

The Effect Of Service Quality, Brand Image, Customer Satisfaction On Customer Loyalty At Indomaret Minimarket

Rizki Maulana^{1*}, Asma'I Ishak²

^{1,2}Universitas Islam Indonesia

^{1*}Corresponding Author : rm17maulanarizki@gmail.com

Abstract

This research aims to examine the influence between service quality, brand image, customer satisfaction and customer loyalty at Indomaret. In this research, the target is Indonesian citizens who have or have not purchased at the Indomaret Minimarket. There were 200 respondents with the criteria of women and men aged 16 to over 40 years who had or had not shopped at the Indomaret Minimarket. Survey data was obtained using an online questionnaire via Google Form. The data analysis method used for this research is Structural Equation Modeling (SEM) in the AMOS 29 program. The research results prove that service quality has an effect on brand image and service quality has an effect on customer satisfaction.

Keywords: Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

The retail industry currently plays a vital role in the distribution of products and services, undergoing significant transformation both globally and in Indonesia in recent years. Changes in consumption patterns, technological advances, and changes in consumer preferences encourage retailers to continue to adapt and innovate. In general, the retail industry is divided into several main segments, including food and beverages, electronics, clothing, and others, each with its own characteristics and challenges. However, all retailers face similar challenges, namely increasingly fierce competition. One relevant trend in this industry is the growth of modern retail, such as supermarkets, hypermarkets, and minimarkets. In Indonesia, this phenomenon can be seen from the

196

IJEBIR, Volume 04 Issue 01, 2025



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

increasing number of modern retail outlets that offer a variety of products at competitive prices and easy access, with a total reaching 3.98 million outlets in 2022. One of the retailers with the largest number of outlets in Indonesia is Indomaret, which has 19,996 outlets spread throughout the country.

Indomaret is the largest retail chain that has become an important part of Indonesian people's lives, founded in 1988 by PT Indomarco Prismaatama with the initial aim of facilitating the distribution of daily necessities for the surrounding community. Over time, Indomaret has grown rapidly and become a pioneer of the modern minimarket concept in Indonesia, adhering to the slogan "Easy and Economical" to make it easier for consumers to get a variety of products at affordable prices. Indomaret's main focus is on fast and efficient service, with strategic locations that provide easy access. As a major player in the retail industry, Indomaret has succeeded in expanding its network rapidly, but increasingly fierce competition and changing market dynamics require the company to pay more attention to factors that influence long-term success, such as service quality, brand image, satisfaction, and customer loyalty. Despite trying to provide the best service, customer expectations are often not met, especially when there is a difference between customer perception and the brand image built by Indomaret, which is often influenced by negative experiences or bad information from the media. This contributes to dissatisfaction resulting from perceptions of product quality and prices that are not comparable to less pleasant shopping experiences. Although Indomaret has implemented loyalty programs and special offers to increase customer loyalty, there are still indications of low loyalty caused by tight competition and the many more attractive alternative choices.

According to research by Chang et al. (2024), service quality is defined as customers' perceptions of the extent to which a service meets or exceeds their expectations, which is the result of evaluating various aspects of the service such as reliability, responsiveness, assurance, empathy, and physical evidence. The assessment of service quality depends not only on functional or technical elements, but also on aesthetic aspects that can affect the overall customer experience. In the context of Indomaret, consistency in providing services according to promises—including transaction speed, product availability, and accuracy of information from staff—is important. However, mismatches between the service provided and customer expectations, such as inaccurate product information or frequent out-of-stock, can affect the perception of service quality. The dimensions of brand image include meanings, associations, and attributes that shape customer perceptions and influence their beliefs

197



about the value of a brand (Chuenban et al., 2021). Rather et al. (2024) added that brand presence can increase the market, while Wang et al. (2024) identified five aspects related to brand image: experience, social, appearance changes, and functionality. Although Indomaret is seen as a convenient and modern store, some consumers see it as an ordinary store with no added value. Indomaret's promotion of fast and friendly service is not always in line with the customer experience, which sometimes finds the service less friendly or slow.

Based on research by Olayiwola et al. (2024), customer satisfaction is achieved when a product or service meets expectations and agreed conditions. In the context of ever-changing trade, Indomaret needs to provide the best service to maintain customer satisfaction; otherwise, consumer interest may decline. Chaisuwan (2021) emphasized that companies can build customer loyalty through long-term, mutually beneficial relationships, where loyalty is defined by a customer's commitment to continue purchasing from a particular brand. This loyalty arises from positive experiences and deep emotional attachments, but can be affected by unsatisfactory shopping experiences, such as unorganized stores. The SERVQUAL model, according to Wider et al. (2024), measures service quality based on the difference between customer perceptions and expectations, including dimensions such as tangibles, reliability, responsiveness, assurance, and empathy. Dam & Dam (2021) highlight the importance of integrating service quality and brand image in managerial strategies to increase customer satisfaction and loyalty, where high service quality will have a positive impact on loyalty by strengthening brand image.

