# The Impact of Service Quality and Brand Image to Customer Satisfaction Mie Gacoan Branch Juanda Bekasi

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**ABSTRACT**
This research was conducted to determine how the quality of service affects customer satisfaction and how the brand image affects customer satisfaction at Mie Gacoan Juanda Bekasi. The purpose of this study was to examine and measure whether the implementation of service quality and brand image at Mie Gacoan Juanda Bekasi was appropriate. The research method used in this study uses a quantitative approach. This study uses independent variables, namely service quality and brand image. The dependent variable of this study is customer satisfaction. The population in this study were consumers of Mie Gacoan Juanda Bekasi branch. The sample in this study consisted of 140 respondents, taken using the Accidental Sampling technique. Data collection using questionnaires distributed directly to respondents. The analysis and research methods used are validity test, reliability test, descriptive analysis, classical assumption test, multiple linear regression, correlation coefficient, determination coefficient and t test. The results of the study indicate that there is a positive and significant statistical influence between service quality and brand image partially on consumer satisfaction in Mie Gacoan products, Juanda Bekasi branch, this is proven based on the results of the t-test of the service quality variable ($X_1$) of 9.385> $t_{table}$ 1.977 and the brand image variable ($X_2$) of 4.035> $t_{table}$ 1.977. So it can be interpreted that Service Quality and Brand Image partially have a positive and significant effect on Consumer Satisfaction.
**Keywords:** Service Quality, Brand Image, Consumer Satisfaction

**RESEARCH BACKGROUND**
Mie Gacoan has several shortcomings related to the service delivered by employees as internal parties. The complaints submitted are common complaints that also occur in similar types of businesses, the following are the shortcomings related to the services such as The process of making food for online and offline orders is not separate, so the production process does not run in parallel. Order delivery is not carried out simultaneously but based on the timeliness of partner delivery from third party food ordering service providers. The process of making food for offline ordering takes longer if the offline ordering time coincides with the process of making food for online pre-ordering. The purchase of products must be pre-ordered, with the order time determined by Mie Gacoan, which is not based on the consumer's order time, as it is through several third-party food ordering service providers. Orders are processed based on the time of payment (source: id.quora.com: 2022)

It also collected related some customer complaints on Mie Gacoan in online mass media related to the consumers respond on the table 2 below:

**Table 1. Mie Gacoan's Customers Complaint in Online Mass Media**

| No. | Complaints | Sources |
|---|---|---|
| 1 | Customers complained Mie Gacoan Pemekasa. The early queeing served lately. | (mediajatim.com, 2023) Website: https://mediajatim.com/2023/08/11/pelanggan-keluhkan-pelayanan-mie-gacoan-pamekasan-antre-lebih-awal-dilayani-lebih-akhir/ |
| 2 | Customer complained on wok performance of Mie Gacoan. | (zonaperistiwa.com, 2024) Website: https://zonaperistiwa.com/news-19631-konsumen-kecewa-kinerja-pelayanan-mie-gacoan |
| 3 | Customer complained on Mie Gacoan, The Leaders of NGO Madura Indonesia Alliance | (brilian-news.id, 2024) Website: https://brilian-news.id/2024/02/24/konsumen-kecewa-kinerja-pelayanan-mie-gacoan-ketua-aliansi-madura-indonesia-angkat-bicara/ |

Sources: Data proceed (2024)

Based on Table 2 above, the author conducted a search related to consumer complaints based on actual and reliable online news pages conveying several complaints related to the service and brand image of Mie Gacoan which became a problem phenomenon. Therefore, regarding the quality of Mie Gacoan service, there are still interesting problems to be researched by the author in this study. Therefore, Mie Gacoan is expected to be able to compete with other restaurant franchise brands, especially Wizzmie as a newcomer restaurant franchise that can improve its brand image. The following is a comparative analysis of Mie Gacoan and Wizzme in 2023 which is emphasised in the brand awareness section(collegesidekick.com, 2024).

