

The Influence of Brand Image and Marketing Mix on Customer Loyalty through Customer Satisfaction as an Intervening Variable at Kafe Titik Akhir Jakarta

Pangestu Raharjo¹, Kumba Digidowiseiso²

^{1,2}Universitas Nasional Jakarta, Indonesia

pangesturaharjo@gmail.com, kdigidowiseiso@gmail.com

Abstract

This research aims to find out and analyze the Influence of Brand Image and Marketing Mix on Customer Loyalty through Customer Satisfaction as an Intervening Variable at Kafe Endpoint Jakarta. The research sample of 100 customers of Kafe End Point Jakarta. Data collection using questionnaires and STATA 16.0 is used as an analysis technique. The results of this study showed that brand image has a positive and significant effect on customer satisfaction, the marketing mix has a positive and significant effect on customer loyalty, the marketing mix has a positive and significant effect on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty, brand image has a positive and significant effect on loyalty. Customer satisfaction is mediated by customer satisfaction, and a marketing mix has a positive and significant effect on customer loyalty mediated by customer satisfaction.

Keywords

brand image; marketing mix; customer satisfaction; customer loyalty



I. Introduction

In today's modern era, Indonesia is one of the developing countries and has a large population, and is consumptive. In addition, Indonesia is a country with a potential market for marketing various types of products. Currently, food and beverage products have been undergoing development. The development of the business world that is growing rapidly today, has resulted in higher business competition conditions for the company. Competition as one of the complexities of business entities or companies requires company managers, especially the marketing department to be able to anticipate any changes, problems, or challenges either that are internal or external.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Customer satisfaction has become a central concept in marketing theory and practice and is one of the essential goals for business activities. Consumer satisfaction is the level of feeling a person feels after comparing his or her reality and expectations. A consumer if satisfied with the value provided by the product or service then it is very likely to become a consumer for a long time or is often called a loyal consumer. According to Kotler (2019), loyal consumers will bring other consumers to use the same product.

Kotler and Fox in Sutisna (2002) define imagery as the sum of the images, impressions, and beliefs a person has in an object. Image towards a brand is related to attitudes in the form of beliefs and preferences towards a brand. Summary (2004) defines a brand image as a set of brand associations formed in the minds of consumers. A well-managed brand image will give rise to a strong and positive brand image in the minds of consumers. A positive brand image is related to the satisfaction and loyalty of consumers to positive brand values and the willingness to re-locate the brand. Therefore, brand image is very important to achieve the market share expected by the company.

Companies that want success in influencing consumer responses in a given market must formulate a combination of aspects of marketing strategies appropriately and use marketing techniques that are appropriate to consumer behavior. One of the main elements in determining a marketing strategy is knowing exactly the design of the service marketing mix program which is often called the marketing mix.

According to Radiant and Sularso (2007: 79), the concept of the service marketing mix that we know consists of 4P (product, price, place, promotion). The marketing mix in service products needs to be added to 3P so that the service marketing mix becomes 7P (product, price, place, promotion, people, process, and physical evidence). The marketing mix is defined as the marketing tools a company uses to achieve marketing goals.

According to Supriyanto and Ernawati (2010), quality service causes consumers to feel satisfied. The marketing mix is expected to increase consumer perceived quality, namely consumer assessment of a service. If the consumer's perception of the services provided by the company increases, then the company's corporate image will also increase. This condition can increase consumer satisfaction (customer satisfaction), which can ultimately form customer loyalty.

A café is one type of business that develops very rapidly in any economic state. The growth of the café business in DKI Jakarta has increased by 15% to 20% every year. Business competition in restaurants and cafes in the city of Jakarta is very tight, this is characterized by the number of entrepreneurs who start restaurant and café businesses in the city of Jakarta. Because the stronger the view that Jakarta is a culinary center in Indonesia. At this time a lot of consumers spend their time in cafes this is also a good opportunity to make a profit.

The existence of the café at this time is very easy to find. Especially in big cities like Jakarta, because the café has become a place that can be used to hang out with friends just to spend time. Or it can be used as a place to meet with business partners. Especially now people come to the café not only to eat or drink, but want to find a place that can meet their needs and desires and that can be used to relax and eliminate fatigue from college assignments, and work assignments. Visitors who come to the café not only see the food and drink menu but also see the concept from its place. Along with the growing number of cafés in Jakarta, people will have no difficulty finding a café.

