

# The Influence of Brand Image and Brand Trust on Customer Satisfaction through Purchase Decisions as Intervening Variables in Fried Chicken Sabana in Malang City

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## Abstract

*This study aims to analyse the impact of Brand image, and Brand Trust on Customer Satisfaction through Purchase Decisions as Intervening Variables in Fried Chicken Sabana in Malang City. This survey is a quantitative survey using an explanatory survey method using a sample of 75 respondents, and uses a non-stochastic sampling method using a snowball sampling method. The data source used in this survey uses the primary data source in the method of data collection using surveys. The analytical method used Partial Least Square (PLS) method and software SmartPLS version 3.9 to analyse the hypothesis test. The conclusions of this study are as follows: (1) Brand Image has a positive but not significant effect on purchasing decisions at Sabana Fried Chicken in the city of Malang. (2) Brand Trust has a positive and significant effect on purchasing decisions at Sabana Fried Chicken in the city of Malang. (3) Brand Image has a positive and significant effect on customer satisfaction at Sabana Fried Chicken in the city of Malang. (4) Brand Trust has a positive and significant effect on customer satisfaction at Sabana Fried Chicken in the city of Malang. (5) Purchase decisions have a positive and significant impact on customer satisfaction at Sabana Fried Chicken in the city of Malang. (6) Brand Image has a positive but not significant effect on customer satisfaction through purchasing decisions as an intervening variable at Sabana Fried Chicken in the city of Malang. And (7) Brand Trust has a positive and significant effect on customer satisfaction through purchasing decisions as an intervening variable at Sabana Fried Chicken in the city of Malang.*

## Keywords

brand image; brand trust; purchasing decision; customer satisfaction



## I. Introduction

The food industry is one of the most widely circulated product categories in the market. One of them is Fried Chicken products, from various brands of fried chicken on the market, one of which is Sabana Fried Chicken. Sabana Fried Chicken is a local product brand that is loved and known by the public. Sabana Fried Chicken is a franchise brand from PT. Sumber Berkah Niaga, which was established in 2010, as for the Sabana Fried Chicken business itself, has been established since August 2006. As stated by Franchise.com Magazine, Sabana Fried Chicken has more than 1000 outlets spread throughout Indonesia.

Industry.co.id on August 29, 2021 at the 15th anniversary of the Sabana Fried Chicken, said that Syamsalis as the owner of Sabana Fried Chicken made the fried chicken business opportunity to develop rapidly through WOM (word of mouth), namely word of mouth promotion. Until now, people have trusted the Sabana fried chicken brand as fried

chicken that is safe for consumption. Sabana also earned the title of Market Leader. Info Franchise Magazine in 2011 awarded the title as Market Leader in the fried chicken business for the booth category. The booth category is a small business space with products, equipment, systems and business characteristics according to the type of business chosen or known as a street vendor.

In the city of Malang, increasingly fierce competition in the food industry, especially local fried chicken products, makes consumers have many alternative choices that make it very easy for consumers to switch to other brands, such as: Hasanah Fried Chicken, Ayam Goreng Ae, Tacibay and so on. This causes the fast food industry to continue to apply their respective strategies to compete with other fried chicken stall models. The right strategy will be able to attract more fans to buy the product. Therefore, something is needed to attract consumers to continue to choose and make purchases of Sabana Fried Chicken products.

This research focuses more on purchasing decisions and customer satisfaction for Sabana Fried Chicken products in Malang. There are 5 sub-districts in the city of Malang, where Lowokwaru District is a densely populated area dominated by students from outside the area to gain knowledge. As well as newcomers who intend to work or settle in the area. Due to the large number of people who come to Malang, it offers great opportunities for entrepreneurs who are opening their businesses in the area. The increasing number of traders or entrepreneurs causes more people to come to sell. As a result, it creates intense competition in starting a business. This is because there is a lot of competition with other franchises, which makes consumers decide to choose fried chicken products that they see in terms of brand image and brand trust, because these two things are very important.

Thus, the above explanation will present the factors that influence consumer purchasing decisions on Sabana Fried Chicken products, including brand image, brand trust and customer satisfaction. With this background, the title raised in this study is "The Influence of Brand Image and Brand Trust on customer satisfaction through purchasing decisions as Intervening Variables".

