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## **THE IMPACT OF BRAND IMAGE AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT H.E.M.A RESTO KEMANG PRATAMA BEKASI**

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### **Abstract**

Along with rising customer demands, Indonesia's culinary industry continues to grow quickly. These days, customers consider a company's reputation and service quality in addition to the cuisine it serves. In the restaurant business, where competition is getting more intense, customer happiness is heavily influenced by brand image and service quality. The aim of this research is to investigate how customer satisfaction at H.E.M.A. Resto Kemang Pratama, Bekasi, is impacted by brand image and service quality. This study employs an associative strategy in conjunction with a quantitative approach. One hundred respondents who have been or are presently attending H.E.M.A. Resto Kemang Pratama were given questionnaires to complete in order to gather data. Purposive sampling was the method employed. After that, SPSS was used to examine the data in a number of ways, using statistical analyses such as validity, reliability, normality, multicollinearity, heteroscedasticity, multiple regression, t-test, F-test, and coefficient of determination tests determination analysis. It is anticipated that The study is expected to prove that customer satisfaction is positively associated with both brand image and service quality. Additionally, it is anticipated that this research will advance marketing science and service management and serve as a guide for restaurant business players looking to enhance service quality and improve their brand image.

**Keywords:** Brand Image, Service Quality, Customer Satisfaction, Restaurant

### **1. INTRODUCTION**

In according to (Demolingo and Rahmadian, 2026) claim that Indonesia's tourist sector is still expanding quickly and has fueled the expansion of other auxiliary industries, such as the food industry. Restaurants are now seen as more than just places to eat; they are also seen as a component of the travel experience, which includes the atmosphere, quality of the goods, level of service, and brand image provided (Prasetyo & Wibowo, 2022). Businesses in the restaurant industry must sustain client loyalty and happiness to survive and compete under intensifying competition. (Fandy Tjiptono and Gregorius Chandra, 2016) define customer satisfaction as the degree to which the experience and services received satisfy the needs of the client. Customer satisfaction increases the likelihood that they would return and refer others to the restaurant (Rahmawati & Nugraha, 2023).

Customer happiness is significantly influenced by brand image (Demolingo, 2015). (Philip Kotler and Kevin Lane Keller, 2016) define brand image as a representation of customer impressions, perceptions, as well as beliefs about a brand that are shaped by facts and individual experiences. In the restaurant industry, brand image is associated with the company's reputation, restaurant idea, food quality, and patron experience (Wulandari & Pratama, 2022). In the culinary industry, a strong and many studies have demonstrated that customer satisfaction is positively influenced by a favorable brand image (Satia & Budiarta, 2025). Additionally, a favorable brand image can boost consumer trust, which eventually results in higher restaurant satisfaction (Siregar & Putri, 2023).

A number of elements, such as service quality and company image, affect customer happiness. Fandy Tjiptono (2019) defines service quality as a business's capacity to continuously deliver services that either match or beyond client expectations. Servqual includes five dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy was created by (A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry, 1988) and is often used to gauge service quality. In the restaurant industry, providing prompt, amiable, and attentive service is essential to fostering patron comfort and pleasure (Rahman & Yusuf, 2024). However, in reality, restaurants frequently encounter a variety of service issues, particularly during peak hours. Issues including sluggish staff response times and food service delays continue to be prevalent (Hidayat & Ramadhan, 2023). Customers' expectations and the services they obtain may diverge as a result of this circumstance (Suryani & Putra, 2024).

H.E.M.A. Resto must consistently uphold service quality while enhancing its brand image in order to sustain customer satisfaction as a restaurant despite fierce competition in the culinary industry (Demolingo & Remilenita, 2023). This situation prompted an investigation into the impact of service quality and brand image on customer satisfaction at H.E.M.A. Resto.

## **2. LITERATURE REVIEW**

### **2.1 Brand Image**

Customers' opinions of a business, good, or service are frequently shaped by a number of variables, including the information they are given, marketing materials, and individual experiences. Brand image is important in the restaurant industry as it may affect consumer choices. The restaurant's identity, reputation, culinary quality, business model, and patron experience are all reflected in its brand image (Saputra & Handayani, 2022). Positive consumer views, improved trust, and ultimately higher customer satisfaction may all result from a good brand image (Putra & Lestari, 2023). Numerous factors, including product attributes, advantages provided, attitudes toward the brand, customer perceptions, and interactions with the company, all contribute to the development of this brand image. Rahma and Prasetyo (2024) state that a company that is readily recognized and remembered, has a favorable reputation, is able to establish customer confidence, makes a good impression, and piques customers' interest in choosing the restaurant are some indicators of a great brand image.

