Service Quality, Product Quality and Brand Image on Customer Loyalty Through Customer Satisfaction

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ABSTRACT

Customer satisfaction acts as a mediating variable at Mie Gacoan Surakarta. This study examines the influence of service quality, product quality, and brand image on customer loyalty. The background of this study is based on conflicting results from previous investigations regarding the relationship between these factors. The quantitative methodology of this study is based on partial least squares (PLS) and structural equation modeling (SEM). A closed questionnaire was sent to 165 Mie Gacoan Surakarta customers who had made purchases to collect primary data. These findings show that customer satisfaction is visibly and profitably influenced by brand image, product quality, and service quality. Client loyalty is not overly affected by these three factors. On the other hand, client satisfaction has been shown to have a substantial and beneficial impact on customer loyalty, serving as a mediator between brand image, service quality, and product quality. Therefore, at Mie Gacoan Surakarta, ensuring client satisfaction is essential to building client loyalty. The conclusion of this study highlights the importance of improving the quality of goods and services while strengthening brand recognition, ensuring customers remain happy and loyal amid fierce competition in the culinary sector.

INTRODUCTION

Research on customer loyalty is quite interesting to explore because there are differences between several previous experiments, A study conducted by Darmono, (2020) It shows that the quality of a product has a significant and beneficial effect on client loyalty, a conclusion corroborated by Hakim, (2021) and also Abbas et al., (2021), who found that the quality of such products and facilities has a beneficial and substantial effect on satisfaction and customer loyalty. In line with this study, Wahyudi et al. (2022) emphasized that brand reputation and product quality set high standards and positively affect client satisfaction, underscoring their importance in fostering a profitable client experience. Studies by Ardhana et al. (2024) and Panjaitan et al. (2024) further confirm that product quality and service have a positive and significant impact on customer satisfaction; however, both also assert that brand reputation does not significantly affect customer satisfaction or loyalty.

On the contrary, Aisy & Prasetio (2024) emphasized that product quality does not show a considerable direct impact on customer loyalty. Research by Dam & Dam (2021) shows that service brands and quality reputations positively and substantially affect customer loyalty, even though Jacksen et al. (2021) note that while some elements of service caliber and brand standing are crucial in fostering customer loyalty, they do not significantly affect customer satisfaction.

Various studies have shown that brand reputation affects customer satisfaction and loyalty. Abbas et al. (2021) assert that brand reputation can facilitate customer satisfaction and influence client loyalty. These results are reinforced by a study by Handayani & Anggraini (2021), which confirms that brand reputation, product quality, and client satisfaction levels provide substantial benefits and affect client loyalty.

However, research by Naini et al. (2022) yielded very different results: service level does not significantly affect customer loyalty. In addition, a study by Prastiwi & Rivai (2022) confirms that brand reputation does not affect client satisfaction or loyalty.

Many studies have examined the relationship between product quality and customer loyalty. In addition to Darmono (2020), a study from Saridewi & Nugroho (2022) shows that brand reputation has benefits and also impacts customer loyalty. In line with a study by Wijaya et al. (2021), which shows that service quality is essential. Impact on customer loyalty. A study by Rochmah & Muzdalifah (2024) confirms that product quality has a positive impact on customer satisfaction but does not significantly affect it. Fifteen journals reporting various research results were used as references in the re-testing of Mie Gacoan spicy noodle products, which are known for their distinctive taste and menu variations that are attractive to customers. The popularity of this product is reflected in customer enthusiasm and the rapid expansion of its outlets until 2025. More than 280 branches have been opened in various cities across Indonesia, including Surakarta, indicating strong market demand https://id.wikipedia.org/wiki/Mie_Gacoan.

Although Mie Gacoan has achieved significant success, challenges remain in maintaining service and product quality amid its rapid growth. Therefore, this study seeks to identify the relationship between these factors and to provide strategic insights for the development of the culinary business. In addition, this research contributes to understanding the role of client satisfaction as a mediator between service levels, product excellence, and brand reputation in building customer loyalty. Client satisfaction can serve as a link between service quality, product quality, and brand reputation, helping build client loyalty. Furthermore, this study was written in its entirety by replicating and modifying the journal article by Layarda et al. (2024).

RESEARCH METHOD

This study uses a quantitative approach with a population consisting of Mie Gacoan customers in the city of Surakarta. The inclusion criteria for respondents are individuals who have made purchases and have experience assessing the quality of service, product quality, and Mie Gacoan's brand reputation. The sampling technique used was purposive sampling, namely selecting respondents who met criteria relevant to the study's purpose. The number of samples was determined based on a minimum guideline of 5 to 10 times the number of indicators in the research model to ensure adequate data for valid, representative statistical analysis. Primary data were collected through the dissemination of a closed, systematically compiled questionnaire. The questionnaire consists of several statements measured using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree". This instrument is designed to measure respondents' perception of variables such as product quality, service quality, brand image, customer satisfaction, and customer loyalty. The distribution of the questionnaire was carried out directly (offline) and online (online), depending on the accessibility of the respondents.