## **II. Review of Literature**

### **2.1 Brand Image**

Brand image according to Kotler and Keller is the perceptions and beliefs held by consumers, as reflected by associations embedded in consumers' memories (Kotler, 2017).

Ali (2019) explained in his research entitled "Impact of Brand Image, Brand Equity and Brand Trust on Asus Laptop Purchase Decisions (Study at the Lumajang Computer Center Computer Store in Lumajang Regency)" "The results show that brand image, brand equity and brand trust have an effect on positive but not partially significant on purchasing decisions.

Rahmawati (2020) explained in her research entitled "The Influence of Word of Mouth, Brand Image, Brand Trust, Product Quality, and Promotion on Customer Satisfaction of Telkomsel Card Users (Case Study in Bago Tulungagung Village Community)". The results of the study indicate that partially Brand image, product quality, and promotion have a significant effect on customer satisfaction. Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

## 2.2 Brand Trust

Morris in Sandika (2020) says that brand trust is the willingness of the average consumer to depend on the ability of a brand to carry out all its uses or functions.

Aeni (2021) explains in his research with the title "The Effect of Brand Image on Purchase Decisions Mediated by Brand Trust". With the results Brand image affects purchasing decisions, brand image affects brand trust, Brand trust affects purchasing decisions, and Brand trust affects the relationship between brand image and purchasing decisions.

Iyut (2020) with the title "The Effect of Brand Trust and Product Prices on Customer Satisfaction Mediated by the Purchase Decision of Marcks Powder (Case Study at PT. Kimia Farma Veteran)". With the results of the variable brand trust has a positive and significant impact on customer satisfaction.

## 2.3 Purchase Decision

Kotler and Armstrong (2016) define that the purchase decision is a decision taken by someone in which he must choose goods or services from several available alternatives.

Paludi (2021) with the title "The effect of product quality and brand image on customer satisfaction through purchasing decisions as an intervening". The results of this study indicate that purchasing decisions affect customer satisfaction.

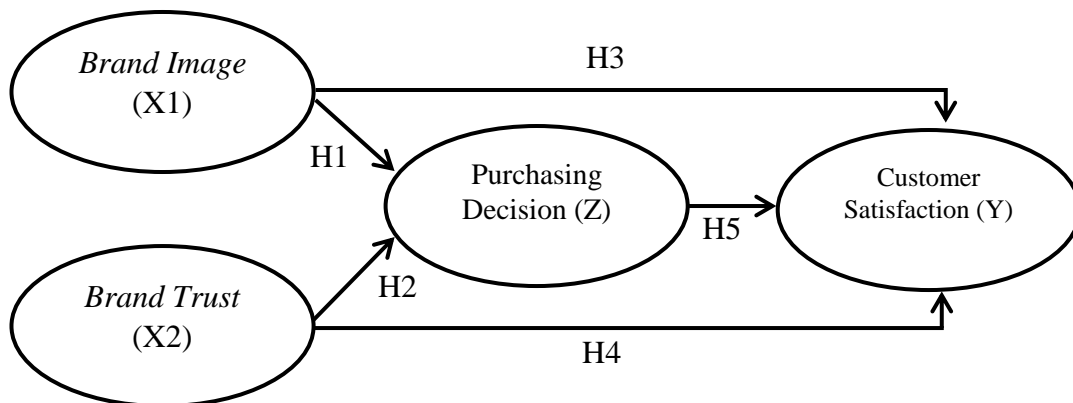
## 2.4 Customer Satisfaction

According to Kotler (2017) the definition of customer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or outcome) against their expectations.

Amalia (2021) with the title "The role of halal labels, Brand image, Brand trust on purchasing decisions for halal-labeled cosmetic products in Tanjung Pinang with consumer satisfaction as an intervening variable (Study on users of halal-labeled cosmetic products in Tanjung Pinang city)". The results of the analysis in this study indicate that Brand Image has an effect but is not significant on purchasing decisions through consumer satisfaction on halal cosmetic products.

## 2.5 Conceptual Framework

Based on existing theories and previous research on the same topic, a framework of thought can be formed in this research, as follows:



### III. Research Method

#### 3.1 Type, Location, and Time of Research

This research is a quantitative research with Explanatory Research research technique. This research was conducted at Sabana Fried Chicken in the Malang City from February to June 2022.

