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The Influence Of Brand Image On Customer Satisfaction And Customer Loyalty
(Study In Padang Restaurant "Murah")

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ARTICLE INFO	Abstract
	This study aims to examine the effect of brand image on customer loyalty through customer satisfaction. This study used quantitative methods and the technique used in sampling was non-probability sampling, accidental sampling. The data collection method uses a questionnaire with a Likert model scale that measures the independent variable (brand image), the dependent variable (customer loyalty), and the intervening variable (customer satisfaction). The sample used was 120 respondents, where the respondents were people who had visited the Padang Restaurant "Murah" in Malang City. The analysis tool used is path analysis using smartPLS. Based on the results of this study indicate that brand image has a significant direct effect on customer loyalty, besides that there is an indirect effect between brand image on customer loyalty through customer satisfaction. In the Sobel test, the results showed that brand image has a significant effect on customer loyalty through customer satisfaction. The implication of this research is that Padang Restaurants "Murah" must remain active in improving service quality and product quality in an effort to provide a consistent good impression for a good brand image so that customers can be satisfied which with this satisfaction will make customers loyal.
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INTRODUCTION

At this time the development of an increasingly modern era makes human needs increase. This encourages businesses to be more responsive and thorough in understanding the needs and wants of their consumers. One form of economic growth that is happening at this time is the growing public awareness of doing business. Limited opportunities to use time to carry out daily activities encourage humans to perform instant behavior in meeting their personal needs. Human instant behavior wants to get their needs and desires practically, one of which is to fulfill their need for food. The restaurant business can be a solution to the problems faced by humans regarding the fulfillment of one of their needs. Restaurants offer practical and fast solutions to meet their needs for food. Apart from that, restaurants also provide benefits for consumers in saving time because they do not need to cook themselves to eat in the midst of their daily activities.

The phenomena that occur at this time are the number of restaurants that highlight a certain image of their products, the use of certain names, logos and slogans used to image their products to consumers. Increasingly intense competition in certain market segments makes brand image quite influential on the sustainability of the restaurant business itself. According to (Dwi Arum Kesuma, 2017) brand image influences customer loyalty through customer satisfaction. Intense competition in the restaurant business encourages businesses to be more aware of the importance of providing customer satisfaction when consumers visit and buy their products. Satisfaction felt by consumers is something that can add more value to a business, one of which is a restaurant. This is because satisfaction can provide a sense of comfort for consumers so that they do not hesitate if they want to purchase products offered by manufacturers. According to (Kotler and Keller, 2009) customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the product's perceived performance against their expectations.

To be able to provide satisfaction to consumers, restaurant management needs to pay attention to what consumers expect from their products apart from the quality and service of the restaurant itself. Things like this need to be considered carefully because it concerns consumer expectations with what is obtained at the restaurant later. Beyond that, good service to consumers can also lead to positive perceptions of consumers, resulting in a feeling of satisfaction with the services provided and ultimately making consumers loyal to the restaurant (Variano, 2017). There are many factors that can affect consumer satisfaction with a restaurant, some of which, such as price, food quality, service, can be grouped into a variable called brand image (Syoalehat et al, 2016). Basically, brand image relates to how a restaurant brand is perceived by its consumers; this is related to the company's positioning policy, which seeks to make consumers' perceptions of their restaurants different from consumer perceptions of other restaurant brands that are competitors, and make consumers feel interested and satisfied with what is in their restaurants (Syoalehat et al, 2016). To achieve success in this strategy, companies must design their brand image with a clear difference, attractive in the eyes of consumers compared to their competitors.

In relationship marketing activities, the strategy is directed at making consumers loyal to the company, because loyal customers will have an impact on the number of purchases that are more and more frequent. In addition, consumer loyalty is important so that companies can still exist in a very competitive business environment. According to (Terblanche and Boshoff, 2001), states that loyal consumers allow companies to apply premium prices to them and can create a deterrent for the entry of the same competitors. Loyal and predictable customers allow the company to predict its market share, and in the long term can also predict cash inflows and profits. In connection with increasingly fierce competition, it will be easier for companies to be able to maintain loyal customers than having to find new customers to replace a customer who has left (Ravita, 2015). In the context of developing new markets, it is indeed required to find completely new customers, but companies should focus more on trying to maintain loyal customers and continue to make repeat purchases.

