



Analyze of Customer Based Brand Equity on Customer Loyalty in Fast Food Restaurant at Batam City

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ARTICLE INFO

Article history:

Received Nov 2, 2022
Revised Nov 26, 2022
Accepted Des 10, 2022

Keywords:

Customer Based Brand Equity
Customer Satisfaction
Customer Loyalty

ABSTRACT

This study explains factors that influence customer loyalty towards fast food restaurants in Batam City. Factors tested in this study are brand image, brand awareness, perceived quality, service quality and brand identification on customer loyalty mediate by customer satisfaction and customer based brand equity. This research use causal comparative and purposive sampling method which only selected respondent who live in Batam City and eat fast food. Questionnaires distribute through google form to collect respondents and get 360 respondent. Data processed using SmartPLS 3.0 software. The result research shows that brand image, brand awareness, service quality and perceived quality significantly affect customer loyalty while brand identification does not affect customer satisfaction because consumers feels that consuming fast food due to their interest in fast food not because identification to customer social class.

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INTRODUCTION

Business competence in this era of globalization is increasing with marked increase in competence between business. In business competition, all companies are competing to get new customers and retain them. New products have also start to appear with a variety of unique and different characteristics to attract the attention of consumers like fast food restaurants.

The interest of young people or office workers in fast food is due to its practicality and fast serving time. This is because office workers have limited time during their work breaks. The development of fast food is also very fast and spreads to small towns like Batam City.

The city of Batam is also one of the cities with the highest minimum wage on the island of Sumatra (Anwar, 2021). This makes Batam City become the target of job seekers. Investors began to arrive and open business opportunities in Batam City. This resulted in an increase in population which then increased the amount of consumption in Batam City. This was shown in 2010 the population in Batam City was 944,285 but in 2020 the population of Batam City was 1,196,396 (BPS, 2020). Fast food restaurants that had opened in Batam City are as follows: Kentucky Fried Chicken (KFC), McDonalds, Burger King, Pizza Hut and A&W Restaurant (Tripadvisor.co, 2022). There is total 22 fast food restaurant that had open in Batam City (Traveloka (2022).

In March 2020, Indonesian president announced that the Covid-19 virus pandemic had entered Indonesia. To prevent from spread from accelerating, the government implemented Large-Scale Social Restrictions (PSBB) and workers were asked start to work from home. Restaurant operating hours are also limited so that can affects to sales (Nasution, 2021). PT Fast Food Indonesia Tbk (FAST) announced that there was a decrease in turnover in second quarter of 2021 reaching 50% with losses reaching 76.91 billion (Pratama, 2021). To avoid a continuous decrease in turnover, fast food restaurants need to increase brand equity and consumer satisfaction so that consumers can remain loyal to fast food restaurants.

Brand equity is divided into several parts like brand image, brand awareness, brand identification, perceived quality and service quality. Based on previous research, it is explained that brand image is an important component in building brand equity. Brand image can be an assumption built by consumers about a brand spontaneously. This research shows that there is an effect of brand equity and consumer satisfaction (Surucu *et al.*, 2019). Private brand label retailers build a good reputation with consumers so that consumers remember the retailer. Consumer perceptions of store image can be built through several aspects such as price, satisfaction, and the value of product or service quality (Calvo-Porrall & Levy-Mangin, 2014). Higher company's image value will build higher the company value in consumers mind. Consumers also prefer to buy goods that well known compared to less well-known goods (Sallam, 2016). Based on the following explanation, the hypotheses that can be developed include: H1: Brand image has a significant relationship to consumer-based brand equity.