LITERATURE REVIEW

Service Quality

Ahmad et al. (2014) defines service quality as a measure of the effectiveness of services provided by providers, whether they are in accordance with customer expectations. Various dimensions that are indicators of service quality include assurance, physical elements, reliability, empathy, and responsiveness. In the context of grocery retailers, service quality plays an important role in meeting or even exceeding customer expectations, which ultimately impacts customer satisfaction and loyalty.

Service quality is also related to organizational structure and leadership style, such as narcissistic leadership, which can affect store performance and how customers view services. Service quality depends not only on day-to-day operations, but also on how the organizational structure and character of the manager's leader influence

198

IJEBIR, Volume 04 Issue 01, 2025



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

employee behavior, which in turn affects customer perceptions (Sánchez & Vázquez, 2024). In addition, service quality is defined as a measure of how well an innovative retail service system can meet or exceed customer expectations with a creative approach. Evaluation of service quality is carried out by analyzing the impact of the new system on customer experience and the overall performance of the service provided (Lee et al., 2019).

Brand Image

Zia et al. (2021) explained that brand image is a picture created by consumers about a brand, which includes all information, impressions, and associations related to the brand, both from personal experience and external communication. Brand image is formed through various associations and appropriate characteristics, including product attributes, brand values, quality, and emotional aspects. Brand image describes how consumers develop perceptions about a brand and the impact of those perceptions on their behavior, such as positive commitment and recommendations. A good brand image can help build long-term relationships, and the experiences and interactions experienced by consumers play an important role in creating a positive brand image (DAM, 2020).

Customer Satisfaction

Customer satisfaction is measured by the extent to which their experience meets or exceeds existing expectations. In the context of the tourism industry, customer satisfaction encompasses various elements of experience, including activities, services, facilities, and interactions with staff (Godovykh & Tasci, 2020). Uslu and Aren (2020) stated that customer satisfaction is related to the extent to which customers' perceptions of a product or service match their expectations before using it. This satisfaction is realized when a service or product successfully meets or exceeds customer expectations. In other words, customer satisfaction is a subjective assessment determined by the match between expectations and actual experiences, both before and after using the product or service (Agarwal & Dhingra, 2023).

Customer Loyalty

Customer loyalty, according to Katili et al. (2024), is defined as the attitude and behavior of customers who consistently choose the same product or service even though there are other options. Loyalty not only reflects the frequency of use or purchase, but also includes the customer's desire to recommend the service or product to others. This



loyalty is a form of commitment shown through repeat purchasing behavior, which is usually influenced by positive emotional relationships, satisfying experiences, and high perceptions of service or product quality (Kim et al., 2024). Customers tend to be loyal when they believe that the brand will always provide high-quality services or products. In other words, customer loyalty goes beyond a one-time purchase and includes a willingness to continue choosing the brand, especially when customers are satisfied with the quality of the product or service they receive, which in turn drives greater loyalty (Orazgaliyeva et al., 2024).

RESEARCH FRAMEWORK

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

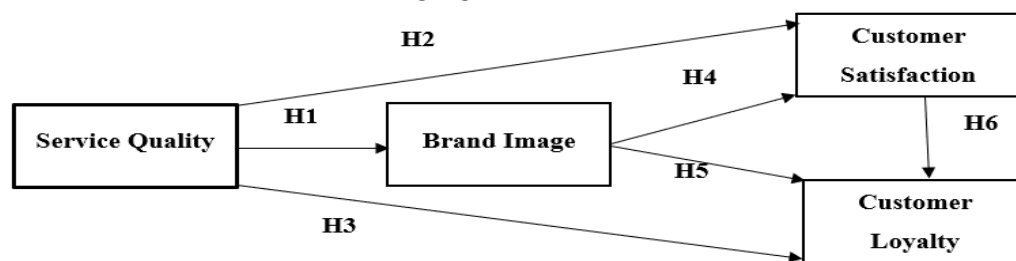


Figure 1. Research Framework

- H1:** Service Quality Affects Brand Image
- H2:** Service Quality Affects Customer Satisfaction
- H3:** Service Quality Affects Customer Loyalty
- H4:** Brand Image Affects Customer Satisfaction
- H5:** Brand Image Affects Customer Loyalty
- H6 :** Customer Satisfaction influences Customer Loyalty