Currently, competition in the restaurant business world is getting tougher, especially with the development of information technology, with the consequence that restaurant management is becoming more modern. A number of factors make it difficult to maintain consumer loyalty to a restaurant, because there are more and more choices of restaurants offering the same product with better price, quality and service. In addition, more and more consumers find it easier to get information from various sources and can order food through online couriers, making loyalty difficult to maintain. According to (Kotler and Keller, 2009) loyalty is defined as a deeply held commitment to repurchase or re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause customers to switch.

From the explanation above, it can be seen that brand image, customer satisfaction and customer loyalty are three variables that play a role in marketing activities in the restaurant business. The object of this research will be carried out in a well-known restaurant in the city of Malang, namely the Padang Restaurant "Murah". Padang Restaurant "Murah" is one of the companies engaged in the food business that offers home-cooked meals that are sold at affordable prices for students and students. Affordable prices, the special spices of Padang cuisine which are spicy and have a unique taste are the hallmarks of this restaurant, besides that the fast service system is the main attraction for consumers, most of whom are students, to be

able to come to this restaurant. In this restaurant, consumers can take rice according to the wishes of consumers, where it can be one of the important factors that can be taken into account by potential customers. The research location for the Padang Restaurant "Murah" is located on Jl. Galunggung no.115, Lowokwaru, Malang City, East Java, Indonesia. The thing highlighted by the researchers conducting research on Padang Restaurants "Murah" is that besides the increasingly fierce competition in the restaurant business, the city of Malang itself has found many similar restaurants with the same market segmentation, but Padang Restaurants "Murah" are still able to survive the competition. the.

The purpose of this research is to find out how restaurant brand image influences satisfaction and loyalty directly or indirectly. Besides that, it also knows what makes the Padang Restaurant "Murah" able to survive behind the growth of the restaurant business in the city of Malang, in terms of brand image variables, consumer satisfaction and consumer loyalty.

HYPOTHESIS DEVELOPMENT
Brand Image

Brand image (brand image) is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make a purchase. Brand characteristics can be considered as the types of associations that arise in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts or images associated with a brand, just as when we think about other people. These associations can be conceptualized by type, support, strength, and uniqueness. Types of brand associations, including attributes, benefits, and attitudes. Attributes consist of attributes related to the product, such as design, color, size, and attributes that are not related to the product, such as price, user and usage image. While the benefits include functional benefits, symbolic benefits, and benefits based on experience (Shimp in Tjiptono, 2014: 32).

According to Susanto (in Tjiptono, 2014: 33) brand image is what is perceived by consumers about a brand. Where this concerns how a consumer describes what they feel about the brand when they think about it. (Maja Hribar in Tjiptono, 2014:34). In addition, in the marketing concept, brand image is often referred to as a psychological aspect, namely an image that is built in the consumer's subconscious through information and expectations that are expected through products or services. (Setiawan in Tjiptono, 2014:34). For this reason, building a brand image, especially a positive image, is one of the important things. Because without a strong and positive image, it is very difficult for companies to attract new customers and retain existing ones, and at the same time ask them to pay a high price. (Susanto in Tjiptono, 2014:35).

Brand image is formed through consumer satisfaction, sales by itself are obtained through customer satisfaction, because satisfied consumers will not only return to buy, but also invite other prospective buyers (Aaker in Lupiyoadi& Hamdani, 2011: 33). A strong brand is a brand that is clear, distinct and superior relative to its competitors. Kotler & Keller (2016: 39) defines brand image as a set of beliefs, ideas, and impressions that a person has of a brand, therefore consumer attitudes and actions towards a brand are largely determined by that brand image. Brand image is a requirement of a strong brand. Kotler & Keller (2016:40) say that image is a perception that is relatively consistent in the long term. So that it is not easy to form an image, once an image is formed it will be difficult to change it. The image that is formed must be clear and have advantages when compared to its competitors, when the differences and advantages of the brand are compared to other brands. The brand image component consists of three parts, namely:

a. Corporate image, which is a set of associations that consumers perceive of companies that make goods or services.
b. Image of the user (user image), which is a set of associations that consumers perceive of users who use a product or service.
c. Product image, which is a set of associations that consumers perceive of a product or service.

