

The Effect of Service Quality and Brand Image on Customer Satisfaction at The Bin Thalib Kebuli Rice Restaurant in Pangkalan BUN

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Abstract. *This study aims to analyze the influence of service quality and brand image on customer satisfaction at the Nasi Kebuli Bin Thalib Restaurant in Pangkalan Bun, Central Kalimantan. Increasingly fierce competition in the culinary business demands that businesses improve service quality and build a strong brand image to satisfy customers. Customer satisfaction is a crucial factor in retaining customers and encouraging repeat purchases. This study employed a quantitative approach with a survey method. The population comprised all customers of the Nasi Kebuli Bin Thalib Restaurant who had ever made a purchase. The sampling technique used purposive sampling, with respondents being at least 18 years old and having previously made a purchase at the restaurant. Data were collected through a questionnaire using a five-point Likert scale. The research results show that service quality has a positive and significant effect on customer satisfaction. Furthermore, brand image has also been shown to have a positive and significant effect on customer satisfaction. These findings suggest that the better the service quality and the stronger the restaurant's brand image, the higher the level of customer satisfaction. This research provides implications that restaurant management needs to continue to improve service quality and strengthen brand image in order to create a satisfying experience for customers and increase customer loyalty.*

Keywords: *Brand Image; Customer Satisfaction; Consumer Behavior; Restaurants; Service Quality.*

1. Introduction

The culinary industry, particularly Middle Eastern food in Indonesia, continues to show significant growth, accompanied by increasingly fierce competition. This competition has intensified due to the expansion of Middle Eastern food producers and other fast food restaurants. Facing this competition, culinary businesses are required to provide superior service quality, create a strong and memorable brand image in the minds of customers, and offer competitive prices to remain relevant in the market.

Today, many restaurants increasingly understand the importance of customer satisfaction and implement strategies to ensure it. Customer satisfaction is a crucial factor for a company's existence, sustainability, and development. According to Engel et al. (1990), customer satisfaction is a post-purchase evaluation that at least results in an outcome that matches or exceeds customer expectations. Dissatisfaction, on the other hand, arises when the outcome does not meet customer expectations.

Many studies have examined the influence of service quality and brand image on customer satisfaction in the service sector, particularly the fast food and restaurant industries. Previous studies (Atmaja, 2011; Fitriana, 2015; Setiawan, 2018) generally indicate that service quality and brand image are important determinants of customer satisfaction. However, most of these studies have focused on large-scale restaurants or national and international franchises, leaving the local culinary business context largely unexplored.

creates research space related to market characteristics, customer behavior, and service strategies in independent restaurants competing in regional markets.

Furthermore, previous research has not specifically examined how brand image is formed in the growing number of Middle Eastern culinary restaurants in Indonesia. The Middle Eastern culinary industry, including Nasi Kebuli, is a market segment with distinct competitive dynamics than mainstream restaurants, both in terms of product perception, customer preferences, and dimensions of service and dining experience. The limited literature in this market context indicates a research gap regarding the factors influencing customer satisfaction in ethnic/regional culinary businesses.

In several previous studies, the relationship between service quality and brand image has often been examined separately from satisfaction. However, the mechanism of brand image's role as a mediating variable remains largely unexplored, particularly in the local culinary industry. In fact, theoretically, brand image can strengthen or weaken the influence of service quality on customer satisfaction. This gap raises the question of whether service quality can enhance brand image and ultimately indirectly influence customer satisfaction.

Nasi Kebuli Bin Thalib Restaurant in Pangkalan Bun was chosen because it represents a local culinary business facing intense competition from other Middle Eastern restaurants and fast food chains. Despite efforts to improve service quality and strengthen its brand image, customer complaints persist regarding service accuracy, delivery speed, and other dimensions of the dining experience. This situation demonstrates an empirical gap between the restaurant's service/service strategy and customer perceptions, which merits scientific examination.