RESEARCH METHODS

The methodology of this study includes data collection from all over Indonesia without restrictions on the characteristics of a particular region, which is carried out online via Google Form to make it easier for respondents to provide answers. The study focused on Indonesian citizens who had shopped at Indomaret minimarkets, using non-probability samples through the convenience sampling method to obtain a representative sample. The number of samples was determined based on a formula, with a minimum sample of

100 respondents and a maximum of 200 respondents, and this study succeeded in collecting data from 200 respondents. Primary data was obtained through the distribution of questionnaires designed with a rating scale format and closed questions, which were divided into four parts: Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. Before data collection was carried out, the questionnaire would be tested to ensure its validity and reliability. Measurement of service quality variables was carried out using established indicators, in accordance with the definitions in the literature.

RESULTS

From the results of the questionnaires distributed, 200 respondents were obtained. From a number of respondents, data analysis was then carried out using model evaluation. The evaluation of the measurement model was tested using several indicators, including:

Statistics Analysis

Normality Test

Table 1. Normality Test

Variable	min	max	Skew	c.r.	kurtosis	c.r.
CM4	3,000	6,000	-,745	-4,300	,670	1,934
LP4	3,000	6,000	-,587	-3,390	-,006	-,017
LP3	3,000	6,000	-,831	-4,798	,745	2,152
LP2	3,000	6,000	-,625	-3,607	,028	,079
LP1	3,000	6,000	-,600	-3,464	,349	1,008
KP4	3,000	6,000	-,769	-4,438	,634	1,830
KP3	3,000	6,000	-,569	-3,287	,856	2,472
KP2	3,000	6,000	-,716	-4,131	,732	2,114
KP1	3,000	6,000	-,675	-3,900	,248	,717
CM1	3,000	6,000	-,703	-4,061	,650	1,878
CM2	3,000	6,000	-,659	-3,803	,520	1,501
CM3	3,000	6,000	-,582	-3,360	,379	1,094
KL1	3,000	6,000	-,597	-3,447	-,081	-,234
KL2	3,000	6,000	-,574	-3,313	,683	1,972
KL3	3,000	6,000	-,808	-4,663	,395	1,141
KL4	3,000	6,000	-,469	-2,709	-,022	-,063



Variable	min	max	Skew	c.r.	kurtosis	c.r.
Multivariate					10,189	3,002

According to the results presented in the table above, the critical ratio value for each indicator in univariate is shown to be abnormally distributed because the value is more than 2.58. In multivariate, the value obtained is 3.002 where the value is higher than 2.58. So, it can be concluded that the data is not normally distributed.

Outliers Test

Table 2. Outliers Test

Observation number	Mahalanobis d-squared	p1	p2
31	45,776	,000	,005
11	38,951	,001	,021
111	37,730	,002	,005
74	28,012	,032	,878
136	26,987	,042	,922
146	26,910	,042	,856
113	26,880	,043	,757
150	25,717	,058	,900
19	25,276	,065	,909
156	25,235	,066	,853

The table above shows the top 10 rows of data distribution from a total of 100 rows, where the outlier test results based on the Mahalanobis distance value do not exceed 46,571. Thus, it can be concluded that there is no outlier data in this study.

Measurement Model Analysis

Table 3. Goodness of Fit Results

Variabe	Chi square	Normed square	Chi	RMSEA	GFI	NFI	CFI
Service Quality	1.131	0.568		0.000	0.997	0.996	1.000



Brand Image	0.000	0.000	0.000	1.000	1.000	1.000
Customer Satisfaction	1.068	0.534	0.000	0.997	0.996	1.000
Customer Loyalty	0.992	0.992	0.000	0.998	0.996	1.000

The results of the Goodness of Fit analysis for the service quality variable showed a Chi-square value of 1.131 (Good Fit), normed Chi-square 0.568 (Good Fit), RMSEA 0.000 (Good Fit), GFI 0.997 (Good Fit), NFI 0.996 (Good Fit), and CFI 1.000 (Good Fit). For the brand image variable, the analysis showed Chi-square values of 0.000 (Good Fit), normed Chi-square of 0.00 (Good Fit), RMSEA of 0.000 (Good Fit), GFI of 1.000 (Good Fit), NFI of 1.000 (Good Fit), and CFI 1.000 (Good Fit). On the customer satisfaction variable, Chi-square value was recorded as 1.068 (Good Fit), normed Chi-square 0.534 (Good Fit), RMSEA 0.000 (Good Fit), GFI 0.997 (Good Fit), NFI 0.996 (Good Fit), and CFI 0.000 (Good Fit). Whereas for the customer loyalty variable, the analysis showed Chi-square values of 0.992 (Good Fit), normed Chi-square of 0.922 (Good Fit), RMSEA of 0.000 (Good Fit), GFI of 0.998 (Good Fit), NFI of 0.996 (Good Fit), and CFI 1.000 (Good Fit). Furthermore, in the analysis of the measurement model validity and reliability tests were conducted, where validity tests aimed to evaluate how well the indicators could explain each construct. In this study, an indicator was declared valid if it had a factor loading value >0.5 . The reliability test aimed to find out the consistency of the measurement tool, with the criteria of composite reliability (CR) value >0.7 and variance extracted (AVE) value >0.5 .

