

The Role of Brand Image, Place and Service Quality in Increasing Customer Satisfaction for Noodle Culinary in Jember

Nafira Ainur Ningfiat¹, Nur Atika², Agustina Setyowati³, Nurul Qomariah⁴,
Muhammad Thamrin⁵

^{1,2,3,4,5} Universitas Muhammadiyah Jember, Indonesia
nurulqomariah@unmuhjember.ac.id

Abstract

Today's food business competition is required to have strategies that are able to attract and retain consumers for the sustainability of the company. This research aims to see the influence of brand image, location and service quality on customer satisfaction at Mie "GCN" Jember. The population of this research is all people who have bought Jember "GCN" Noodles. The sample size was determined at 30 respondents with the condition that $n \geq 30$ is a large sample and research can be carried out. The sampling technique used is purposive sampling with the criteria being those who have purchased twice. Primary data was collected through a questionnaire using a Likert scale model which has been tested for validity and reliability. The data analysis technique used is Path Analysis with multiple linear regression analysis tools. Simultaneous research results show that brand image, place and service quality do not have a positive effect on customer satisfaction. Partially, it can be seen that the brand image variable has no impact on customer satisfaction. The place variable has a positive and significant effect on customer satisfaction. Meanwhile, the service quality variable has no influence on customer satisfaction

Keywords

brand image; places; service quality; customer satisfaction; noodle culinary



I. Introduction

Many Indonesians are starting businesses in the culinary sector, especially during the COVID-19 pandemic. It is proven that culinary subsector is the largest contributor to the gross domestic product (GDP) of the creative economy. In 2020, the culinary subsector contributed IDR 455.44 trillion or around 41 percent of the total creative economy GDP of IDR 1,134.9 trillion in 2020 (<https://merahputih.com/post/read/kuliner-jadi-penyumbang-terbesar-pdb-ekonomi-kreatif-2021>). This subsector is also the subsector that absorbs the most labor. Culinary absorbs 9.5 million workers and the huge impact of the culinary sector is felt in all areas of the Indonesian economy. One of the culinary delights which is also a favorite food is processed noodles. Noodles are a favorite food among the public and students alike. Noodle food products are one of the most popular food products, which are in demand among all levels of society. Jember Regency is a district where the culinary development of noodle food is experiencing rapid development. This can be seen from the many noodle products that have opened branches in Jember Regency, such as Mie Kober, Mie Gacoan and Mie Sakerah, which are national brands. Apart from the many national brands that have opened branches in Jember, many local noodle brands from Jember Regency have also taken part in enlivening this noodle dish, such as: Mie Apong, Mie Jember, Cui Mie Agus and so on. The increasing development of stalls opening noodle

businesses means competition is also increasing. Seeing this kind of situation, where competition is increasing, service providers or stalls selling noodle dishes must pay attention to customer satisfaction. To increase customer satisfaction, things that need attention are brand image, place or location of the company and also service quality.

According to (Kotler and Keller 2016b), Brand image is the perception and belief held by consumers, as reflected by the associations embedded in consumers' memories. Creating a brand image for a product in the minds of consumers is very important because brand image is the basis for consumers in choosing a product. Brand image has three components, namely company image, user image and product image. Companies must process these three components of brand image to create a positive impression in the minds of consumers. Consumers will always remember what they have done. Consumers will always remember the purchase of a product or service by remembering the brand or image of the product or service. Research on the relationship between brand image and customer satisfaction has been carried out, among others, by: (Poha et al. 2022), (Kurniawati, et al. 2014), (Kavengi 2013), (Dimiyati and Subagio 2016), (Wu 2011), (Chao, et.al 2015), (Neupane 2015), (Pusparani and Rastini 2014), (Upamannyu 2014), (Indarto et al. 2018), (Nursaid, et all. 2020), (Djanas 2016), (Usvela, et all. 2019), (Mutmainnah 2018), (Saputra 2013), (Muzammil, et all. 2017), (Dayrobi and Raharjo 2020), (Septiandari et al. 2016), (Gunawan, et all. 2018), (Qomariah 2018), (Setyawati, et all. 2018), (Subagiyo 2015), (Prameswari and Mahestu 2019), (Yulisetiari and Prahasta 2019), (Usvela, et all. 2019), (Sutrisno, et all. 2017), (Soliha et al. 2019), (Qomariah et al. 2020), (Purnomo et al. 2023) which states that brand image has an impact on customer satisfaction. Meanwhile research from (Sukamuljo, et all. 2021), (Qomariah 2012) stated that brand image has no impact on customer satisfaction

