

# THE EFFECT OF BRAND AWARENESS, BRAND IMAGE, AND PERCEIVED QUALITY ON CUSTOMER SATISFACTION (STUDY ON CAFE Mr.K BSB)

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## ABSTRACT

This study aims to determine the effect of brand awareness, brand image, and perceived quality on mr. k bsb's customer satisfaction. the population of this research is the consumers of mr.k branch bsb, with the sample of this research is 100 customers of mr.k branch of bsb, with the sampling technique is quota sampling. the data collection method uses a likert scale, data collection is carried out using four scales, namely, customer satisfaction scale, brand awareness scale, brand image, and perceived quality. the regression equation obtained is  $y = 19.120 + 0.375 x_1 + 0.283 x_2 + 0.121 x_3$ . based on the four hypotheses proposed, it is known that four hypotheses are accepted. the effective contribution of the three independent variables to the variable is 43.5%.

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## I. INTRODUCTION

The F&B business will never die, because this business is a primary business, but this is directly proportional to the competition that exists between competitors. F&B business owners need to formulate a strong and effective business strategy in order to win the competition in getting customers. The main concern of every brand to maintain its business is to pay attention to customer satisfaction with the products offered by the brand. Indicators of the success of a brand in managing a brand, when the company is able to answer existing challenges, has advantages both in terms of service and product quality, which leads to customer satisfaction with products (Tulungen et al, 2019).

This lucrative business opportunity is directly proportional to the increasingly fierce competition among F&B business people. Therefore, F&B business people, especially coffeeshops, need to think about and create accurate business strategies, so that the products sold can sell well in the market. One of the coffee shops that has been in the F&B business world for a long time is Mr.K. But not only raising coffee products, Mr.K also carries the concept of a beer garden. There are interesting facts about the management of Mr.K, according to data obtained by researchers from the Sales Report of Mr.K Cafe and restaurants 2016 – 2018, as follows:

Table 1.  
Sales Report of Mr.K cafes and restaurants

Year	Target	Turnover
2016	IDR 75,000,000.00	IDR 85,500,000.00
2017	IDR 75,000,000.00	IDR 90,300,000.00
2018	IDR 75,000,000.00	IDR 210,000,000.00

Source: Optimization of Sales Increase of Mr.K Cafe and resto (Ayu, 2020)

Based on the sales report above, Mr.K managed to exceed the sales target between 2016-2018. This is the background for researchers interested in elevating the Mr.K Brand to be the object of research. Mr.K brand is an F&B brand that started its culinary business since 2014 which was established for the first time at Taman Kuliner Ventura Jl. Ki Mangunsarkoro No.15 (Mr.K.com, 2018). In 2017, the Mr.K brand

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opened its second branch in the Upper Semarang area, precisely at Taman tabanas Jl. Setiabudi No. 28, Gombel and the third branch stood at the Gaia Kedungmundu shophouse. The year 2020, Mr. K opened its fourth branch in the Bukit Semarang Baru (BSB) area, with the same concept, namely café and beer garden. The Mr.K brand carries the tagline "We Are Mr.K", which shows that the strength of the brand rests on building solid teamwork with family principles.

Customer satisfaction is closely related to what consumers expect from a product with the reality that consumers feel about the product (Hunt, 1991). Consumers are said to be satisfied if there is a match between what is expected and what is received, on the other hand, if the consumer gets something not as expected, it is called a discount. Expectations perceived by consumers are obtained from consumer experiences related to the performance picture of the product or brand (Hunt, 1991). Customer satisfaction is simply understood as, the fulfillment of customer expectations by the product received (Kuranakaran & Thusyanthy, 2016).