According to Surucu *et al.*, (2019) brand awareness is consumer recognition of a product not only by name but also about the products or services offered. To build brand equity, company must first build brand awareness to attract consumer attention (Amegbe, 2017). High awareness can block the entry of new brands in consumer mind. Consumers usually tend to buy familiar products compared to new products (Sharma, 2017). Companies must also build product advantages to keep consumers remind of the brand so that consumers are more interested to buy it (Llopis-Amorós *et al.*, 2019). If awareness value of a brand is low, it can reduce the purchase intention of a consumer (Calvo-Porrall & Levy-Mangin, 2014). The influence of brand loyalty, brand awareness, brand association and perceived quality can improve operational performance in the FMCG sector in India. This shows that high brand equity can improve market performance (Mohan & Sequeira, 2016). Based on the results of previous researchers' explanations, there are differences in perception, so in the form of hypotheses related to research, namely: H2: Significant relationship between brand awareness and consumer-based brand equity.

In addition to increase consumer awareness and brand image, identification of a brand also needs because consumers will feel more identified if expectations of consumers for a product or service are fulfilled. Identification can drive attachment, emotional, symbolic consumption and brand loyalty. Consumers with a high identification value will more proud by consuming a product or service from a particular brand. Consumer psychological dependence on brands can increase the price of these products (Z. Shahzad, 2016).

Identification can also refer to situations where consumers express their social identity when making purchases at a brand. Brand identification can also help consumers integrate into a particular social group (Feiz & Moradi, 2020). Consumers will feel satisfied if they visit a place that has more brands through psychological attachment to a particular place (Rather *et al.*, 2019). However, if there is bad news and experiences regarding these goods or services, this can reduce consumer satisfaction through brand identification (Susanty & Kenny, 2015). The hypothesis developed is as follows: H3: Significant relationship between brand identification and consumer satisfaction.

Service quality and product quality can increase consumer satisfaction. Consumer viewpoint are built through the service experience provided by employees in a store that can affect consumer satisfaction (Syahfudin & Ruswanti, 2015). Each company try to maximize service quality to create advantages compared to other competitors (Hapsari *et al.*, 2016). The service efficiency of a

fast food restaurant can help in increasing consumer satisfaction when buying fast food. Poor service will reduce consumer satisfaction to a brands which tends to influence consumer purchase intentions and result in loss of loyal customers (Latif et al., 2020).

Perceived quality can also be referred to as the assessment given by consumers to perceived products or services. High perceived quality values can be achieved when consumer expectations are met (Kataria & Saini, 2020). Consumers definitely want to get the best quality from the costs incurred to buy the product or service (Wai Lai, 2019). However, the value felt by each individual will be different. Apart from product quality, companies must also highlight their own advantages over other alternative products (Calvo-Porrall & Levy-Mangin, 2014). Based on the following explanation, the hypothesis formed is as follows: H4: Significant relationship between service quality and customer satisfaction; H5: Significant relationship between perceived quality and customer satisfaction.

All businesses are competing to maximize customer satisfaction to gain loyalty and purchase intentions. One way to maximize consumer satisfaction is by building consumer-based brand equity. Consumer-based equity is divided into brand image, brand awareness, perceived quality and several other aspects (Surucu et al., 2019).

Perceptions built by an equity can affect consumer perceptions of the brand. When brand equity has been maximized, consumers are willing to pay more to consume or use the product. In every marketing activity the company must focus on building brand equity to keep the company growing (González-Mansilla et al., 2019). The response given by each consumer is certainly different (Susanty & Kenny, 2015). H6: Significant relationship between consumer-based brand equity and consumer satisfaction

Customer satisfaction is an important indicator in building consumer loyalty. High consumer satisfaction will also build high repurchases (Surucu et al., 2019). From satisfaction consumers tend to offer to friends or close relatives to use the same product or service (Latif et al., 2020). The Bank strives to provide the best service quality to increase customer satisfaction which then influences consumer loyalty. Loyalty can increase the profit of the bank itself (Syahfudin & Ruswanti, 2015). If the company is responsive to the needs of consumers, consumers will be happier and more satisfied. Satisfied consumers will have a greater tendency to repurchase (Hoe & Mansori, 2018). H7: There is a significant relationship between customer satisfaction and customer loyalty.