Kafe Titik Akhir was established in July 2019 which is one of the businesses in the city of South Jakarta engaged in culinary, located in the Jagakarsa sub-district. This café provides a comfortable quality of service for customers, such as providing free internet service (free wifi), having music, and decorating a special room for families. In terms of menu choices, this café has a menu of good quality and prices that are easily accessible to customers. This café also has quite a lot of competitors such as Cafe 88, Cafe Lebog, Kafe Rumpi, and others. The café that is the choice of consumers is certainly a café that can provide comfort and has menu choices that are considered appropriate by consumers both in terms of price and products. Then the management of Kafe Titik Akhir Jakarta must pay attention to how consumer satisfaction assessment of brand image and marketing mix. A

good marketing mix is something that is accepted or that is by the wishes of consumers. Therefore, better, effective, and more efficient consumer satisfaction becomes very important to be able to have an impact on customer loyalty satisfaction.

Kafe Titik Akhir Jakarta has several consumers consisting of new and also consistent old consumers who come to visit to enjoy the services or products offered by the café. By improving the brand image and quality of the marketing mix provided, the consumer can be loyal and make repurchases because it is in line with his expectations.

Table 1. Jakarta End Point Café Customer Visit Data

Number of Customer Visits Cafe End Point Jakarta	Semester 2 2019	Semester 1 2020	Semester 2 2020	Semester 1 2021
New Customers	1872	1560	2340	2184
Old Customers	5928	2340	3120	2340
Total Customers	7800	3900	5460	4524

Source: Jakarta Endpoint Café Owner

Based on Table I data, it can be seen that the number of visits per Jakarta End Point Café Customer decreased in semester 1 (2020) and semester 1 (2021) or fluctuated. The decrease in the number of visits is caused by several factors, namely loyalty, brand image, marketing mix, satisfaction, brand equity, service quality, and customer experience. The decrease in the number of old and new visits shows that the interest in customer visits to come back to Kafe Titik Akhir Jakarta is decreasing. This illustrates that customer satisfaction is still low. The marketing mix that has not been optimally resulted in the brand image has not been in line with the expectations of Kafe Endpoint Jakarta which has an impact on customer satisfaction and loyalty.

Saputra (2016), in his research, revealed that the higher the level of consumer satisfaction, it will bring greater the profits for the company, and the marketing mix can have a strong influence on the satisfaction or dissatisfaction of a consumer. Customer satisfaction will affect customer loyalty so that the business built will continue to survive and grow.

According to Wirtz (2012: 138), customer loyalty has an important role in a company, maintaining them means improving financial performance and maintaining the survival of the company. The benefit of customer loyalty is the reduced influence of attacks from competitors from similar companies, not only competition in terms of products but also competition in terms of perception. In addition, loyal customers can encourage the development of the company by providing ideas or suggestions to the company to improve the quality of its products.

Brand image will have a direct effect on the high satisfaction of consumers and will have an impact on visits to a café. According to Candra Setyawati (2015), the rapid development of the market requires companies to increase consumer satisfaction by encouraging consumers to pay more attention to the brand image than the physical characteristics of a product in deciding on purchases and loyalty. The results of Sugianto's research (2018), showed that the brand image has a positive and significant influence on the loyalty of Linggijati Kuningan Hospital. Brand image, quality of service, and trust have a simultaneous effect on customer loyalty.

According to Suci and Arum (2019), the research showed that promotional products, places, and prices have a positive effect on consumer satisfaction with SME food and beverage products in Malaysia. In addition, customer satisfaction positively affects

customer loyalty. These findings show that products, promotions, locations, and prices positively affect customer loyalty through customer satisfaction with SME food and beverage products in Malaysia. Furthermore, based on research conducted by Putra (2016), in his research revealed that simultaneously the marketing mix (7P) has a significant effect on consumer satisfaction and supported by jaw at et al. (2019) research, showing that there is a significant positive impact on customer satisfaction with all dimensions of the service marketing mix (7P). Junior et al.'s research (2018), states that partially the marketing mix has a positive and significant effect on customer satisfaction, the marketing mix has a positive and significant effect on customer loyalty, and satisfaction has a positive and significant effect on customer loyalty. It indirectly shows that customer satisfaction can mediate the influence of the marketing mix on customer loyalty in a positive and significant way. However, the study contradicts the results of research conducted by Mulyanto et al. (2019), stating that the marketing mix has no effect on loyalty and satisfaction has no effect on loyalty. According to Puji (2021), customer dispelledness cannot mediate the marketing mix and brand image to consumer loyalty.

