

Analysis of the Influence of Brand Image on Customer Loyalty Using Customer Satisfaction as an Intervening Variable Case Study at the Uni Kapau Jaya Restaurant, Bandung City

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Abstract

This study aims to analyze the influence of brand image on customer loyalty with customer satisfaction as an intervening variable at Uni Kapau Jaya Restaurant, Bandung. The research method used is causal research with a quantitative approach. The research object is Uni Kapau Restaurant Jaya known for its Minang cuisine. Data were collected through surveys and statistically analyzed using the Structural Equation Modeling (SEM) technique. The results show a positive influence of brand image on customer loyalty, and customer satisfaction mediates the relationship between brand image and customer loyalty. The practical implications of this study emphasize the importance of considering brand image and customer satisfaction in enhancing customer loyalty in the food and beverage industry.

Keywords: *Brand Image, Customer Loyalty, Customer Satisfaction, MSMEs, Restaurant.*



A. INTRODUCTION

In the current era of rapidly developing business, there are continuous changes, especially in terms of technology and people's lifestyles, which cannot be separated from the influence of ongoing globalization (Dam & Dam, 2021). The impact of these changes is an increase in the number of brands, products, services, and price variations in the market. As a result, consumers have many options and alternative products and services that can meet their needs, giving them the power to make choices according to their preferences (Sari, 2021).

The main goal of a company is to attract new consumers and maintain the satisfaction of existing consumers because consumers are considered a crucial source of income (Azizan & Yusr, 2019; Chandra & Putra, 2021). The greater the number of consumers and the greater the choice of consumers in choosing products or services from a company, the greater the potential income that can be achieved. Therefore, to remain competitive and develop, a company's business must focus on customer satisfaction (Arifin et al., 2023).

As business competition increases, especially in the same sector, business owners are faced with the need to take a stand and design effective strategies to attract consumer attention. By understanding consumer wants and needs, business owners can use this information as a guide to formulate strategies that can increase customer attraction (Putri et al., 2022; Diputra & Yasa, 2021). Creativity is a demand for business people, who need to continue to innovate and look for new ways to develop their

business, with the hope of attracting consumers to try the products they offer (Siregar et al., 2021; Chao et al., 2015).

This encourages business people to be more responsive and thorough in understanding the needs and desires of their consumers. One form of economic growth currently occurring is the growing public awareness of doing business. The Indonesian economy is supported by the role of MSMEs. The role of MSMEs is currently seen as very important, namely as economic development. Apart from economic development, another role of MSMEs is that they can improve social welfare.

Micro, Small and Medium Enterprises (MSME) activities are one of the business fields that can develop and be consistent in the national economy. MSMEs are a good forum for creating productive jobs. Micro, small and medium enterprises (MSMEs) have a very vital role in development and economic growth, not only in developing countries like Indonesia but also in developed countries. In general, MSMEs in Bandung City as a whole continue to increase every year in terms of quantity, and make a large contribution to the economy of Bandung City.

Small industry itself has the meaning of a stand-alone productive economic enterprise, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part, either directly or indirectly, of medium or large businesses. meet the criteria for small industry as intended in the Micro, Small and Medium Enterprises (UMKM) Law. Here the researchers present data on the contribution of the creative industries subsector in the city of Bandung from 2021 to 2023 as follows:

Table 1. Number of MSMEs in West Java

No	City name	2021	2022	2023
1	Bogor city	116,656	123,873	131,538
2	Sukabumi City	52,979	57,319	60,865
3	Bandung City	464,346	493,076	523,584
4	Cirebon City	54,306	57,666	61,234
5	Bekasi city	274,143	291,105	309,116
6	Depok City	219,238	232,803	247,207
7	Ciamahi City	76,833	81,587	86,635
8	Tasikmalaya City	123,010	130,621	138,703
9	Banjar City	34,962	37,125	39,422

Source: opendata.jabarprov.go.id (2024)

Based on table 1, it shows that Bandung City has the largest number of MSMEs as shown by the increase in the number of MSMEs from 2021 to 2023 compared to other large cities in West Java. This shows that more and more people are choosing to open their own business as a source of income. MSMEs in Bandung City experience growth every year because they are driven by fairly good economic growth in Bandung City. So far, the growth of micro, small and medium enterprises

(MSMEs) in the city of Bandung has been driven by the large uptake of products by the community, especially tourists.

Competition is a competitive activity of business actors whose aim is to make a profit, especially if we look at the current increasingly unstoppable flow of globalization which will create conditions for very tight competition. So entrepreneurs must be sensitive to the environment so that their businesses develop and survive for a long time. This competition will also provide opportunities and challenges for business actors. For those entrepreneurs who are sensitive to environmental changes, they will always try to find ways to seize and maintain their market share.

The city of Bandung is famous as a culinary city, in almost every corner of the city there are various types of food ranging from elite class ones to roadside stalls. This condition has existed for a long time, in one of Haryoto Kunto's books it was stated that before the war, Bandung had the largest number of restaurants in the entire archipelago. In terms of typical food, up to now Bandung always serves new, unique foods that are characteristic of Bandung.