#### 3.2 Population and Sample

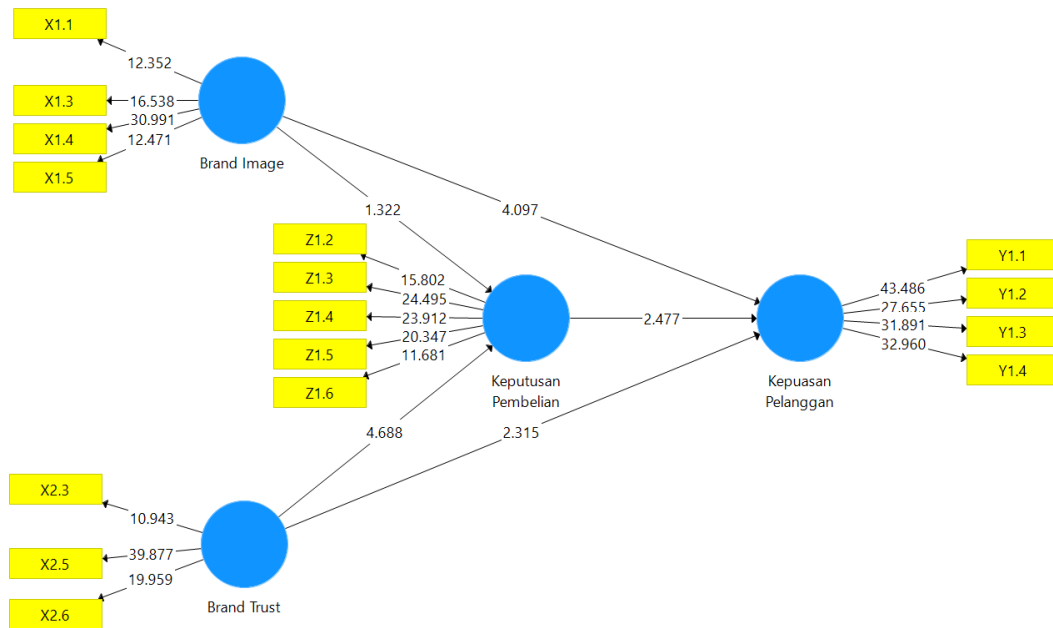
The population taken in this study were all consumers from Sabana Fried Chicken in Malang City. Sampling was carried out using a non-probability sampling technique using the Snowball sampling method. With the criteria of respondents having purchased a product more than once at Sabana Fried Chicken in Malang city. Due to the difficulty of determining the total population because the total number of consumers is unknown, the researchers took samples with a minimum number of five times the number of indicators, namely 75 respondents. So the sample used in this study was 75 respondents.

#### 3.3 Data Sources and Data Collection Methods

The data source in this study is the primary data source with the data collection method using a questionnaire.

#### 3.4 Data Analysis Statistics

##### a. Designing a Structural Model (Outer Model)



#### 1. Validity Test

**Table 1.** Validity test result

Variable	Indicator Items	Loading Factor	AVE
Brand Image	X1.1	0.738	0.665
	X1.3	0.847	
	X1.4	0.861	
	X1.5	0.810	

Brand Trust	X2.3	0.748	0.668
	X2.5	0.884	
	X2.6	0.815	
Customer Satisfaction	Y1.1	0.881	0.768
	Y1.2	0.875	
	Y1.3	0.858	
	Y1.4	0.891	
Purchasing Decision	Z1.2	0.773	0.679
	Z1.3	0.866	
	Z1.4	0.854	
	Z1.5	0.861	
	Z1.6	0.761	

Source: Primary data processed in 2022

The results of the convergent validity test on the outer model can be seen in table above which involves all variables including Brand image, Brand trust, Purchase decisions and customer satisfaction. Each variable has a loading factor value greater than 0.70, so it can be said that all constructs are valid.

Furthermore, in the discriminant validity test, the Average Variance Extracted (AVE) value was obtained which was greater than 0.50. So it can be said that the items used in the construct are valid.

## 2. Reliability Test

**Table 2.** Reability test result

Variabel	Cronbach's Alpha	Composite Reliability
Brand Image	0.832	0.888
Brand Trust	0.750	0.857
Customer Satisfaction	0.899	0.930
Purchasing decision	0.881	0.914

Source: Primary data processed in 2022

Furthermore, the reliability test in table above which describes the four variables in this study has Cronbach's alpha and composite reliability values greater than 0.70. So it can be said that the construct in this study is reliable.

