

# THE EFFECT OF BRAND IMAGE AND CONSUMER SATISFACTION ON CUSTOMERS LOYALTY AT KOPI KENANGAN AT PONDOK UNGU

Glory Elistia<sup>1</sup>, Eddy Setyanto<sup>2</sup>, Suryo Hadi Kusumo<sup>3</sup>, Titik Desi Harsoyo<sup>4</sup>

<sup>1,2,3</sup>Management Study Program, STIE Tri Bhakti,

<sup>4</sup>Management Study Program, Universitas Mercu Buana Yogyakarta

Correspondence Email : gloryelistia@gmail.com

## ABSTRACT

**Purpose:** The purpose of this study was to determine the effect of brand image and consumer satisfaction on customer loyalty Kopi Kenangan in Pondok Ungu. **Methods:** The population in this were Kopi Kenangan Customers in Pondok Ungu. The sampling technique in this study used purposive sampling method. Samples were taken as many as 100 customers. **Analysis data:** The analysis used in this research is multiple regression analysis. **Result and discussions:** The results of this study indicate: (1) there is a positive and significant effect of brand image on customer loyalty Kopi Kenangan in Pondok Ungu, (2) there is a positive influence on customer satisfaction on customer loyalty Kopi Kenangan in Pondok Ungu, (3) there is a positive influence between brand image and customer satisfaction simultaneously with Kopi Kenangan in Pondok Ungu. In the analysis of the coefficient of determination **Conclusion:** There is a positive and significant influence between brand image and customer satisfaction on customer loyalty.

**Keywords:** Brand Image, Consumer Satisfaction, Customer Loyalty

## INTRODUCTION

The number of coffee shops makes business competition something that must be considered by entrepreneurs in running and maintaining their business and can create unique products and clear positioning so that they can differentiate from other competitors. In the face of an increasingly competitive environment, every company must be able to face various difficulties. Coffee shop business owners are required to develop products, innovate products and fulfill every need and desire of consumers. Coffee shop entrepreneurs are required to always provide the best products and services to their consumers. This is done in order to provide a sense of satisfaction to customers so that eventually customers become loyal. Customers who have a good experience with the service received will have hope to buy the product repeatedly and are referred to as loyal customers. One of the strategies used by business people to be able to compete in addition to providing the best service is also

by building a good brand image in the eyes of consumers. According to Tjiptono (2015: 49) brand image is a description of consumer associations and beliefs about certain brands. The brand of Kopi Kenangan is interesting because it has its own uniqueness. Some of the names of coffee offered at Kopi Kenangan include Kopi Kenangan Mantan, Kopi Kekinian and Iced Tea Nostalgia. The uniqueness created by memorable coffee creates a memorable brand image to consumers.). One of the strategies used by business people to be able to compete in addition to providing the best service is also by building a good brand image in the eyes of consumers. According to Tjiptono (2015: 49) brand image is a description of consumer associations and beliefs about certain brands. The brand of Kopi Kenangan is interesting because it has its own uniqueness. Some of the names of coffee offered at Kopi Kenangan include Kopi Kenangan Mantan, Kopi Kekinian and Iced Tea Nostalgia. The uniqueness created by memorable coffee creates a

memorable brand image to consumers.). One of the strategies used by business people to be able to compete in addition to providing the best service is also by building a good brand image in the eyes of consumers. According to Tjiptono (2015:49) brand image is a description of consumer associations and beliefs about certain brands. The brand of Kopi Kenangan is interesting because it has its own uniqueness. Some of the names of coffee offered at Kopi Kenangan include Kopi Kenangan Mantan, Kopi Kekinian and Iced Tea Nostalgia. The uniqueness created by memorable coffee creates a memorable brand image to consumers.). 49) brand image is a description of consumer associations and beliefs about a particular brand. The brand of Kopi Kenangan is interesting because it has its own uniqueness. Some of the names of coffee offered at Kopi Kenangan include Kopi Kenangan Mantan, Kopi Kekinian and Iced Tea Nostalgia. The uniqueness created by memorable coffee creates a memorable brand image to consumers.). 49) brand image is a description of consumer associations and beliefs about a particular brand. The brand of Kopi Kenangan is interesting because it has its own uniqueness. Some of the names of coffee offered at Kopi Kenangan include Kopi Kenangan Mantan, Kopi Kekinian and Iced Tea Nostalgia. The uniqueness created by memorable coffee creates a memorable brand image to consumers.).

