



# Influence of brand image on customer attitude, intention to purchase and satisfaction: the case of start-up Pomie Bakery

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## ABSTRACT

The purpose of this study is to analyze the influences of brand image on customer attitude, intention to purchase, and customer satisfaction in the context of start-up businesses, in which its research information could be a helping hand, especially for a start-up business. In particular, this research attempts to answer three main research questions. First, does the brand image affects the customer attitude? Second, does the brand image affect the intention to purchase? Third and last, does the brand image affect customer satisfaction? To answer these questions, a survey was conducted on 234 Pomie Bakery customers through questionnaires adopted from previous studies. The data has been analyzed using Structural Equation Modeling (SEM) using the SmartPLS software. The data analysis has proven that other than the variable of brand image's influence on purchase intention, each correlation between other variables is significant. The result of this research is generally useful for start-up businesses as a reference in implementing brand strategies. By paying attention to the brand image, start-up businesses will benefit from consumer behavior in terms of customer attitude, intention to purchase, and customer satisfaction.

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## INTRODUCTION

Brand image has emerged as a powerful instrument in marketing. Recent evidence shows that brand image is a crucial determinant of customer satisfaction (e.g., Castro et al., 2007; Ryu et al., 2008; Song et al., 2019) and various consumer behavior such as purchase decision (e.g., Castro at al., 2007; Sasmita & Suki, 2015; Watson et al., 2015) and customer loyalty (e.g., Cretu and Brodie 2007). The symbolism associated with a particular brand image can successfully persuade people to purchase items with functional consequences through their expression, feelings and reputation while using or after using the brand's product (Zhang 2015).

The brand image embodies customers' own symbolism, which includes all the brand's definitions and assessments (Iversen and Hem, 2008). Consumer perceptions and preferences for a brand, as represented in numerous forms of brand connections preserved in consumers' memories (Keller, 1998). Consumers can define brand image through their own perception on thinking of what comes first to their mind which can lead the consumer's behavior to become judgmental and selective. However, a company generally uses personal data analysis to detect the consumer's behavior. Fortunately, the world is filled with thousands of people with different flavors and demands, where if a brand image recognize through familiarity, it can help companies to make new brands by taking the sales of the current brand with just a slight difference in concept (Sasmita & Suki, 2015). Lastly with the study of consumer behavior it's helpful to begin considering the evolution of the field of consumer research and the different model of thought that influences the discipline (Pachauri, 2001).

Pomie Bakery has been chosen to be the hypothetical business and the research context in this study. One reason is that Pomie Bakery contains a modern way of building its own brand image that surprisingly attracts a huge amount and different categories of customers. It has been one of the most developed start-up food and beverage business in Manado during the covid-19 season. The brand is known for its products, cheesecake, New York soft cookies, brownies, etc. The actual reason for the success of Pomie Bakery is its branding. Little that the Pomie Bakery's customers realize that the reason they want to buy their product is because of their branding image towards Pomie Bakery. Due to the fact the business contains quality branding through brand name, logos, design, and advertising. Their branding is the reason their ability to maintain the reputation of their name until today, due to the fact Pomie Bakery until today is still an online business.

The purpose for this research is to let the readers which are likely a customer to understand the big impact on how brand image can affect various consumer behavior variables. This research may realize a start-up business, that selling is not just about the product, but it's also about on how a business can sell a product through a brand image. Due to the fact brand image has been considered as the reasoned or emotional perceptions consumer attach to specific brands (Hossien, 2012). And so, this research's goal is to cover on how effective the brand image can influence consumers.

In line with the background of the study and research questions discussed above, the purpose of this research is threefold. First, it aims to identify the level of Pomie Bakery's brand image, customers attitude, intentions to purchase and satisfaction. Second, this study intends to investigate the influence of Pomie Bakery's brand image on customers' attitudes, intention to purchase and satisfaction with the product. Third and last, the present research seeks to examine the chain effects of the three consumer behavior variables: attitude, intention to purchase and satisfaction.