The next factor that can also make consumers satisfied is the place where the business is operated. According to (Tjiptono 2011), Choosing the right business location will determine the success of the business in the future. Place determines the success of a service because it is closely related to the potential market. Choosing the wrong company location will result in losses for the company (Engel, et all. 2012). Developments in this era of globalization have brought many changes to people's lives. This situation has an impact on all parties, especially in the business world. In increasingly tight competition, every company has demands to put more effort into carrying out its marketing activities. The relationship between business premises and customer satisfaction is carried out by (Atmanegara et al. 2019), (Firdaus et al. 2023), (Salam and Rosy 2022), (Iriyanti, et all. 2016) which states that location can provide customer satisfaction.

The quality of service provided by the service owner can also increase consumer satisfaction. Service quality is a global attitude or assessment about the superiority of services, although the actual scope of this attitude is not uniform in opinion (Buchari 2007). Service quality is often conceptualized as a comparison of expectations with perceptions of the actual performance of a service (Parasuraman, et all. 1985). Good service quality will usually provide satisfaction for customers. Research conducted by:(Putro, et all. 2014), (Harun 2015), (Ayunda and Edwar 2016), (Sitinjak, et all. 2017), (Wulandari and Suwitho 2017), (Pahlevi, et all. 2021), (Saleem and Raja 2014), (Ariska, et all. 2020), (Fahrika, et all. 2019), (Dompak and Supratama 2018), (Rahman 2019), (Muslichati and Wartini 2015), (Mawey, et all. 2018), (Susilo, et all. 2018), (Mahsyar and Surapati 2020), (Gultom, et all. 2020), (Putri and Farida 2020), (Purnamasari and Budiatmo 2019), (Hakim 2021), (Chaerudin and Syafarudin 2021), (Naini et al. 2022), (Rasyid, et all. 2017), (Mardianty 2018), (Fadli 2018), (Budiyono, et all. 2022), (Setiawan, all. et 2019), (Anggriana, et all. 2017), (Yanuar, et all. 2017), (Qomariah, et all. 2020), (S.

Purnomo and Qomariah 2019), (Nurzhavira and Iriani 2022), (Muharmi and Sari 2019), (Mulyawan and Rinawati 2016), (Lie et al. 2019), (Halimah, et all. 2022), (Maskur, et all. 2016), (Verriana and Anshori 2017), (Al-dweeri et al. 2017), (Muzaki et al. 2023), (Qomariah et al. 2021), (Qomariah et al. 2022), (Swatyas, et all. 2022), (Qomariah and Lestari 2020), (Setiawan, et all. 2019), (Ambarwati, et all. 2022), (Qomariah et al. 2023), (Nikmah et al. 2022), (Qomariah, et all. 2023), (Sanosra et al. 2022) states that service quality can increase customer satisfaction.

The research entitled "The Influence of Brand Image, Place and Service Quality on Customer Satisfaction at Mie "GCN" Jember" aims to determine and analyze the influence of brand image, place and service quality on customer satisfaction. This research was conducted because there are still inconsistencies in the research results of the research themes and concepts developed in this research which include the variables of brand image, place and service quality which are associated with customer satisfaction.

II. Review of Literature

2.1 Brand Image

Companies that have survived for a long time must be able to maintain the company's brand image. Brands give their own impression to consumer perception (Tjiptono 2011). Brands also have an impact on consumer service use. The more a brand makes an impression on consumers, the more positive perceptions it will create for consumers which can lead to customer satisfaction.

