


Building Brand Relationship: An Examine The Relationship Among Restaurant Attributes, Other Customers, Brand Image, Customer Satisfaction, Brand Trust, And Brand Preference

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Article Info	ABSTRACT
<p>Keywords: Store atmosphere, Food quality, Service quality, Others customer Brand image, Customer satisfaction, Brand trust, Brand preference.</p>	<p>The results obtained by store atmosphere and other customer does not affect the brand image, Food quality, Service quality significantly affect brand image, Store atmosphere, Food quality, Service quality, other customer significant effect customer satisfaction, other customer and Brand image does not affect customer satisfaction, Brand image significant effect brand trust, Customer satisfaction significant effect brand trust and brand trust significant effect brand preference.</p>
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INTRODUCTION

Trading on the futures market has a very strategic role in economic development, especially as a Cafe and restaurant business in Surabaya experienced growth in range of 20% per year, even in a pandemic situation even though this effort is precisely experienced growth due to the large number of employees working from home causing the idea to do culinary business and be sold online . Culinary business, especially those sold online is a form of business that is most easily done by the community because without requiring large investments, while for the benefit of online delivery involving delivery services and the cost is charged to the buyer.

While the growth in the number of new investors in the culinary business in Surabaya experienced growth of 30%, meaning that by 2023 it is estimated the number of culinary businesses that include cafes, restaurants, and culinary businesses others will continue to grow (Widarti, 2023). The number of restaurants is increasing many cause people to have more options as well as decide which restaurant to visit. The most demanded restaurants to visit means that the restaurant has a high brand preference. Brand preference shows the most favorite brands among brands others (Li, et al., 2021; Feng, et al., 2019). Restaurants with brand preference high means that the restaurant with the greatest probability to visit compared to other restaurants.

One of the culinary businesses that are easy to find in Surabaya is a restaurant that is a restaurant design by combining elements of the cafe so that it can become a place to hang out or enjoy the atmosphere for visitors (Mentari, 2022). Restaurant design this model is to be able to capture more visitors because that is sold in addition to the product is also

the atmosphere. One of the restaurant's present in Surabaya with the upper middle segment is Locaahands Surabaya which has three places of business, namely on Jalan Java, Tunjungan, and Wonokromo. Locaahands restaurant is designed as a dining restaurant so not only rely on the quality of the menu presented to attract interest visitors but also sell the service and atmosphere presented (Erkmen & Hancer, 2017).

The physical appearance of Locaahands restaurant shows the beauty, the cozy atmosphere of the restaurant is supported by a neat arrangement of decorations and interesting. Locaahands restaurant visitors are very spoiled with a touch- the touch given by giving a very elegant impression. Physical appearance is expected to be a preference for consumers when choosing a restaurant to visit.



Figure 1. Review at Restoran Locaahands

Locaahands restaurant must compete with other restaurants to be able to build a high brand preference so as to control the share a larger market. Although simple restaurants differ segmentation with Locaahands restaurant, did not rule out the possibility between the two can be mutually substitution means simple restaurant visitors can switch to the restaurant Locaahands or it can also happen the other way around. Efforts to build brand preference needs to be done by the restaurant Locaahands, and can be done when known variables that can affect brand preference.

A number of empirical studies show that brand preference influenced by brand trust, meaning to build brand preference then must build trust in the brand (Erkmen & Hancer, 2017; Dam, 2020; Cuong, 2021). Research Erkmen and Hancer (2017) provide clues that efforts to be able to build trust in the brand can be done when the brand image high and consumers are satisfied. Kim and Chao (2019) that brand image high describes a perception of a positive reputation and reputation this affects the trust in the brand.

Atmospheric proven to affect customer satisfaction but not influence on brand image (Erkmen & Hancer, 2017). This finding indicates that respondents in this study focused more on the value of utility atmosphere of the restaurant so that more affect satisfaction and not affect the image of the resto. Locaahands restaurant is a classy restaurant so the atmosphere in the restaurant Locaahands well designed and displays elegant impression.

The results of the review on the performance of the restaurant service Locaahands shows a high rating. Locaahands restaurant rated capable serving food menu with a distinctive flavor according to the wishes of visitors, atmosphere (atmosphere) resto is also interesting, the price of the menu in accordance with the taste offered, in addition to service and cleanliness also with an assessment .

Findings differ from others consumer related satisfaction and brand image found in research Erkmen and Hancer (2017) the presence of other customers impressive that the restaurant is able to provide attraction to visitors thus increasing the reputation (brand image) of the restaurant. But the presence other customers do not affect visitor satisfaction.

