**Effect of Brand Image and Service Quality on Customer Satisfaction Study on Kaganga Coffee Makassar**

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# Abstract

The growth of the coffee shop business in Makassar City has resulted in increasingly competitive competition. Innovation is needed for business continuity, starting from building a brand image, improving service quality, to customer satisfaction. This study aims to examine and analyze the effect of brand image and service quality on customer satisfaction. This study uses 287 samples taken from the people of Makassar City who have become customers with a minimum of 2 (two) purchases at Kaganga Coffee. While the data analysis used in this study is the Structural Equation Model (SEM) using Partial Least Square (PLS). The results showed that brand image has a significant and positive effect on consumer satisfaction, service quality has a significant and positive effect on consumer satisfaction.

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

# INTRODUCTION

Marketing is a drafting process of communication purposeful integrated for giving information goods or services in relation to satisfying the needs and wants of humans. sophistication facility tool millennial communication moment this makes information spread fast and easily, even tend sporadically (Kotler and Keller, 2016). Start by doing product branding, and provide information about the advantages and quality of products and services. However digital strategy no as easy as imagined because needs consistency. If this digital strategy is successful will cause an effect and a nice surprise for the company or business units.

Interest in the branding of a product will stimulate consumer buying interest to try the product and get satisfaction. According to Zeithaml (1998), product knowledge and brand image are important factors that consumers consider when evaluating a product before buying. According to Schnoor, in Tjiptono (2002), quality service will provide satisfaction to customers which will provide a good basis for repeat purchases and the creation of customer loyalty as well as recommendations to others by word of mouth, so that customers will be created. new. Wahyudi and Suswatiningsih (2018) stated that coffee is one of the commodities from the plantation sub-sector that plays an important role in the national economy, especially as a source of foreign exchange, a provider of employment, and a source of income for farmers and other economic actors.

Coffee production that is increasing every year indicates that the demand for coffee consumption is getting higher. The high level of coffee consumption is certainly supported by access to coffee shops that are increasingly easy to find. From data from 2016 to 2019 alone, coffee shop outlets have grown 3 times. Not to mention that coffee shop outlets are increasingly flooding in the 2020s (Riyandi, V., 2022).

This encourages many entrepreneurs to open or develop new businesses or develop existing businesses, which at the same time creates intense competition between coffee shops. The proliferation of coffee shops in Indonesia, especially in Makassar City, has forced coffee shop entrepreneurs to provide added value to the brand image of products, services, and services to be provided to consumers. This added value will make consumers reasons to choose the right coffee shop compared to other coffee shops. One of the coffee shop business units that are currently developing is Kaganga Coffee in Makassar City. Kaganga Coffee was established at the end of 2018 and is located at Jalan Bougenville No.23. Initially, Kaganga Coffee was only in the corner of a shophouse with an area of no more than three by four square meters. In late 2020, the power of Kaganga Coffee was not too big, which acquired the location of two shophouses next to it. With bright red accents and the Makassar Lontara script, many people are interested in visiting this coffee shop. Lifting Makassar local wisdom and inspired by the Makassar Lontara script. According to Tol, (1996) Lontara script, also known as Bugis script, Bugis-Makassar script, or New Lontara script, is one of the traditional Indonesian scripts that developed in South Sulawesi.

Service quality in the service industry is very influential in satisfying customers. Service quality is an effort to meet consumer needs and desires as well as delivery accuracy in balancing consumer expectations (Parasuraman et al, 1990). Service Quality is an important thing to consider. The quality of service provided by the company aims to provide convenience for consumers. Every time they run a business process, both goods, and services, consumers must be given good service because the quality of service has a close relationship with purchasing decisions (Saputra and Ardani, 2020).