Referring to some of these things, researchers want to look further into what marketing mix variables affect customer satisfaction that impacts consumer loyalty. Based on the description above, researchers are interested in conducting a study entitled "Influence of Brand Image and Marketing Mix on Customer Loyalty through Customer Satisfaction as An Intervening Variable at Kafe Titik End in Jakarta".

II. Research Method

The object of research is a benchmark of concern in a study, while the object of research is targeted in research, namely to get answers or solutions to problems that occur.

According to Digdowiseiso (2017), what is meant by research object is a scientific target to obtain data with a specific purpose and usefulness about something objective, valid and reliable about a (certain variable). The objects in this study are brand image and marketing mix, customer satisfaction, and loyalty of Kafe Endpoint Jakarta. The data collection techniques in this study used questionnaire methods. According to Sugiyono (2017), a Questionnaire is a data collection technique that is done by giving a set of written questions to respondents to answer. This method is considered to have the advantage of being a good data collector. The data analysis method in this study uses SEM (Structural Equation Modeling) using the STATA 16.0 for Windows program and will be processed to obtain descriptive information, know the strength and significance of a relationship between free and bound variables, and investigate the signs, size, and significance of the relationship between these two variables.

III. Results and Discussion

The description of the research object was obtained from the results of a questionnaire distributed for research to consumers of Kafe Titik Akhir Jakarta, which was the subject of the study. The basic characteristics of respondents asked in the questionnaire were gender, age, and education last with the following data results:

Table 2. Characteristics of Respondents Based on Gender

Gender	Frequency	Presentation (%)
Man	57	57%
Woman	53	53%
Total	100	100%

Source: The results of the processed questionnaire

Based on Table 2 above can be explained the percentage of the male sex is 57% greater than female respondents at 53%, it can be concluded that consumers of Kafe Endpoint Jakarta are dominated by men.

Table 3. Characteristics of Respondents Based on Age

Age	Frequency	Percentage (%)
17-20 Years	26	26%
21-30 Years	54	54%
31-40 Years	20	20%
Total	100	100%

Source: Processed questionnaire results

Based on Table 3 above shows that it is dominated by the age range of 21-30 years with a percentage of 54% for consumers of Kafe Endpoint Jakarta.

Table 4. Characteristics of Respondents Based on Recent Education

Education	Frequency	Percentage (%)
SMA	46	46%
D3	16	16%
S1	38	38%
Total	100	100%

Source: Processed questionnaire results

Based on Table 4 above shows the education of the largest respondents is a high school 46%.

4.1 Instrument Test

a. Validity Test

Validity testing is done with the help of a computer using the STATA 16.0 for Windows program. The validity test is conducted to test the validity of each question item on a questionnaire that has been designed. In this study, validity testing was only conducted on 100 respondents. Decision making is based on the $>_{\text{label}}$ calculated value of 0.1966, for $df = 100 - 2 = 98$; $\alpha = 0.05$ then the item / question is valid and vice versa. Table 4.4 presents the results of the validity test for each item of the question from the questionnaire.

Table 5. Test Validity of Questionnaire Question Items

R Count	R Table	Result
0,6345	0,1966	Valid (R Calculate > R Table)
0,6718	0,1966	Valid (R Calculate > R Table)
0,6899	0,1966	Valid (R Calculate > R Table)
0,7844	0,1966	Valid (R Calculate > R Table)