Customer Satisfaction

According to Kotler in Sunyoto (2013: 35), consumer satisfaction is the level of one's feelings after comparing (performance or results) that is felt compared to his expectations. Consumers can experience one of three levels of general satisfaction, namely if performance is below expectations, consumers will feel disappointed, but if performance matches expectations, customers will feel satisfied and if performance exceeds expectations, customers will feel very satisfied, happy or excited. The word

satisfaction comes from the Latin "satis" (meaning good enough, adequate) and "facio" (to do or make). In simple terms satisfaction can be interpreted as "efforts to fulfill something" or "to make something good enough and sufficient". But with regard to the concept of consumer behavior, there are many definitions given by experts regarding customer satisfaction Tjiptono (2005:349). According to Umar (2005:50) consumer satisfaction is the stick of consumer feelings after comparing with their expectations. A consumer, if he is satisfied with the value provided by a product or service, will be very likely to become a consumer for a long time. Broadly speaking, customer satisfaction research is based on three main theories: contrast theory, assimilation theory, and assimilation-contrast theory (Chiou, 1999) in Tjiptono (2011:298):

a. Contrast theory assumes that consumers will compare actual product performance with pre-purchase expectations. If the actual performance is greater than or equal to expectations, the customer will be satisfied. Conversely, if the actual performance is lower than expectations, the consumer will be dissatisfied.

b. Assimilation theory states that post-purchase evaluation is a positive function of pre-purchase consumer expectations. Because the process of disconfirmation is psychologically unpleasant, consumers tend to perceptually distort the difference between expectations and performance in the direction of initial expectations.

c. The assimilation-contrast theory holds that the assimilation effect or contrast effect is a function of the degree of gap between expected performance and actual performance. If the gap is large, consumers will enlarge the gap, so that the product is perceived as much better or worse than reality (just like contrast theory). However, if the gap is not too large, assimilation theory prevails.

When consumers buy a product or service, they have expectations about how the product or service can function to meet the needs and desires they want. The Expectancy Disconfirmation Theory explains how satisfaction and dissatisfaction are formed. This theory suggests that customer satisfaction or dissatisfaction is the impact of comparing consumer expectations before the process of purchasing goods or services with the actual purchase process received by these consumers. Products or services can function as follows (Sumarwan 2003):

a. Positive Disconfirmation occurs when the product or service functions better than expected. If this happens, the consumer will be satisfied.

b. Simple Confirmation, or simple confirmation occurs when the product or service functions as expected. Consumers do not have a sense of satisfaction and also do not have feelings of disappointment, but consumers will have a neutral feeling.

c. Negative Disconfirmation, or negative disconfirmation occurs when a product or service functions worse than expected. Products or services that function poorly and do not meet consumer expectations will cause consumer disappointment or dissatisfaction.

Customer Loyalty

Loyalty is a choice made by consumers to buy a certain brand compared to other brands in a product category. (Giddens in Rahayu et al, 2016). Analyzing consumer loyalty will be more successful if you are able to understand human psychological aspects. Perception is one of these aspects and before consumer perceptions are formed of an object, in this case quality, price and store atmosphere are factors that motivate consumers in a product. Consumers have likes and dislikes after they buy a product and then perceptions are formed and will determine behavior towards the product brand. This is because perception explains cognitive evaluation, emotional feelings, and favorable action tendencies (Kartawidjaja in Rahayu et al, 2016).

Consumer loyalty to a product or service offered by a company, which is reflected in the consumer's habit of buying goods or services on an ongoing basis, must always be considered by the company or producer. For companies, customer loyalty can provide a high value for customer care initiatives, which are easier and cheaper to retain key customers, rather than attracting new customers whose loyalty has not been proven. Thus companies need to observe consumer loyalty to be able to fulfill the desires and needs of consumers and achieve the goals of a company. Loyalty is consumer loyalty to an item or service on an ongoing basis, this habit is motivated so that it is difficult to change and is often rooted in very high involvement. (Engel et al in Rahayu et al, 2016).

Furthermore, Cheng &Jou (2017) argue that a customer is said to be loyal or loyal if the customer shows regular buying behavior or there is a condition where the customer is required to buy at least twice within a certain time interval. Efforts to

provide customer satisfaction are carried out to influence customer attitudes, while the concept of customer loyalty is more related to customer behavior than the attitude of the customer. Consumer loyalty is a customer's deep commitment to rebuy or repurchase selected products or services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavior changes (Arnould, Price, and Zinkan in Dina, 2013).

Consumers with high loyalty will notify the superiority and quality of these services to other people and often even give suggestions to use the services provided to consumers. Fullerton and Taylor (in Dina, 2013). dividing the level of consumer loyalty into three stages, including:

a. Loyalty advocacy, is the attitude of customers to provide recommendations to others to repurchase products or services. Advocacy loyalty is generally accompanied by consumer defense of the product or service used.
b. Repurchase loyalty, customer loyalty develops in customer buying behavior towards new services issued by a company, which is indicated by a desire to repurchase.
c. Paymore loyalty, customer loyalty to return to make transactions to use products or services that have been used by these consumers with greater sacrifice.