Table 4. Validity Testing Results

Variable	Item	Loading Factor	Cut Off	Results
Service Quality	KL1	0.730	0,5	Valid
	KL2	0.733	0,5	Valid
	KL3	0.732	0,5	Valid
	KL4	0.729	0,5	Valid
Brand Image	CM1	0.735	0,5	Valid
	CM2	0.724	0,5	Valid
	CM3	0.672	0,5	Valid
	CM4	0.703	0,5	Valid



Customer Satisfaction	KP1	0.763	0,5	Valid
	KP2	0.742	0,5	Valid
	KP3	0.715	0,5	Valid
	KP4	0.744	0,5	Valid
Customer Loyalty	LP1	0.698	0,5	Valid
	LP2	0.719	0,5	Valid
	LP3	0.760	0,5	Valid
	LP4	0.694	0,5	Valid

Table 5. Reliability Testing Results

Variable	<i>Construc Reliability</i>	<i>Variance Extracted</i>	Results
Service Quality	0.821	0.53	Reliable
Brand Image	0.801	0.50	Reliable
Customer Satisfaction	0.829	0.54	Reliable
Customer Loyalty	0.809	0.51	Reliable

Based on the results shown by the above table that the loading factor value of all indicators above 0.5 means that all indicators are said to be valid. However, the table above also shows that each variable has a CR value greater than 0.7 and a VE value greater than 0.5. thus, it can be stated that the validity and reliability tests on the whole construct were met.

Structural Model Analysis

Table 6. Goodness of Fit Structural Model

Criteria	Cut Off	Value	Results
Chi-square	Expected small	147.102	<i>Good Fit</i>
Normed Chi-quare	< 3	1.53	<i>Good Fit</i>
RMSEA	< 0.08	0.052	<i>Good Fit</i>
GFI	> 0.9	0.916	<i>Good Fit</i>
NFI	> 0.9	0.930	<i>Good Fit</i>
CFI	> 0.9	0.974	<i>Good Fit</i>



ECVI	<ECVI Saturated	1.141<1.367	Good Fit
CMIN/DF	< 2	1.532	Good Fit

The table above indicates a chi-square value of 147.102 and a normed chi-square value (CMIN/DF) of less than 3. Both values are highly sensitive when analyzing data from large samples. Consequently, criteria such as RMSEA, NFI, GFI, CFI, ECVI, and CMIN/DF are considered for model evaluation. RMSEA, which compensates for chi-square sensitivity in large samples, is deemed acceptable when below 0.08, with this model achieving 0.052, indicating a good fit. GFI, reflecting overall model feasibility, should exceed 0.9, and the obtained value of 0.916 meets this criterion. Similarly, NFI, comparing the proposed model to a null model, reaches 0.930, indicating a good fit. CFI, assessing model fit based on comparative null models, also exceeds the 0.9 threshold with a result of 0.974, confirming a good fit. For ECVI, which evaluates parsimonious fit, the model's score of 1.141 is below the ECVI saturated value of 1.367, further supporting a good fit. Finally, the CMIN/DF value of 1.352 is below the recommended threshold, signifying model adequacy. Overall, the model demonstrates strong goodness-of-fit across criteria such as RMSEA, NFI, CFI, and CMIN/DF, confirming its suitability.