One of the restaurants in the city center is the Uni Kapau Jaya Restaurant. This restaurant is one of the recommended places for Kapau cuisine in the city of Bandung. One of the characteristics of Kapau cuisine is the Kapau Gulai which contains jackfruit, mixed with cabbage and long beans. Of the various kinds of side dishes provided by this restaurant, Rendang, Grilled Chicken, Brain Curry, Tunjang Curry, and Snapper Fish Head Curry are some of the favorite menus. In the morning, you can enjoy a portion of Ketupat Sayur and Soto Padang which are sold from 06.30 WIB, while various other side dishes are only served starting at 09.00 WIB. In the evening, you can enjoy a portion of Padang Sate which is sold from 13.00 WIB. Typical West Sumatran snacks are also available here, such as lamang Baruo, Lapek Naga Sari, and Lapek Bugih. Its location close to the campus and student boarding houses means this restaurant is always busy with buyers, especially at lunch time.

The Uni Kapau Jaya restaurant in the city of Bandung is one of the business actors that has made a brand change when changing its brand name from a common one to having a patent. As is known, there are many Padang restaurants which generally have their own names, but in Uni Kapau Jaya Restaurant has done branding on the patent which was originally called Kapau Jaya to become Uni Kapau Jaya Restaurant. In addition to changing the patent on the name of Uni Kapau Jaya Restaurant, it has added several products which were previously only available for dine-in, making nasi Padang in boxes and additional products.

The increasing number of restaurant and restaurant businesses currently creates increasingly strong competition in the food industry to win consumer attention and maintain consumer loyalty. Consumers not only judge a product or service based on the quality, benefits and functions provided, but more than that, they want communication and marketing activities that provide a sensation, touch their hearts and suit their lifestyle.

Entrepreneurs must always design brand image building programs in marketing activities and carry out activities that support marketing to strengthen the brand. Brand strength concerns two things, namely consumer perception of the brand and consumer loyalty to brand use. Another thing that must be implemented by a company to meet the needs and desires of consumers in order to increase satisfaction and create loyalty is that a company must introduce and approach consumers (consumer intimacy). The goal is for consumers to have an emotional bond with the company.

Loyalty doesn't just happen, it takes effort in terms of consumer management to get it. Companies must be able to understand what the current and future needs and expectations of consumers are. One way to gain a competitive advantage in maintaining consumer loyalty is by forming a good brand image in the eyes of consumers. The second part of the pre-survey is to deepen the existing problems in the customer loyalty (Z) variable. In this section, respondents were asked 3 statements regarding customer loyalty at the Uni Kapau Jaya Restaurant in Bandung City, namely:

Table 2. Presurvey Results Regarding Customer Loyalty

No	Statement	SA (5)	A (4)	PA (3)	D (2)	SD (1)	Σ
1.	I feel like I have the desire to return to visit and buy food again at the Uni Kapau Jaya Restaurant	9	12	9	0	0	30
2.	I will tell other people positive things about Uni Kapau Jaya Restaurant	4	12	11	3	0	30
3.	I feel like I will make Uni Kapau Jaya Restaurant my favorite place	2	11	9	8	0	30

Source: Research Presurvey Results (2024)

Based on table 2 above regarding the pre-survey customer loyalty in the statement "I feel like I have the desire to return to visit and buy food again at the Uni Kapau Jaya Restaurant" from the results of research on 30 respondents shows that as many as 30% (9 respondents) strongly agree, 40 % (12 respondents) said they agreed, and 30% (9 respondents) said they quite agreed. From the data above, it is stated that 40% of consumers (12 respondents) agree that they have the desire to return to visit and buy food again at the Uni Kapau Jaya Restaurant.

Based on table 2 above regarding the pre-survey customer loyalty in the statement "I will tell positive things about Uni Kapau Jaya Restaurant to other people" from the results of research on 30 respondents showed that 13.3% (4 respondents) strongly agreed, 40 % (12 respondents) said they agreed, 36.7% (11 respondents) said they quite agreed, and 10% (3 respondents) said they disagreed. From the data above, 40% of consumers (12 respondents) agree that they will tell other people positive things about Uni Kapau Jaya Restaurant..

Based on table 2 above regarding the pre-survey of customer loyalty in the statement "I feel that I will make Uni Kapau Jaya Restaurant my favorite place" from the results of research on 30 respondents shows that 6.7% (2 respondents) strongly

agree, 36.7 % (11 respondents) said they agreed, 30% (9 respondents) said they quite agreed, and 26.7% (8 respondents) said they disagreed. From the data above, it is stated that 36.7% of consumers (11 respondents) agree with making Uni Kapau Jaya Restaurant my favorite place. So it can be concluded that in the customer loyalty variable there is a problem because in these 3 statements the average of the pre-survey results states that the percentage is not too far off.

To gain customer loyalty, the thing that must be paid attention to is consumer satisfaction. There are several benefits that an organization will gain by paying attention to customer satisfaction, namely, besides being able to increase customer loyalty, it can also avoid customers switching to other products or brands, minimize customers' critical attitude towards prices, minimize failed marketing costs, minimize operating costs caused by the number of customers increases, advertising will be more effective, and the company's reputation will improve (Fornell, 2018).