RESEARCH METHOD

Research used in this study is comparative causal research where only respondents who fit the criteria are sampled. The variables used in this study consist of brand image, brand awareness, brand identification, perceived quality, service quality, customer based brand equity, customer satisfaction and customer loyalty. Population in this study is Batam City resident who often eat fast food. The method of this sampling using purposive sampling method. The total samples was calculated using the Babin, Anderson, Black & Hair, 2014 method with a parameter of 1:10 where one statement is represented by 10 respondents.

There are 26 statements used in this study, so the required sample size is 260 respondents. However, to avoid data inaccuracies from respondents, the authors collected 340 respondents. Questionnaires were distributed via Google forms which were carried out online. The interval scale is measured using a Likert rating, namely answers with the following criteria: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree. The characteristics of the respondents are stated as follows: gender; age; occupation; and total visit over a period of one month.

Data processing uses the Partial Least Squares (SmartPLS) application to validate the research model and test hypotheses in research. The PLS method is used to test the outer model and inner model. The outer model is used to test the validity and reliability of the model that can be assessed while the inner model is used to test the relationship between latent variables that can be predicted (Ghozali, I., & Latan, 2016).

RESULTS AND DISCUSSIONS

Table 2 shows that respondent descriptive statistics. Total samples uses in this study was 340 respondent. It shows female respondent (220 respondent or 64,7%) are greater than male respondent (120 respondent or 35,3%). Respondent age range divided into several range which is 16-23 years old, 24-30 years old and more than 30 years old. Most respondent comes from 16-23 years old (50,3% or 171 respondent).

Table 1. Descriptive respondent

	Description	Total Respondent	Percentage
Gender	Male	120	35,3%
	Female	220	64,7%
Age Range	16-23 Years Old	171	50,3%
	24-30 Years Old	93	27,4%
	>30 Years Old	76	22,4%
Occupation	Private Sector Employee	146	42,9%
	Entrepreneur	63	18,5%
	Student	131	38,5%
Total Visits	1 Times	87	25,6%
	2-4 Times	184	54,1%
	>4 Times	69	20,3%
Most Frequent Visit Fast Food Restaurant	KFC	139	40,9%
	Burger King	59	17,4%
Total	McDonald's	142	41,8%
		340	100%

The highest respondent comes from private employee (42,9%); student (38,5%) and entrepreneur (18,5%). Most frequent fast food restaurant visited by respondent is McDonald's (41,8%) and KFC(40,9%). The least visit fast food was Burger King which only 59 respondent or 17,4%. Total visit of respondent to fast food restaurant is 2-4 times a month (184 respondent or 54,1%).

Validity Test

This validity test was conducted to test whether the questionnaire statements were declared as valid or not. The value of outer loading must reach a value > 0.6 to be declared valid (Ghozali dan Latan, 2016). The following are the results of the outer loading test.

Table 2. Outer loadings test result

Variable	Outer Loading	Description
CL1	0.768	Valid
CL2	0.680	Valid
CL3	0.700	Valid
BI3	0.848	Valid
BI4	0.835	Valid
BA1	0.770	Valid
BA2	0.726	Valid
BA3	0.685	Valid
BID1	0.744	Valid
BID2	0.825	Valid
BID3	0.868	Valid
SQ1	0.785	Valid
SQ2	0.775	Valid
SQ3	0.808	Valid
PG2	0.697	Valid

Variable	Outer Loading	Description
PQ3	0.756	Valid
PQ5	0.717	Valid
PG6	0.761	Valid
CBBE1	0.728	Valid
CBBE2	0.732	Valid
CBBE3	0.756	Valid
CBBE4	0.766	Valid
CS1	0.748	Valid
CS2	0.675	Valid
CS3	0.756	Valid
CS4	0.776	Valid

Outer Loading Result explains that all outer loading values in this study have passed the minimum limit > 0.6 , so each indicator in this study is declared as valid.