The characteristics of consumer loyalty, namely:

a. Have a commitment to the brand.
b. Dare to pay more for the brand when compared to other brands.
c. Recommend the brand to others.
d. In repurchasing the product, do not make any considerations.
e. In addition to following information related to the brand, also always follow its developments.
f. Can be a kind of spokesperson for the brand and always develop a relationship with the brand.
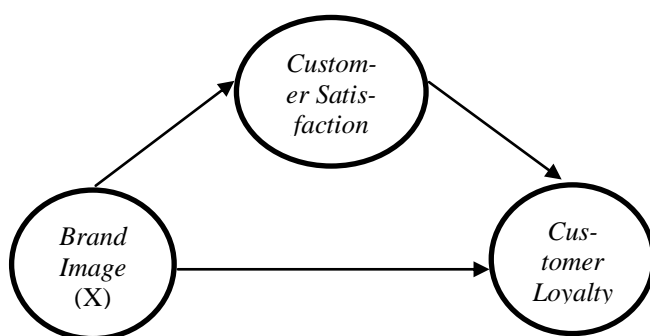
Image 1
conceptual framework

Then the hypothesis in this study is:
H_1 : Brand Image has a direct and significant positive influence on Customer Satisfaction.
H_2 : Brand Image has a direct and significant positive influence on Customer Loyalty.
H_3 : Customer Satisfaction has a direct and significant positive effect on Customer Loyalty.
H_4 : Customer Satisfaction is able to mediate the relationship between Brand Image and Customer Loyalty.

RESEARCH METHODS

This type of research is explanatory through a quantitative approach. This research was conducted at a Padang Restaurant with the name "Cheap", which is located at Jalan Galunggung no.115, Lowokwaru, Malang City. In this study, the sample was determined by non-probability (non-probability sampling) using the accidental sampling method, which consisted of 120 respondents. Collecting data in this study using a questionnaire method. Hypothesis testing and analysis using path analysis. Path analysis is a method for examining mediating variables. Ghozali&Latan (2015) explained that path analysis was carried out to analyze patterns of relationships between variables with the aim of knowing the direct or indirect effect of a set of independent variables on the dependent variable. The direct effect is the coefficient of all coefficient lines with one-pointed arrows while the indirect effect is the effect that arises through the intervening variable.

ANALYSIS RESULTS

The overall results of the problems in the research can be summarized and summarized through the following table:

Table 1
Direct Influence and Indirect Influence

Variable	Path Coefficient	T Statistics
Brand Image ->Customer Loyalty	0.172	1.98
Brand Image ->Customer Satisfaction	0.287	2.99
Customer Satisfaction -	0.442	4.78

>Customer Loyalty		
Brand Image -> Customer Satisfaction -> Customer Loyalty	0.427	2.57

Source: Primary data processed, 2022

So based on table 1, the overall results of the variable influence can be seen as follows:

a. Brand Image has a direct and significant positive influence on Customer Satisfaction

The value of the brand image variable on customer satisfaction with a path coefficient of 0.287 and a t statistic of 2.99. Where the value of the t-statistic is greater than t table (1.96) or p ≤ 0.05%. The results above show that H0 is rejected and H1 is accepted, which means that the first hypothesis is accepted. So that brand image has a direct and significant positive influence on customer satisfaction.

b. Brand Image has a direct and significant positive influence on Customer Loyalty

From the results of data processing using SmartPLS, the original sample value (O) is obtained which is the path coefficient value and the statistical t value to show its significance. The results of testing the second hypothesis show that the relationship between brand image and customer loyalty shows a path coefficient value of 0.172 with a statistical t value of 1.98. This value is greater than t table (1.96) and significant or p ≤ 0.05%. The results above show that H0 is rejected and H2 is accepted, which means that the second hypothesis is accepted. So that brand image has a direct and significant positive influence on customer loyalty.

c. Customer Satisfaction has a direct and significant positive influence on Customer Loyalty

Customer satisfaction has a positive effect on customer loyalty with a path coefficient of 0.442 and a t statistic of 4.78 which is greater than t table (1.96) and is significant or p ≤ 0.05%. The results above show that H0 is rejected and H3 is accepted, which means the third hypothesis is accepted. So that customer satisfaction has a direct and significant positive influence on customer loyalty.