**THEORETICAL BASE**

**Brand Image**

Brand image is a manifestation of the overall perception of the brand and is formed from information about the brand. Consumers who have a positive image of a brand are more likely to make a purchase. According to Susanto (2011:11) brand image is what consumers perceive about a brand regarding how a consumer describes how they feel about the brand when they think about it, while according to Nugroho (2011:10) brand image is a belief, idea, and

the impression that a person has of a brand, because consumer attitudes and actions towards a brand are largely determined by the brand image.

**Customer Satisfaction**

According to Kotler and Keller (2016:39) Customer satisfaction to the extent to which a product's or services perceived performance matches a buyer's expectations. If the product's or services performance falls short of expectations, the customers is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectation, the customer is highly satisfied or delighted. Which means that satisfaction is the degree to which the perceived performance of a product or service is in line with expectations. If the performance of the product or service is less than expectations, the consumer is dissatisfied. If the performance is in line with expectations, the consumer is satisfied. If the performance exceeds expectations, the consumer feels very satisfied or very happy.

In this study, brand image (X1) and consumer satisfaction (X2) are exogenous variables. While customer loyalty (Y) is an endogenous variable. Based on this research, the framework of thought can be seen:

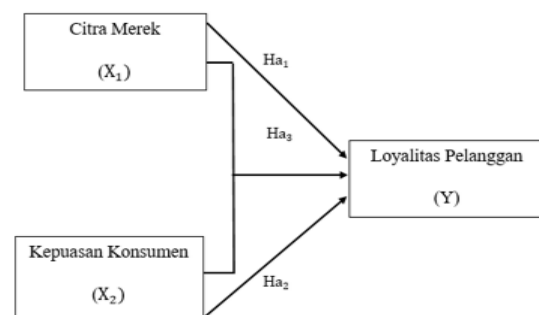


Figure 1 : Framework for thinking

**HYPOTHESES**

The hypothesis in this research is as follows:

Ho :There is no influence of Brand Image with Customer Loyalty

Ha\_1 :Brand image has a significant effect on customer loyalty

Ho :There is no influence of Customer Satisfaction with Customer Loyalty

Ha\_2 :Consumer satisfaction has a significant effect on customer loyalty

Ho :There is no influence of Brand Image and Consumer Satisfaction on Customer Loyalty

Ha\_3 : Brand Image and Consumer Satisfaction have a significant effect on Customer Loyalty

## METHOD

This study examines brand image and customer satisfaction on customer loyalty. This study uses quantitative methods. According to Sugiyono (2020:16) the quantitative method is a research method based on the philosophy of positivism that is used to examine a particular population or sample. Samples were selected randomly and data were collected using research instruments, then quantitative or statistical analysis was carried out to test predetermined hypotheses. This study took a sample of 99.44 rounded up to 100 customers who often use the product at the Kopi Kenangan company in Pondok Ungu. In this study, the sampling technique used is purposive sampling technique where this technique determines the sample with certain considerations (Sugiyono 2020: 133).

## RESULTS AND DISCUSSION

### Brand Image Validity Test Results

Question Items	R Count	R Table	Decision
1	0.624	0.196	Valid
2	0.640	0.196	Valid
3	0.584	0.196	Valid
4	0.724	0.196	Valid
5	0.652	0.196	Valid
6	0.594	0.196	Valid
7	0.790	0.196	Valid
8	0.717	0.196	Valid
9	0.751	0.196	Valid
10	0.703	0.196	Valid
11	0.709	0.196	Valid
12	0.605	0.196	Valid

Source: Primary Data processed by SPSS 2022

The table above shows that the calculated r value of the 12 variable questions tested by 12 questions is significant. The calculated r value is greater than the r table (0.196). This is in accordance with the basic provisions of the validity test decision making so that it can be concluded that these 12 questions are declared valid.