## RESEARCH METHOD

### Consumer Behavior

The consumer's behavior is influenced by various of aspects that are critical for any marketing management team in a business or organization that engages effectively with consumers. Consumers behavior includes a consumer's search, assessment, purchase, consumption, and post-purchase behavior, as well as the disposal of purchased products while keeping the environment and personal qualities and mind (Barmola et al, 2010). Understanding consumer behavior provides answers to questions such as what to buy, where to buy, how often do you buy, and under what circumstances products and services are purchased.

Consumer Behavior includes a variety of subjects and refers to elements that influences a person's purchasing decision. There are some factors that have a significant impact on consumer behavior. Understanding the factors that drive customer buying is fascinating; how a consumer is influenced by the things that inspire him or her to purchase a specific commodity or services. Personal, social, or cultural, economic, and psychological factors influence product purchases (Qazzafi, 2020).

### **Consumer Attitude**

According to Kotler and Keller (2012), the attitudes is a perception, a feeling of emotional and behavioral tendencies, perhaps favorable or negative, and a long-term relationship between a person and an item or idea. Attitude plays an important role in shaping behavior. Attitude plays a significant role in shaping behavior. Consumer attitude is a factor that will influence consumer decisions. In general, attitude is important in the use to evaluate the efficacy of marketing campaigns, attitude is someone who has made up their mind about whether they like or dislike something (Kotler & Lee, 2008). The feelings indicate the consumers' attitude while using such products, and the willingness of the consumer only depends on the satisfactory if the consumer. Customer attitude explains the correspondents to overall judgement about the product and services (Sahoo et al., 2017).

In order strategies to succeed for consumers' "hearts and minds", "brand managers frequently collect brand health indicators such as awareness, liking, and consideration. These variables aid in determining customer attitudes and how marketing influences them. Managers who are more focused on the bottom line, on the other hand, generally evaluate marketing performance at the transaction level, using metrics like advertising, elasticity, and return on sales. This method may satisfy finance-focused managers, but it ignores the more fundamental causes for marketing success or failure. Because these factors develop, marketing's previous sales influence may not be the best of its additional sales impact (Hanssens et al, 2014).

### **Intention to Purchase**

Purchase Intention is defined as a consumer's willingness to buy a product or do actions associated to purchasing, as measured by the possibility of the consumer buying the product (Belch, 2009).. It means that intention is connected to the potential of a promises or intention becoming fulfilled. Accessibility in memory, trust, and personal relevance, or the significance of the behavior performed for the individual, are all components of the intention (Fishbein & Ajzen, 2010).

Purchase intention is a part of the decision that focuses into why people buy from certain brands. Jalilvand et al. (2011) investigated how product quality affects buying intent. They gathered 242 questionnaires and discovered that product quality influences purchase intent in a meaningful influence way. Several previous studies have discovered that brand quality influences customer purchase intent. Researchers have interest identified six steps to consider before purchasing a product: awareness, knowledge, interest, preference, persuasion, and purchase (Kotler & Armstrong, 2010).

### **Customer Satisfaction**

Customer satisfaction is described as the level of satisfaction provided by a company's goods or services as measured by the number of returning customers. Even though customer satisfaction is relatively new concept, researchers have defined it from various perspectives and over time. While there are substantial differences in the definitions of customers satisfaction in the literature, all of them have some similar characteristic (Biesok & Wyrod-Wrobel, 2011).

Customer satisfaction is flexible and temporary. Only the concept of "customer centricity" can help companies improve customer satisfaction and retention. Customer satisfaction is directly influenced by service quality, product quality, and value for money. The product quality can only be defined through the consumers expectation which includes the price. Prior to achieving customer satisfaction, employee satisfaction is equally important. If employees have a positive influence, they can help to boost customer satisfaction significantly (Khadka & Marian, 2017).

Satisfaction is an essential factor for success, and it is heavily influenced by frontline employees. Customer should be considered as assets, with different needs, preferences, and purchasing habits. The Taiwan Customer Satisfaction Index model was used to determine customer satisfaction and loyalty in a tourism factory in this study. Researchers polled 242 customers in Taiwan who were served by one tourism factory. The theoretical model was analyzed and tested

using partial least squares. For both satisfied and dissatisfied customers, the result show that perceived quality had greatest impact on customer satisfaction. Moreover, for both satisfied and dissatisfied customers, customer satisfaction is more important than image in terms of customer loyalty (Lee et al, 2016).