METHOD

Type and Data Source

The type of data used is primary and secondary data, namely the type of data obtained through the processing of the second party from the results of field research and through library research, namely research through the library. Primary Data obtained by interview and provide a list of questions (questionnaire).

The exact population of the study is not known because Locaahands does not publicize its customers as part of the company's Privacy Policy. Determination of research sample based on Hair opinion et al (2017, in Triandew and Yustine, 2020) which is 5-10 times of the total latent variable arrow on the path model or 5 times of the number of indicators. Based on in these provisions, the determination of the sample is calculated 5 times the number of indicators, and the number of indicators (questionnaire questions) as many as 90 indicators so that the number of research samples determined as many as 450 respondents.

Analysis Method

Questionnaire data that is distributed to respondents selected for ensure complete filling. Questionnaires that have been selected conducted inputting in Excel program to facilitate data processing using statistical Structural Equation Model (SEM) with AMOS.

RESULT AND DISCUSSION

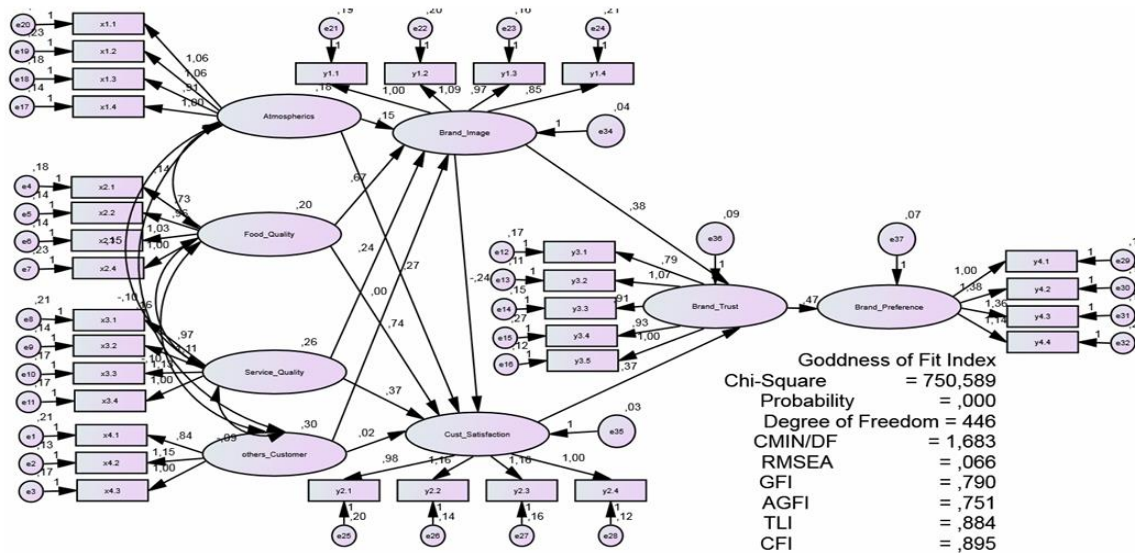


Figure 2. Path Diagram Keseluruhan

Table 1. Goodness of Fit Indeks Full Structural equation model

Indicator	Criteria	Result	Description
Chi-square	Expected small	750,589	Enough
Probability	$\geq 0,05$	0,000	Enough
RMSEA	$\leq 0,08$	0,066	Very good
CMIN/DF	$\leq 2,00$	1,683	Very good
GFI	$\geq 0,80$	0,790	Enough
AGFI	$\geq 0,80$	0,751	Enough
TLI	$\geq 0,80$	0,84	good
CFI	$\geq 0,80$	0,895	good

Model measurement results seen from the measuring indicators it is important to note that the modulus of motion is still sufficient to used. These results provide information that the research model is still have the ability to be predictive of appropriate relationships that occur in model. Hypothesis testing to determine how significant the causal relationship is between variations in research models. Hypothesis test results are explained one by one as follows:

H1 = Store atmosphere at Locaahands restaurant does not affect brand image

Based on the answers of research respondents shown from the test hypothesis, statistically there is no strong support from the influence of store atmosphere of the brand image in the restaurant Locaahands. This result gives information that the atmosphere of the restaurant outlets Locaahands no impact on respondents rated how high the brand image of this restaurant.