### Consumer Satisfaction Validity Test Results

Question Items	R Count	R Table	Decision
1	0.732	0.196	Valid
2	0.732	0.196	Valid
3	0.719	0.196	Valid
4	0.768	0.196	Valid
5	0.729	0.196	Valid
6	0.728	0.196	Valid
7	0.741	0.196	Valid
8	0.698	0.196	Valid
9	0.782	0.196	Valid
10	0.760	0.196	Valid
11.	0.801	0.196	Valid
12.	0.777	0.196	Valid
13.	0.764	0.196	Valid

Source: Primary Data processed by SPSS 2022

The table above shows that the calculated r value of the 13 variable questions tested by 13 questions is significant. The calculated r value is greater than the r table (0.196). This is in accordance with the basic provisions of the validity test decision making so that it can be concluded that these 13 questions are declared valid.

### Customer Loyalty Validity Test Results

Question Items	R Count	R Table	Decision
1	0.799	0.196	Valid
2	0.755	0.196	Valid
3	0.777	0.196	Valid
4	0.754	0.196	Valid
5	0.798	0.196	Valid
6	0.814	0.196	Valid
7	0.710	0.196	Valid
8	0.694	0.196	Valid
9	0.760	0.196	Valid
10	0.724	0.196	Valid

Source: Processed primary data, 2022

The table above shows that the calculated r value of the 10 variable questions tested 10 questions is significant. The calculated r value is greater than the r table (0.196). This is in accordance with the

basic provisions of the validity test decision making so that it can be concluded that these 10 questions are declared valid.

### Brand Image Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
0.891	12

Source: Processed primary data, 2022

Based on the table above, it shows that the brand image variable which is the calculation of the reliability test results shows Cronbach's Alpha of  $0.891 > 0.70$ . So it can be concluded that the results for the brand image variable have high or reliable reliability.

### Consumer Satisfaction Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
0.935	13

Source: Processed primary data, 2022

Based on the table above, it shows that the consumer satisfaction variable which is the calculation of the reliability test results shows Cronbach's Alpha of  $0.935 > 0.70$ . So it can be concluded that the results for the variable consumer satisfaction have a high level of reliability or reliable.

### Customer Loyalty Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
0.918	10

Source: Processed primary data, 2022

Based on the table above, it shows that the customer loyalty variable which is the calculation of the reliability test results shows Cronbach's Alpha of  $0.918 > 0.70$ . So it can be concluded that the results for the customer loyalty variable have a high level of reliability or reliable.

### Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	mean	0.0000000
	Std. Deviation	3.43808416
Most Extreme Differences	Absolute	0.086
	Positive	0.084
	negative	-0.086
Test Statistics		0.086
asymp. Sig. (2-tailed)		.066c

Source: Processed primary data, 2022

From the table above shows the normality test results of 0.066 where the results are greater than the significance value of 0.05. This means that all the question instruments as many as 12 instruments on the dependent variable of brand image and 13 questions on the variable of customer satisfaction and 10 questions on the independent variable of customer loyalty have normal data distribution. So it can be stated that the normality test in this study is normally distributed.

Variable	Significance	Conclusion
Brand Image	0.726	Free of heteroscedasticity
Consumer Satisfaction	0.256	Free of heteroscedasticity

### Heteroscedasticity Test

Source: Processed primary data, 2022

Based on the table above, the data from the heteroscedasticity test shows that the significance value for each independent variable is greater than the significant level of 0.05. Brand image has a sig value of 0.726 and consumer satisfaction of 0.256, it can be concluded that this research variable is heteroscedasticity free.

### Multicollinearity Test Results

Variable	Collinearity		Conclusion
	Tolerance	VIF	
Brand Image	0.728	1.374	There is no multicollinearity
Consumer Satisfaction	0.728	1.374	There is no multicollinearity

Source: Primary Data processed by SPSS 2022

Based on the table above, it can be seen that the tolerance value of the brand image variable and consumer satisfaction variable is 0.728 with a VIF value of 1.374. With these results it can be seen that the tolerance value > 0.1 and the VIF value < 10, it can be concluded that there is no multicollinearity deviation.

### Multiple Linear Regression Analysis

Variables and constants	Coefficient	Significance
Constant (a)	3.083	0.217
Brand Image	0.210	0.013
Consumer Satisfaction	0.525	0.000

From the table the results of regression analysis Multiple linear i can be arranged in a regression equation model as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 3.083 + 0.210 + 0.525X_1 + X_2$$

From the above equation it can be explained as follows:

1. The value of constant (a) is 3.083 which indicates that the variable brand image (and customer satisfaction is considered constant, then customer loyalty is 3.083). $X_1)(X_2)$
2. The regression coefficient for the brand image variable is 0.210 which indicates that every change in the brand image variable is one unit with the assumption of ceteris paribus, it will result in an additional change in customer loyalty of 0.210 units.
3. The regression coefficient of the consumer satisfaction variable is 0.525 which shows one unit with the assumption of ceteris paribus, it will result in a change in customer loyalty of 0.525 units.