Detailed product or services features, as well as quality perceptions, impacts customer satisfaction. Customer emotional responses, attitudes, and their perception of equity all effect satisfaction (Zeithal & Bitner, 2003). Increased customer satisfaction can provide company benefits like customer loyalty, extending the life cycle of a customer expanding the life of merchandise the customer purchase and increases customer positive word of mouth communication. When customer is pleased with a company's product or service, they are more likely to make existing customers and to recommend products or services to others. It is impossible for a company to grow if it ignores or disregard the needs of its customer (Tao, 2014).

### **Brand Image**

In the today's business, building a strong brand perception in the minds of customers is crucial (Mandagi et al., 2022; Toding & Mandagi, 2022). Brand image is the consumer's perception of a brand that will be filed into the consumer's memory and will be used to reflect through the consumer's benefit and attitude (Plumeyer et al., 2017; Mandagi et al., 2022). In developing a brand, brand image plays an important part due to having the reputation and credibility which guides the consumer into trying the products or services (Wijaya, 2013).

A brand is a mark left on consumers' thoughts and emotions that inspires a specific sense of meaning and experience. As a result, a brand is more than just a product's logo, name, symbol, trademark, or label (Kotler & Keller, 2012). Variable consumers can now participate in "co-creating marketing material and sharing of experiences about business, brands, and their corresponding products and services" due to the rise of social media (Lindenblatt, 2014). According to Einwiller (2001), reputation is mainly a social issue, because information about a company's activities can be distributed through an information network, or the social media. Building a brand's reputation on social media has both positive and negative aspects.

To create a brand's reputation. There should be loyalty and trust in the products and services related with the brand, as well as consumer satisfaction, and plays a significant part in promoting positive brand reputation. According to Han et al. (2015) consumer satisfaction is a critical component of a positive service brand reputation. Hasan et al. (2009) stated that trust has been defined as the demand of others on a particular task. Building trust takes time and is based on previous experiences (Dorcak et al, 2017) as well as the outcomes of those situations. It helps in the creation and operation of customer loyalty to the brand in which they have placed their confidence.

### **Hypothesis Development**

Brand image has positive and significant influence towards customer decisions and behavior (Putra & Safitri, 2021). Brand image and customer behaviors are closely related to how consumers react to a brand. In further explanation, when consumers have a positive perception towards Pomie Bakery's brand image, they will tend to have positive satisfactory towards the products and services. In other words, the brand image has positive influence on customer attitude. Based on the discussion, the following hypothesis has been developed:

**H1:** Brand image has a positive influence on customer attitude towards the product.

**H2:** Brand Image has a positive influence on customer intention to purchase the product.

**H3:** Brand Image has a positive influence on customer satisfaction with the product.

The relationship between customer attitude and intention to purchase would enhance through the information flow that result customer engagement, satisfaction, and loyalty (Hoque et al.2018). With that, when a consumer receives positive information about a certain business, it will

lead the consumer to positive influence towards intention to purchase. Based on the discussion, the following hypothesis has been developed:

- H1:** Customer attitude towards the product has a positive influence on their intention to purchase the product.  
**H2:** Customer intention to purchase the product has a positive influence on their satisfaction with the product.

The relationship among variables in this study and the corresponding hypotheses was summarized in Figure 1.

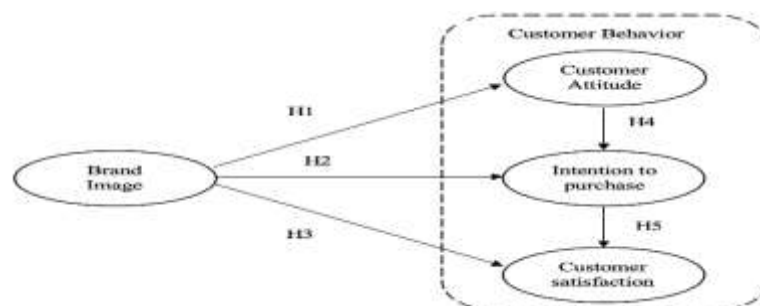


Figure 1. Conceptual Framework

### Data Collection

The procedure of data collection begins with the preparation of all questionnaires as the instrument that was used for surveys. During the early stage, a review of literature was conducted comprehensively to search for indicators of each variability and reliability. As the indicators of each variable are selected from the literature, it was presented in the form of Likert scale by using "Bahasa" as the language.