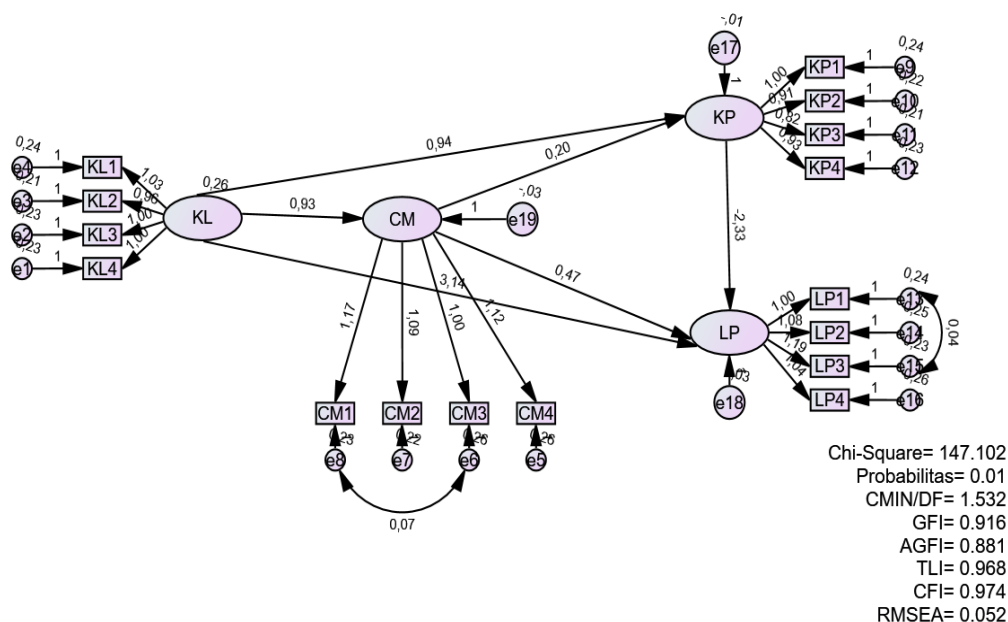


Figure 2. Structural Model Results

Hypotesis Testing**Table 7. Hypotesis Testing Results**

Research Hypotesis	Estimate	S.E	C.R	P	Results
H1: Service quality has a positive and significant effect on brand image.	,931	,097	9,600	**	Accepted
H2: Service quality has a positive and significant effect on customer satisfaction.	,944	,244	3,866	***	Accepted
H3: Service quality has a positive and significant effect on customer loyalty.	3,136	6,328	,496	,620	Rejected
H4: Brand image has a positive and significant effect on customer satisfaction.	,203	,272	,746	,456	Rejected
H5: Brand image has a positive and significant effect on customer loyalty.	,475	1,017	,467	,641	Rejected
H6: Customer satisfaction has a positive and significant effect on customer loyalty.	-2,332	6,245	-,373	,709	Rejected



Based on the statistical results, the following conclusions were drawn: The first hypothesis, stating that service quality influences brand image, is accepted. The second hypothesis, proposing that service quality affects customer satisfaction, is also accepted. However, the third hypothesis, suggesting that service quality impacts customer loyalty, is rejected. Similarly, the fourth hypothesis, asserting that brand image affects customer satisfaction, is rejected. The fifth hypothesis, which claims that brand image influences customer loyalty, is likewise rejected. Lastly, the sixth hypothesis, indicating that customer satisfaction impacts customer loyalty, is rejected as well.

DISCUSSION

The first hypothesis test revealed that service quality significantly influences brand image, with a probability value below the 10% significance level (0.00). Y. H. Lin et al. (2021) argue that superior service quality differentiates a brand from its competitors. When customers perceive clear distinctions in service quality, they regard the brand as unique and valuable. This differentiation enhances the brand's image by showcasing its commitment to delivering superior service and ensuring customer satisfaction.

The second hypothesis test indicated that service quality significantly affects customer satisfaction, with a probability value below the 10% significance level (0.00). According to Balinado et al. (2021), satisfaction depends on whether service experiences meet customer expectations. High-quality service increases the likelihood of fulfilling these expectations, resulting in customer satisfaction. Conversely, the third hypothesis test demonstrated that service quality does not directly influence customer loyalty, as shown by a probability value exceeding the 5% significance level (0.620). Surahman et al. (2020) explain that overall experiences, such as staff interactions and effective communication, play a more critical role in building loyalty than service quality alone. Poor customer interaction can hinder loyalty development, even when service quality is adequate.

The fourth hypothesis test showed that brand image does not significantly influence customer satisfaction, with a probability value above the 5% significance level (0.456). Chandra & Putra (2021) state that tangible experiences, such as service quality and interaction capabilities, directly affect satisfaction, often outweighing brand image, which may not align with customer reality. Similarly, the fifth hypothesis test found that brand image does not impact customer loyalty, with a probability value above the 5% significance level (0.641). Simanjuntak et al. (2020) argue that service and product quality are often more influential than brand image in fostering loyalty. Lastly, the sixth hypothesis



test revealed that customer satisfaction does not significantly influence loyalty, with a probability value above the 5% significance level (0.709). Slack et al. (2020) emphasize that in the competitive minimarket industry, factors such as promotions, pricing, and location may affect customer preferences, making satisfaction alone insufficient to guarantee loyalty.