### Hypothesis Partial Test Results (T Test)

Variables and constants	T count	Significance
Constant (a)	1,243	0.217
Brand Image	2,539	0.003
Consumer Satisfaction	7.756	0.000

Source: Primary Data processed by SPSS 2022

From the table above, it can be explained as follows:

1. The brand image variable has a t-count value of 2.539 > t-table 1.984 or a significant value of 0.003 < 0.05, it can be concluded that brand image has a significant effect on customer loyalty. This means that if memory coffee improves its brand image, it will have a positive impact on customer loyalty.
2. The consumer satisfaction variable has a t-count value of 7.756 > t-table 1.984 or a significant value of 0.000 < 0.05, it can be concluded that customer satisfaction has a significant effect on customer loyalty. This means that if memory coffee increases consumer satisfaction, it will have a positive impact on customer loyalty.

### Simultaneous Test Results (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10866,63	2	5433,31	169,438	,000 <sup>b</sup>
	Residual	311,047	9	32,272		
	Total	1397,710	11			

a. Dependent Variable: Customer Loyalty

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

Source: Primary Data processed by SPSS 2022

Based on the table above, the results of the simultaneous test (F test) show that the significance value is 0.000 < 0.05, resulting in  $H_0$  being rejected, it can be concluded that brand image and customer satisfaction have a significant effect on customer loyalty together.

### Coefficient of Determination Test ( $R^2$ )

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,882 <sup>a</sup>	,777	,773	1,791

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

Source: Primary Data processed by SPSS 2022

Based on the table above, the results of the coefficient of determination test (showing the magnitude of R Square is 0.777 or 77.7% which means that the variable brand image and consumer satisfaction can explain customer loyalty by 77.7% and the remaining 22.3% is explained by other variables that not investigated in this study.  $R^2$ )

Based on the results of the partial regression test that has been carried out, the results of the t-count are 0.013 and the value in the t-table 5% is 1.984, the t-count value > t-table. The significant value is 0.003 < 0.05. This means that the brand image variable has a positive and significant effect on customer loyalty. From the results of the study, it is known that the dimension that has the highest score is brand strength with the indicator Kopi Kenangan having a good brand image so that it is easily recognized and can increase customer loyalty. So that customers will feel satisfied with the brand image of a good company brand. This shows that brand image has a significant effect on customer loyalty. Based on the results of the t-test that has been carried out, the results of the t-count are 7.756 and the value in the t-table 5% is 1.984, the t-count value > t-table. The significant value is 0.000 < 0.05. This means that the variable of consumer satisfaction has a positive and significant effect on customer loyalty. From the results of the study, it is known that the dimension that has the highest score is good service with the indicator that employees offer Kopi Kenangan promos to customers well and can increase customer loyalty. These results indicate that customer satisfaction has a significant effect on customer loyalty.

Based on the results of the F test shows that the independent variables consisting of brand image and consumer satisfaction together have a positive and significant effect on customer loyalty with F count of 169.438 > f table 3.09. The results also show that the coefficient of determination of 0.77 means that brand image and consumer satisfaction contribute

77.7% in influencing customer loyalty and the remaining 22.3% is influenced by other variables outside the study. From the brand image variable, the highest dimension is the Strength of brand associations, the company maintains the brand image such as maintaining the company name and not changing the company logo.

## CONCLUSION

This study aims to determine the effect of the variable Brand Image (X1), and Consumer Satisfaction (X2) on Customer Loyalty (Y) at Kopi Kenangan Pondok Ungu, Bekasi. The sample used is consumers who often consume Kopi Kenangan.