Table 3. Average variance extracted test result

Variable	AVE	Description
Brand Awareness	0.530	Valid
Brand Identification	0.662	Valid
Brand Image	0.708	Valid
Perceived Quality	0.538	Valid
Service Quality	0.624	Valid
Customer Based Brand Equity	0.556	Valid
Customer Satisfaction	0.547	Valid
Customer Loyalty	0.514	Valid

Based on the test results above, each variable is declared as valid because all variables have passed the minimum value, which is > 0.5 .

Reliability Test

A variable can be declared as reliable by value of composite reliability. The minimum value for composite reliability test is > 0.7 (Hair, Joseph F.; Black, 2014). Based on composite reliability test, it can be seen that all variables can be declared as reliable because they have passed the minimum value reliability test (> 0.7).

Table 4. Composite reliability test result

Variable	Composite Reliability	Description
Brand Awareness	0.771	Reliable
Brand Identification	0.854	Reliable
Brand Image	0.829	Reliable
Perceived Quality	0.823	Reliable
Service Quality	0.832	Reliable
Customer Based Brand Equity	0.834	Reliable
Customer Satisfaction	0.828	Reliable
Customer Loyalty	0.760	Reliable

Direct Effect Test

Purpose of inner model test is to examine the relationship between variables in the study. This test is carried out on the relationship of the independent variable to the dependent variable directly or indirectly. The significance relationship is assessed through path coefficient value in the

t-statistic column. A variable relationship can be called significant if the t-statistic value is greater than 1.96 (>1.96) and the p-value is less than 0.05 (<0.05) (Hair, Joseph F.; Black, 2014).

Table 5. Direct effect test result

X -> Y	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Hypothesis
Brand Awareness -> Customer Based Brand Equity	0.339	6.922	0.000	Significant
Brand Image -> Customer Based Brand Equity	0.475	10.491	0.000	Significant
Brand Identification -> Customer Satisfaction	0.028	0.524	0.601	Not Significant
Perceived Quality-> Customer Satisfaction	0.396	6.783	0.000	Significant
Service Quality -> Customer Satisfaction	0.227	3.293	0.001	Significant
Customer Based Brand Equity -> Customer Satisfaction	0.197	2.816	0.005	Significant
Customer Satisfaction -> Customer Loyalty	0.451	8.233	0.000	Significant

Based test result brand awareness significantly influences customer based brand equity. This result is shown through the value of t-statistics which shows a value of 2.816 and the p-value reaches 0.005. By building high awareness, it will make it more difficult for consumers to switch to competitor restaurants. This research has been studied before and conducted by Surucu et al., (2019), Sharma (2017) and Llopis-Amorós et al., (2019)

Brand image influences customer based brand equity variable significantly positively with a t-statistics result of 10.491 and a p-value of 0.000. A restaurant that has a good reputation will make consumers always remember fast food restaurants when they want to eat. Therefore a good image can build a high reputation and brand equity. This research has been studied and conducted by Surucu et al., (2019), Calvo-Porrall & Levy-Mangin (2014) and Sallam (2016).

Perceived quality influences customer satisfaction significantly positively. This result indicated by the t-statistics which reached 6.783 and the p-value of 0.000. The quality of food is an important component in the business development of a fast food restaurant. The higher quality of a food, the higher the satisfaction of consumers created. This research has been studied and conducted by Kataria & Saini, (2020), Hwang et al., (2021), Hoe & Mansori, (2018), and Hapsari et al., (2016).

Service quality affects customer satisfaction significantly positively. The t-statistics value reached 3.293 and the p-value was 0.001. Good service quality will make consumers satisfied with the service and the possibility to buy it is even higher. This research has been studied and conducted by Hwang et al., (2021), Syahfudin & Ruswanti (2015), Chuenyindee et al., (2022) and Yildiz (2017).

Brand identification does not significantly affect customer satisfaction variable where the t-statistic value is only 0.524 and the p-value is 0.601. This value hasn't reached minimum value for the significance of a hypothesis. Identification of a brand does not affect fast food restaurant customer satisfaction because consumers consider it unnecessary to express this into social class. Consumers consume fast food because of their interest in fast food, not to show social class. This research has been researched and conducted by Afifah & Asnan (2015).