CONCLUSION

In the study titled "Influence between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty on Indomaret Minimarket," some important points have been concluded. First, service quality affects brand image, where good service quality can help build brand image and increase customer satisfaction. However, although service quality has an influence on customer satisfaction, the results show that it is not sufficient to significantly increase satisfaction. Furthermore, service quality has no effect on customer loyalty, which means that good quality does not always guarantee loyalty. In addition, brand image also has no effect on customer satisfaction, as a positive brand image may not necessarily directly increase satisfaction. Brand image was not influential on customer loyalty, and customer satisfaction was found to have no direct impact on customer loyalty.

RESEARCH LIMITATIONS

This study has several limitations that need to be considered, among them the use of a data collection method through a questionnaire survey that may not cover all aspects of the analyzed variables, as well as the presence of possible bias in respondents' answers that could affect the results. Moreover, the focus of the study addressing only Indomaret minimarkets makes the results less accurate to apply to a wider population.

RECOMMENDATION

After conducting a limitation analysis in this study, the researcher provides several suggestions for further research, namely that it is expected to conduct research on a wider minimarket network in order to increase the generalization of the results, and recommends the use of various data collection methods, such as direct observation and interviews, in order to obtain more accurate information.



MANAGERIAL IMPLICATIONS

On this study can provide understanding related to the relationship between, service quality, brand image, customer satisfaction, and customer loyalty. This study can provide insight to indomaret minimarkets in formulating service and marketing strategies. It can be focused on service quality and brand image to improve customer satisfaction which can ultimately strengthen customer loyalty. Indomaret needs to pay attention to service quality and brand image as important keys in sttrategi. Where, in improving such aspect can form high customer satisfaction and increase loyalty.

REFERENCE

- Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14–28. <https://doi.org/10.22161/ijebm.5.3.2>
- Ali, H., Rivai Zainal, V., & Ilhamalimy, R. R. (2021). DETERMINATION OF PURCHASE DECISIONS AND CUSTOMER SATISFACTION: ANALYSIS OF BRAND IMAGE AND SERVICE QUALITY (REVIEW LITERATURE OF MARKETING MANAGEMENT). 3(1). <https://doi.org/10.31933/dijdbm.v3i1>
- Arif, M., & Syahputri, A. (2021). The Influence of Brand Image and Product Quality on Customer Loyalty with Consumer Satisfaction as a Intervening Variable at Home Industry. *Journal of International Conference Proceedings*, 4(2). <https://doi.org/10.32535/jicp.v4i2.1274>
- Balinado, J. R., Prasetyo, Y. T., Young, M. N., Persada, S. F., Miraja, B. A., & Perwira Redi, A. A. N. (2021). The effect of service quality on customer satisfaction in an automotive after-sales service. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2). <https://doi.org/10.3390/joitmc7020116>
- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Bimmermann, C., Greven, A., Fischer-Kreer, D., & Brettel, M. (2024). Exploring the dark side of inter-firm coopetition: The harmful effect on customer satisfaction. *Industrial Marketing Management*, 122, 13–25. <https://doi.org/10.1016/j.indmarman.2024.07.009>



- Bruckberger, G., Fuchs, C., Schreier, M., & Osselaer, S. M. J. V. (2023). Retailing Groundedness: How to improve customer experience, brand perceptions, and customer loyalty through feelings of groundedness. *Journal of Retailing*, 99(4), 594–604. <https://doi.org/10.1016/j.jretai.2023.11.004>
- Chaisuwan, B.-N. (n.d.). SUFFICIENCY ECONOMY PHILOSOPHY-BASED SUSTAINABILITY DIMENSIONS IMPACT ON CUSTOMER EQUITY AND BRAND LOYALTY. In *ABAC Journal* (Vol. 41, Issue 1).
- Chandra, T., & Putra, R. (n.d.). Journal of Applied Business and Technology SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT PESONNA HOTEL PEKANBARU. In *Journal of Applied Business and Technology (JABT)* (Vol. 2021, Issue 2). www.e-jabt.org
- Chang, H. T., Chou, Y. J., Miao, M. C., Liou, J. W., & Mao, Z. Y. (2024). Will aesthetic sensitivity and healthy perfectionism fit enhance service quality? The moderating effect of organizational aesthetics. *Asia Pacific Management Review*, 29(1), 76–83. <https://doi.org/10.1016/j.apmr.2023.06.005>
- Chuenban, P., Sornsaruht, P., & Pimdee, P. (2021). How brand attitude, brand quality, and brand value affect Thai canned tuna consumer brand loyalty. *Heliyon*, 7(2). <https://doi.org/10.1016/j.heliyon.2021.e06301>
- Cuong, D. T., & Long, N. T. (n.d.). The impact of Service Quality and Brand Image on Customer Satisfaction and Behavioral Intention in Vietnam Fashion Market. <https://www.researchgate.net/publication/339940099>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Dewi, Hajadi, F., Handranata, Y. W., & Herlina, M. G. (2021). The effect of service quality and customer satisfaction toward customer loyalty in service industry. *Uncertain Supply Chain Management*, 9(3), 631–636. <https://doi.org/10.5267/j.uscm.2021.5.007>
- Ega Susanto, S., DaengToto, H., Krisnanto, B., & We Tenri Fatimah Singkeruang, A. (2022). Point of View Research Management The Influence of Brand Loyalty and Brand Image on Customer Satisfaction. In *Point of View Research Management* (Vol. 3, Issue 1). <https://journal.accountingpointofview.id/index.php/povrema>