In this study, the researcher chose the object of Mie Gacoan because the researcher identified a problem in the quality of service as observed from consumer reviews published on online news pages, which could affect the brand image of Mie Gacoan itself. This was further supported by comparative analysis data with restaurant franchises of similar product types to Wizzmie. Based on the description of the problem above, the author is interested in conducting research outlined in the thesis titled, "The Influence of Service Quality and Brand Image on Consumer Satisfaction in Mie Gacoan Juanda."

**LITERATURE REVIEW**
**Customer Satisfaction**
In this study, the researcher chose the object of Mie Gacoan because the researcher identified a problem in the quality of service as observed from consumer reviews published on online news pages, which could affect the brand image of Mie Gacoan itself. This was further supported by comparative analysis data with restaurant franchises of similar product types to Wizzmie. Based on the description of the problem above, the author is interested in conducting research outlined in the thesis titled, "The Influence of Service Quality and Brand Image on Consumer Satisfaction in Mie Gacoan Juanda."

According to Abdullah, Thamrin and Tantri dalam (Zikri & Harahap, 2022), customer satisfaction is the result that buyers feel from the company's performance that meets their expectations. Customers are satisfied when their expectations are met and happy or pleased

when their expectations are exceeded. Satisfied customers will be loyal longer, buy more, be less price sensitive and give good comments about the company. Based on the definition of customer satisfaction, it can be concluded that customer satisfaction is the level of a person's feelings after consuming a product or service towards their desired needs, desires and expectations.

## Service Quality

According to Fandy Tjiptono in (Wati et al., 2020) defines service quality or service quality as a measure of how well the level of service provided is able to meet customer expectations. Parasuraman Dalam (Wulandari et al., 2023) states that service quality is a comparison between the service perceived by customers and the quality of service expected by customers.

According to Leon G Schiffman in (Herawati et al., 2022), it is more difficult for consumers to evaluate the quality of service than the quality of the product. This is true because of the specific characteristics of certain services: they are intangible, they are variable, they are easily corrupted because they have to maintain their reputation, and they are simultaneously produced and consumed. Kotler in (Lumempow et al., 2023) states that the quality of service or service is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Based on the four theories above, it can be concluded that service quality is a comparison of services related to products, services, people and processes provided by producers to meet consumer expectations.

## Brand Image

Brand image is a description of a consumer's association and belief in a particular brand. Brand image is the observation and trust that consumers hold, as reflected in associations or in consumer memory, according to Basu Swastha in (Irawan et al., 2022). Kotler and Keller in (Effendi et al., 2022) state that Brand image is the perception and belief held by consumers, as reflected by associations embedded in the customer's memory, which are always remembered first when hearing a slogan and embedded in the minds of its consumers.

Based on the opinions of some of these experts, researchers see that brand image is very important for companies. This is because before buying and using services for products and services offered by companies, people will see whether the brand image is good or not; if the brand image is better, the chances of the company gaining trust will be better. Consumers in general will immediately believe in a brand that is already well-known to many people because it means that the brand has a good image in society such as the company's image according to Basu Swastha in (Irawan et al., 2022). It can be concluded that brand image is a consumer perception that is built from the experience of interacting with the brand or information from other parties. Consumer experience is the main determining factor or indicator of brand image. Therefore, creating a pleasant consumer interaction experience is one way to build a brand image.

## RESEARCH METHODOLOGY
### Sample and Populations

According to Sugiyono in (Budianto, 2019), population is a generalisation area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to be studied and then drawn conclusions. Meanwhile, the definition of the sample according to Sugiyono Dalam (Budianto, 2019) is part of the number and characteristics possessed by the population. Based on the description above, the population targeted in this study is all consumers who visit the Mie Gacoan Juanda store in an unknown number.

**Sampling Techniques**

The sampling technique in this study is non-probability sampling. Non-probability sampling is a technique used for sampling that does not provide an equal opportunity or chance for each member of the population or each element to be selected into a sample. The sample selection technique uses the accidental sampling technique. According to Sugiyono in (Budianto, 2019), accidental sampling is a data collection technique by determining samples based on chance, which means that when doing it, anyone can be used as a sample, if it is seen that the person who happens to be met is suitable as the source of the data they need.