d. Customer Satisfaction mediates the relationship between Brand Image and Customer Loyalty

The results of testing the fourth hypothesis show that the relationship between brand image and customer loyalty through customer satisfaction shows the statistical t value obtained using the Sobel test, which is equal to 2.57. This value is greater than t table (1.960) or p <0.05. This result means that the variable customer satisfaction has a significant influence in bridging the brand image variable on customer loyalty. The results above show that H0 is rejected and H4 is accepted
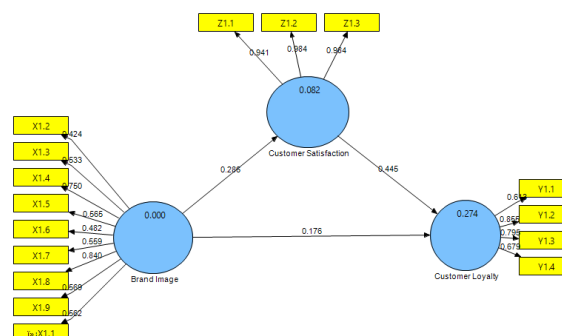

Figure 2
Data Processing Results
Source: Primary data processed, 2022

DISCUSSION OF RESULTS
The Effect of Brand Image on Customer Satisfaction

The results of research and analysis using the PLS method show that brand image has a direct effect on customer satisfaction. These results suggest that the better the brand image owned by the Padang Restaurant "Murah", the higher the level of satisfaction felt by consumers from the Padang Restaurant "Murah". Based on the results of the analysis, it shows that the coefficient of relationship between brand image and customer satisfaction is 0.287, with a significance level of 0.005. These results indicate that there is a direct effect of brand image on customer satisfaction. When viewed from the respondents' answers, the dimension that has the highest value in forming the brand image of Padang Restaurant "Murah" is the product image dimension with the question item brand Padang Restaurant "Murah" easy to remember (X1.8). These results indicate that the Padang Restaurant "Murah" brand that is easy to remember has an important role in the formation of brand image variables. Question item X1.8 is indicated by choosing the word Murah as the brand used, where the word is easy for the public to remember so that one of the marketing strategies carried out by the Padang Restaurant "Murah" is used to make it easier for consumers to find Padang Restaurants "Mu-

rah". The results of this study support research that was conducted by RavitaDwi Yana (2015) with the title "The Influence of Brand Image on Customer Satisfaction and Customer Loyalty (Survey of Dian Pelangi Muslim Fashion Consumers in Malaysia)", which concluded that brand image has a positive effect on customer satisfaction. customers of Dian Pelangi Muslim fashion products in Malaysia.

The Effect of Brand Image on Customer Loyalty

The second hypothesis (H$_2$) in this study states that there is an effect of brand image on customer loyalty, with a path coefficient value of 0.172 and a t statistic value of 1.9840. Where this means that the brand image of the Padang Restaurant "Murah" has a significant positive influence on customer loyalty from the Padang Restaurant "Murah". To create a good brand image in the minds of customers, Padang Restaurants "Murah" must have a distinctive feature or character from the taste of the food that is produced so that it is different from competing products. If the product already has a strong taste character in the minds of customers, it will also create a good image in the minds of customers and this can lead to customer loyalty by disseminating positive information by customers related to Padang Restaurants "Murah", recommending Padang Restaurants "Murah". to other people, and the Padang Restaurant "Murah" is the main choice of other Padang restaurants. The results of this study are supported by research conducted by Syoalehat et al (2016) with the title "The Influence of Brand Image on Customer Loyalty of Bakso Bakar Pak Man Malang City". Where the results of his research proved that brand image has an effect on customer loyalty at Bakso Bakar Pak Man Malang City.

The Effect of Customer Satisfaction on Customer Loyalty

The direct effect of the variable customer satisfaction on customer loyalty can be seen from the results of the analysis using the PLS method, where the t statistical value of customer satisfaction on customer loyalty is equal to the path coefficient of 4.78 greater than t table (1.98) so that the variable customer satisfaction has a significant influence on customer loyalty. The highest customer satisfaction value is found in the item "interested in visiting again because the price of the Padang Restaurant "Murah" product is indirectly in accordance with the taste and portion of the product". Customer satisfaction is the key in creating customer loyalty.

Padang Restaurants "Murah" gain many benefits by achieving a high level of satisfaction, namely in addition to being able to increase customer loyalty, they can also prevent customer turnover, reduce customer sensitivity to price, reduce the cost of marketing failures, reduce operating costs caused by an increase in the number of customers, improve advertising effectiveness, and enhance business reputation. Likewise with what happened to the Padang Restaurant "Murah" where customer satisfaction will affect customer loyalty or consumers who have visited the Padang Restaurant "Murah".