H2 = Store atmosphere significantly affects customer satisfaction

Based on the answers of research respondents shown from the test hypothesis, statistically there is strong support from the influence of store atmosphere of customer satisfaction at Locaahands restaurant. This result provide information that how well the internal and external decoration from the restaurant Locaahands determine visitor satisfaction. This is due to because visitors can directly enjoy the convenience of the store atmosphere.

H3: Food quality affects brand image

Based on the answers of research respondents shown from the test hypothesis, statistically there is strong support from the influence of food quality to the brand image in the restaurant Locaahands. These results provide information that how high the quality of food from restaurants Locaahands impact on how high is the brand reputation of the Locaahands restaurant. This happens because the main purpose of a visit to the Locaahands restaurant is to enjoy the menu food so that the quality of the menu affects the reputation of the restaurant Awakens in the mind of the visitor.

H4: Food quality affects customer satisfaction

Based on the answers of research respondents shown from the test hypothesis, statistically there is strong support from the influence of food quality to customer satisfaction at Locaahands restaurant. This result gives information that how high the quality of food from restaurants Locaahands impact on how high the satisfaction felt by visitors. It is occurred because the main purpose of a visit to the restaurant Locaahands is to enjoy the food menu so that the quality of the menu affects satisfaction visitors.

H5: Service quality affects brand image

Based on the answers of research respondents shown from the test hypothesis, statistically there is strong support from the influence of service quality to the brand image in the restaurant Locaahands. These results provide information that how high the quality of service provided by the restaurant impact on how high the brand reputation of the restaurant Locaahands. This happens because the ability to present a quality service shows professionalism of Restaurant Management in the service that affects good name of restaurant.

H6: Service quality affects customer satisfaction

Based on the answers of research respondents shown from the test hypothesis, statistically there is strong support from the influence of service quality to the satisfaction of visitors at the restaurant Locaahands. This result gives information that how high the quality of service provided by the restaurant impact on how high the comfort of visitors so as to affect visitor satisfaction.

H7: other customers influence the brand image

Based on the answers of research respondents shown from the test hypothesis, statistically there is no strong support from other influences customers to the brand image in the restaurant Locaahands. This result gives information that how good the assessment

of the other visitors in Locaahands restaurant did not affect the reputation of the restaurant.

H8 = other customer satisfaction

The results of subsequent hypothesis testing in accordance with the answers of respondents research shows that statistically there is no strong support the influence of other customers on customer satisfaction in the restaurant Locaahands. These results provide information that how good the assessment respondents to the restaurant visitors Locaahands others do not impact on how high the brand reputation of the restaurant Locaahands. This happens because the main purpose of a visit to the restaurant Locaahands is to enjoy the food menu so that other visitors keberdaan not affect satisfaction.

H9: Brand image affects customer satisfaction

Based on the answers of research respondents shown from the test hypothesis, statistically there is no strong support from brand influence image of customer satisfaction at Locaahands restaurant. This result provide information that visitors are quite rational in providing assessment of the restaurant Locaahands so that satisfaction is not felt caused by a perception but based on real evidence when visiting restaurants. For that, the brand image that in mind visitors over Locaahands restaurant does not affect visitor satisfaction.

H10-Brand image affects brand trust

Based on the answers of research respondents shown from the test hypothesis, statistically there is strong support from the influence of brand image brand trust in local restaurants. These results provide information that how high the reputation of the brand is built in the minds of visitors Top Restaurant Locaahands affect the trust in the restaurant Locaahands.

H11:Customer satisfaction affects brand trust

Based on the answers of research respondents shown from the test hypothesis, statistically there is strong support from the influence of customer satisfaction with brand trust in Locaahands restaurant. This result provides information that how high the satisfaction felt by visitors increasingly convince visitors of the professionalism of the restaurant so that affect the trust of visitors.

H12: Brand trust affects brand preference

Based on the answers of research respondents shown from the test hypothesis, statistically there is strong support from the influence of brand trust on brand preference at Locaahands restaurant. This result gives information that how high confidence in the brand led respondents increasingly prioritize the restaurant among other restaurants (meaning brand preference is getting stronger).

CONCLUSION

The results obtained by store atmosphere and other customer does not affect the brand image, Food quality, Service quality significantly affect brand image, Store atmosphere, Food quality, Service quality, other customer significant effect customer satisfaction, other

customer and Brand image does not affect customer satisfaction, Brand image significant effect brand trust, Customer satisfaction significant effect brand trust and brand trust significant effect brand preference.

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