Customer satisfaction is influenced by many factors, including customer perception, service quality, product quality, price, perceived value, customer expectations and the company side (Kuranakaran & Thusyanthy, 2016), brand awareness, and brand image (Torres & Tribó, 2011). This research focuses on the factors of brand awareness, brand image and perceived quality. Brand image is the level of customers considering the distinctive value, characteristics, or certain identities of the brand (Ongkowidjono, 2015). According to Tjiptono (in Anita & Ardiansyah, 2019), brand image is a reflection of the product or brand image that is inherent in the minds of customers. Research conducted by Izzudin and Novandari (2021), shows a significant positive influence of brand image on customer satisfaction. Perceived quality is a customer's perception of the customer's experience in objectively receiving the products purchased or services provided by the brand. The good or bad picture of a product or company is certainly very important to pay attention to, this is related to how much the customer's intention is to choose a product, or recommend a product to others. Research conducted by Izzudin and Novandari (2021), shows a significant positive influence of perceived quality on customer satisfaction.

The formulation of this research problem is 1) does brand awareness affect customer satisfaction in Mr.K BSB?, 2) Does brand image affect customer satisfaction in Mr.K BSB?, 3) Does perceived quality affect customer satisfaction in Mr.K BSB?, and 4) Does brand awareness, brand image, and perceived quality effect together on customer satisfaction at Mr.K BSB.

## 2. THEORETICAL FOUNDATIONS

### 1. Customer Satisfaction

Customer satisfaction is a feeling of customer satisfaction or dissatisfaction with products from a certain brand, which customers get from product comparisons or customer experiences with products and the existence of customer expectations for products (Kotler & Keller, 2012). Based on the opinions of Kotler and Keller above, it can be interpreted that the degree of satisfaction has a direction both positive and negative, the positive direction means to signal satisfaction and the negative direction indicates dissatisfaction. Another thing that can be taken is that customers have certain expectations about the ability of the product, if the experience felt is in accordance with expectations, satisfaction is formed and vice versa if the product fails to meet expectations, dissatisfaction is formed.

Customer satisfaction is very important to pay attention to, because it is related to the possibility of customers to become loyal customers (Tjahjono Ellitan, and Handayani, 2021), this is because it is easier to manage loyal customers than to find new customers continuously (Chen et al quoted Tjahjono, Ellitan & Handayani, 2021). Therefore, customer satisfaction is the main thing in the world of marketing, where the company maximizes the strategy carried out to achieve customer satisfaction (Cuong, 2020). In line with the definition above, it is concluded that the motivation is to be applied by the leader to his employees with the intention of carrying out his duties and being able to complete his responsibilities to maximize the creativity of his employees.

The dimensions in measuring customer satisfaction in this study are the needs of:

1. Stability of a product and service
2. Habit in buying product and service
3. Giving recommendation for other
4. Conducting repurchase

### 2.Brand Awareness

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According to Aaker, brand awareness is the ability of customers to realize or remember that certain products come from certain brands or certain brands have certain products (quoted from Ambolau, Kusumawati and Mawardi, 2015). Brand is said to reach a point of brand equity if realized or remembered by customers. Brand awareness is associated with impressions stored in customer memory, and customers succeed in recalling certain brands, where according to Soehadi (quoted from Ambolau, Kusumawati & Mawardi, 2015), the more successful the brand is in building brand awareness, depending on how well the customer understands the brand design in meeting their needs.

Other figures, namely Anita and Ardiansyah (2019), explained that brand awareness is a degree of customers familiar with brand products ranging from names, logos, images, taglines of the brand. Customers who have the potential to realize the existence of products from that brand or a certain brand have products, so that when customers need it, this will automatically be associated. The result of the formation of brand awareness in the minds of customers is to be the first thought when they need a product. Based on the above understanding, it is concluded that communication is a process of exchanging information with the intention of achieving the goals of the company.

The following are the dimensions of brand awareness according to Aaker (Quoted from Ambolau, Kusumawati & Mawardi, 2015), namely:

1. Unaware of Brand
2. Brand Recognition
3. Brand Recall
4. Top of Mind

### 3.Brand Image

According to Tjahjono, Ellitan, and Handayani (2021), brand image is a picture of the degree of product in the customer's mind, which depends on the customer's perception and understanding of good or bad, quality or unqualified of a brand product. Added by Sutopo (quoted from Tjahjono, Ellitan, & Handayani, 2021), that the perception formed in the minds of customers is associated with one another, for example, products are associated with brands, or vice versa brands that are associated with certain products.