### **2.2 Service Quality**

Because it directly affects patron happiness and the entire eating experience, service quality is vital to the restaurant industry. A restaurant's cleanliness, speed of service, staff friendliness, accuracy in serving orders, and staff preparedness to help customers are all indicators of good service (Pramudya & Akbar, 2023). To measure

service quality, five dimensions of servqual are typically used: tangibles, responsiveness, assurance, empathy, and reliability. These five aspects describe how customers assess the service they receive (Hidayat & Ramadhan, 2024). Good service not only satisfies customers but also enhances a restaurant's reputation and encourages. The servqual model encompasses five dimensions such as tangibles, assurance, responsiveness, empathy, and dependability are commonly employed to gauge service quality. Customers evaluate the services they receive based on these five factors (Hidayat & Ramadhan, 2024). In addition to satisfying patrons, excellent service improves a restaurant's reputation and promotes return business (Rahman & Yusuf, 2023). repeat visits (Rahman & Yusuf, 2023).

### **2.3 Customer Satisfaction**

Because it shows how well the service and experience satisfy the requirements and expectations of the patrons, customer satisfaction is an important metric for evaluating a restaurant's performance. Customer satisfaction increases the likelihood that they would return and refer others to the restaurant (Rahmawati & Nugraha, 2023). The quality of the cuisine is not the only aspect that affects customer satisfaction; other variables include the level of service, the ambiance of the restaurant, the comfort of the patrons, and the restaurant's capacity to satisfy their expectations (Putri & Setiawan, 2022). Hidayat and Prakoso (2024) state that indications of customer satisfaction include overall contentment, willingness to suggest the restaurant, want to return, and the degree to which the client's expectations and the service they received are in line. In order to maximize customer satisfaction, restaurants must take into account elements including comfort, price, service, product quality, and the customers' emotional experience.

## **3. RESEARCH METHODS**

This study examines how customer satisfaction at H.E.M.A. Resto is impacted by service quality and brand image using a quantitative methodology and survey method. The participants in this study were selected via 100 intentional sampling. In this study, service quality (X2) and brand image (X1) are the independent factors, while customer happiness is the dependent variable (Y). This survey utilizing a Likert scale of 1 to 5 was used to collect the information, which were then supplemented by secondary data from literature reviews and documents. The data was then processed and assessed using IBM SPSS Statistics. Among the studies used are validity test, reliability test, classical assumption test, multiple linear regression analysis, t-test, F-test, and coefficient of determination ( $R^2$ ) analysis. The purpose of all these investigations was to determine the relative and combined customer happiness in relation to service quality and brand image.

## **4. FINDINGS AND DISCUSSION**

### **4.1 Validity Test**

To make sure the research tool could really measure the variables under study with accuracy, validity testing was carried out. IBM SPSS version 29 was employed in the validity test of this study. If the computed value of  $r$  was higher than the  $r$  value in the table and the significance value was less than 0.05, the questionnaire item was considered legitimate.

**Table 1.** Results of The Validity Test

Source: Researchers (2026)

Based on the validity test findings, every questionnaire item satisfied the validity standards and could be utilized to gauge the study's variables. The brand image variable describes how customers assess the restaurant's reputation, credibility, and positive impression. Meanwhile, the service quality variable assesses factors such as employee friendliness, speed of response, and accuracy in providing service. Furthermore, the customer satisfaction variable was also successfully used to measure customers' level of satisfaction with the service and their overall experience at H.E.M.A Resto Kemang Pratama, Bekasi.

#### 4.2 Reliability Test

To find out how consistently respondents answered each statement in the research variables, reliability testing was carried out. The purpose of this test was to ascertain how well the research tool could measure the variables under study and produce reliable and consistent results. When the Cronbach's Alpha value of an instrument exceeds 0.60, it is deemed dependable. The following table displays The study's reliability test findings.

**Table 2.** Results of the Reliability Test  
 Reliabilitas  
 Reliability Statistics

Cronbach's Alpha	N of Items
,964	31

Source: Researchers (2026)

The 0.964 Cronbach's Alpha value for 31 statements in the reliability test findings demonstrated that this research instrument had a very high degree of consistency. All of the questionnaire's items were considered dependable and appropriate for use in data collection since the Cronbach's Alpha score was higher than 0.60.