On the next stage, is the distribution of questionnaires. During this stage questionnaires are distributed in form of google form spreadsheet to Pomie Bakery's loyal and new customer. Before the process of answering the questionnaire, researcher explained the purpose of the survey conducted in the form of text in the google form spreadsheet.

After being filled out, the questionnaires were collected by the researcher to be rechecked by calculating the total number of questionnaires collected. After that process, the questionnaires were rechecked whether the questionnaire has been completed according to the instruction given. Only completed questionnaires were tabulated and were arranged in proper way into the spreadsheet and exported to the SmartPLS.

### Research Instrument

This study utilized a questionnaire as the measurement instrument to collect primary data. The questionnaire in this study consisted of 31 statements which were indicators of the variables in this study. The indicator of the brand image variable consists of seven statements adopted from Song et al (2019), Kato & Tsuda, (2018). Variable customer attitude towards the product was measured by eight statements adopted from previous research (Dodds dkk., 1991; Mehta; 2000). Measurement items for variable intention to purchase were adopted from the study of Ting et al (2013), Lin & Lekhawipat (2014) and Song (2019). The customer satisfaction variable was measured using four indicators adopted from previous studies (Ting et al, 2013; Lin & Lekhawipat, 2014; Song 2019).

### Sampling Method

This study used sampling approach due to researcher's limitation in reaching out the entire population. One of the two techniques of nonprobability sampling used in this study is purposive sampling because sampling is taken with consideration of certain criteria must be connected. And the other technique was used is the convenience sampling. Convenience sampling is a non-

probability sampling where members of target population meet the certain practical criteria for the purpose of the study (Ilker et al., 2016). The criteria of respondents will be defined through customers of Pomie Bakery and through demographic and geographic; age 14 above and reside in all over Indonesia. Sample size determination is a question that leads in the planning of any statistical project (Yoo & Lee, 2020). The sample was determined or calculated from the standard deviation, significance, power, and effect size (Chander, 2017). The sample size depends on the number of indicators used on all latent variables, so the number of samples can be calculated by multiplying 5 to 10 number of indicators (Hair et al., 2014). Based on the provisions of this formula, the minimum sample for this study is 310, in where 31 (number of indicator) multiply by 10.

### Data Analysis

The data analysis process starts with matching and evaluating the data through the descriptive menu of statistic in SPSS. The descriptive statistic also aims to find out the profile of the respondent by extracting the demographic data: gender, age, and occupation.

On the next data analysis process, by using the structural equation modeling (SEM). The structure equation model is the compilation of statistical techniques that allows sets of between one or more independent and dependent variable, either its continuous or discrete (Weiner, 2012). One difference and advantage of using SEM is that it allows the user to use multiple measures to represent constructs and addresses the issue of specific measure errors (Weston, 2006).

The data analysis was performed with the guide of SmartPLS statistical software was used for demographic analysis and reliability of each variable and its indicator and be used to evaluate the measurement and structural models and to test the hypotheses. The data analysis begins with the convergent validity testing, which was carried out by looking at the loading factor value of each indicator of all variables. Loading factor is a number that shows the relationship between the measurement item or indicators and the corresponding variable. Convergent validity for a variable is achieved if the loading factor value of all indicators is above 0.7 (Hair et al., 2014).

Subsequently, the discriminant validity of the construct or variable was assessed. As suggested by Hair et al., (2014). The discriminant validity test in this study was carried out by looking at the Fornell-Larcker Criterion. The Fornell-Larcker Criterion validity test was conducted by comparing the square root value of the AVE (Average Variance Extracted) of each variable with the correlation between the variables in the model. Discriminant validity is achieved when the square root of AVE is greater than the correlation between different variables.

In the next stage, the construct/variable reliability test in this study was carried out by analyzing the value of Cronbach's alpha, composite reliability, and EVA. A variable is declared reliable if it has a Cronbach's alpha value of more than 0.7, composite reliability above 0.70, EV above 0.50.