Customer satisfaction is the level of one's feelings after comparing the perceived performance (performance or outcome) with their expectations (Kotler and Keller, 2012). The level of satisfaction is a function of the difference between perceived performance and desired expectations. Kurniawati, et al (2019) in the study stated that many companies are increasingly understanding the importance of customer satisfaction and implementing strategies to provide satisfaction for their customers. Customer satisfaction is a very important factor for the existence, sustainability, and development of the company because it will help the formation of customer loyalty. This study was conducted to test whether the variable brand image and service quality can affect consumer satisfaction on Kaganga Coffee Makassar City

# LITERATURE REVIEW

1. **Brand Image**

Brand image can be seen as a unified perception of the brand which is reflected through brand associations to provide memory to consumers about the brand (Cretu and Brodie, 2007). Keller (2008) describes the brand image as the way people think about brands not actually but abstractly, for example recognizing the different qualities, uniqueness, and enjoyment of a brand. A good image of the brand's assessment and consumer judgment that the product of a particular brand is better than similar products from other brands that may be similar. The image of the brand is related to attitudes in the form of beliefs and preferences toward a brand. Consumers who have a positive image of a brand will be more supportive of making a purchase (Setiadi, 2003).

Research conducted by Semuel and Wibisono (2016) shows that brand image affects customer satisfaction. The influence of second variable that occurs is a positive influence on the brand image variable on customer satisfaction. This shows that the better the brand image, the greater the satisfaction of existing customers. Research conducted by Santana and Keni (2020), shows that brand image has a positive effect on customer satisfaction. Kotler and Keller (2012: 189) that the measured aspect of the brand image consists of three aspects, namely strength, uniqueness, and favorable.

1. **Service Quality**

Service quality is an effort to fulfill consumer needs and desires as well as delivery accuracy in balancing consumer expectations (Parasuraman et al, 1990). Service quality is the expected level of excellence and control over the level of excellence to meet consumer desires (Tjiptono, 2008:85). According to Tjiptono (2008:29) states that word of mouth (WOM) is a personal or non-personal statement conveyed by someone other than the organization (service provider) to consumers. The quality of service that satisfies consumers will lead to a desire to recommend others to others.

A product is said to be of high quality if it can provide complete satisfaction to consumers, namely in accordance with what is expected of a product or service. Research conducted by Nanincova (2019) that service quality can affect customer satisfaction. Service quality consists of reliability, responsiveness, assurance, empathy, and tangible contribution to customer satisfaction. Asti and Ayuningtyas (2020) in their research explain that service quality affects consumer satisfaction in the sense of good or bad service quality greatly affects the level of consumer satisfaction.

Kurniawati et al, (2019) explained in research that Service Quality has an effect on consumer satisfaction. This is because the services provided are in accordance with expectations and the services provided are sufficient (satisfactory). Therefore, the higher the service quality, the higher customer satisfaction. In line with the research above, Tendur, et al (2021) in the study agreed to explain that there is a simultaneous significant effect between price and service quality on customer satisfaction, so it can be said that affordable prices and good service quality can be applied together. This will be a determining factor that increases customer satisfaction.

1. **Customer Satisfaction**

According to Kotler and Keller (2012), the definition of customer satisfaction is the level of one's feelings after comparing the perceived (performance or results) compared to their expectations. The level of satisfaction is a function of the difference between perceived performance and desired expectations. Consumer satisfaction is a consumer's perception of one type of service experience, basically, there is a close relationship between the determination of service quality and customer satisfaction (Tjiptono, 2008: 160).

According to Kurniawati, et al (2019) in their research, it is stated that many companies are increasingly understanding the importance of customer satisfaction and implementing strategies to provide satisfaction for their customers. Customer satisfaction is a very important factor for the existence, sustainability, and development of the company. Muhammad and Artanti (2016) in their research state that if performance is below expectations, consumers will be dissatisfied. If performance exceeds expectations, consumers will be very happy or satisfied. Customer satisfaction is the difference/discrepancy between expectations before buying with performance or results after purchase.

The things that are measured in customer satisfaction are satisfied customers who will remain loyal for a longer period of time, repurchase the product when the company re-launched new products on the market, and positive communication with others about the company and its products. consumers are not too sensitive to price and do not pay too much attention to competing brands (Herliza and Saputri, 2016). Kotler and Keller (2012), there are five main factors that must be considered by companies, namely product quality, service quality, emotional factors, price, and cost or convenience.