0,7982	0,1966	Valid (R Calculate > R Table)
0,8344	0,1966	Valid (R Calculate > R Table)
0,7577	0,1966	Valid (R Calculate > R Table)
0,7164	0,1966	Valid (R Calculate > R Table)
0,7750	0,1966	Valid (R Calculate > R Table)
0,7715	0,1966	Valid (R Calculate > R Table)
0,8230	0,1966	Valid (R Calculate > R Table)
0,7403	0,1966	Valid (R Calculate > R Table)
0,7883	0,1966	Valid (R Calculate > R Table)
0,7962	0,1966	Valid (R Calculate > R Table)
0,8383	0,1966	Valid (R Calculate > R Table)
0,8308	0,1966	Valid (R Calculate > R Table)
0,7504	0,1966	Valid (R Calculate > R Table)

A question is said to be valid if the value of $r_{\text{count}} > 0,1966 r_{\text{table}}$. It is known that all r_{count} values $> 0,1966 r_{\text{table}}$. So it was concluded that all the questions on the questionnaire were valid.

b. Reliability Test

Reliability tests should be conducted only on questions that already have or meet the validity test, so if they do not qualify for the validity test then there is no need to proceed with reliability tests. Here are the results of the reliability test for valid question items.

Table 6. Reliability Test

Variable	Cronbach's Alpha	Result
Brand Image (X1)	0,8140	Reliable
Marketing Mix (X2)	0,9220	Reliable
Customer Satisfaction	0,9009	Reliable
Customer Loyalty (Y)	0,9135	Reliable

If *Cronbach's Alpha* score is greater than 0.7, then the study questionnaire is reliable. It is known that the questionnaire is reliable, as the entire value of *Cronbach's Alpha* is greater than 0.7.

4.2 Classic Assumption Test

a. Normality Test

In this study, the normality test was conducted using the Skewness/Kurtosis test. The level of significance used. The basis of decision making is to look at probability numbers, with the following conditions. $\alpha = 0,05$ If the probability assumption 05, then the assumption of normality is met. $p \geq$ If the probability < 0.05 , then the assumption of normality is not met.

Table 7. Normality Test

. sktest data_resid~1

Skewness/Kurtosis tests for Normality					
Variable	Obs	Pr(Skewness)	Pr(Kurtosis)	joint chi2(2)	Prob>chi2
data_resid~1	100	0.0453	0.1560	5.77	0.0558

Note that based on Table 7 the probability value is known at 0.0558. Because the probability value, which is 0.0558, is greater than the level of significance, which is 0.05. This means that the data is normally distributed.

b. Multicollinearity Test

Check whether there is multicollinearity or not can be seen from *the value of the variance inflation factor (VIF)*. According to Ghazali (2013), VIF values that are more than 10 indicated a free variable occurs in multicollinearity.

Table 8. Multicollinearity Test

```
. vif
```

Variable	VIF	1/VIF
KP	1.18	0.845920
BI	1.10	0.909131
MM	1.09	0.918885
Mean VIF	1.12	

Note that based on Table 8, all VIF values < 10.

c. Heteroskedasticity Test

The Breusch-Pagan test was used in this study to perform heteroskedasticity tests. If the probability value (*prob > chi2*) is greater than the significance level of 0.05, then it is inferred that heteroskedasticity occurs. However, if the probability value < 0.05, it is concluded that heteroskedasticity occurs.

Table 9. Test Heteroskedastisistas

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. . estat hettest
```

Breusch-Pagan / Cook-Weisberg test for heteroskedasticity
Ho: Constant variance
Variables: fitted values of LP

chi2(1)	=	3.51
Prob > chi2	=	0.0611

Based on the results of the heteroskedasticity test in Table 9 it is known that the probability value (*Prob > chi2*) is 0.0611, > 0.05, it is concluded that heteroskedasticity does not occur.

d. Autocorrelation Test

The Runs test was used in this study to perform autocorrelation tests. If the probability value is greater than the significance level of 0.05, then it is inferred that there is no autocorrelation. But if the probability value < 0.05, then it is concluded that there is autocorrelation.

Table 10. Autocorrelation Test