- Ghafoor, M. M., Kashif Iqbal, H., Tariq, U., & Murtaza, F. (2012). Impact of Customer Satisfaction and Brand Image on Brand Loyalty. In Business Innovation & Technology Management (Vol. 002). <http://apbitm.org>
- Godovykh, M., & Tasci, A. D. A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, 35. <https://doi.org/10.1016/j.tmp.2020.100694>
- Gopi, B., & Samat, N. (2020a). The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty. *British Food Journal*, 122(10), 3213–3226. <https://doi.org/10.1108/BFJ-02-2020-0110>
- Gopi, B., & Samat, N. (2020b). The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty. *British Food Journal*, 122(10), 3213–3226. <https://doi.org/10.1108/BFJ-02-2020-0110>
- Huma, S., Ahmed, W., Ikram, M., & Khawaja, M. I. (2020). The effect of logistics service quality on customer loyalty: case of logistics service industry. *South Asian Journal of Business Studies*, 9(1), 43–61. <https://doi.org/10.1108/SAJBS-10-2018-0114>
- Katili, F. A., Robby, F. A., & Handayani, P. W. (2024). The influence of the ride hailing apps loyalty program on customer loyalty: A case study in Indonesia. *Transportation Research Interdisciplinary Perspectives*, 26. <https://doi.org/10.1016/j.trip.2024.101141>
- Khadka, K., Maharjan, S., Städtjånster, C. T., & Trivsel, (. (2017). CUSTOMER SATISFACTION AND CUSTOMER LOYALTY.
- Kola Olayiwola, R., Tuomi, V., Strid, J., & Nahan-Suomela, R. (2024). Impact of Total quality management on cleaning companies in Finland: A Focus on organisational performance and customer satisfaction. *Cleaner Logistics and Supply Chain*, 10. <https://doi.org/10.1016/j.clscn.2024.100139>
- Kuswati, R., Putro, W. T., Mukharomah, W., & Isa, M. (2021). The Effects of Brand Image on Consumer Loyalty: The Role of Consumer Satisfaction and Brand Trust as Intervening Variables. *Urecol Journal. Part B: Economics and Business*, 1(2), 58–71. <https://doi.org/10.53017/ujeb.91>
- Lin, S. (2024). A multiple criteria decision-making model for enhancing informative service quality at airports. *Decision Analytics Journal*, 12. <https://doi.org/10.1016/j.dajour.2024.100487>
- Lin, Y. H., Lin, F. J., & Wang, K. H. (2021a). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132, 744–752. <https://doi.org/10.1016/j.jbusres.2020.10.054>