2.2 Place

Choosing the right location or place for business or services is very important considering that a very strategic location or place can also determine whether there will be many consumers or not. Location relates to where the company must be headquartered and carry out its operations or activities (Lupiyoadi 2013). Location is the place where a business or company activity operates and carries out activities to produce goods, services or a place for consumers to come and shop. Selection and determination of location is the science of investigating the spatial order of an economic activity. Choosing a strategic and appropriate business location will greatly determine the success of a business in the future (Tjiptono 2011). Determining and selecting a location is one of the strategies that companies need to pay attention to, both factory locations for manufacturing companies or business locations for service/retail companies and office locations. Location selection is necessary when a company establishes a new business, expands an existing business or moves the company location to another location. A strategic location will be a destination for consumers to make purchases which will lead to customer satisfaction

2.3 Service Quality

Service quality is an activity that can be offered by a party to another party which is basically intangible and does not result in any ownership (Kotler and Keller 2016). According to (Parasuraman, et all. 1985) Service quality is the level of difference between reality and customer expectations for the services received. Thus, it can be concluded that service quality is the level of evaluation received by consumers compared to what consumers spend to obtain the product or service

2.4 Customer Satisfaction

Customer satisfaction is the feeling of customers after experiencing the product or service consumed or purchased (Qomariah 2016). Customer satisfaction can also be interpreted as product performance that exceeds customer expectations (Tjiptono 2011). Customers will feel satisfied if the customer's expectations for a product or service exceed the performance of the product or service. Thus, product or service providers must understand what customers need.

2.5 Hypothesis Development

First hypothesis (H1): Brand image has a positive and significant effect on customer satisfaction.

Second hypothesis (H2): Place has a positive and significant effect on customer satisfaction.

Third hypothesis (H3): Service quality has a positive and significant effect on customer satisfaction.

III. Research Methods

This research is causality research carried out to determine the causality of the relationship between the independent variable and the dependent variable used in a study (Sugiyono 2017). This research uses a quantitative approach, namely research data in the form of numbers and analyzed using statistics. The independent variables in this research consist of brand image (X1), place (X2), and service quality (X3). Meanwhile, the dependent variable is customer satisfaction (Y). Data collection techniques were carried out using interviews, questionnaires and observation. The questionnaire distributed used a 1-5 Likert scale, namely strongly agree, agree, quite agree, disagree and strongly disagree. The population is all buyers of Jember "GCN" Noodles. The research sample was determined at 30 respondents with the condition that $n \geq 30$ could be used as a sample in the research. The data analysis methods used include descriptive statistical analysis, validity and reliability testing, and hypothesis testing with multiple linear regression analysis.

IV. Result and Discussion

4.1 Analysis Results Description of Research Variables

The research variables used consist of 3 (three) independent variables, namely the price variable (X1), the promotion variable (X2) and the product quality variable (X3) as well as the dependent variable, namely the purchasing decision (Y). The results of the descriptive analysis for the research variables are presented in Table 1.

Table 1. Analysis Results Description of Research Variables

	Mean	Std. Deviation	N
Customer Satisfaction (Y)	13.1667	1.08543	30
Brand Image (X1)	13.2333	1.22287	30
Place (X2)	12.7000	1.02217	30
Service Quality (X3)	12.9000	.80301	30

4.2 Research F Test Calculation Results

The results of the F test (simultaneous test) for this research are presented in Table 3. In Table 2, data analysis is presented in the form of F test significance values and calculated F.

Table 2. Results of F Test Analysis in Research

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.616	3	2.205	2.081	.127
Residual	27.551	26	1.060		
Total	34.167	29			

Based on the analysis data presented in Table 2, it can be seen that together the independent variable brand image (X1), the place variable (X2) and the service quality variable (X3) have no effect on the dependent variable customer satisfaction (Y), p. This can be seen from the calculated significance value of 0.127 which is greater than the required significance value of 0.05.

4.3 Calculation Results of t Test Analysis in Research

Partial test analysis was carried out using the t test which in this study is presented in Table 3.

Table 3. Results of t test analysis of this research

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	15.556	4.085		3.808	.001
Brand Image(X1)	-.390	.163	-.440	-2.394	.024
Place (X2)	.047	.195	.044	.242	.811
Service Quality(X3)	.169	.238	.125	.708	.485

Based on data analysis with multiple linear regression presented in Table 3, it can be seen that the coefficient value for brand image X1 is -0.390 with a p value of 0.024. The coefficient value for place (X2) is 0.047 with a p value = 0.811. The coefficient value for the service quality variable (X3) is 0.169 with a p value = 0.485. Thus, the regression equation from this research is $Y = 15.556 - 0.390X_1 + 0.047X_2 + 0.169X_3 + e$.