```

. runtest data_resid~l
N(data_resid~l <= .1642433106899261) = 50
N(data_resid~l > .1642433106899261) = 50
      obs = 100
      N(runs) = 42
      z = -1.81
      Prob>|z| = .07

```

Based on the results of the autocorrelation test on Tabel 4.9, the probability value ($Prob > |z|$) is 0.07, > 0.05 , then it is concluded that there is no autocorrelation.

4.3 Path Diagram Analysis

Table 11. Path Diagram Results

Standardized	OIM					
	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
Structural						
KP						
BI	.2728474	.0875451	3.12	0.002	.1012621	.4444327
MM	.2541027	.0882216	2.88	0.004	.0811916	.4270138
_cons	2.410857	.7467584	3.23	0.001	.9472371	3.874476
LP						
KP	.3242629	.0892788	3.63	0.000	.1492797	.4992461
BI	.178288	.0880316	2.03	0.043	.0057493	.3508268
MM	.2169907	.0866822	2.50	0.012	.0470968	.3868846
_cons	.2371178	.6538549	0.36	0.717	-1.044414	1.51865
var(e.KP)	.8459201	.0638005			.7296768	.9806818
var(e.LP)	.7329048	.07347			.6021697	.8920235

Based on the results of the path diagram above and by using standardized coefficients can be made 2 (two) regression equations, namely:

a. Regression step 1:

$$Z = 0.272 X_1 + 0.254 X_2$$

Analysis:

Brand image variables and marketing mixes have positive marked coefficients. This can be interpreted if the brand image and marketing mix increase, there will be an increase in customer satisfaction with Kafe Titik Akhir Jakarta.

b. Regression step 2:

$$Y = 0.178 X_1 + 0.216 X_2 + 0.324 Z$$

Analysis:

Brand image variables, marketing mix, and customer satisfaction have positive marked coefficients. This can be interpreted if the brand image, marketing mix, and customer satisfaction increase, then there will be an increase in customer loyalty to cafe End Point Jakarta.

Based on Table 11 above, the path diagram is obtained as follows:

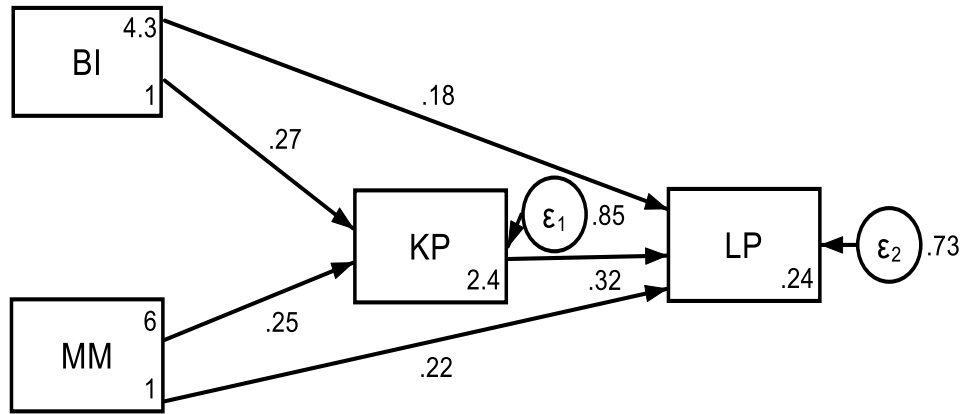


Figure 1. Path Diagram

Tabel 12. Direct Effects and Indirect Effects

Direct effects						
		Coef.	OIM Std. Err.	z	P> z	Std. Coef.
Structural KP	BI	.2505807	.0849711	2.95	0.003	.2728474
	MM	.2996149	.1090932	2.75	0.006	.2541027
LP	KP	.3876873	.1112867	3.48	0.000	.3242629
	BI	.1957646	.0985877	1.99	0.047	.178288
	MM	.3059001	.1259017	2.43	0.015	.2169907
Indirect effects						
		Coef.	OIM Std. Err.	z	P> z	Std. Coef.
Structural KP	BI	0	(no path)			0
	MM	0	(no path)			0
LP	KP	0	(no path)			0
	BI	.0971469	.0431606	2.25	0.024	.0884743
	MM	.1161569	.0538568	2.16	0.031	.0823961
Total effects						
		Coef.	OIM Std. Err.	z	P> z	Std. Coef.
Structural KP	BI	.2505807	.0849711	2.95	0.003	.2728474
	MM	.2996149	.1090932	2.75	0.006	.2541027
LP	KP	.3876873	.1112867	3.48	0.000	.3242629
	BI	.2929115	.1001353	2.93	0.003	.2667623
	MM	.4220569	.1285623	3.28	0.001	.2993868

The results of the analysis of the hypothesis of research on indirect influences were conducted using Stata 16.0 and *Sobel test*.

$$z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

Information

a = regression coefficient of independent variables against mediation variables

b = regression coefficient of mediation variables against dependent variables

Sa = *standard error of estimation* from the influence of independent variables on mediation variables

Sb = *standard error of estimation* from the effect of mediation variables on dependent variables

Table 13. Sobel Test Results (Brand Image)

. medsem, indep(BI) med(KP) dep(LP) mcreps(500) rit rid

Significance testing of indirect effect (unstandardised)

Estimates	Delta	Sobel	Monte Carlo
Indirect effect	0.097	0.097	0.097
Std. Err.	0.043	0.043	0.044
z-value	2.251	2.251	2.196
p-value	0.024	0.024	0.028
Conf. Interval	0.013 , 0.182	0.013 , 0.182	0.023 , 0.192