The association is also related to the degree of brand or product in the social environment, related to brand image not only about the image of the product, but also including the company that makes the product and perceptions in the wider community. Brand image plays an important role because it is related to customer perception related to the product, and also related to the peculiarities of the product in one brand that distinguishes it from other brands (Tjahjono Ellitan, and Handayani, 2021).

Other figures, namely Ambolau, Kusumawati and Mawardi (2015) explained that brand image is an impression that exists in the minds of consumers related to the brand personality of a product (either real or abstraction about the quality that customers will receive). Added by Kotler and Keller (quoted from Ambolau, Kusumawati & Mawadi, 2015), that brand image is a degree of customer impression related to value, quality, ideas and trust in a product. According to Anita and Ardiansyah (2019), the better the brand image formed in the minds of consumers, the higher the tendency of consumers to choose products from brands.

The following are the dimensions for measuring brand image (Oemar & Ganga, 2017: 25-26) namely:

1. Corporate image
2. User image
3. Product image

### 4.Perceived Quality

Perceived quality or product quality felt according to Tjahjono, Ellitan, & Handayani (2021), is the conformity of product quality with function, product comfort when used, conformity of the price issued with the value of the product and psychological criteria of product price to customers. Meanwhile, Kotler and Keller (2012), explained that product quality is the ability of the product to exceed customer expectations. Another figure, Tjiptono (quoted by Tjahjono, Ellitan, & Handayani, 2021), explained that in product quality consists of the quality of product components, services provided by brands of products that all exceed customer expectations.

Other figures, namely Panjaitan and Yuliati (2016), explained that perceived quality is a way for companies to maintain the quality of the products they sell, so that this is relevant to product information, its function, and consumer expectations of the product.

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The dimensions of perceived quality are:

1. Performance
2. Reliability
3. Conformity

#### 4. METHOD

This research uses a correlational quantitative approach. This study used one dependent or independent variable and three free or independent variables. This study was appointed a special study on the brand Mr.K BSB Branch. The population of this study is consumers from Mr.K BSB Branch located on Jl. BSB Boulevard, Pesantren, Kec. Mijen, Semarang City. The sample of this study was determined using the calculation of the Lemeshow formula, obtained a sample calculation of 72.99, then rounded up to 100 respondents who were customers of Mr.K BSB branch. The side used in this study is quota sampling, which is included in the type of non-probability sampling.

The data collection method used for this study is the Likert scale, which consists of four scales, namely the Customer Satisfaction Scale, Brand Awareness Scale, Brand Image Scale, and Perceived Quality Scale. The analysis methods that will be carried out in this study consist of two, namely, descriptive analysis and inferential analysis. This hypothesis test is carried out with the technique of Multiple linear regression analysis, to give an answer to whether there is an influence of the free variables used with dependent variables (Janie, 2012). As for the multiple regression equation, it is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Ket:

Y= Dependent variables

X<sub>1</sub>, X<sub>2</sub>, and X<sub>3</sub> = Free Variables

A, b<sub>1</sub>, b<sub>2</sub> and b<sub>3</sub> = Constants

## 4. RESULT AND DISCUSSION

### 1. Validity Test Results

Table 4.1 Validity Test Results

Variable	Items	r <sub>count</sub>	r <sub>table</sub>	Ket
Customer satisfaction (Y)	Y1	.342**	.1966	Valid
	Y2	.407**		
	Y3	.582**		
	Y4	.373**		
	Y5	.348**		
	Y6	.333**		
	Y7	.577**		
	Y8	.377**		
	Y9	.366**		
	Y10	.294**		
	Y11	.431**		
	Y12	.360**		
	Y13	.340**		
	Y14	.440**		
	Y15	.297**		
	Y16	.549**		
	Y17	.261**		
	Y18	.478**		
	Y19	.416**		
	Y20	.285**		
Brand Awareness (X1)	X1.1	.394**		
	X1.2	.412**		
	X1.3	.252*		
	X1.4	.550**		
	X1.5	.435**		