Customer based brand equity significantly influences customer satisfaction with a t-statistics value of 2.816 and a p-value of 0.005. Building a brand equity is very important for a company to

maximize sales. This research has been studied and is in line with research by Surucu *et al.*, (2019), Susanty & Kenny (2015) and González-Mansilla *et al.*, (2019).

Customer satisfaction significantly affects customer loyalty with a t-statistics value of 8.223 and a p-value of 0.000. Consumer satisfaction is the main key for a restaurant to increase loyalty. The more satisfied a customer with a restaurant the higher the possibility that they will revisit. This research has been studied and is in line with the research of Shahzad *et al.*, (2021), Syahfudin & Ruswanti (2015), Hoe & Mansori (2018) and Surucu *et al.*, (2019).

Adjusted R Square Test

Adjusted R Square testing is conducted to test how much influence the relationship between variables. The greater value of the adjusted R square, the stronger value of the regression equation and the relationship between the variables.

Table 6. Adjusted R square test result

Variables	Adjusted R Square
Customer Based Brand Equity	0.444
Customer Satisfaction	0.541
Customer Loyalty	0.209

The R Square test is used to determine the percentage of model fit. Based on the following test results, it can be stated that the relationship between brand image and brand awareness on customer based brand equity has an adjusted R square value of 44.4%, while 55.6 is influenced by other factors not included in the model. The relationship between brand identification, service quality and perceived quality on customer satisfaction has an adjusted R Square value of 54.1%, while 45.9% is influenced by other factors not included in the model. Customer satisfaction affects customer loyalty with an adjusted R square value of 20.9% while 79.1% is influenced by other factors not included in the model.

Quality index test

This test was conducted to assess the overall of research model. The method used to test the quality index is the Goodness of Fit (GoF Index). This calculation can be done with the following formula. Based on the results of the tests that have been carried out, it can be seen that the average AVE value is 0.584 and the adjusted R Square average is 0.398.

$$GoF = \sqrt{0,584 \times 0,398}$$

$$GoF = 0,304$$

Based on the following calculations, it can be said that the GoF value is classified into the medium group, namely > 0.25 .

CONCLUSION

Researcher conducted this study is to test and analyze the factors that can affect customer loyalty from fast food restaurants in Batam City. This study uses brand image, brand awareness, brand identification, service quality and perceived quality as independent variables. Customer based brand equity and customer satisfaction as mediating variables while customer loyalty as the dependent variable.

Based on the research results, brand image significantly influences and has a positive relationship to customer based brand equity. A restaurant with a good reputation, consumers will always remember fast food restaurants when they want to eat fast food. Therefore it is important for a company to build a good reputation. Brand awareness significantly influences and has a positive relationship to customer based brand equity. A brand with high brand awareness value will make

consumers immediately remember when consumers are hungry. When awareness has been built, it will be more difficult for consumers to switch to competitor restaurants.

Brand identification does not affect customer satisfaction and has a negative relationship. Brand identification does not affect satisfaction because consumers do not consider it necessary to express this to social class. Consumers consume because of their affinity for fast food not to show social class. Perceived quality significantly influences and has a positive relationship to customer satisfaction. The higher the quality of a food, the higher the satisfaction created.

Service quality significantly influences and has a positive relationship to customer satisfaction. Good service will make consumers satisfied and the possibility to repeat purchase is even higher. Customer based brand equity significantly influences and has a positive relationship to customer satisfaction. Building brand equity is very important for a company to maximize sales. Customer satisfaction significantly influences and has a positive relationship to customer loyalty. The more satisfied consumers are with a restaurant, the higher the loyalty that will be created.

Recommendation further research, distribution of questionnaires can be distribute more broadly among Batam City residents. Addition of supporting journal for adding research references.

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