4.4 Results of Coefficient of Determination Analysis

The contribution of the independent variable brand image (X1), place variable (X2) and service quality variable (X3) to the dependent variable customer satisfaction (Y) is presented in Table 4.

Table 4. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.440 ^a	.194	.101	1.02939	.194	2.081	3	26	.127

Based on the data in Table 4, it can be concluded that the adjusted r square value is 0.101 or 10.10%. Thus, the contribution of the independent variable to the dependent variable is 10.10%, so the remainder is influenced by other variables at 89.10%.

4.5 Discussion

a. The Influence of Product Brand Image on Customer Satisfaction

The results of statistical analysis calculations using multiple linear regression show that the coefficient of the brand image variable (X1) is -0.390 with a p value of 0.024. Seeing these results, the first hypothesis (H1) which states that brand image influences customer satisfaction is accepted (H0 is rejected). Thus, it can be concluded that the brand image of Jember "GCN" Noodles has an influence on customer satisfaction. Thus, customers feel satisfied with the brand image of Mie "GCN" Jember. Thus, customer satisfaction is partly due to the brand image of Mie "GCN" Jember. This research is in line with research conducted by (Poha et al. 2022), (Kurniawati, et al. 2014), (Kavengi 2013), (Dimiyati and Subagio 2016), (Wu 2011), (Chao, et.al 2015), (Neupane 2015), (Pusparani and Rastini 2014), which states that brand image has an impact on customer satisfaction.

b. The Influence of Place on Customer Satisfaction

Hasil perhitungan analisis statistik dengan regresi linier berganda menunjukkan bahwa koefisien dari variabel place (X2) adalah sebesar 0.047 dengan nilai p sebesar 0.811. Melihat hasil ini maka hipotesis kedua (H2) yang menyatakan bahwa place berpengaruh terhadap kepuasan pelanggan ditolak (H0 diterima). Dengan demikian dapat disimpulkan bahwa place daripada Mie "GCN" Jember tidak berpengaruh terhadap kepuasan pelanggan. Dengan demikian pelanggan merasa puas bukan karena lokasi dimana Mie "GCN" Jember berada. Dengan demikian kepuasan daripada pelanggan bukan disebabkan oleh adanya tempat dimana Mie "GCN" Jember. Penelitian ini tidak sejalan dengan penelitian yang dilakukan oleh (Atmanegara et al. 2019), (Firdaus et al. 2023), (Salam and Rosy 2022), (Iriyanti, et al. 2016), which states that place variables have an impact on customer satisfaction.

c. The Influence of Service Quality on Customer Satisfaction

The results of statistical analysis calculations using multiple linear regression show that the coefficient of the service quality variable (X3) is 0.169 with a p value of 0.485. Seeing these results, the third hypothesis (H3) which states that service quality influences customer satisfaction is rejected (H0 is accepted). Thus it can be concluded that the service quality of Mie "GCN" Jember has no effect on customer satisfaction. Thus, customers feel satisfied not because of the quality of service provided or provided by Mie "GCN" Jember. Thus, customer satisfaction is not caused by the services provided by Mie "GCN" Jember. This research is not in line with research conducted by ((Muzaki et al. 2023), (Qomariah et al. 2021), (Qomariah et al. 2022), (Swatyas, et al. 2022), (Qomariah and Lestari 2020), (Setiawan, et al. 2019), (Ambarwati, et al. 2022), (Qomariah et al. 2023), (Nikmah et al. 2022), (Qomariah, et al. 2023), (Sanosra et al. 2022) which states that service quality variables have an impact on customer satisfaction.

V. Conclusion

The brand image of the Jember "GCN" Noodle business influences customer satisfaction. Thus, noodle customer satisfaction is caused by the brand image variable of Jember "GCN" Noodles.

The location of Mie "GCN" Jember does not have a positive impact on customer satisfaction. Thus, customers feel satisfied not because of the location of Mie "GCN" Jember, but it could be that customer satisfaction is influenced by other factors.

The quality of service provided by Mie "GCN" Jember does not have a positive impact on customer satisfaction. Thus, customers feel satisfied not because of the quality of service provided by Mie "GCN" Jember.

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