To be able to provide satisfaction to consumers, restaurant management needs to pay attention to what consumers expect from their products beyond the quality and service of the restaurant itself. Things like this need to be considered carefully because they relate to consumers' expectations of what they will get at the restaurant in the future. Apart from that, good service to consumers can also give rise to positive perceptions in consumers, resulting in a feeling of satisfaction with the service provided and ultimately making consumers loyal to the restaurant (Variano, 2017)

Consumer satisfaction is a major concern for any organization, department or country, because it is through customer satisfaction that any business can create sustainable and profitable relationships with customers. The reason behind this is that once a company loses customer loyalty, it will incur high costs to gain it again (Hanif, Hafeez, and Riaz 2020). Product quality and brand image have a positive influence on customer loyalty through consumer satisfaction (Damayanti 2021).

The thing highlighted by researchers conducting research on the Padang Uni Kapau Jaya Restaurant is that, apart from increasingly tight competition in the restaurant business, the city of Bandung itself has many similar restaurants with the same market segmentation, but the Padang Uni Kapau Jaya Restaurant remains able to survive the competition. Based on the background that the researcher explained previously, the author wants to research "Analysis of the Influence of Brand Image on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Case Study at the Uni Kapau Jaya Restaurant)".

B. LITERATURE REVIEW

1. Management

Etymologically, the term management comes from various languages, the first of which is from ancient French, namely management, which means the art of carrying out and managing. Then, in Italian, namely meneggiare which means to control. Meanwhile, in English it comes from the word to manage, which means to manage or organize.

John F. Mee in Roni (2020:2) Management is the art of achieving maximum results with minimum effort in order to achieve maximum prosperity and happiness, both for leaders and workers, as well as providing the best possible service to the community. Meanwhile, according to James A. F Stoner in Roni (2020:2) Management is a process of planning, organizing, and using other organizational resources, in order to achieve predetermined organizational goals.

Based on the definition above, it can be concluded that management is a work of art in science and organization such as planning, building an organization and its organization, movement, and control or supervision. It can also be interpreted that management is a science that is systematic and can understand how humans work together in order to produce something that is beneficial for other people, certain groups and the wider community.

2. Marketing

Marketing is defined as a process that drives any activity that involves the delivery of products or services from producers to consumers. According to Renee Blodgett (Chief Executive Officer) in Bunyamin (2021:8) marketing is continuous exchange communication with customers using methods that educate, inform, and build relationships over time, with trust, communities build organically around products and services and consumers become passionate about the products. Marketing is a great way to identify what someone wants to achieve and get them excited about the brand.

Based on the several expressions above, it can be concluded that marketing is the process of a person or organization influencing other people or other organizations so that those who want and need a product or service can be met. Then, those who have the product or service gain profits. It is hoped that this relationship will be mutually beneficial and will last in the long term.

3. Marketing Management

Marketing management comes from two words, namely management and marketing. according to Kotler and Armstrong in Farida Yulianti et al (2019:2), marketing is the analysis, planning, implementation and control of programs aimed at building, creating and maintaining profitable exchanges with target buyers to achieve company goals. Management is a process of planning, organizing, acting and controlling. Thus, marketing management can be defined as the analysis, planning, implementation and control of programs designed to build, create and maintain profitable exchanges with target markets to achieve organizational goals.

Based on the several expressions above, it can be concluded that marketing management is an effort to plan, implement (consisting of organizing, managing, coordinating) and monitoring or controlling marketing activities in an organization to achieve organizational goals efficiently and effectively, which is known as the management function. Marketing management can also be interpreted as demand

management, and marketing managers manage demand by conducting market research, planning, implementing and monitoring marketing programs.

4. Marketing Mix

An organization or company is tasked with fulfilling the desires, needs, and interests of targets so that they can provide satisfaction more effectively and efficiently. Marketing activities can be carried out using several approaches, one of which is the marketing mix.

According to McCarthy in Desy Dwi Sulastriya Ningsih and M. Ruslianor Maika (2020), marketing mix activities consist of 7Ps, namely Product, Price, Place, Promotion, People), Physical Facilities (Physical Evidence), Process.

a. Brand Image

A brand is an attribute that has comparative elements that are used in commercial activities which can be in the form of photos, numbers, letters, colors and other elements as explained in the Trademark Law No. 15 of 2001. Tjiptono in Venessa & Arifin (2019) stated that a brand is a seller's pledge to consistently offer a series of characteristics, benefits, and certain services to consumers. A brand can convey six levels of meaning. Attributes, Benefits, Values, Culture, Personality, and Uses... Meanwhile, Kotler & Keller (2018) concluded that a brand is a product that has dimensions that differentiate it from others which are intended as substitutes.

Bearing this opinion in mind, a brand can be interpreted as an identity or element in the form of a sign and others that act as a differentiator for goods and services delivered by sellers to consumers to identify and differentiate them from other competitors. Katz in Rahadhini (2020) means that image is another form of perspective in looking at an industry, individual, institute, or activity.