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	X1.6	.530**		
	X1.7	.303**		
	X1.8	.456**		
	X1.9	.294**		
	X1.10	.267**		
	X1.11	.596**		
	X1.12	.252*		
	X1.13	.386**		
	X1.14	.382**		
	X1.15	.279**		
	X1.16	.596**		
	X1.17	.390**		
	X1.18	.547**		
	X1.19	-		
	X1.20	-		
Brand Image (X2)	X2.1	.374**		
	X2.2	.681**		
	X2.3	.586**		
	X2.4	.469**		
	X2.5	.585**		
	X2.6	.553**		
	X2.7	.739**		
	X2.8	.571**		
	X2.9	.756**		
	X2.10	.619**		
	X2.11	.711**		
	X2.12	.611**		
	X2.13	.765**		
	X2.14	.394**		
	X2.15	.634**		
Perceived Quality (X3)	X3.1	.615**		
	X3.2	.565**		
	X3.3	.635**		
	X3.4	.758**		
	X3.5	.738**		
	X3.6	.298**		
	X3.7	.738**		
	X3.8	.401**		
	X3.9	.758**		
	X3.10	.448**		
	X3.11	.549**		
	X3.12	.565**		
	X3.13	-		
	X3.14	.283**		
	X3.15	-		

(Source: SPSS 25, 2022)

Based on the results of the validity test, it was found that  $r_{\text{count}} \geq r_{\text{table}}$  was declared valid, and vice versa. Based on the table of validity tests in the table 4. 1, it is known that on the Customer Satisfaction Scale, the entire item is valid namely 20 items, on the Brand Awareness Scale there are two items so that there are 18 items left, on the Brand Image Scale the entire item is valid, namely 15 items, and on the Perceived Quality Scale there are two items fall so that there are 13 valid items left.

## 2. Reliability Test Results

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Table 4.2 Reliability Test Results

Reliability Statistics	Cronbach's Alpha	N of Items
Customer Satisfaction	.659	20
Brand Awareness	.710	18
Brand Image	.866	15
Perceived Quality	.816	13

(Source: SPSS 25, 2022)

Based on gains from reliability tests, Cronbach's alpha obtained each variable  $> 0.60$ . It was concluded that customer satisfaction, brand awareness, brand image, perceived quality were declared reliable because the acquisition of Cronbach's alpha  $> 0.60$ .

### 3. Normality Test Results

Table 4.3 Normality Test Results

N		100
Normal Parameters <sup>a,b</sup>	Me	.0000000
	Std. Dev	4.60834324
Most Extreme Differences	Absolute	.066
	Positive	.033
	Negative	-.066
Statistical Test		.066
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

(Source: SPSS 25, 2022)

Based on table 4.3, asymptotic significant gains. The sig (2-tailed) is  $0.200 > 0.5$ . It is concluded that the research data is normally distributed.

### 4. Multicholnearity Test Results

Table 4.4 Multicholnearity Test Results

		Tolerance	VIF	
1	Motivation Communication Work Stress	0.656 0,416 0,519	1,524 2,401 1,927	No Multicholnearity Occurs

(Source: SPSS 25, 2022)

That in the regression model is asymptomatic multicholnearity where motivation, communication and work stress get a VIF of  $< 10$  and a tolerance of  $> 0.10$ . It is concluded that there was no asymptomatic multicholnearity in its free variables.

### 5. Heteroskeasticity Test Results

Table 4. 5 Heteroskedasticity Test Results

		Sig	
1	Brand Awareness	.291	No Heteroskedasticity Occurs
2	Brand Image	.632	
3	Perceived Quality	.059	

(Source: SPSS 25, 2022)

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Based on the heteroskedasticity test conducted with the Glejser technique, it is known that the sig value of each variable > 0.05, meaning that there are no symptoms of heteroskedasticity in the variables brand awareness, brand image, and perceived quality.