The determination of the minimum number of samples in this study refers to the statement of Hair et al. in (Budianto, 2019) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming n x 5 observed variables (indicators) to n x 10 observed variables (indicators). In this study, the number of items is 20 statement items used to measure 3 variables, so the number of respondents used is 20 statement items multiplied by 7 equal to 140 respondents.

**DISCUSSION**

**Validity Test Results**

The step in testing validity is carried out by testing the number of statements in the questionnaire to determine whether it is valid and reliable.

**Table 2 Validity Test Results**

| Variable | Questions | R-Count | R-Table | Significant | Remarks |
|---|---|---|---|---|---|
| $X_1$ | 1 | 0,603 | 0,166 | 0.000 | Valid |
| | 2 | 0,496 | 0,166 | 0.000 | Valid |
| | 3 | 0,389 | 0,166 | 0.000 | Valid |
| | 4 | 0,514 | 0,166 | 0.000 | Valid |
| | 5 | 0,498 | 0,166 | 0.000 | Valid |
| | 6 | 0,485 | 0,166 | 0.000 | Valid |
| | 7 | 0,344 | 0,166 | 0.000 | Valid |
| | 8 | 0,268 | 0,166 | 0.001 | Valid |
| | 9 | 0,466 | 0,166 | 0.000 | Valid |
| | 10 | 0,557 | 0,166 | 0.000 | Valid |
| | 11 | 0,599 | 0,166 | 0.000 | Valid |
| | 12 | 0,296 | 0,166 | 0.000 | Valid |
| | 13 | 0,430 | 0,166 | 0.000 | Valid |
| | 14 | 0,505 | 0,166 | 0.000 | Valid |
| $X_2$ | 15 | 0,823 | 0,166 | 0.000 | Valid |
| | 16 | 0,664 | 0,166 | 0.000 | Valid |
| | 17 | 0,866 | 0,166 | 0.000 | Valid |
| Y | 18 | 0,728 | 0,166 | 0.000 | Valid |
| | 19 | 0,728 | 0,166 | 0.000 | Valid |
| | 20 | 0,728 | 0,166 | 0.000 | Valid |

Sources: Data Proceed 2024

Based on the output analysis that has been presented in Table 4 above, using the number of respondents as many as 140 people, it is known that the Sig value ≤ 0.050 and the r value is calculated > r table, then all statements are declared valid.

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**Reliability Test Results**

Reliability is carried out to measure a questionnaire which is an indicator of a variable or construct. The reliability test can be seen in Cronbach's Alpha value; if the Alpha value > 0.60, then the statement construct which is a variable dimension is reliable. The recapitulation of the results of the reliability test of each variable is presented in Table 3 below:

**Table 3 Reliability Test Results**

| Variable | Cronbach's Alpha | Indicator | Remarks |
|---|---|---|---|
| $X_1$ | 0.724 | > 0.60 | Reliable |
| $X_2$ | 0.681 | > 0.60 | Reliable |
| Y | 0.773 | > 0.60 | Reliable |

Sources: Data Proceed (2024)

**Normality Test**

The normality test was carried out to determine whether or not there was a contribution in the regression model of dependent variables and independent variables. Seen on the P-Plot chart, you can see the dots following and approaching their diagonal lines. Therefore, it can be concluded that the data used in the study meets the assumption of normality and is normally distributed.

**Multicollinearity Test**

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables.

**Table 4 Multicollinearity Test Results**
**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | -2.040 | .900 | | -2.266 | .025 | | |
| | Service Quality | .203 | .022 | .604 | 9.385 | .000 | .699 | 1.431 |
| | CBrand Image | .248 | .061 | .260 | 4.035 | .000 | .699 | 1.431 |

a. Dependent Variable: Customers Satisfaction
Sources: Data Proceed (2024)

Based on the table above, it is known that the tolerance value for each variable is $\neq$ 0. Therefore, it can be concluded that there is no significant relationship between Service Quality (X1) and Brand Image (X2). While the VIF value for each variable is < 10, it can be concluded that there is no collinearity between the independent variables. Thus, the multiple regression model used for the variables of Service Quality (X1), Brand Image (X2) and Customer Satisfaction (Y) is appropriate.