According to Kotler and Armstrong in Firmansyah (2019), complete consumer trust in a particular brand is called brand image. Meanwhile, Eva & Widya (2021) stated that brand image is a representation of a brand that is born from consumer memories. Meanwhile, Wulandari (2018) concluded that brand image is a collection of brand associations that create a belief and stick in the minds of consumers. Based on these narratives, it can be summarized that brand image is a concept or design in the form of a symbol or sign that is born from consumer understanding based on observations and experiences with a brand.

b. Customer Loyalty

Literally loyalty can be interpreted as fidelity, namely a person's loyalty to an object. Consumer loyalty is not formed in a short time but through a learning process and based on the results of consumers' own experiences from consistent purchases over time (Ruzikna, 2017). Oliver (1999) (in Zahrotul & Dila, 2017) defines brand loyalty as a firmly held commitment to repurchase or subscribe to a preferred product/service consistently in the future, giving rise to repeated brand purchases despite situational influences and potential marketing efforts. to cause brand-switching behavior.

c. Customer Satisfaction

Customer satisfaction is the evaluation that customers make of a company's products or services based on their experience. It includes the degree to which the product or service meets or exceeds customer expectations, and can be measured through various methods such as surveys, direct feedback, or data analysis. Increasing customer satisfaction is important for companies because it can increase customer loyalty, increase retention, and strengthen brand reputation (Kotler, 2019).

C. METHOD

This research focuses on the Uni Kapau Jaya Restaurant in Bandung City as the research object. This restaurant sells typical Minangkabau menus and legalizes their name to differentiate it from other Padang restaurants in the area. The research method used is causal with a quantitative approach, through surveys to test the hypotheses that have been formulated. The study population consisted of buyers at the Uni Kapau Jaya Restaurant, with a sample of 100 respondents selected in a representative manner.

Data analysis was carried out using SmartPLS Version 4 with Structural Equation Modeling (SEM) based on Partial Least Square (PLS). This is used to test the relationship between latent variables and their indicators, as well as carry out validity and reliability tests. Hypothesis testing is carried out using t-statistics and probability values, with an alpha significance criterion of 0.05. Testing is carried out on structural models to see cause and effect between latent variables, with criteria such as R-Square to see the effect of independent variables on dependent variables, and f^2 to measure the effects between variables, this helps in proving or rejecting the hypothesis that has been formulated.

D. RESULT AND DISCUSSION

1. General Description of Research Objects

Uni Kapau Jaya Restaurant is a leading culinary destination in Bandung City, famous for its typical Minangkabau dishes and friendly service. With a varied menu, from packaged rice to Padang satay, this restaurant offers an authentic and captivating dining experience. The restaurant's mission includes providing a quality culinary experience, ensuring customer satisfaction, offering a variety of menu options, and prioritizing convenience and convenience with delivery services. Despite its good reputation, the restaurant is faced with challenges related to brand image, customer loyalty and customer satisfaction, which must be overcome to maintain its competitiveness in the competitive culinary market.

2. Data Processing Results

This research aims to find out the influence of brand image on customer loyalty with customer satisfaction as an intervening variable. Several tests need to be carried out before the data is analyzed as a prerequisite test whether the regression model can

be continued for hypothesis testing. Data was processed using Structural Equation Modeling (SEM) PLS Version 3.0.

a. Test Measurement Model (Outer Model)

This research model will be analyzed using the Partial Least Square (PLS) method and assisted by SmartPLS 3.0 software. PLS is an alternative method of Structural Equation Modeling (SEM) which can be used to overcome problems regarding relationships between very complex variables but the data sample size is small (30-100 samples) and has non-parametric assumptions, meaning that the data does not refer to one certain distribution (Yamin & Kurniawan, 2019).

b. Convergent Validity

Convergent Validity is carried out by looking at the item reliability (validity indicator) which is shown by the loading factor value. Loading factor is a number that shows the correlation between the score of a question item and the score of the construct indicator that measures that construct. A loading factor value greater than 0.7 is said to be valid. According to Hair et al. (1998) for the initial examination of the factor loading matrix, approximately 0.3 is considered to have met the minimum level, and for factor loadings approximately 0.4 is considered better, and for factor loadings greater than 0.5 is generally considered significant. In this research, the loading factor limit used was 0.7. After processing the data using SmartPLS 3.0, the loading factor results can be shown as in the following image:

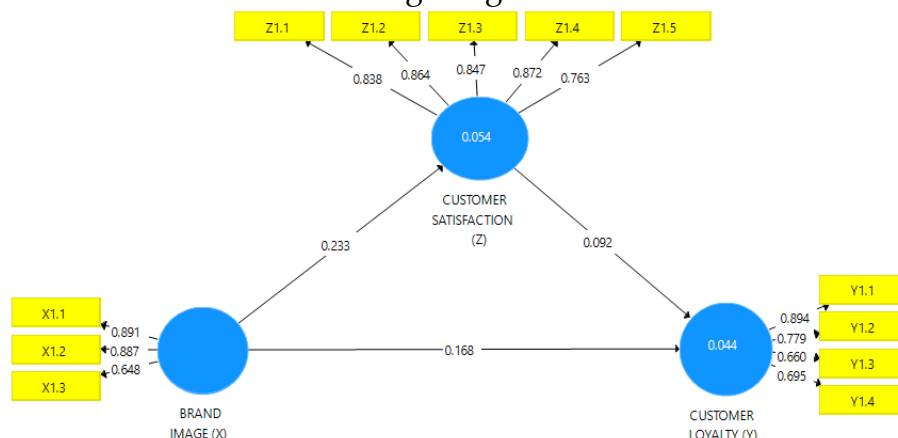


Figure 1. Outer Loading Results

Based on Figure 1, it can be seen that the outer loading value of all indicators on variable x, variable y and variable z is greater than 0.5, meaning that these indicators are considered valid.