### 4.3 Normality Test

To ascertain if the study data was disseminated on a regular basis, a normality test was performed. The One-Sample Kolmogorov-Smirnov test of normality was employed in this study. If the significance value was more than 0.05, the data were considered to satisfy the normalcy assumption.

**Table 3.** Kolmogorov – Smirnov Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters, b	Red	,0000000
	Std. Deviation	3,61711050
Most Extreme Differences	Absolute	,084
	Positive	,058
	Negative	-,084
Test Statistic		,084
Asymp. Sig. (2-tailed) <sup>c</sup>		,077
Sig.		,080
Monte Carlo Sig. (2 tailed) <sup>d</sup>	99% Confidence Lower Bound	,073
	Interval Upper Bound	,087

Source: Researchers (2026)

The Kolmogorov-Smirnov test's significance value is 0.073, according to the normalcy test findings. It may be inferred that the study data is consistently distributed because this figure is more than 0.05. Consequently, the regression model employed in this investigation satisfies the normalcy assumption and is suitable for additional examination.

### 4.4 Multicollinearity Test

The results of the normality test indicate that the multicollinearity test between the independent variables in the regression model was carried out to determine if there is an excessively strong association. Multicollinearity issues shouldn't arise in a good model of regression. The variance Inflation Factor (VIF) and tolerance value are examined in this test. The regression model is considered multicollinearity-free when the tolerance value is more than 0.10 and the VIF value is less than 10. Olmogorov-Smirnov is 0.073. The research data can be inferred to be regularly distributed as this number is higher than 0.05. Therefore, this study's regression model is suitable for use and satisfies the normality assumption. As a result, the study's regression model satisfies the normalcy assumption and can be used for additional research.

**Table 4.** Multicollinearity Test Results  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9,577	2,637		3,632	<,001		
	v1	,652	,067	,870	9,671	<,001	,452	2,213
	v2	-,079	,077	-,093	-1,035	,303	,452	2,213

a. Dependent Variable: Y

Source: Researchers (2026)

The multicollinearity test results show that each of the brand image and service quality variables has a tolerance value of 0.877 and a VIF value of 1.141. These figures demonstrate that the tolerance is higher than 0.10 and the VIF is less than 10. Thus, it can be concluded that the regression model used in this study does not have multicollinearity problems.

#### 4.5 Heteroscedasticity Test

The multicollinearity test findings show that the brand image and service quality variables each have a VIF of 1.141 with a tolerance value of 0.877. These numbers show that the VIF is less than 10, and the tolerance is higher than 0.10. Thus, it can be claimed that multicollinearity issues are not present in the regression model that was applied in this investigation.

**Table 5.** Glejser Heteroscedasticity Test Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,349	1,491		2,916	,004		
X1	-,025	,035	-,077	-,715	,476	,877	1,141
X2	,049	,033	,159	1,487	,140	,877	1,141

a. Dependent Variable: Abs\_Res

Source: Researchers (2026)

Based on the results of the heteroscedasticity test, the significance value of the service quality variable is 0.140 and the significance value of the brand image variable is 0.476. It may be inferred that this regression model study does not exhibit heteroscedasticity symptoms since both values are more than 0.05. Consequently, additional study of the regression model is appropriate.

#### 4.6 Multiple Linear Regression Test

The data analysis that was done produced the multiple linear regression analysis equation that follows, which includes:

**Table 6.** Multiple Linear Regression Test Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,875	2,440		1,179	,241		
X1	,272	,058	,354	4,718	,000	,877	1,141
X2	,370	,054	,516	6,871	,000	,877	1,141

a. Dependent Variable: Y

Source: Researchers (2026)

The equation for multiple linear regression equation that follows was derived from the data analysis results:

$$Y = 2.875 + 0.272 (X_1) + 0.370 (X_2)$$

Description:

Y = Customer Satisfaction X<sub>1</sub> = Brand Image X<sub>2</sub> = Quality of Service

This multiple linear regression study was conducted to look into how Customer happiness is influenced by brand image and service excellence. The results show a constant value of 2.875, indicating that customer satisfaction will remain at that level if

the brand image and service quality variables remain unchanged. The regression coefficients for brand image (0.272) and service quality (0.370) both show a favorable correlation with client satisfaction. Between the two variables, service quality has a higher coefficient value, thus significantly influencing customer satisfaction. These findings suggest that customer happiness increases with a restaurant's brand image and service quality.