## b. Struktural Model (Inner Model)

### 1. Goodness of Fit

**Table 3.** R Square test results

Variabel	R Square
Customer Satisfaction	0.687
Purcashing Decision	0.551

Source: Primary data processed in 2022

Based on the table above, it can be seen that the R-Square value for the Customer Satisfaction variable is 0.687. From this value, it can be explained that the percentage of Customer Satisfaction variable can be explained by Brand Image and Brand Trust of 68.7%. This indicates that the model is categorized as strong because it is close to the R2 value in the R2=0.75 range.

Then for the R-Square value obtained by the Purchase Decision variable of 0.551. This value explains that the Purchase Decision can be explained by Brand Image and Brand Trust of 55.1%. This indicates that the model is categorized as strong because it is close to the R2 value in the range R2=0.75.

The goodness of fit assessment is known from the Q-Square value. The Q-Square value has the same meaning as the coefficient determination (R-Square) in regression analysis, where the higher the Q-Square, the model can be said to be better or more fit with the data. The results of the calculation of the Q-Square value are as follows:

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0,687) \times (1 - 0,551)] \\
 &= 1 - (0,313 \times 0,449) \\
 &= 1 - 0,140 \\
 &= 0,860
 \end{aligned}$$

Based on the results of the calculations above, the Q-Square value is 0.860. This shows that the diversity of the research data that can be explained by the research model is 86%. While the remaining 14% is explained by other factors outside the research model. Thus, from these results, this research model can be declared to have a good goodness of fit.

## 2. Hypothesis Test

**Table 4.** Hypothesis Direct Effect test Result

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Brand Image -> Purchsing Decision	0.150694	0.1826389	0.11389	1,322	0.132
Brand Trust -> Purchsing Decision	0.404861	0.390972	0.0861	4,688	0.000
Brand Image -> Customer Satisfaction	0.31875	0.301389	0.07778	4,097	0.000
Brand Trust -> Brand Image -> Customer Satisfaction	0.175694	0.18125	0.075694	2,315	0.023
Purchsing Decision -> Brand Image -> Customer Satisfaction	0.15972	0.1729167	0.093	2,477	0.016

Source: Primary data processed in 2022

Before testing the hypothesis, it is known that the value of the T-table with a significance level of 5% or 0.05 is 1.667. Hypothesis testing for each latent variable relationship is shown as follows:

- a) Based on the results of the T statistical output for the Brand Image variable (X1) on the Purchase Decision variable (Z) of  $1.322 < 1.667$  and the p value of  $0.132 > 0.050$ . The original sample estimate value shows a positive value of 0.150 which indicates that the direction of the relationship between the Brand Image (X1) variable and the Purchase Decision (Z) variable is positive. Thus H1 in the study was rejected. That is, in this study the latent variable Brand Image (X1) has a positive but not significant effect on the latent variable Purchase Decision (Z).

- b) Based on the results of the T statistical output for the Brand Trust variable (X2) on the Purchase Decision variable (Z) of  $4.688 > 1.667$  and the p value of  $0.000 < 0.050$ . The original sample estimate value shows a positive value of 0.405 which indicates that the direction of the relationship between the Brand Trust variable (X2) and the Purchase Decision variable (Z) is Positive. Thus H2 in the study was accepted. That is, in this study the latent variable Brand Trust (X2) has a positive and significant effect on the latent variable Purchase Decision (Z).
- c) Based on the results of the T statistical output for the Brand Image variable (X1) on the customer satisfaction variable (Y) of  $4.097 > 1.667$  and the p value of  $0.000 < 0.050$ . The original sample estimate value shows a positive value of 0.319 which indicates that the direction of the relationship between the Brand Image variable (X1) and the customer satisfaction variable (Y) is Positive. Thus H3 in the study was accepted. That is, in this study the latent variable Brand Image (X1) has a positive and significant effect on the latent variable Customer Satisfaction (Y).
- d) Based on the results of the T statistic output for the Brand Trust variable (X2) on the Customer satisfaction variable (Y) of  $2,315 > 1,667$  and the p value of  $0,023 < 0,050$ . The original sample estimate value shows a positive value of 0.176 which indicates that the direction of the relationship between the Brand Trust variable (X2) and the customer satisfaction variable (Y) is positive. Thus H4 in the study was accepted. That is, in this study the latent variable Brand Trust (X2) has a positive and significant effect on the latent variable customer satisfaction (Y).
- e) Based on the results of the T statistical output for the Purchase Decision variable (Z) on the customer satisfaction variable (Y) of  $2.477 > 1.667$  and the p value of  $0.016 < 0.050$ . The original sample estimate value shows a positive value of 0.1597 which indicates that the direction of the relationship between the Purchase Decision variable (Z) and the Customer Satisfaction variable (Y) is positive. Thus H5 in the study was accepted. That is, in this study the latent variable of Purchase Decision (Z) has a positive and significant effect on the latent variable of customer satisfaction (Y).