c. Discriminant Validity

Discriminant Validity is carried out by looking at the cross loading values of construct measurements. The cross loading value shows the magnitude of the correlation between each construct and its indicators and the indicators of the other block constructs. A measurement model has good discriminant validity if the correlation between the construct and its indicators is higher than the correlation with indicators from other block constructs. After processing the data using SmartPLS 3.0, the cross loading results can be shown in Figure 2:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND IMAGE (X)	0.751	0.829	0.855	0.667
CUSTOMER LOYALTY (Y)	0.811	0.917	0.846	0.581
CUSTOMER SATISFACTION (Z)	0.894	0.908	0.921	0.702

Figure 2. Discriminant Validity Results

Based on Figure 2, it can be seen that the AVE value for each variable is more than 0.5 so that discriminant validity in this research is said to be fulfilled. The next evaluation is by comparing the AVE root value with the correlation between constructs. The recommended result is that the AVE root value must be higher than the correlation between constructs (Yamin & Kurniawan, 2021). The model has better discriminant validity if the square root of the AVE for each construct is greater than the correlation between the two constructs in the model. A good AVE value is required to have a value greater than 0.50. In this research, the AVE value for each construct can be shown in Figure 3:

	BRAND IMAGE (X)	CUSTOMER LOYALTY (Y)	CUSTOMER SATISFACTION (Z)
BRAND IMAGE (X)	0.816		
CUSTOMER LOYALTY (Y)	0.190	0.762	
CUSTOMER SATISFACTION (Z)	0.233	0.131	0.838

Figure 3. AVE Root Value Results

Based on Figure 3, it is found that the root AVE value of each variable is greater than the root AVE of its correlation with other variables so that discriminant validity is fulfilled..

d. Model Collinearity Test

The multicollinearity test was carried out to determine the relationship between indicators. To find out whether the formative indicators experience multicollinearity by knowing the VIF value. A VIF value between 5-10 can be said to mean that the indicator has multicollinearity. The following are the results of the model collinearity testing, namely as follows:

	VIF
X1.1	1.829
X1.2	2.061
X1.3	1.297
Y1.1	1.464
Y1.2	1.592
Y1.3	1.973
Y1.4	1.852
Z1.1	3.776
Z1.2	3.871
Z1.3	2.234
Z1.4	2.992
Z1.5	2.112

Figure 4. Model Collinearity Test Results

Based on Figure 4, it can be seen that the VIF value for all variable indicators is < 5 , so it is said that there is no collinearity between each variable indicator being measured.

e. Model Reliability Test

Construct reliability test as measured by composite reliability and Cronbach's alpha. A construct is declared reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60. The following are the results of the reliability test as follows:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND IMAGE (X)	0.751	0.829	0.855	0.667
CUSTOMER LOYALTY (Y)	0.811	0.917	0.846	0.581
CUSTOMER SATISFACTION (Z)	0.894	0.908	0.921	0.702

Figure 6. Reliability Results

Based on these data, it can be seen that the Cronbach Alpha, Composite Reliability and rho-A values for each variable have met the requirements to be said to be reliable.

3. Structural Model Test (Inner Model)

After testing the outer model which has met, the next step is testing the inner model (structural model). The inner model can be evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistic value from path coefficient testing. The higher the r-square value means the better the prediction model of the proposed research model. The path coefficients value shows the level of significance in hypothesis testing.

a. R-Square

Variation Analysis (R^2) or Determination Test, namely to determine the magnitude of the influence of the independent variable on the dependent variable, the value of the coefficient of determination can be shown in Figure 7:

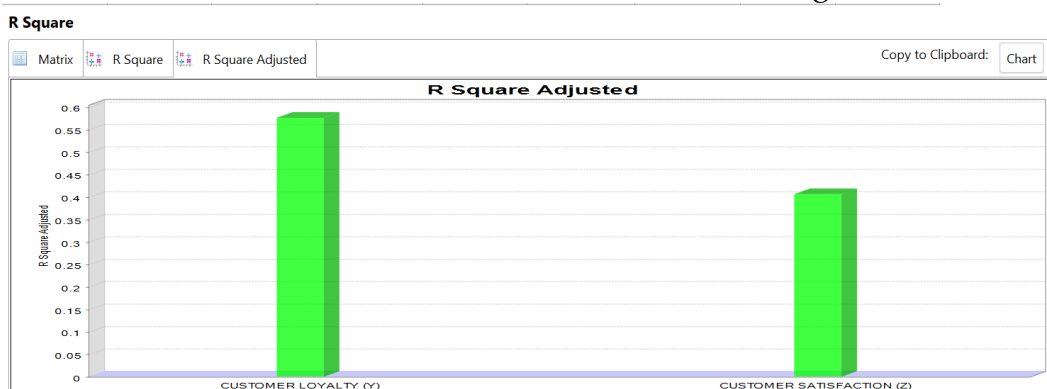


Figure 7. R Square

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
CUSTOMER LOYALTY (Y)	0.621	0.577
CUSTOMER SATISFACTION (Z)	0.438	0.407