One factor influencing customer satisfaction is service quality. Goetsch and Davis (1994) define service quality as a dynamic condition related to products, services, people, processes, and environments that meet or exceed customer expectations. The second factor influencing customer satisfaction is price. Price is the amount of money (possibly weighed

against several items) required to obtain a combination of a product and its accompanying services (Kotler and Keller, 2007:156). Research conducted by Atmaja (2011) shows that price fairness does not significantly influence customer satisfaction. This means that price fairness, measured by price appropriate to service quality, reference level, acceptance of the set price, and the fairness of the set price, does not influence customer satisfaction.

Another factor influencing consumer satisfaction is brand image. Brand image is currently a major concern for consumers. Consumers always consider the brand image associated with the products they purchase. According to Kotler (2005:201), brand image is a set of beliefs, ideas, and impressions a person has about a brand.

In Pangkalan Bun, Central Kalimantan, Nasi Kebuli Bin Thalib Restaurant is a Middle Eastern food producer that continually strives to improve customer satisfaction through quality service and a strong brand image. This restaurant was chosen as the research object because of its uniqueness as a local business that has survived amidst intense competition. However, this restaurant faces significant challenges in the form of the emergence of other Middle Eastern food producers and fast food restaurants offering competitive prices and a wider variety of products.

The problem we are facing now is the increasing development

The growing number of Middle Eastern and fast food producers offers competitive prices with a variety of products. In this situation, Nasi Kebuli Bin Thalib Restaurant strives to acquire new customers and retain existing ones. Recognizing the important role of customers and the influence of customer satisfaction on profits, Nasi Kebuli Bin Thalib Restaurant strives to find ways to increase customer satisfaction. This is realized by Nasi Kebuli Bin Thalib Restaurant, which sells Middle Eastern fast food, to provide the best quality service, provide affordable prices for consumers and build a brand image that sticks with customers, so that it will have a continuous impact on increasing product sales and balanced with increasing customer satisfaction.

In terms of service quality, it turns out that the quality of service at Nasi Kebuli Bin Thalib Restaurant is still considered unsatisfactory. This can be seen from the many complaints from the public regarding the restaurant's slow response to customer problems. In addition to the problems mentioned above, it turns out that the problem that consumers often experience at Nasi Kebuli Bin Thalib Restaurant is the many complaints regarding long service times in home delivery orders. The goal of Nasi Kebuli Bin Thalib Restaurant is not to sell as many products as possible and achieve the top ranking among other Middle Eastern fast food producers, but the goal is to increase customer satisfaction, how customers can be satisfied after purchasing products at Nasi Kebuli Bin Thalib Restaurant and the desire to repurchase products.

Nasi Kebuli Bin Thalib Restaurant has a long-term goal of not only increasing sales but also creating a satisfying customer experience, thereby encouraging loyalty and repeat

purchases. In this context, this study aims to evaluate the extent of service quality and brand image influences customer satisfaction at Nasi Kebuli Bin Thalib Restaurant. The two main hypotheses proposed in this study are:

1. Quality service influential significant to customer satisfaction.
2. Brand image has a significant influence on customer satisfaction at the Nasi Kebuli Bin Thalib Restaurant.

Nasi Kebuli Bin Thalib Restaurant faces increasing culinary competition and customer complaints regarding service quality, particularly speed of service and delivery. Furthermore, the restaurant's brand image is not yet fully established compared to its competitors, so the extent to which service and brand image influence customer satisfaction remains unknown. This phenomenon raises the research question and hypothesis that service quality and brand image influence customer satisfaction.

The results of this study are expected to provide insight for restaurant management in formulating more effective strategies to increase customer satisfaction, while also providing theoretical and practical contributions to the development of the culinary business in Indonesia.

2. Research Methods

This research uses a quantitative approach with a survey method. The quantitative approach was chosen because it aims to objectively measure the influence of service quality and brand image on customer satisfaction using numerical data. The survey method allows for direct data collection from respondents through a systematically designed questionnaire.