## 6. Multiple Linear Regression Analysis Test Results

Table 4. 6 Multiple Linear Regression Analysis Test Results

Type	Ustd. Coeff		Std. Coeff	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19.120	5.059		3.780	.000
Brand Awareness	.375	.102	.347	3.670	.000
Brand Image	.283	.111	.304	2.557	.012
Perceived Quality	.121	.110th	.118	1.107	.271

(Source: SPSS 25, 2022)

Di find the following equation:

$$Y = 19.120 + 0.375 (X_1) + 0.283 (X_2) + 0.121 (X_3)$$

The results obtained are as follows:

- The constant earns a value of 19,120. If the brand awareness, brand image and perceived quality get zero value, then the customer satisfaction is worth 19,120.
- Brand Awareness (X1) earned a value of 0.375 or 37.5% meaning that its brand awareness has a positive effect on customer satisfaction. If the brand awareness increases by 1%, then customer satisfaction also increases by 0.375 or 37.5%.
- Brand Image (X2) earned a value of 0.283 or 28.3% meaning that the brand image has a positive effect on job satisfaction. If communication is up 1% then customer satisfaction is also up 0.283 or 28.3%.
- Perceived Quality (X3) gets a value of 0.121 or 12.1% means that the perceived quality has a positive effect on customer satisfaction. If perceived quality is up 1% then customer satisfaction also up 0.121 or 12.1%.

## 7. Determination Coefficient Test Results

Table 4. 7 Coefficient of Determination Test Results

Type	R	Rsquare	Adjusted Rsquare	Std. Error
1	.660 <sup>a</sup>	.435	.418	4.680

(Source: SPSS 25, 2022)

It was determined that motivation, communication, and work stress were related to job satisfaction by 43.5% while the remaining 56.5% were influenced by external variables that were not studied in this study.

## 8. t Test Results

Table 4. 8 t Test Results

Type	Ustd. Coeff		Std. Coeff	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19.120	5.059		3.780	.000
Brand Awareness	.375	.102	.347	3.670	.000
Brand Image	.283	.111	.304	2.557	.012

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Perceived Quality	.121	.110th	.118	1.107	.271
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(Source: SPSS 25, 2022)

The purpose of the T test is to find out its effect on each free variable to provide clarity because there are various variants of bound variables The researcher determines the results of the t test with the t count > t the table. Based on table 4. 8, the results of the t test are:

- Brand Awareness (X1) with t count 3. 670 > t table 1.984 and its significance of 0.00 < 0.05 concluded partially its brand awareness had a positive and significant effect on customer satisfaction.
- Brand Image (X2) with t count 2.557 > t the table is 1.984 and its significance is 0.01 < 0.05 it is concluded that partially its brand image has a positive and significant effect on customer satisfaction.
- Perceived Quality (X3) with its calculated t of 1.107 < t of the table is 1.982 and its significance of 0.27 < 0.05 is concluded that its perceived quality partially has a positive and insignificant effect on customer satisfaction.

## 8. Test Result f

Table 4.7 Test Results f

	Type	Sum of Squares	Df	Meansquare	F	Sig.
1	Regression	1620.544	3	540.191	24.665	0.000
	Residual	2102.446	96	21.900		
	Total	3722.990	99			

(Source: SPSS 25, 2022)

It is known that motivation, communication, and work stress earned F 24,665 > F table 2.70 with a sign of 0.000. Simultaneous conclusions are drawn that his brand awareness, brand image, and perceived quality have a positive and significant effect on customer satisfaction.

## 5. CONCLUSION

After completing the data testing, it can be concluded Simultaneously , the variables of brand awareness, brand image, and perceived quality have a positive and significant effect on customer satisfaction of Mr.K BSB consumers Brand awareness has a positive and significant effect on customer satisfaction of Mr.K BSB consumers. Brand image has a positive and significant effect on customer satisfaction of its consumers Mr.K BSB. Perceived quality has a positive and insignificant effect on customer satisfaction of its consumers Mr.K BSB.

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