Figure 8. R Square Line Results

Based on the r-square value in Figure 7, it shows that brand image is able to explain the variability of the customer loyalty construct by 62.1%, and the remaining 37.9% is explained by other constructs outside those examined in this research. Meanwhile, brand image is able to explain the variability of the customer satisfaction construct by 43.8%, and the remaining 56.2% is explained by other constructs outside those examined in this research.

b. F-Square

F-square is one of the effect sizes in Partial Least Squares (PLS) analysis. F-square measures the strength of the independent variable in explaining the variability of the dependent variable in the PLS model. Specifically, F-square is the proportion of variability in the dependent variable that is explained by the independent variables in the model. The following are the results of the F square test, as follows:

f Square

Matrix	f Square
	BRAND IMAGE (X) CUSTOMER LOYALTY (Y) CUSTOMER SATISFACTION (Z)
BRAND IMAGE (X)	0.080 0.779
CUSTOMER LOYALTY (Y)	
CUSTOMER SATISFACTION (Z)	1.263

Figure 9. F Square Test Results

Based on Figure 9, it can be concluded as follows: a) Brand image towards customer loyalty has a value of 0.080; b) Brand image on customer satisfaction has a value of 0.779; and c) Customer satisfaction with customer loyalty has a value of 1.263.

4. Hypothesis Testing

Hypothesis testing is carried out based on the results of Inner Model testing (structural model) which includes r-square output, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, include paying attention to the significance values between constructs, t-statistics and p-values. This research hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this research are t-statistics > 1.96 with a significance level of p-value of 0.05 (5%) and the beta coefficient is positive. The hypothesis testing value of this research can be shown in Figure 10 and the results of this research model can be depicted as shown in Figure 11:

a. Direct Effect (Path Coefficient)

Direct effects between two latent variables occur when there is an arrow connecting the two variables, where this effect is measured by the estimated value between the variables. As for the magnitude of the influence of each latent variable directly (direct effects), in this study it has been summarized through the following test results:

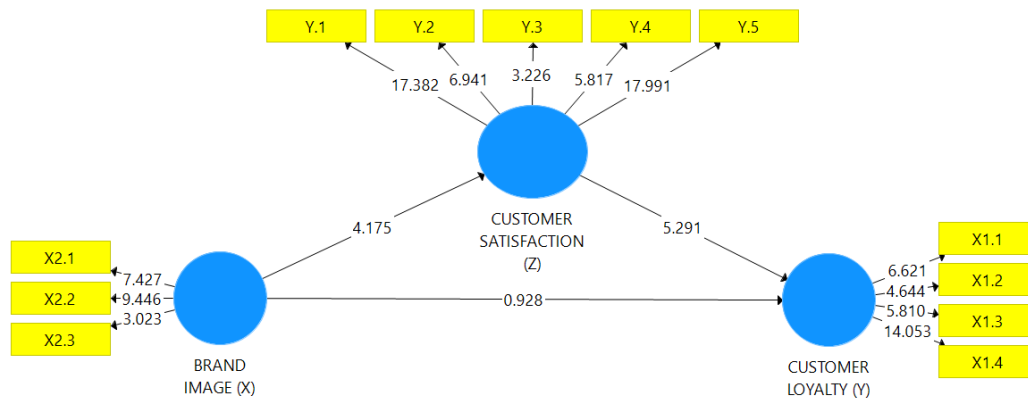


Figure 10. PLS Bootstrapping Results

Path Coefficients

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
BRAND IMAGE (X) -> CUSTOMER LOYALTY (Y)	0.403	0.380	0.199	2.029	0.043
BRAND IMAGE (X) -> CUSTOMER SATISFACTION (Z)	0.787	0.804	0.068	11.580	0.000
CUSTOMER SATISFACTION (Z) -> CUSTOMER LOYALTY (Y)	0.516	0.524	0.187	2.752	0.006

Figure 11. Path Coefficient

Based on the results of hypothesis testing in Figure 11, it shows that the first hypothesis states that brand image (X) has a significant influence on customer loyalty (Y), where the brand image variable has a statistical value of 2.029 and a p-value of 0.043. The brand image statistical t value is above the t-table value of 1.96 (2.029 > 1.96) with a p-value of 0.043 < 0.05 so the hypothesis is accepted.

The second hypothesis states that brand image (X) has a significant influence on customer satisfaction (Z), where the brand image variable has a statistical value of 11.580 and a p-value of 0.000. The brand image statistical t value is above the t-table value of 1.96 (11.580 > 1.96) with a p-value of 0.000 < 0.05 so the hypothesis is accepted.