1. **Conceptual Model**

Framework thinking theory from study this shown in Fig.1

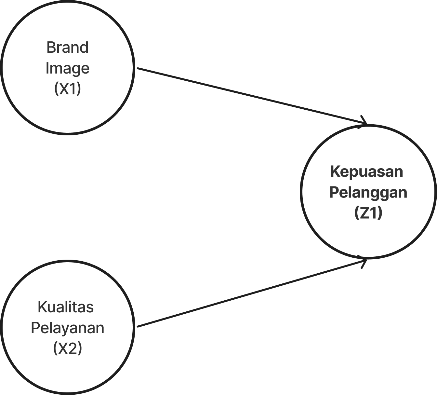
. 

Figure 1 : The Conceptual Model

The hypotheses tested in this study are as follows:

1. H1: Brand Image has a positive and significant effect on customer satisfaction.

2. H2: Service Quality has a positive and significant effect on Customer Satisfaction

# RESEARCH METHOD

**Location and Research Design**

This research was conducted at Kaganga Coffee which is located on Jl. Bougenville No.23, Masale, Kec. Panakkukang, Makassar City, South Sulawesi 90231. This study was designed to test the hypothesis that aims to test the effect of variable X1 (Brand Image) and variable X2 (Service Quality) on Y (Customer Satisfaction).

**Population or Samples**

The population is the total number consisting of objects or subjects that have certain characteristics and qualities determined by the researcher to be studied and then draw conclusions (Sujarweni, 2015). The population in this study were all people who had visited, made purchase transactions, and registered members at Kaganga Coffee Makassar City - South Sulawesi.

Sujarweni (2015) explains that the sample is a part of the number of characteristics of the population unit that will be used for research. The sampling technique in this study used a sampling technique in the form of non-probability sampling with the purposive sampling method.

**Data Collection Method**

The sampling technique used in this research is purposive sampling. Sugiyono (2015) suggests that purposive sampling is a sampling technique with certain considerations or criteria. In this study, the number of consumers who joined as members of Kaganga Coffee to date is 1,016 consumers. So, the formula used to determine the number of samples using the Slovin formula with the results of the number of samples in Kaganga Coffee Makassar City - South Sulawesi as many as 287 respondents.

**Data Analysis Method**

Study this using Partial Least Square or PLS, which is a Structural Equation Modeling (SEM) equation model based on component or variant. Ghozali (2014) stated that SEM with PLS consists of of 3 components, namely :

**Structural Model (Inner Model)**

Structural model or the inner model describes the relationship model between latent variable formed based on substance theory, equation structural model for SEM PLS:

………………………………. (1)

Note:

i and b = express index range along i and b

j = declare amount endogenous latent variable

ji = declare coefficient path that connects endogenous latent variable

(n) = with endogenous (n)

jb = declare coefficient path that connects endogenous latent variable

(n) = with exogenous

ζ = declare level error measurement (inner residual variable)

**Measurement Model (Outer Model)**

The measurement model or external model describes the relationship between the latent variable and its manifest variable (indicator). In the outer model, there are two types of models, namely the formative indicator model and the reflexive indicator model. The reflexive model occurs when the manifest variable is influenced by the latent variable, while the formative model assumes that the manifest variable affects the latent variable with the direction of causality flowing from the manifest variable to the latent variable. The equation for the SEM PLS reflexive indicator model:

………………………………………… (2)

………………………………………… (3)

where :

x = declare indicator for exogenous latent variable (ζ)

y = declare indicator for endogenous latent variable (n)

x , \_ y = express loading matrix that describes like coefficient regression simple which connect latent variable with the indicator.

**Hypothesis Test**

In testing the hypothesis in this study, it was done by looking at the value of the probability, where the P-value with an alpha of 5% was less than 0.05. Then the T-table value for 5% alpha is 1.96. Based on these criteria for the acceptance or rejection of the hypothesis, namely Ha is accepted and Ho is rejected when t-statistic > 1.96 in addition to rejecting/accepting the hypothesis using probability then Ha is accepted if p <0.05.

# RESEARCH RESULT

**Customer Relationship Management**

There are three indicators of CRM, namely sustainable/long-term marketing, individual marketing, and cooperative relationships. The total score on long-term indicators is 4557, individual marketing indicators are 2775, and cooperative relationships are 1673. These indicators are then added to each statement of each Customer Relationship Management (CRM) indicator.