- Lin, Y. H., Lin, F. J., & Wang, K. H. (2021b). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132, 744–752. <https://doi.org/10.1016/j.jbusres.2020.10.054>
- Lubis, A., Dalimunthe, R., Absah, Y., & Fawzee, B. K. (2021). The Effect of Corporate Communication and Service Quality on Customer Loyalty and Satisfaction in Sharia Banking. *Journal of Asian Finance, Economics and Business*, 8(3), 1267–1274. <https://doi.org/10.13106/jafeb.2021.vol8.no3.1267>
- Mariansyah, A., & Syarif, A. (2020). Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Harga Terhadap Kepuasan Konsumen Cafe Kabalu. 3(2). www.investor.iddi
- Masud, A. Al, Ahmed, S., Kaisar, M. T., Hossain, B., Shimu, M., & Islam, M. F. (2024). Unveiling brand loyalty in emerging markets: Analyzing smartphone user preferences: Robustness of structural equation modeling (SEM) and simultaneous equation modeling (SEMs). *Journal of Open Innovation: Technology, Market, and Complexity*, 10(3). <https://doi.org/10.1016/j.joitmc.2024.100353>
- Mulyono, R. A., & Pasaribu, L. H. (2021). Enrichment: Journal of Management The Impact of Mobile Service Quality and Brand Image on Customer Loyalty. *Enrichment: Journal of Management*, 12(1). www.enrichment.iocspublisher.org
- Nainggolan, F., & Hidayet, A. (2020). The Effect Of Country Of Origin, Brand Image, Price Fairness, And Service Quality On Loyalty Toward iPhone Mobile Users, Mediated By Consumer Satisfaction. *European Journal of Business and Management Research*, 5(1). <https://doi.org/10.24018/ejbmr.2020.5.1.233>
- Ofosu-Boateng, I., & Acquaye, P. (2020). Effects of Service Quality and Customer Satisfaction on Customers' Loyalty in the Hospitality industry of Ghana. *European Journal of Business and Management Research*, 5(5). <https://doi.org/10.24018/ejbmr.2020.5.5.538>
- Pérez-Morón, J., Madan, S., Yin Cheu, J., Mui Hung Kee, D., Chiy Cheong, L., Chin, R., Cheng, J., & Patricia Muñoz García, A. (2022). Effect of Service Quality and Customer Satisfaction on Customer Loyalty: A case study of Starbucks in Malaysia. *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)*, 5(1), 62–74. <https://doi.org/10.32535/ijthap.v5i1.140>
- Pranoto, F., Haryono, P. B., & Assa, A. F. (2022). THE EFFECT OF SERVICE QUALITY AND PRICE ON PURCHASE DECISIONS MEDIATED BY BRAND IMAGE. *Social Science, Public Administration and Management (HUSOCPUMENT)*, 2(2), 67–77. <https://doi.org/10.51715/husocpument.v2i2.155>



- Rather, R. A., Rasul, T., Khan, H., & Khan, I. (2024). Unveiling the dynamics between consumer brand engagement, experience, and relationship quality towards luxury hotel brands: Moderating investigation of brand reputation. *International Journal of Hospitality Management*, 116. <https://doi.org/10.1016/j.ijhm.2023.103572>
- Rivai, J., & Author, C. (n.d.). *Journal of Business and Management Studies (JBMS) The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa*. <https://doi.org/10.32996/jbms>
- Rusmahafi, F. A., & Wulandari, R. (2020). THE EFFECT OF BRAND IMAGE, SERVICE QUALITY, AND CUSTOMER VALUE ON CUSTOMER SATISFACTION. *International Review of Management and Marketing*, 10(4), 68–77. <https://doi.org/10.32479/irmm.9939>
- Simanjuntak, M., Sumarwan, U., & Situmorang, A. D. (2020). The effect of marketing mix and brand image on customer loyalty of remixed mortar. *Independent Journal of Management & Production*, 11(2), 450–472. <https://doi.org/10.14807/ijmp.v11i2.963>
- Slack, N., Singh, G., & Sharma, S. (2020a). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International Journal of Quality and Service Sciences*, 12(3), 297–318. <https://doi.org/10.1108/IJQSS-10-2019-0114>
- Slack, N., Singh, G., & Sharma, S. (2020b). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International Journal of Quality and Service Sciences*, 12(3), 297–318. <https://doi.org/10.1108/IJQSS-10-2019-0114>
- Supriyanto, A., Wiyono, B. B., & Burhanuddin, B. (2021). Effects of service quality and customer satisfaction on loyalty of bank customers. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1937847>
- Surahman, I. G. N., Yasa, P. N. S., & Wahyuni, N. M. (2020). The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction in Tourism Villages in Badung Regency. *Jurnal Ekonomi & Bisnis JAGADITHA*, 7(1), 46–52. <https://doi.org/10.22225/jj.7.1.1626.46-52>
- Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, 10(16), e36254. <https://doi.org/10.1016/j.heliyon.2024.e36254>



- Wang, F., Wang, Y., Han, Y., & Cho, J. H. (2024). Optimizing brand loyalty through user-centric product package design: A study of user experience in dairy industry. *Heliyon*, 10(3). <https://doi.org/10.1016/j.heliyon.2024.e25484>
- Wider, W., Tan, F. P., Tan, Y. P., Lin, J., Fauzi, M. A., Wong, L. S., Tanucan, J. C. M., & Hossain, S. F. A. (2024). Service quality (SERVQUAL) model in private higher education institutions: A bibliometric analysis of past, present, and future prospects. *Social Sciences and Humanities Open*, 9. <https://doi.org/10.1016/j.ssaho.2024.100805>
- Zygiaris, S., Hameed, Z., Ayidh Alsubaie, M., & Ur Rehman, S. (2022). Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.842141>