The third hypothesis states that customer satisfaction (Z) has a significant influence on customer loyalty (Y), where the customer satisfaction variable has a statistical value of 2.752 and a p-value of 0.006. The brand image t-statistic value is above the t-table value of 1.96 (2.752 > 1.96) with a p-value of 0.006 < 0.05 so the hypothesis is accepted.

b. Indirect Effect

Indirect effects between two variables can occur when one variable influences another variable through one or more latent variables according to the trajectory contained in the research model. As for the magnitude of the influence of each latent

variable directly (indirect effects), in this study it has been summarized through the following test results:

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard	
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
BRAND IMAGE (X) -> CUSTOMER SATISFACTION (Z) -> CUSTOMER LOYALTY (Y)	0.610	0.643	0.218	2.795	0.005

Figure 12. Indirect Effect Test Results

Based on the results of the indirect effect test in Figure 12, it shows that the indirect influence of brand image through customer satisfaction on customer loyalty is 0.610, with a p-value of $0.005 < 0.05$ or can be said to be significant, meaning that the customer satisfaction variable "plays a role" in mediating the influence. brand image on customer loyalty.

5. Overview of Brand Image at Uni Kapau Jaya Restaurant, Bandung City

Uni Kapau Jaya Restaurant in Bandung City exudes a strong and convincing image in the minds of customers and the general public. They are known as a culinary destination that presents authentic Minangkabau cuisine with authentic and delicious flavors. Trust in quality and consistency in food presentation is also an integral part of their brand image. Apart from that, friendly, efficient and professional service gives a positive impression to every customer who comes. Even though it offers high-quality cuisine, Uni Kapau Jaya Restaurant still maintains affordable prices, making it an attractive choice for various groups. Well-maintained cleanliness and hygiene as well as a commitment to innovation in serving a growing menu also strengthen their image as a reliable and satisfying place to eat. With these various elements, Uni Kapau Jaya has succeeded in building a strong brand image as a superior culinary destination amidst the glittering culinary market of Bandung City.

Based on the research results from the descriptive data presented above, it can be seen from the recapitulation of consumer responses that the brand image of RM Uni Kapau Jaya is in the agree or good category. This is shown in the dimensions in the questionnaire, namely Corporate Image, User Image and Product Image. Of the four dimensions above, the dimension that has the highest value is the corporate image dimension where the value of a product served on the Uni Kapau Jaya Restaurant menu is well known to respondents.

6. Overview of Customer Loyalty at Uni Kapau Jaya Restaurant, Bandung City

Uni Kapau Jaya Restaurant in Bandung City has succeeded in building a strong and sustainable level of customer loyalty. This is reflected in the loyalty of customers who regularly return to enjoy their delicious dishes. Customers don't just come to try one type of dish, but also across the various products and services offered by this restaurant. In addition, customer loyalty is evident from their actions in actively recommending Uni Kapau Jaya Restaurant to others, creating a domino effect in expanding their customer base. Even though competition in the Bandung City culinary market is quite fierce, customers still maintain their purchases from Uni

Kapau Jaya, showing their resilience to the lure of competition. This success is not only driven by consistent food quality and authentic taste, but also by the friendly service, affordable prices and comfortable environment that this restaurant continues to maintain. Uni Kapau Jaya Restaurant has succeeded in creating strong customer loyalty and has become one of the main culinary destinations of choice in the city of Bandung.

Based on the research results from the descriptive data presented above, it can be seen from the recapitulation of consumer responses that the description of customer loyalty that has been carried out by Uni Kapau Jaya Restaurant is in the agree or good category. This is shown in the dimensions in the questionnaire, namely Makes regular repeat purchases, Purchases across product and service lines, Refers others and Demonstrates immunity to the pull of the competition.

7. Overview of Customer Satisfaction at Uni Kapau Jaya Restaurant, Bandung City

Customer satisfaction is very important to maintain customer loyalty, so that customers remain loyal to buy goods or services. Customer satisfaction is the result of post-purchase evaluation after comparing what is felt with customer expectations. This means that customer satisfaction is the customer's perception of goods and services that have provided a certain level of satisfaction. Customers who are satisfied indicate that there is a similarity between the performance of the goods and services consumed and their expectations. The dimensions of customer satisfaction consist of employee friendliness, employee knowledge, and appearance of formality.

Based on the results of the descriptive data processing research described above, it can be seen from the recapitulation of consumer responses that the description of consumer satisfaction at Uni Kapau Jaya Restaurant is in the agree or good category. This is shown in the appropriate dimensions in the questionnaire, namely buying again, recommending to people who have not visited, paying less attention to competing brands and product advertisements, buying other products from the same company, and offering product or service ideas to the company.

It is known from the five dimensions above, that the dimension that has the highest value is buying another product from the same company with the indicator of creating a purchasing decision at the same company to buy another product from the same company. Meanwhile, the dimension that is considered lacking is buying again with the indicator that Uni Kapau Jaya Restaurant is my favorite place and the quality of service and products is appropriate.