**Descriptive Statistics**

Respondents in this study are all people who have visited and become customers, making purchases at Kaganga Coffee Makassar City, South Sulawesi at least two (2) times visited 287 respondents. The time of this research starts from 17 – 24 October 2022. The characteristics of the respondents are determined based on gender, age, occupation, monthly income, and total transaction battles. Most of the respondents in this study were men with a total of 178 respondents or 62.0%. This shows that the respondents of Kaganga Coffee customers in this study are men.

Table-1: Characteristics Respondent based on Gender

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Type Sex** | **Frequency** | **Percent** |
| 1 | Men | 178 | 62.0% |
| 2 | Woman | 109 | 38.0% |
|  | Total | 287 | 100% |

Source: Primary Data Processed (2022)

Respondents in this study were dominated by the age range of 17-21 years with a total of 126 respondents or 43.9%, then respondents with an age range of 22-26 years as many as 113 respondents or 39.4%, respondents with an age range of 27-31 years as many as 45 respondents. or 15.7%, and respondents with an age range > 32 years as many as 3 respondents or 1.0%.

Table-2: Characteristics Respondent based on Age

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Age** | **Frequency** | **Percent** |
| 1 | 17 – 21 Years | 126 | 43.9% |
| 2 | 22 – 26 Years | 113 | 39.4% |
| 3 | 27 – 31 Years | 45 | 15.7% |
| 4 | > 32 Years | 3 | 1.0% |
|  | Total | 287 | 100% |

Source: Primary Data Processed (2022)

Most of the respondents in this study work as students with a total of 149 respondents or 51.9%

Table-3: Characteristics Respondent based on Occupation

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Work** | **Frequency** | **Percent** |
| 1 | Student / Scholar | 149 | 51.9% |
| 2 | Self-employed | 20 | 7.0% |
| 3 | Civil Servants / BUMN | 29 | 10.1% |
| 4 | Employee Private | 76 | 26.5% |
| 5 | Other | 13 | 4.5% |
|  | Total | 287 | 100% |

Source: Primary Data Processed (2022)

Most of the respondents in this study have an income or a total monthly allowance of Rp. 1,000,000 – Rp. 2,500,000 with a total of 98 respondents or 34.1%.

Table-4: Characteristics of Respondents Based on Monthly Income or Pocket Money

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Monthly Income \_** | **Frequency** | **Percent** |
| 1 | < IDR 1,000,000 | 47 | 16.4% |
| 2 | IDR 1,000,000 – IDR 2,500,000 | 98 | 34.1% |
| 3 | IDR 2,500,001 – IDR 4,000,000 | 66 | 23.0% |
| 4 | > IDR 4,000,000 | 76 | 26.5% |
|  | Total | 287 | 100% |

Source: Primary Data Processed (2022)

Most of the respondents in this study issued transactions of Rp. 50,000 – Rp. 100,000 with a total of 180 respondents or 62.7%.

Table-5: Characteristics Respondent by Total Expenditure Transaction

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Expenditure Toral Transaction** | **Frequency** | **Percent** |
| 1 | < IDR 50,000 | 83 | 28.9% |
| 2 | IDR 50,000 – IDR 100,000 | 180 | 62.7% |
| 3 | IDR 100,001 – IDR 150,000 | 15 | 5.2% |
| 4 | > IDR 150.000 | 9 | 3.1% |
|  | Total | 287 | 100% |

Source: Primary Data Processed year (2022)

**Main Findings**

**Testing the Measurement Model (Outer model)**

The Outer Model shows how the manifest variable or the observed variable, namely the variable whose data must be sought through field research, represents the latent variable to be measured. In the analysis of this model, the relationship between latent variables and their indicators is specified. In this study, the outer model was tested using a convergent validity test, discriminant validity test, reliability test and multicollinearity test.