Lastly, after all indicators of validity and reliability are met, structural testing of the model is carried out. Structural model testing or hypothesis testing by looking at the significance of the path coefficients using the PLS Bootstrapping feature on the SmartPLS statistical software. Structural model testing includes two stages: (1) Hypothesis testing based on the significance value of the path coefficients. (2) Goodness-of-fit model to determine the suitability or fit of a model by comparing the theoretical model and the empirical model.

## RESULTS AND DISCUSSIONS

### Demographic

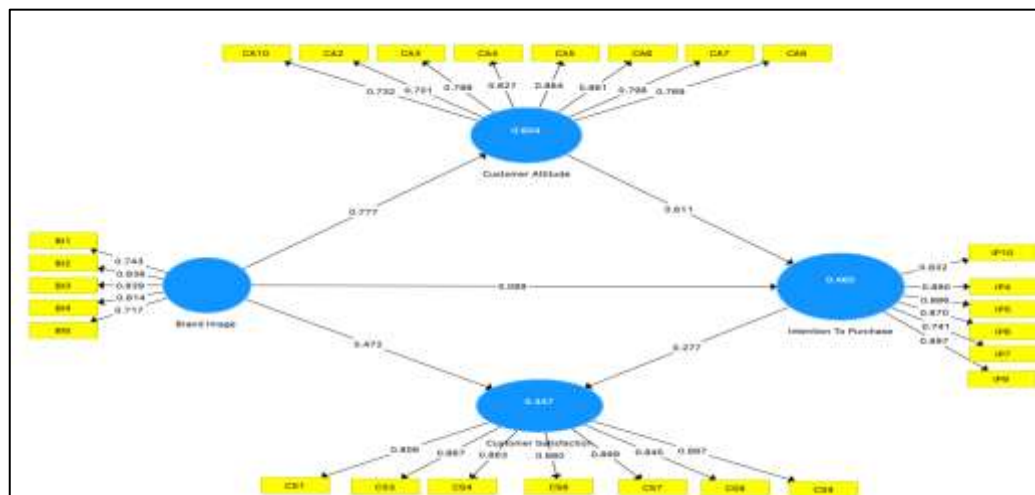
The demographic profile of the respondents is summarized in table 1. From the 243 responses which were collected from the survey, 207 respondents were female (88 %). Most were in the age between 21 and 30, and 26% percent of the respondents were unemployed, and 36% were students. Table 1 displays the demographic for the entire sample.

**Table 1.** Data demographic respondents

Variable	Category	N	%
Gender	Female	207	88
	Male	27	12
Age	10--20	84	36
	21-30	113	48
	31-40	31	13
	41-50	6	3
Profession	Unemployed	62	26
	Student	85	36
	PNS	11	5
	Private Employee	51	22
	Teachers	5	2
	Housewives	20	9

**Measurement Model (Outer Model)**

The measurement model of this study was analyzed using the Partial Least Square (PLS) method using the SmartPLS 3.2 statistical software. In this stage, 10 items (CA1, CA9, CS2, CS5, IP1, IP2, IP3, IP7, IP8, IP11) with factor loading below the recommended threshold were removed and measurement model was re-performed, the results was summarizing in Figure 2.



**Figure 2.** Results of the measurement model evaluation

**Validity Test**

Convergent validity analysis was performed by evaluating the significance of the factor loading of each indicator and average variance extracted (AVE). To summarize, based on table 2 measurement model evaluation after removing indicators with factor loading below the threshold CA1, CA9, CS2, CS5, IP1, IP2, IP3, IP7, IP8, IP11 were eliminated, shows that the loading factor value for all indicators are all greater than 0.7. Therefore, convergent validity for all variables in this study is satisfied.

Discriminant validity testing in this study was carried out by looking at the Fornell-Larcker Criterion. Fornell-Larcker Criterion validity test was performed by comparing the square root values of the AVE (Average Variance Extracted) of each variable with the correlation coefficient between the variables in the model. The discriminant validity of a variable’s discriminant is achieved when the square root of the AVE is greater compared to the correlation between different variables (Hair at al., 2014). Based on the result shown in table 2, the square root of AVE is greater than the correlation between the variables. Therefore, it can be stated that the variables and indicators used in this study have good discrimination validity based on the Fornell-Larcker Criterion.