**Heteroscedasticity Test**

The heteroscedasticity test was carried out to test whether in the regression model there was a variance inequality from the residual of one observation to another.

**Multiple Linear Regression Analysis**

**Table 4. Multiple Linear Regression Analysis**
**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -2.040 | .900 | | -2.266 | .025 |
| | Service Quality | .203 | .022 | .604 | 9.385 | .000 |
| | Brand Quality | .248 | .061 | .260 | 4.035 | .000 |

a. Dependent Variable: Customer Satisfaction
Sources: Data Proceed (2024)

Based on table 4 above summarized below:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + e$$
$$Y = -2.040 + 0.203 X_1 + 0.248 X_2 + 0.900$$

From the results of the multiple regression equation, it is explained as follows:
a. Variable X1 has an influence on Y of 0.203.
b. Variable X2 has an influence on Y of 0.248.

Correlation Coefficient (R) The product moment correlation is denoted by (r) the largest positive correlation coefficient = 1 and the largest negative correlation coefficient = -1, while the smallest is 0. If the relationship between two or more variables has a correlation coefficient = 1 or = -1, then the relationship is perfect. The interpretation of the correlation coefficients is presented in the table below:

**Table 5. Correlation Coefficient Interpretation**

| Coefficient Interval | Relationship |
|---|---|
| 0,00 – 0,199 | Very Low |
| 0,20 – 0,399 | Low |
| 0,40 – 0,599 | Moderate |
| 0,60 – 0,799 | Strong |
| 0,80 – 1,000 | Very Strong |

Sources: Data Proceed (2024)

**Tabel 6. Coefficient Analysis X$_1$**
**Correlations**

| | | Service Quality | Customer Satisfaction |
|---|---|---|---|
| Service Quality | Pearson Correlation | 1 | .746[**] |
| | Sig. (2-tailed) | | .000 |
| | N | 140 | 140 |
| Customer Satisfaction | Pearson Correlation | .746[**] | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 140 | 140 |

**. Correlation is significant at the 0.01 level (2-tailed).
Sources: Data Proceed (2024)

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**Table 8  Coefficient Analysis X$_2$**
**Correlations**

|  |  | Brand Image | Customer Satisfation |
|---|---|---|---|
| Brand Image | Pearson Correlation | 1 | .591[**] |
|  | Sig. (2-tailed) |  | .000 |
|  | N | 140 | 140 |
| Customer Satisfaction | Pearson Correlation | .591[**] | 1 |
|  | Sig. (2-tailed) | .000 |  |
|  | N | 140 | 140 |

[**]. Correlation is significant at the 0.01 level (2-tailed).
Sources: Data Proceed SPSS (2024)

Based on Table 7, it is known that the test result of Pearson analysis is 0.746 which means that variable X1 has a strong positive linear relationship with variable Y. Based on Table 11, it is known that the test result of Pearson analysis is 0.591 which means that variable X2 has a moderate positive linear relationship with variable Y. In addition, the relationship of all variables is significant. This is seen from the significance number of each variable of 0.000 < 0.05, then it is stated that the relationship of all variables X1 with Y and variable X2 with Y is significant.

**Coefficient Determination (R$^2$)**
**Tabel 9 Coefficient Determination X$_1$**
**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .746[a] | .557 | .554 | 1.639 |

a. Predictors: (Constant), Service Quality
Sources: Data Proceed SPSS (2024)

The influence of X1 on Y, seen from the coefficient of determination at the R square value of 0.557 which shows that Y is determined by X1 by 55.7%, while the remaining 44.3% is influenced by other factors that are not studied.