8. The Influence of Brand Image on Customer Loyalty

Based on the test results, it states that brand image (X) has a significant influence on customer loyalty (Y), where the brand image variable has a statistical value of 2.029 and a p-value of 0.043. The brand image statistical t value is above the t-table value of 1.96 ($2.029 > 1.96$) with a p-value of $0.043 < 0.05$ so the hypothesis is accepted. So it can be concluded that brand image (X) influences customer loyalty (Y).

The positive direction of the relationship shows that the higher the level of employee Brand Image, the greater the increase in Consumer Loyalty. This shows that customer assessments regarding the image of Uni Kapau Jaya Restaurant are able to make customers more loyal to Uni Kapau Jaya Restaurant.

Brand image is a factor that often influences customer loyalty. According to Jasfar (2021), maintaining a strong image is very important for an organization or company, if this attracts consumers and maintains customer loyalty (Ibid, 2019). Brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images associated with a brand, just like when we think about other people (Ibid, 2019). This shows that customer assessment of brand image will influence customer loyalty. This shows that the image received by customers is able to make them become more loyal to Uni Kapau Jaya Restaurant, Bandung City.

This is in accordance with research conducted by Anung Pramudyo and Metha Padyawati (2021) showing that there is a positive influence between brand image and customer loyalty.

9. The Influence of Brand Image on Customer Satisfaction

Based on the test results, it states that brand image (X) has a significant influence on customer satisfaction (Z), where the brand image variable has a statistical value of 11.580 and a p-value of 0.000. The brand image statistical t value is above the t-table value of 1.96 ($11.580 > 1.96$) with a p-value of $0.000 < 0.05$ so the hypothesis is accepted. This means that brand image has a positive and significant effect on customer satisfaction. The positive direction of the relationship shows that the higher the level of employee Brand Image, the greater the increase in Consumer Satisfaction. According to Gronroos in Zeithaml (2018) states that "a favorable and we know corporate and/or local image is an asset for any organization because image can impact perception of quality, value and satisfaction".

This shows that the respondent's assessment of brand image will influence the level of customer satisfaction. Uni Kapau Jaya Restaurant has provided and shown a good image to its customers. Having a good image in the eyes of customers will make customers feel satisfied for choosing Uni Kapau Jaya Restaurant products, which will lead to customer satisfaction. This is in accordance with research conducted by Zahra and Endang (2018) showing that there is a positive influence between brand image and customer satisfaction.

10. The Influence of Customer Satisfaction on Customer Loyalty

Based on the test results, it states that customer satisfaction (Z) has a significant influence on customer loyalty (Y), where the customer satisfaction variable has a statistical value of 2.752 and a p-value of 0.006. The brand image t-statistic value is above the t-table value of 1.96 ($2.752 > 1.96$) with a p-value of $0.006 < 0.05$ so the hypothesis is accepted. So it can be concluded that customer loyalty (Y) influences

customer satisfaction (Z). This means that customer satisfaction has a positive and significant effect on customer loyalty. The positive direction of the relationship shows that the stronger the consumer satisfaction, the more consumer loyalty will increase. This is in accordance with Lovelock's theory (2018) which states that the basis for true loyalty is customer satisfaction and service quality which are key inputs in business processes. So that customer satisfaction and customer loyalty have an inseparable relationship (Sopiah, 2018).

This shows that the satisfaction received by customers is able to make them become more loyal to the company. When a company provides satisfactory service, customers will feel satisfied. This feeling of satisfaction has a positive influence on customer loyalty. This is in accordance with research conducted by Wulandari et.al (2020) which states that there is a positive influence between customer satisfaction and customer loyalty.

11. The Influence of Brand Image on Customer Loyalty with Customer Satisfaction as an Intervening Variable

Based on the test results, the indirect influence of brand image through customer satisfaction on customer loyalty is 0.610, with a p-value of $0.005 < 0.05$ or can be said to be significant, meaning that the customer satisfaction variable "plays a role" in mediating the influence of brand image on customer loyalty. Thus, these findings indicate that customer satisfaction has a role as a significant mediator in the relationship between brand image and customer loyalty. This means that a good brand image can increase customer satisfaction, which in turn increases customer loyalty to the brand. Therefore, brand management can pay attention to and improve their brand image to indirectly influence customer loyalty through increasing customer satisfaction.

This is in accordance with research conducted by Ardiani & Murwatiningsih (2017) which states that brand image has a positive and significant influence on consumer loyalty through customer satisfaction. This explains that there is an indirect influence between brand image on customer loyalty through customer satisfaction.

E. CONCLUSION

Uni Kapau Jaya Restaurant in Bandung City has succeeded in creating a strong brand image through authentic Minangkabau cuisine and friendly and professional service. Even though the price is affordable, the high quality makes it the main choice of customers from various circles. A high level of loyalty is reflected in customers who return regularly and recommend the restaurant to others. Customer satisfaction is the key to maintaining and increasing loyalty, which is influenced by employee friendliness, knowledge and service quality. Research findings show that brand image has a significant effect on customer loyalty, along with its effect on customer satisfaction. Customer satisfaction also acts as a mediator between brand image and customer loyalty, emphasizing the importance of paying attention to customer satisfaction in building sustainable loyalty.

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