**Table 2.** Result of fornell-larcker criterion

	BI	CA	CS	IP
Brand Image (BI)	0,792			
Customer Attitude (CA)	0,777	0,794		
Customer Satisfaction (CS)	0,628	0,690	0,864	
Intention To Purchase (IP)	0,564	0,680	0,543	0,854

**Reliability Test**

Testing the reliability of variables in this study was carried out by analyzing the values of Cronbach’s alpha (CA), composite reliability (CR), and EVA. Variables are consider to be reliable if they have a Cronbach’s alpha value of more than 0.7, composite reliability above 0.70, EV above 0.50 (Hair at al., 2014). The result of reliable testing for the three indicators are shown in table 3 below.

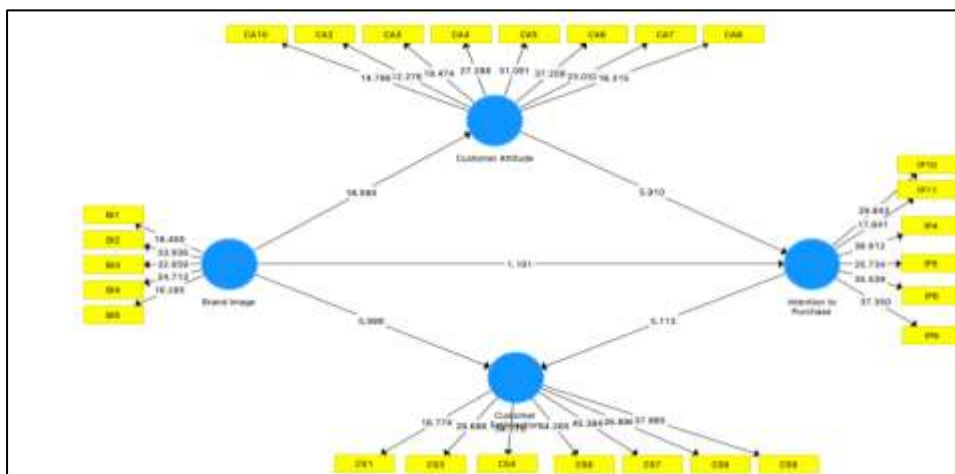
**Table 3.** Result of the result of the reliability test

	Cronbach's Alpha	Composite Reliability	AVE
Brand Image	0,850	0,893	0,627
Customer Attitude	0,915	0,932	0,631
Customer Satisfaction	0,943	0,954	0,747
Intention To Purchase	0,925	0,942	0,730

Based on the result shown in the table 4.8, each variables show to have value above the recommended minimum limit across all indicators. The test result for all variables shows CA & CR above 0.70 and AVE greater than 0.50. With that, it can be concluded that all variables in this study have good reliability.

**Structural Model (Inner Model)**

After testing the measurement model and ensuring that all indicators of validity and reliability are met, the next step is testing the structural model. This stage aims to test each hypothesis in this study. Structural model testing or hypothesis testing by looking at the significance of the path coefficients using the PLS Bootstrapping feature on the SmartPLS statistical software. The results of the structural model testing are shown in Figure 3 and Table 4.



**Figure 3.** Results of the structural model evaluation

**Table 4.** Result of the hypothesis testing

Path Relation	Estimates	P Values	Information
Brand Image -> Customer Attitude	18.59	0,00	Significant
Brand Image -> Customer Satisfaction	6	0,00	Significant
Brand Image -> Intention to Purchase	1.19	0,23	Not Significant



Path Relation	Estimates	P Values	Information
Customer Attitude -> Intention to Purchase	5.91	0,00	Significant
Intention to Purchase -> Customer Satisfaction	5.11	0,00	Significant

### Hypothesis Testing

The structural model test results in figure 3 and table 4. are used as the basis for hypothesis testing in this study, to see if a hypothesis is acceptable or rejected. The first hypothesis tests the effect of brand image on customer attitude. The test results showed that the estimated value of brand image influence on customer attitude was 18.59 and the P value was 0.00. This shows that there is a very significant influence shown by the brand image towards customer attitude. These results prove that building the brand image through aesthetics could give or attract the consumers to view Pomie Bakery's profile at the very least.