3. Results and Discussion

3.1. The Influence of Service Quality on Customer Satisfaction

The results of the study indicate that service quality has a significant effect on customer satisfaction ($p < 0.05$). This confirms that the better the quality of service provided, the higher the level of customer satisfaction. This finding is in line with the theory of Parasuraman et al. (1988) which explains that the SERVQUAL dimensions—reliability, responsiveness, assurance, empathy, and tangibles—are key aspects in build atisfaction customer. In the context of this study, customers at Nasi Kebuli Bin Thalib Restaurant were satisfied with the friendliness and attentiveness of the staff, the cleanliness of the restaurant, and the responsiveness of the service. However, several respondents noted that the waiting time was not optimal. Presentation Still need improved. This finding also supports Fitriana's (2015) research which states that good service quality is the main factor in creating customer satisfaction in the restaurant sector.

3.1.1. The Influence of Brand Image on Customer Satisfaction

Brand image has also been shown to have a significant influence on customer satisfaction ($p < 0.05$). The more positive a customer's perception of a restaurant's brand, the higher their perceived level of satisfaction. Nasi Kebuli Bin Thalib Restaurant excels in creating an image as a Middle Eastern restaurant with authentic flavors and a distinctive cultural atmosphere. This uniqueness sets it apart from other restaurants. Competitors other in Base Mom. This finding reinforces Kotler and Keller's (2016) theory that brand image serves as a representation of customer perceptions and beliefs about a brand, which influences purchasing decisions and satisfaction. A positive image not only makes customers satisfied with the product but also accepted, but also creates an emotional bond that drives loyalty.

3.1.2. The Simultaneous Influence of Service Quality and Brand Image on Customer Satisfaction

Simultaneous analysis shows that service quality and brand image together significantly influence customer satisfaction. Service quality contributes more than brand image, but the two complement each other. Service quality is the factor directly perceived by customers, while brand image strengthens customer perceptions and expectations of the service. When these two factors are consistently combined, customers are not only satisfied but also more likely to revisit and recommend the service. Restaurant to person other. This is in accordance with the research results of Setiawan (2018) which states that customer satisfaction and loyalty are formed through positive interactions between service and brand image.

3.2. Research Implications

3.2.1. Theoretical Implications

This research reinforces the marketing management theory proposed by Kotler and Keller (2016), which states that customer satisfaction is influenced by perceptions of service quality and brand image. These results provide empirical evidence that these two variables significantly contribute to customer satisfaction in the food service industry, particularly Middle Eastern restaurants in Indonesia.

3.2.2. Practical Implications

For the management of Nasi Kebuli Bin Thalib Restaurant:

1. Increase the speed of service, especially during peak hours and delivery services.
2. Maintaining consistency of employee friendliness through service excellence training.
3. Developing brand visual elements, such as food packaging, interior design, and digital promotions to strengthen brand image.

4. Optimizing digital marketing communications, such as social media, to strengthen the perception of product uniqueness and quality.

Summary of Research Results

Hypothesis	Statement	Test Results	Conclusion
H1	Service quality has a significant influence on customer satisfaction	Sig. 0.000	Accepted
H2	Brand image has a significant influence on customer satisfaction	Sig. 0.000	Accepted
H3	Service quality and brand image have a simultaneous influence on customer satisfaction.	Sig. 0.000	Accepted

4. Conclusion

1. Service quality at Nasi Kebuli Bin Thalib Restaurant has a positive and significant impact on customer satisfaction. This means that the better the service quality—such as speed of service, staff friendliness, cleanliness of the environment, and employee responsiveness—the higher the customer satisfaction. The most prominent factor according to respondents was the friendliness and professional attitude of the employees, while the aspect that still needs to be improved is the speed of service, especially during peak hours. 2. Brand Image also has a positive and significant influence on Customer Satisfaction. Positive customer perceptions of a restaurant brand, particularly its unique Middle Eastern flavors, ambiance, and reputation, have been shown to increase customer satisfaction. A strong brand image fosters trust and encourages repeat visits. 3. Service Quality and Brand Image simultaneously have a significant influence to Satisfaction Customer. These two factors together explain 71.2% of the variation in customer satisfaction. The combination of excellent service and a strong brand image creates a pleasant dining experience and strengthens customer loyalty. 4. The most dominant factor influencing customer satisfaction is service quality. This indicates that good service is the primary basis for customers assessing their satisfaction with a restaurant.

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