**Convergent Validity**

Table-6 Convergent Validity Analysis Results - Outer Loading

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Items** | **Brand Image (X1)** | **Customer Satisfaction (Z)** | **Service Quality (X2)** | **Evaluation** |
| BI1 | 0,818 |  |  | Valid |
| BI2 | 0,752 |  |  | Valid |
| BI3 | 0,811 |  |  | Valid |
| BI4 | 0,744 |  |  | Valid |
| BI5 | 0,781 |  |  | Valid |
| KEP1 |  | 0,814 |  | Valid |
| KEP2 |  | 0,836 |  | Valid |
| KEP3 |  | 0,830 |  | Valid |
| KEP4 |  | 0,877 |  | Valid |
| KEP5 |  | 0,822 |  | Valid |
| KL10 |  |  | 0,763 | Valid |
| KL11 |  |  | 0,811 | Valid |
| KL12 |  |  | 0,744 | Valid |
| KL13 |  |  | 0,894 | Valid |
| KL14 |  |  | 0,820 | Valid |
| KL15 |  |  | 0,751 | Valid |
| KL2 |  |  | 0,791 | Valid |
| KL3 |  |  | 0,708 | Valid |
| KL4 |  |  | 0,768 | Valid |
| KL5 |  |  | 0,823 | Valid |
| KL6 |  |  | 0,782 | Valid |
| KL7 |  |  | 0,740 | Valid |
| KL8 |  |  | 0,744 | Valid |
| KL9 |  |  | 0,783 | Valid |

Source: Primary Data Processed (2022)

The findings in Table 5.14 show that 3 (three) variables used in this study are brand image, service quality, and customer satisfaction in each question representing each variable having a loading factor value above 0, 70 means that the data expressed as questions that represent each variable are eligible for research.

**Construct Reliability and Validity**

Table-7 AVE Test Results, Composite Realibility Test Results,

Cronbach's Alpha Test Results

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Cronbach's Alpha** | **rho\_A** | **Composite Reliability** | **Average Variance Extracted (AVE)** |
| *Brand* Image | 0,842 | 0,852 | 0,887 | 0,611 |
| Customer Satisfaction | 0,892 | 0,892 | 0,921 | 0,699 |
| Service Quality | 0,951 | 0,953 | 0,956 | 0,611 |

Source: Primary Data Processed (2022)

It can be seen that the AVE value of all variables is > 0.50. This shows that the praise from outside loading and the AVE test shows this is a valid convergence. The composite value of reliability generated from each variable of brand image, service quality, and customer satisfaction, resulted in greater than 0.60 indicating that the three variables were reliable. Cronbach's alpha value generated from each variable brand image, service quality, and customer satisfaction resulted in greater than 0.70, so it can be ascertained that these variables have a high level of reliability. The criteria that apply in the multicollinearity test is if the value of the variance inflation factor (VIF) is above 5. The results from the Collinearity Statistics (VIF) to see the multicollinearity test with the results of each VIF variable < 5 then do not violate the multicollinearity assumption test, it can be said to be very clearly there is no correlation between variables.

**Evaluation of the Structural Model (Inner model)**

The inner model shows the power of estimation between latent variables or constructs. In this study, the results of the path coefficient test, fit test, and hypothesis testing will be explained.

**R Square Test**

R Square of 0.75, 0.50 dan 0.35 for endogenous latent in the construction model have a "strong", "moderate" and "weak" model (Hair et al, 2017).

Table-8 R Square Test Results

|  |  |  |
| --- | --- | --- |
|  | **R Square** | **R Square Adjusted** |
| **Customer Satisfaction** | 0,652 | 0,650 |

Source: Primary Data Processed (2022)

The R Square table above is used to see the effect of brand image and service quality variables on customer satisfaction. Based on the data in the table above, it is known that the influence of brand image and service quality variables on customer satisfaction is 0.652 or 65.2% and the remaining 0.348 or 34.8% is explained by other variables. Thus, from the results of the study, it can be stated that it has good goodness of fit.

**Hypothesis Testing Analysis**

The results of hypothesis testing in this study can be done by looking at the results of the T statistic and the P value. The hypothesis can be said to be accepted if the P-Value <0.05. This study has direct and indirect effects on each variable because it contains independent variables, dependent variables, and intermediate variables. The results of processing the direct influence hypothesis can be seen in the path coefficient table on the SmartPLS bootstrap. The test results can be seen through the bootstrap test table as follows:

**Direct Effect Test**

Table-9 Direct Effect Test Results (Path Coefficient)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model** | **Original Sample (O)** | **T Statistics** | **P Values** | **Information** |
| *Brand* Image (X1) -> Customer Satisfaction (Z) | 0.151 | 2,742 | 0.006 | Significant |
| Service Quality (X2) -> Customer Satisfaction (Z) | 0.693 | 12,430 | 0.000 | Significant |