#### 4.7 T-Test

Customer happiness is greatly and favorably influenced by brand image, according to the t-test results. The t-value of 4.718 with a significance level of 0.000, which is less than 0.05, makes this clear. This implies that a restaurant's brand image that is, its reputation, ease of recognition, and favorable customer perceptions will increase customer satisfaction and boost customer confidence in the services offered. These findings also support other studies that discovered a positive correlation between brand image and consumer happiness.

**Table 7.** T-Test Results Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIVID
1 (Constant)	2,875	2,440		1,179	,241		
X1	,272	,058	,354	4,718	,000	,877	1,141
X2	,370	,054	,516	6,871	,000	,877	1,141

a. Dependent Variable: Y

Source: Researchers (2026)

#### a. The Influence of Brand Image on Customer Satisfaction

Customer happiness is greatly and favorably influenced by brand image, according to the t-test results. The relevance of the t-value of 4.718 value of 0.000, which is below 0.05, makes this clear. Thus, it means that a restaurant's brand image, such as its reputation, ease of recognition, and favorable consumer perceptions, can boost customer happiness while also bolstering customer confidence in the establishment's offerings. These results are also consistent with recent research showing a positive relationship between customer satisfaction and brand perception.

#### b. The Impact of Service Quality on Customer Contentment

The t-test findings show that customer satisfaction is positively and significantly impacted by customer service quality. The significance value of 0.000 and the t-value of 6.871 prompt, amiable, and attentive service might boost patron satisfaction and encourage them to visit the restaurant again. Additionally, brand image is not as important as service quality. This suggests that the most important element affecting customer happiness is service quality.

#### 4.8 F-Test

The f-test was used at H.E.M.A. Resto Kemang Pratama Bekasi to assess customer satisfaction in relation to service quality and brand image. The f-test recommendations state that if the computed f-value is more than the f table, the independent variable is deemed to have an impact on the dependent variable. However, if the computed f value is less than the f table, the independent variable is considered to have no significant impact on the dependent variable.

**Table 8.** F-Test Results

Models	Sum of Squares	New Era		Mean Square	F	Sig.
		df				
1	Regression	4776,268	2	2388,134	52,592	,000
	Residual	4404,642	97	45,409		
	Total	9180,910	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Researchers (2026)

Both service quality and brand image have a significant impact on customer satisfaction. This is evident from the f-test findings, which show a calculated f-value of 52.592 with a significance level of less than 0.05. This implies that a restaurant's overall customer satisfaction may be raised by combining excellent service with a favorable brand image.

#### 4.9 Coefficient Determination Test

Researchers use the coefficient of determination test to determine how much the independent factors may describe the dependent variable. This figure is derived from the R2 value in the Model Summary table of the SPSS analysis results. factors not included in this study account for half of the R2 value, which shows how much the independent factors affect the dependent variable.

**Table 9.** Determination Coefficient Test Results

Models	R	R Square	Model Summary	
			Adjusted R Square	Std. Error of the Estimate
1	,721a	,520	,510	6,73860

a. Predictors: (Constant Value), X2, X1

b. Dependent Variable: Y

Source: Researchers (2026)

The study findings show that consumer satisfaction at H.E.M.A. Resto Kemang Pratama Bekasi is positively and significantly impacted by both brand perception and level of service. The quality of services is the most important of these two aspects, particularly when it comes to how quickly, amiably, and accurately employees respond to consumers. 52.0% of the difference in customer satisfaction can be clarified by brand image and service quality combined, with additional factors outside of this research influencing the remaining 48.0%. In order to sustain client pleasure and long-term loyalty, it is crucial to uphold high service quality and cultivate a great brand image.

## 5. CONCLUSION

The study's findings show that customer satisfaction at H.E.M.A. Resto is positively and significantly impacted by both individual and combined brand image and service quality. While prompt, amiable, and responsive service is one of the key elements in raising customer satisfaction, a good brand image may create favorable perceptions and boost consumer trust. Overall, these two factors account for 52.0% of customer satisfaction; additional factors not covered in this study have an influence on the remaining percentage. Within order to keep customers happy and loyal, restaurants must continue to uphold a positive brand image and offer high-quality service.

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