This satisfaction will lead consumers to remain loyal to subscribing to the Padang Restaurant "Murah", not to switch to other Padang restaurants and will recommend Padang Restaurants "Murah" to other people they know so that they will get lots of benefits. Loyal customers are a valuable asset for the Padang Restaurant "Murah" because they can maintain the viability of the Padang Restaurant "Murah" in the intense market competition. The results in this study are in accordance with previous research conducted by RavitaDwi Yana (2015), where it was concluded that customer satisfaction has a positive and significant effect on customer loyalty with the method used, namely path analysis. This shows that the satisfaction received by customers is able to shape them to become more loyal to the Padang Restaurant "Murah". When Padang Restaurant "Murah" provides a product or service that exceeds customer expectations, the customer will feel satisfied. From the satisfaction obtained, this will have a positive influence on customer loyalty.

The Effect of Brand Image on Customer Loyalty Through Customer Satisfaction

The indirect effect of the brand image variable on customer loyalty through customer satisfaction can be seen from the results of the analysis using the Sobel method, where the results obtained from the calculation of the Sobel formula are 2.57 between brand image and customer loyalty through customer satisfaction so that the brand image variable has a significant influence significant effect on customer loyalty through customer satisfaction. This shows that the variable customer satisfaction is able to mediate well and significant relationship between brand image and customer loyalty. The existing relationship is a positive relationship, where if the brand image of the Padang Restaurant "Murah" is getting better, then customer satisfaction will also increase, and this customer satisfaction will also increase customer loyalty. The

brand image owned by the Padang Restaurant "Murah" is getting better, so customer satisfaction will also increase and with this increased satisfaction, customer loyalty will also be formed.

From the results of the questionnaires filled out by the customers, most agreed that the brand image given by the Padang Restaurant "Murah" was good and they felt satisfied and loyal. There were only a few respondents who disagreed and this did not really affect the results that came out. However, the results show that the direct effect is greater when compared to the indirect effect through the intervening variables. The results in this study are in accordance with previous research conducted by Dwi Arum Kesuma (2017), where it was concluded that relationship marketing has an effect on customer satisfaction, brand image has an effect on customer satisfaction, relationship marketing has had an effect on customer loyalty, and brand image has had an effect on loyalty customer. Furthermore, relationship marketing influences customer loyalty through customer satisfaction and brand image influences customer loyalty through customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS
Conclusion
Brand image has an effect on customer satisfaction of Padang Restaurants "Murah", namely the better the brand image of Padang Restaurants "Murah", the customer satisfaction will increase. To increase customer satisfaction, the Padang Restaurant "Murah" must improve its brand image or improve its brand image if it is bad. Brand image affects customer loyalty of Padang Restaurants "Murah", namely the better the brand image of Padang Restaurants "Murah", the customer loyalty will increase. To increase customer loyalty, the Padang Restaurant "Murah" must improve its brand image or improve its brand image if it is bad. Customer satisfaction has an effect on customer loyalty of Padang Restaurants "Murah", namely the more satisfied the customers of Padang Restaurants "Murah", the customer loyalty will increase. To increase customer loyalty, the Padang Restaurant "Murah" must satisfy the customers who come and buy Padang cuisine products. The Padang Restaurant "Murah". Brand image affects customer loyalty of Padang Restaurants "Murah" through customer satisfaction, namely the better the brand image of Padang Restaurants "Murah", customer satisfaction will increase, whereby increasing customer satisfaction will also increase customer loyalty. To increase customer loyalty, the Padang Res-

taurant "Murah" must improve its brand image or improve its brand image if it is bad by improving its food products or service quality so that customers can be satisfied to increase their loyalty.

Suggestion
The customer satisfaction variable is a variable that has a dominant influence on customer loyalty, so it is better if the Padang Restaurant "Murah" pays more attention to customer satisfaction to make them loyal. This research is only on Padang Restaurants "Murah", so it does not reflect the overall conditions that exist in Indonesia regarding brand image, customer loyalty, and also customer satisfaction. Therefore, further research is expected on other objects or using research objects in more than one place. For further research that will address the same topic and problem, where you want to see the effect of brand image on customer loyalty through customer satisfaction, it is necessary to consider other variables that measure customer loyalty or other variables that can be used as a measure of customer loyalty.

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