Source: Primary Data Processed (2022)

Table-13 Summary of Relationships Between Variables

|  |  |  |  |
| --- | --- | --- | --- |
| **Hypothesis** | **T Value** | **P Value** | **Results** |
| *Brand* Image (X1) -> Customer Satisfaction (Z) | 2,742 | 0.006 | Received |
| Service Quality (X2) -> Customer Satisfaction (Z) | 12,430 | 0.000 | Received |

Source: Primary Data Processed year (2022)

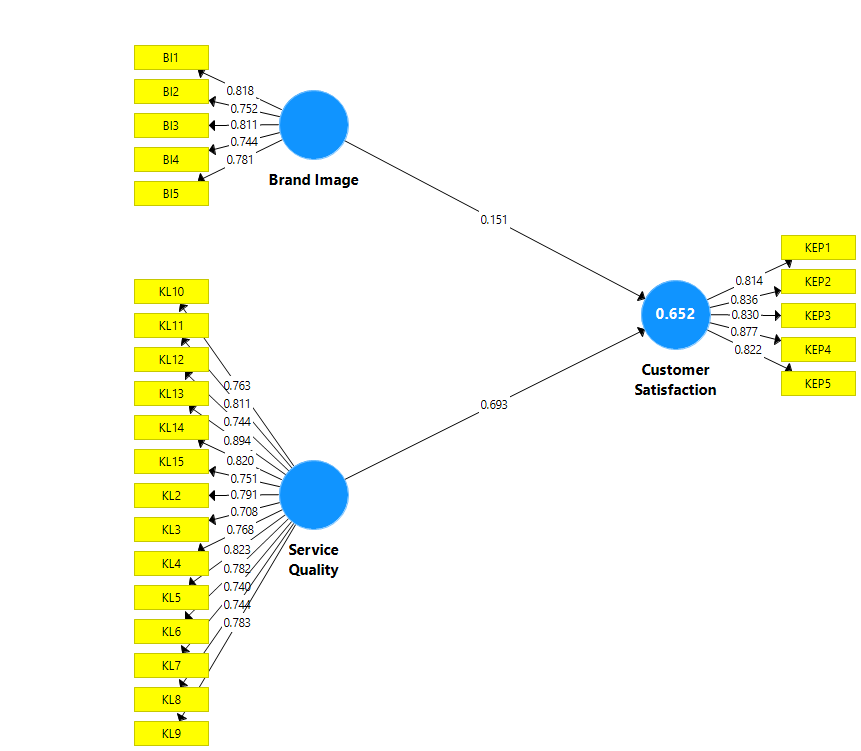
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Figure 2 . Structural Model

# DISCUSSION

**The Effect Brand Image on customer satisfaction.**

The results of this study indicate that brand image has a positive and significant effect on customer satisfaction. This can be interpreted that the better the brand image built by Kaganga Coffee, the higher consumer satisfaction. In this case, the brand image of Kaganga Coffee affects customer satisfaction. Semuel and Wibisono (2019) emphasize that the better the Brand Image, the greater the satisfaction of existing customers.

This study supports research conducted by Santana and Keni (2020) which shows that brand image has a positive effect on customer satisfaction. Based on the results of the research recapitulation, it is known that the hypothesis is proven that brand image has a positive effect on customer satisfaction. The direction of positive influence can be interpreted that customers perceiving the brand image well.

**The Effect Service Quality on Customer Satisfaction**

Research results this show that quality service take effect by positive and significant to satisfaction customer . This thing could interpreted that the more good quality services performed and implemented by Kaganga Coffee , then the more increase satisfaction consumers . In Thing this quality service at Kaganga Coffee affects satisfaction customer .

Research conducted by Nanincova (2019) confirms quality service could influence satisfaction customer . Study this support research conducted by Asti and Ayuningtyas (2020) in the research explain that quality service take effect positive to satisfaction customer in meaning the more tall quality service received \_ customer so the more the high level of satisfaction felt customer . Based on results recapitulation study is known that hypothesis proven that quality service take effect positive to satisfaction customer . Direction influence positive could interpreted customer perceive quality service by good.

# CONCLUSION

The results of this study indicate that brand image and service quality have a positive and significant effect on customer satisfaction.

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