Based on the data obtained from the results of the study, it can be concluded as follows:

1. There is a positive and significant influence between brand image variables on customer loyalty. From the results of the study, it is known that the influential dimension is the strength of brand associations with the indicator "Memory coffee has a good brand image so it is easy to recognize"
2. There is a positive and significant influence between the variables of consumer satisfaction on customer loyalty. From the results of the study, it is known that the influential dimension is good service with the indicator "employees offer memorable coffee promos to customers well."
3. There is a significant influence between brand image and customer satisfaction on customer loyalty.

## SUGGESTION

It is better if Kopi Kenangan at Pondok Ungu maintains and even improves the company's brand image to create customer loyalty

There is a significant influence of consumer satisfaction on customer loyalty Kopi Kenangan in Pondok Ungu. So the company must have a concept that attracts consumers to create customer loyalty.

Researchers hope that in future research, they can develop and understand research material so that they can add knowledge and insight about brand image and customer satisfaction and customer loyalty. In addition, researchers must also develop further research objects that are different from the current research object.

## REFERENCES

- Alma, B. (2020). *Marketing Management & Services Marketing*. Alfabeta, Bandung.
- Billy Oto Ardian &, C. (2017). Analysis of the influence of brand associations on customer loyalty JW Marriott Surabaya with customer satisfaction as an intermediary variable. *Journal of Hospitality and Service Management*, 459-472.
- Dwi Prasetyo, S. (2017). The Effect of Service Quality on Customer Loyalty for Go-Jek Online Ojek Services. *Journal of Psychology*. 1-11.
- Dyah Ayu Anisha Pradipta. (2010). The Effect of Brand Image on Consumer Loyalty of PT Pertamina (Persero) Enduro 4T Lubricating Oil Products in Makassar. 1-105.
- Dyah Ayu Dwi Kusumawati. (2015). Analysis of the Effect of Consumer Satisfaction on Customer Loyalty with Product Quality as a Mediation Variable. *Journal of Economics and Entrepreneurship*, 196-282.
- Fahrudin. (2018). Analysis of the Effect of Brand Image, Price and Service Quality on Consumer Satisfaction and Their Impact on Reuse Interest (Case Study of Go-Jek Consumers in South Jakarta).
- Ghozali, I. (2018). *Multivariate Analysis Application with IBM SPSS 21 program*. Publishing Agency Diponegoro, Semarang.
- Indrasari, M. (2019). *Marketing & Customer Satisfaction*. East Java.
- Kevin, WM (2019). The Effect of Advertising Functions and Brand Image on Gojek Customer Loyalty. *Journal of Prology*.
- M Afif, FR (2019). The Influence of Brand Image, Trust, and Commitment to Customer Loyalty in the Gojek Online Transportation Application in Malang City. Vol 4.
- Massie, IS (2015). The Effect of Service Quality Mediated by Customer Satisfaction and Customer Trust on Customer Loyalty at PT Air Manado.
- Peter Napitupulu. (2018). The Effect of Brand Image, Price, and Lifestyle on Customer Loyalty at Starbucks Focal Point Medan. 1-132.
- Rizky, AR (2021). The Effect of Product and Service Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Study on Coffee Shop Consumers in Medan City).
- Shohib, M. (2020). The Influence of Product Quality and Service Quality on Customer Satisfaction and Consumer Loyalty.
- Soni Suntani Sentiana. (2018). The Influence of Price and Promotion on Customer Satisfaction and Its Impact on Customer Loyalty. *Journal of Secretariat and Management*. 1-8.
- Subaida, MY (2021). The Influence of Service Quality, Brand Image and Trust on Customer Loyalty of PT. Pos Indonesia (Persero) Kapongan District, Situbondo Regency. *Journal of Economics and Business Growth*, 48-64.
- Sugiyono. (nd). *Quantitative, Qualitative, and R&D Research Methods*. Alfabeta, Bandung.
- Tjiptono, F. (2015). *Marketing Strategy* (4th ed). Andi Offset Yogyakarta.
- Tjiptono, F. (2016). *Marketing Strategy* (4th ed). Andi Offset Yogyakarta.
- Wijanty, M. (2016). The Effect of Brand Image on Apple Iphone Purchase Decisions on Business Administration Students at the State Polytechnic of Jakarta. Volume 13.8.

[www.databoks.co.id](http://www.databoks.co.id). Coffee Consumption  
in Indonesia 2014-2019 Period.  
[www.topbrand-award.com](http://www.topbrand-award.com). (2022).  
Indonesia's Top Brand Index in 2022.