Baron and Kenny approach to testing mediation

STEP 1 - KP:BI (X -> M) with B=0.251 and p=0.003

STEP 2 - LP:KP (M -> Y) with B=0.388 and p=0.000

STEP 3 - LP:BI (X -> Y) with B=0.196 and p=0.047

As STEP 1, STEP 2 and STEP 3 as well as the Sobel's test above are significant the mediation is partial!

RIT = (Indirect effect / Total effect)

(0.097 / 0.293) = 0.332

Meaning that about 33 % of the effect of BI on LP is mediated by KP!

RID = (Indirect effect / Direct effect)

(0.097 / 0.196) = 0.496

That is, the mediated effect is about 0.5 times as large as the direct effect of BI on LP!

Mediation analysis by causal step method (Baron & Kenny, 1986) step 1, step 2, and step 3 based on *Sobel test* above significant mediation are partial. RIT value of 0.33 (33%) which means the influence of *brand image* on customer loyalty is mediated by customer satisfaction by 33%. Rid value of 0.496 (0.5) which means mediated indirect influence is about 0.5% greater than the brand image's direct influence on customer loyalty.

Table 14. Sobel Test Results (Marketing Mix)

. medsem, indep(MM) med(KP) dep(LP) mcreps(500) rit rid

Significance testing of indirect effect (unstandardised)

Estimates	Delta	Sobel	Monte Carlo
Indirect effect	0.116	0.116	0.116
Std. Err.	0.054	0.054	0.055
z-value	2.157	2.157	2.096
p-value	0.031	0.031	0.036
Conf. Interval	0.011 , 0.222	0.011 , 0.222	0.024 , 0.236

Baron and Kenny approach to testing mediation

STEP 1 - KP:MM (X → M) with B=0.300 and p=0.006

STEP 2 - LP:KP (M → Y) with B=0.388 and p=0.000

STEP 3 - LP:MM (X → Y) with B=0.306 and p=0.015

As STEP 1, STEP 2 and STEP 3 as well as the Sobel's test above are significant the mediation is partial!

RIT = (Indirect effect / Total effect)

(0.116 / 0.422) = 0.275

Meaning that about 28 % of the effect of MM on LP is mediated by KP!

RID = (Indirect effect / Direct effect)

(0.116 / 0.306) = 0.380

That is, the mediated effect is about 0.4 times as large as the direct effect of MM on LP!

Mediation analysis by causal step method (Baron & Kenny, 1986) step 1, step 2, and step 3 based on *Sobel test* above significant mediation are partial. RIT value of 0.275 (28%) which means the influence of *brand image* on customer loyalty is mediated by customer satisfaction by 28%. Rid value of 0.380 (0.4) which means mediated indirect influence is about 0.4 greater than the brand image's direct influence on customer loyalty

Based on the above data obtained the results of hypothesis testing are as follows:

1. Hypothesis 1 Testing

H₁: There is a direct influence of *Brand Image* on Customer Satisfaction at Kafe Endpoint Jakarta. The test showed that *Brand image* results had a positive effect on customer satisfaction, with a path coefficient value of 0.250, and significant, with a probability value of $p = 0.003 < 0.05$ thus the hypothesis of 1 is acceptable.

2. Hypothesis 2 Testing

H₂: There is a direct influence of *Marketing Mix* on Customer Satisfaction at Cafe End Point Jakarta. The test showed that *the Marketing mix* result had a positive effect on customer satisfaction, with a path coefficient value of 0.299, and significant, with a probability value of $p = 0.006 < 0.05$ thus hypothesis 2 is acceptable.

3. Hypothesis 3 Testing

H₃: There is a direct influence of *Brand Image* on Customer Loyalty at Kafe Endpoint Jakarta The test showed that *Brand image* results had a positive effect on customer loyalty, with a path coefficient value of 0.195, and significantly, with a probability value of $p = 0.047 < 0.05$ thus the 3rd hypothesis was acceptable.

4. Hypothesis 4 Testing