The second hypothesis tests the effect of brand image on customer satisfaction. The test results showed that the estimated value of brand image influence on customer satisfaction was 6.00 and the P value was 0.00. This result shows that the influence between brand image and customer satisfaction is significant. This significant result occurs when most consumers are satisfied with Pomie Bakery's product due to fact that what was given in the marketing process are based on the products, which results a positive customer satisfaction.

The third hypothesis test the effect of brand image on intention to purchase. The test results showed that the estimated value of brand image on intention to purchase was 1.19 and P value of 0.23. This result shows that the influence between brand image and intention to purchase is insignificant. While consumer have good image of the brand, doesn't necessarily mean they have the intention to purchase the product. Good brand image doesn't mean they are willing to purchase. There are other factor influencing purchase decision such as their needs or price.

The fourth hypothesis test the effect of customer attitude on intention to purchase. The test results showed that the estimated value of customer attitude on intention to purchase was 5.91 and P value of 0.00. This result shows that the influence between customer attitude and intention to purchase is significant. Due to the insignificance of the third hypothesis, customer attitude can be the reason why a consumer wants to buy such products. In this case the marketing should play an important role through their elegancy of the product, based on the explanation on the first emphasis.

The fifth hypothesis test the effect of intention to purchase on customer satisfaction. The result showed that the estimated value of intention to purchase on customer satisfaction was 5.11 and P value of 0.00. This result shows that the influence between intention to purchase and customer satisfaction is significant. Whereby means the product has achieve consumers expectation.

### Goodness-of-fit model

It is well known that the criteria for each indicator of goodness of fit are the SRMR should be less than 0.08, d\_ULS should be greater than 2.00, d\_G should be more than 0.90, chi-square less than 5 and NFI less than 0.9. Based on the result shown in table 4.10 it has been found that the SRMR value = 0.06 while the SRMR value accepted as a model is with a value of less than 0.08, so it's safe to say that SRMR value is fit. Furthermore, based on the table the d\_ULS is at the value of 1.40 while the d\_ULS value is accepted as a model is with a value of above 2.00, so it can be concluded that the value of d\_ULS is non-fit. Identifying the d\_G must be above 0.900 identifies the size of the fit of the model descriptively and the result of the data is above 0.900, which to conclude the value is fit, for chi-square it can be summarized to fit, because the resulting value is not more than 5. And for NFIs obtained values are less than 0.9, so it can be said as non-fit.

## CONCLUSION

This study aims to analyze the influence of brand image toward customer attitude, intention to purchase, and satisfaction. To achieve such goals, in the formulation of the problem have been identified the following hypothesis has been developed. To test theses hypotheses, as well as to

answer questions in the formulation problems, data collection has been carried out through surveys and analysis with the help of statistical software SmartPLS version 3.2. Based on the result of data analysis, the result of this study can be concluded as follows. The brand image has a significant and positive influence towards customer attitude, the brand image has a significant and positive influence towards customer satisfaction, the brand image has an insignificant influence towards intention to purchase, customer attitude has a significant and positive influence towards intention to purchase, intention to purchase has a significant and positive influence towards customer satisfaction.

Based on the direct experience of researchers in this research process, there are several limitations experienced by researchers that are factors so that they can pay more attention for researchers who will continue to further refine their research, because researchers have shortcomings that need to be continuously corrected in the future research, some of the limitations of these research are the number of respondents who only reached 234, which is still a lack of respondents to describe the real situation. In the process of collecting data, the information provided from respondents through questionnaires sometimes does not show the respondent's true opinion, as well as other factors such as honesty in filling out respondents' opinion in their questionnaire. The collected data are not 100% trustworthy since the respondents can manipulate their entries by filling in more than one response.

Further research can further develop the model tested in this study about the influence of brand image by including other variables that are related to the brand image. Based on the results of the data that has been analyzed that the brand image has a very high significant influence on customer attitude. This result can also be used as consideration and reference for further research in building hypotheses for relationship between the same variables as this study. Branding in content and visuals is indeed attractive and captivating to the audience, but it would be nice if the branding was made simpler with a visual style and language that is easier to understand by the target audience. Some customers feel attracted to the Pomie Bakery brand visually but still feel confused about how to order/buy; The directness of the purchase method is still not well conveyed.

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