**Table 5.** Hypothesis Inirect Effect test result

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Brand Image -> Purchase Decision -> Customer Satisfaction	0.050	0.070	0.056	0.613194	0.264
Brand Trust -> Purchase Decision -> Customer Satisfaction	0.093056	0.0951389	0.051	2,608	0.011

Source: Primary data processed in 2022

- 1) Based on the results of the T statistical output for the Brand Image (X1) variable on the Customer Satisfaction Variable (Y) through Purchase Decision (Z) of  $0.613 < 1.667$  and the p value of  $0.264 > 0.050$ . The original sample estimate value shows a positive value of 0.050 which indicates that the direction of the relationship between the Brand Image (X1) variable and the Customer Satisfaction Variable (Y) through Purchase Decision (Z) is positive. Thus H6 in the study was rejected. That is, in this study the latent variable Brand Image (X1) has a positive but not significant effect on the Customer Satisfaction Variable (Y) through Purchase Decision (Z).

- 2) Based on the results of the T statistical output for the Brand Trust variable (X2) on the Customer Satisfaction Variable (Y) through Purchase Decision (Z) of  $2.608 > 1.667$  and the p value of  $0.011 < 0.050$ . The original sample estimate value shows a positive value of 0.093 which indicates that the direction of the relationship between the Brand Trust variable (X2) and the Customer Satisfaction Variable (Y) through Purchase Decision (Z) is positive. Thus H7 in the study was accepted. That is, in this study the latent variable Brand Trust (X2) has a positive and significant effect on the Customer Satisfaction Variable (Y) through Purchase Decision (Z).

## **IV. Results and Discussion**

### **4.1 The Effect of Brand Image (X1) on Purchase Decision (Z)**

Based on the results of the analysis above, the Brand Image (X1) variable on the Purchase Decision variable (Z) is  $1.322 < 1.667$  and the p value is  $0.132 > 0.050$ . The original sample estimate value shows a positive value of 0.150 which indicates that the direction of the relationship between the Brand Image (X1) variable and the Purchase Decision (Z) variable is positive. It can be said that the Brand Image variable (X1) has a positive but not significant effect on the Purchase Decision (Z) variable.

From the results above, it can be seen that this study supports Ali's research (2019) with the title "Impact of Brand Image, Brand Equity and Brand Trust on Asus Laptop Purchase Decisions (Study at the Lumajang Computer Center Computer Store in Lumajang Regency) "The results showed that brand image, brand equity and brand trust have a positive but not partially significant effect on purchasing decisions.

Brand image plays an important role in developing a brand because brand image concerns the brand reputation and credibility of a company's products. Brand image can be used as a "guideline" for consumers to try or use a product or service to give rise to a certain experience (brand experience). A good brand image will have a positive impact on the company because it is able to provide satisfaction to its consumers, so that it can increase the attractiveness of consumers to use a product or service.

The results of this study indicate that brand image has an effect but is not significant on purchasing decisions. From this, it can be seen that Sabana consumers in the city of Malang do not pay much attention to the brand image formed by Sabana due to various factors, one of which is the number of similar competitors so that trust in brands is more considered by consumers in making purchasing decisions.

### **4.2 The Effect of Brand Trust (X2) on Purchase Decision (Z)**

Based on the results of the analysis above, the Brand Trust variable (X2) on the Purchase Decision variable (Z) is  $4.688 > 1.667$  and the p value is  $0.000 < 0.050$ . The original sample estimate value shows a positive value of 0.405 which indicates that the direction of the relationship between the Brand Trust variable (X2) and the Purchase Decision variable (Z) is Positive. Therefore, it can be said that the Brand Trust variable (X2) has a positive and significant effect on the Purchase Decision variable (Z).