**Tabel 10. Coefficient Determination X$_2$**
**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .591[a] | .349 | .344 | 1.987 |

a. Predictors: (Constant), Brand Image
Source: Data Proceed SPSS (2024)

The influence of X2 on Y, seen from the coefficient of determination at the R square value of 0.349 which shows that Y is determined by X2 by 34.9%, while the remaining 65.1% is influenced by other factors that are not studied.

**Partial Hypothesis Test Results (T-Test)**

**Tabel 9 T-Test Results**
**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -2.040 | .900 | | -2.266 | .025 |
| | Service Quality | .203 | .022 | .604 | 9.385 | .000 |
| | Brand Image | .248 | .061 | .260 | 4.035 | .000 |

a. Dependent Variable: KEPUASAN KONSUMEN
Sources: Data Proceed (SPSS) 2024

From the results of the SPSS output "coefficients" that have been presented in Table 14 above, it can be known whether variables based on Service Quality and Brand Image will partially affect Consumer Satisfaction. The following are the hypotheses that will be proposed in this study:

First Hypothesis The Effect of Service Quality (X1) on Consumer Satisfaction (Y).
H0    : The Effect of Service Quality (X1) on Consumer Satisfaction (Y) was rejected.
H1    : The Effect of Service Quality (X1) on Customer Satisfaction (Y) was accepted.

Second Hypothesis The Influence of Brand Image (X2) on Consumer Satisfaction (Y).
H0    : The Influence of Brand Image (X2) on Consumer Satisfaction (Y) was rejected.
H1    : The Influence of Brand Image (X2) on Consumer Satisfaction (Y) was accepted.

Based on the table above, partial test result can be explained below:
a. Service Quality Variables (X1)
1. Sig Value. Based on the output of SPSS, it is known that the value of Sig. 0.000 < Probability is 0.05, so it can be concluded that H1 or the first hypothesis is accepted.
2. Calculation value Based on the output of SPSS, it is known that the calculation value of the Training variable is 9.385. Because the calculation value of 9.385 > table is 1.977, it can be concluded that H1 or the first hypothesis is accepted. Source: Data Processed by the Author 2024

b. Brand Image Variable (X2)
1. Sig Value. Based on the output of SPSS, it is known that the value of Sig. is 0.000 < Probability is 0.05, so it can be concluded that H1 or the first hypothesis is accepted.
2. Calculation value Based on the output of SPSS, it is known that the calculation value of the Training variable is 4.035. Because the calculation value is 4.035 > 1.977 in the table, it can be concluded that H1 or the second hypothesis is accepted.

Based on the recapitulation of partial test results based on the value of sig. which has been presented in the table above, it can be concluded that the hypothesis "The Influence of Service Quality (X1) on Consumer Satisfaction (Y)" and "The Influence of Brand Image (X2) on Consumer Satisfaction (Y)" can be accepted.

## CONCLUSIONS

1. This study shows that service quality has a significant effect on consumer satisfaction of Mie Gacoan Juanda Bekasi. Judging from all aspects of the services listed in the research instruments that have proven to play an important role in forming a positive perception among consumers. This confirms that Mie Gacoan Juanda Bekasi needs to focus on improving service quality to increase consumer satisfaction.

2. This study also shows that brand image has a significant effect on consumer satisfaction of Mie Gacoan Juanda Bekasi. A positive brand image, including all elements in it such as the reputation and appearance of the restaurant is proven to increase consumer perception of the services provided. However, the influence is only limited to complementary factors that strengthen the influence of service quality.

## SUGGESTIONS

1. For Mie Gacoan Juanda to continue to make improvements in terms of service quality by enhancing the neatness and professionalism of employees, online order delivery, speed and reliability of complaints and responses in handling consumer complaints, considering that in this aspect the results obtained based on the responses of respondents are not good.

2. For future researchers, it is hoped that other variables that have not been included in this study will be added to improve the understanding of various factors that affect consumer satisfaction in Mie Gacoan Juanda, or to conduct further research to observe the development that has been achieved by Mie Gacoan Juanda in the future.

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