brand Image. The elevated r^2 value signifies that the employed model possesses substantial predictive capability since the two independent variables elucidate most of the variation in customer satisfaction. Service Quality and Brand Image are the primary determinants of customer satisfaction at a Fast Food Restaurant in Bandung. The ε (error term) value of 0.293 signifies that 29.3% of the variation in Customer Satisfaction remains unexplained by this model and may be affected by additional factors not considered in the analysis, such as pricing, location, or other elements of the customer experience. Examining this structural model indicates that both Service Quality and Brand Image significantly influence Customer Satisfaction. Nonetheless, brand image appears to have a more significant impact than service quality. This condition offers critical insights for restaurant management in developing marketing and operational strategies. Management must concentrate on enhancing service quality while managing and reinforcing brand image to elevate total customer happiness. A promotional plan that highlights the distinctive values and benefits of the restaurant brand, along with consistent delivery of high service quality, can enhance customer loyalty and elevate satisfaction levels. This model offers an extensive perspective on the interplay between service quality, brand image, and

customer satisfaction. By comprehending the interplay of these aspects of customer happiness, a Fast Food Restaurant in Bandung can devise a more effective strategy to fulfill client expectations and cultivate a gratifying experience. Joint initiatives to enhance brand reputation and guarantee superior service quality will be essential for sustaining and augmenting consumer happiness moving forward.

Conclusion

This study concludes that service quality and brand image significantly influence customer satisfaction in fast-food restaurants, particularly at a specific establishment in Bandung. The quality of service, encompassing factors such as personnel cordiality, service efficiency, and uniformity in product presentation, significantly impacts customer satisfaction levels. This study indicated that brand image exerts a more significant influence than service quality. The brand image, indicative of the reputation and favorable view of customers regarding the restaurant brand, is a crucial element that can enhance total customer happiness. This condition suggests that customers evaluate restaurants based not only on the quality of service provided but also on their perception of the brand, including its values. According to these findings, the primary recommendation for the management of this restaurant is to enhance service quality while concurrently fortifying brand image. Service quality can be enhanced through frequent staff training, consistent operational standards, and promptly and effectively addressing customer feedback. A robust marketing strategy must be formulated to sustain and enhance brand image. This condition can be achieved by advocating the brand's distinctive values, enhancing innovative marketing initiatives, and fostering strong

consumer relationships through loyalty programs and proactive engagement on social media.

Furthermore, given the significant impact of brand image, management must concentrate on branding initiatives that enhance customers' favorable opinions of the restaurant brand. This condition encompasses upholding product quality, fostering menu innovation, and ensuring consistency in brand communications to the public. By implementing tactics to enhance service quality and fortify brand image, this restaurant is anticipated to elevate client happiness, positively influencing customer loyalty and business expansion.

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