From the results above, it can be seen that this study supports Aeni's (2021) research with the title "The Effect of Brand Image on Purchase Decisions Mediated by Brand Trust". The results showed that brand image affects purchasing decisions, brand image affects brand trust, brand trust affects purchasing decisions, and brand trust affects the relationship between brand image and purchasing decisions.



### **4.3 The Effect of Brand Image (X1) on Customer Satisfaction (Y)**

Based on the results of the analysis above, the Brand Image (X1) variable on the customer satisfaction variable (Y) is  $4.097 > 1.667$  and the p value is  $0.000 < 0.050$ . The original sample estimate value shows a positive value of 0.319 which indicates that the direction of the relationship between the Brand Image variable (X1) and the customer satisfaction variable (Y) is Positive. . Therefore, it can be said that the Brand Image variable (X1) has a positive and significant effect on the Customer Satisfaction variable (Y).

From the results above, it can be seen that this research supports Rahmawati's research (2020) with the title "The Effect of Word of Mouth, Brand Image, Brand Trust, Product Quality, and Promotion on Customer Satisfaction of Telkomsel Card Users (Case Study in Bago Tulungagung Village Community)". The results of the study indicate that partially Brand image, product quality, and promotion have a significant effect on customer satisfaction.

The results of this study indicate that to get a brand image from customers, companies must pay attention to several factors that can affect customer satisfaction. One of the factors that can affect customer satisfaction is a product that has a good brand.

### **4.4 Effect of Brand Trust (X2) on Customer Satisfaction (Y)**

Based on the results of the analysis above, the Brand Trust variable (X2) on the customer satisfaction variable (Y) is  $2,315 > 1,667$  and the p value is  $0.023 < 0.050$ . The original sample estimate value shows a positive value of 0.176 which indicates that the direction of the relationship between the Brand Trust variable (X2) and the customer satisfaction variable (Y) is positive. Therefore, it can be said that the Brand Trust variable (X2) has a positive and significant effect on the customer satisfaction variable (Y). This means that when the brand owned by the company has a high reputation and trust, customers will believe and like the brand of their choice and consider the brand as part of themselves so that customers will feel satisfied.

From the results above, it can be seen that this research supports research Iyut (2020) with the title "The Influence of Brand Trust and Product Prices on Customer Satisfaction Mediated by the Purchase Decision of Marcks Powder (Case Study at PT. Kimia Farma Veteran)". With the results of the variable brand trust has a positive and significant impact on customer satisfaction. With brand trust, the trust of customers can be maintained. Trust is built because of the hope that the brand can act in accordance with the needs and desires of customers, if these expectations are in accordance with what the customer wants then the customer will be satisfied. This research proves that Sabana Fried Chicken in Malang City always maintains the brand trust of its customers.

### **4.5 Influence of Purchase Decision (Z) on Customer Satisfaction (Y)**

Based on the results of the analysis above, the Purchasing Decision variable (Z) on the customer satisfaction variable (Y) is  $2.477 > 1.667$  and the p value is  $0.016 < 0.050$ . The original sample estimate value shows a positive value of 0.1597 which indicates that the direction of the relationship between the Purchase Decision variable (Z) and the Customer Satisfaction variable (Y) is positive. Therefore, it can be said that the Purchase Decision variable (Z) has a positive and significant effect on the customer satisfaction variable (Y).

From the results above, it can be seen that this study supports Paludi's (2021) research with the title "The influence of product quality and brand image on customer satisfaction through purchasing decisions as an intervening". The results of this study indicate that purchasing decisions affect customer satisfaction.

Before deciding to buy a product, consumers will consider products from certain brands, after feeling confident with the product they are going to buy, then a sense of satisfaction will arise because they have chosen a product from a brand that they feel is right. Therefore, the better the purchase decision intention, the better the level of satisfaction.