H₄: There is a direct influence of *Marketing Mix* on Customer Loyalty at Kafe Endpoint Jakarta. The test showed that the results of the marketing mix had a positive effect on customer loyalty, with a path coefficient value of 0.305, and significant, with a probability value of $p = 0.015 < 0.05$ thus the hypothesis of 4 is acceptable.

5. Hypothesis 5 Testing

H₅: There is a direct influence of Customer Satisfaction on Customer Loyalty at Cafe Endpoint Jakarta. The test showed that customer satisfaction results had a positive effect on customer loyalty, with a path coefficient value of 0.387, and significantly, with a probability value of $p = 0.000 < 0.05$ thus the 5 hypothesis is acceptable.

6. Hypothesis 6 Testing

H₆: There is an indirect influence of *Brand Image* on Customer Loyalty through Customer satisfaction at Kafe Endpoint Jakarta. Tests showed that brand image results have a positive effect on customer loyalty by being mediated by customer satisfaction. With a path coefficient value of 0.097, the Z value of $2.251 > 1.96$ and significant, with a probability value of $p = 0.024 < 0.05$. RIT value of 0.33 (33%) which means the influence of brand image on customer loyalty is mediated by customer satisfaction by 33%. Rid value of 0.496 (0.5) which means mediated indirect influence is about 0.5 greater than the direct influence of brand image on customer loyalty thus hypothesis 6 is acceptable.

7. Hypothesis 7 Testing

H₇: There is an indirect influence of *Marketing Mix* on Customer Loyalty through Customer Satisfaction at Kafe Endpoint Jakarta. Testing shows that marketing results affect customer loyalty by being mediated by customer satisfaction. With a path coefficient value of 0.116, the Z value of $2.157 > 1.96$ and significant, with a probability value of $p = 0.031 < 0.05$. RIT value of 0.275 (28%) which means the influence of marketing mix on customer loyalty is mediated by customer satisfaction by 28%. Rid value of 0.380 (0.4) which means mediated indirect influence is about 0.4 greater than the direct influence of marketing mix on customer loyalty thus hypothesis 7 is acceptable.

IV. Conclusion

After a study that tested the seven hypotheses submitted in the previous discussion, the study on the seven hypotheses concluded that brand image had a positive effect on customer satisfaction, with a path coefficient value of 0.250, and significantly, with a probability value of $p = 0.003 < 0.05$. The marketing mix has a positive effect on customer satisfaction of Kafe End Point Jakarta, with a path coefficient value of 0.299, and significantly, with a probability value of $p = 0.006 < 0.05$. Brand image has a positive effect on customer loyalty of Kafe End Point Jakarta, with a path coefficient value of 0.195, and significantly, with a probability value of $p = 0.047 < 0.05$. Marketing mix has a positive effect on customer loyalty, with a path coefficient value of 0.305, and significantly, with a probability value of $p = 0.015 < 0.05$. Customer satisfaction positively affects customer loyalty of Kafe Endpoint Jakarta, with a path coefficient value of 0.387, and significantly, with a probability value of $p = 0.000 < 0.05$. Brand image positively affects customer loyalty by mediating customer satisfaction Kafe Endpoint Jakarta with a path coefficient value of 0.097, a value of Z of $2,251 > 1.96$ and significant, with a probability value of $p = 0.024 < 0.05$ Marketing mix positively affects customer loyalty by

mediating by customer satisfaction Kafe Endpoint Jakarta, with a path coefficient value of 0.116, the Z value of $2,157 > 1.96$ and significant, with probability value $p = 0.031 < 0.05$.

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