#### **4.6 Effect of Brand Image (X1) on Purchase Decision (Z) through Customer Satisfaction (Y)**

Based on the results of the analysis above, the Brand Image (X1) variable on the Customer Satisfaction Variable (Y) through Purchase Decision (Z) is  $0.613 < 1.667$  and the p value is  $0.264 > 0.050$ . The original sample estimate value shows a positive value of 0.050 which indicates that the direction of the relationship between the Brand Image (X1) variable and the Customer Satisfaction Variable (Y) through Purchase Decision (Z) is positive. Therefore, it can be said that the Brand Image variable (X1) has a positive but not significant effect on the Customer Satisfaction Variable (Y) through Purchase Decision (Z).

From the results above, it can be seen that this study supports Amalia's (2021) research with the title "The role of halal labels, brand image, brand trust on purchasing decisions for halal-labeled cosmetic products in Tanjung Pinang with consumer satisfaction as an intervening variable (Study on users of halal-labeled cosmetic products in the city of Tanjung Pinang)". The results of the analysis in this study indicate that Brand Image has an effect but is not significant on purchasing decisions through consumer satisfaction on halal cosmetic products.

Brand Image has a positive but not significant effect on customer satisfaction through an indirect relationship. However, Brand Image has a positive and significant effect on customer satisfaction through a direct relationship. This shows that purchasing decisions do not mediate significantly between brand image and customer satisfaction. The relationship of brand image to customer satisfaction proves that by increasing brand image indirectly it cannot increase the tendency of customers to feel satisfied in making purchases of Sabana Fried Chicken products, but a direct relationship will have an influence between brand image on customer satisfaction.

#### **4.7 Effect of Brand Trust (X2) on Purchase Decision (Z) through Customer Satisfaction (Y)**

Based on the results of the analysis above, the Brand Trust variable (X2) on the Customer Satisfaction Variable (Y) through Purchase Decision (Z) is  $2.608 > 1.667$  and the p value is  $0.011 < 0.050$ . The original sample estimate value shows a positive value of 0.093 which indicates that the direction of the relationship between the Brand Trust variable (X2) and the Customer Satisfaction Variable (Y) through Purchase Decision (Z) is positive. Therefore, it can be said that the Brand Trust variable (X2) has a positive and significant effect on the Customer Satisfaction Variable (Y) through Purchase Decision (Z).

From the results above, it can be seen that this study supports Iyut's (2020) research entitled "The Effect of Brand Trust and Product Prices on Customer Satisfaction Mediated by Marcks Powder Purchase Decisions (Case Study at PT. Kimia Farma Veteran)" finding

that brand trust has an influence significant impact on customer satisfaction through purchasing decisions.

Brand Trust has a positive and significant effect on customer satisfaction either through direct or indirect relationships. The direct effect of brand trust on customer satisfaction is stronger than the indirect effect of brand trust. This shows that by increasing brand trust, it can directly or indirectly increase the tendency of consumers to feel satisfied to make purchases of Sabana Fried Chicken products, but a direct relationship will have a greater influence.

## V. Conclusion

Based on the results of the research conducted above, the following conclusions can be drawn:

1. Brand Image has a positive but not significant effect on purchasing decisions at Sabana Fried Chicken in the city of Malang.
2. Brand Trust has a positive and significant effect on purchasing decisions at Sabana Fried Chicken in the city of Malang.
3. Brand Image has a positive and significant effect on customer satisfaction at Sabana Fried Chicken in the city of Malang.
4. Brand Trust has a positive and significant effect on customer satisfaction at Sabana Fried Chicken in the city of Malang.
5. Purchase decisions have a positive and significant effect on customer satisfaction at Sabana Fried Chicken in the city of Malang.
6. Brand Image has a positive but not significant effect on customer satisfaction through purchasing decisions as an intervening variable at Sabana Fried Chicken in the city of Malang.
7. Brand Trust has a positive and significant effect on customer satisfaction through purchasing decisions as an intervening variable at Sabana Fried Chicken in the city of Malang.

## Research Limitations

1. The use of populations and samples that are very small so that they are not able to make a significant contribution.
2. The variables used to predict purchasing decisions and customer satisfaction are limited to using only two variables.
3. This research is limited to one food stall, namely Sabana Fried Chicken.

## Suggestion

The researcher suggests that it is hoped that future researchers will

1. The use of population and research samples is expanded so that it can make a significant contribution.
2. The use of more variables in order to contribute to a greater value of Adjusted R.
3. The research was conducted not only in one food stall, it could be done in several stalls in order to compare the results.

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