RESULTS AND DISCUSSION

The respondents' descriptions provide information about the characteristics of the participants in this study. The purpose of this breakdown is to provide an overview of participants' backgrounds across three categories: gender, age, and highest level of education. Participants' qualifications are important to analyze because they can influence their perceptions and responses to questionnaire items on service excellence, product excellence, brand reputation, satisfaction, and client loyalty. The participants of this study are customers of Mie Gacoan Surakarta who have made at least one purchase.

The selection of Mie Gacoan Surakarta as the object of research was based on its popularity among young people, its concept of fast service and affordable prices, and the rapid growth of its branches in

various cities, including Surakarta. The data collection process involved distributing questionnaires, both directly and via an online platform using Google Forms, from March 25, 2025, to April 12, 2025, to customers who had visited Mie Gacoan Surakarta. During the data collection period, a total of 165 participants were successfully collected.

Table 1. Research Data Acquisition

Day, date	Sum
Tuesday, March 25, 2025	99 Data
Wednesday, March 26, 2025	35 Data
Thursday, March 27, 2025	9 Data
Friday, March 28, 2025	9 Data
Saturday, March 29, 2025	6 Data
Sunday, March 30, 2025	1 Data
Monday, March 31, 2025	1 Data
Tuesday, April 01, 2025	0 Data
Wednesday, April 02, 2025	1 Data
Thursday, April 03, 2025	1 Data
Friday, April 04, 2025	1 Data
Saturday, April 05, 2025	1 Data
Sunday, April 06, 2025	0 Data
Monday, April 07, 2025	0 Data
Tuesday, April 08, 2025	0 Data
Wednesday, April 09, 2025	0 Data
Thursday, April 10, 2025	0 Data
Friday, April 11, 2025	0 Data
Saturday, April 12, 2025	1 Data
Entire	165 Data

There are 165 entries in the collected data. SmartPLS 4.0 software will then be used to process this data using Partial Least Squares (PLS) analysis in Structural Equation Modeling (SEM).

Table 2. Description of Respondents by Gender

Gender	Number	Percentage
Man	45 people	27.27%
Woman	120 people	72.73%
Entire	165 people	100%

Table 2 shows that of the 165 participants in the study, 45 were male (27.27%) and 120 were female (72.73%).

Table 3. Description of Respondents by Age

Age		Number	Percentage
17		68 people	41.21%
21		97 people	58.79%
	31-35	0	0
	36-40	0	0
>50		0	0
	Entire	165 people	100%

Table 3 presents the participant descriptions by age. The age spectrum of participants was dominated by the 21–30 age group, with 97 people (58.79%), followed by the 17–20 age group, with 68 people (41.21%).

Table 4. Respondent Description Based on the Latest Education

Highest Level of Education	Number	Percentage
Elementary School (SD)	0	0
Junior High School (SMP)	2 people	1.21%
Senior High School (SMA)	99 people	60%
D1 / D2 / D3 Graduates	1 person	0.61%
Bachelor's / Master's / Doctoral Degree Graduates	63 people	38.18%
Entire	165 people	100%

Table 4 shows that of the 165 data processed, the data came from questionnaires filled out by participants with diverse educational backgrounds. There were 99 participants with high school academic backgrounds, accounting for 60% of the total, followed by 63 participants with bachelor's/master's/doctoral degrees, accounting for 38.18% of the total. In addition, there were two junior high school (SMP) graduates, accounting for 1.21%, and 1 D1/D2/D3 graduate, accounting for 0.61%.

Table 5. Description of Respondents by Customer Frequency

Customer Frequency	Number	Percentage
< 1 time per week	144 people	87.27%
1-3 times a week	19 people	11.52%
4-6 times a week	2 people	1.21%
Every day	0	0
Entire	165 people	100%

Table 5 shows that most participants recorded visits to Mie Gacoan Surakarta fewer than once a week, namely 144 people (87.27%). Meanwhile, 19 participants (11.52%) shopped 1-3 times per week, and only 2 participants (1.21%) shopped 4-6 times per week.

The purpose of the feasibility analysis of research instruments is to ensure that all the tools relied upon in the research are capable of collecting accurate and reliable data. Validity, reliability, and multicollinearity are the tests used to determine the feasibility of the instruments used in this study.

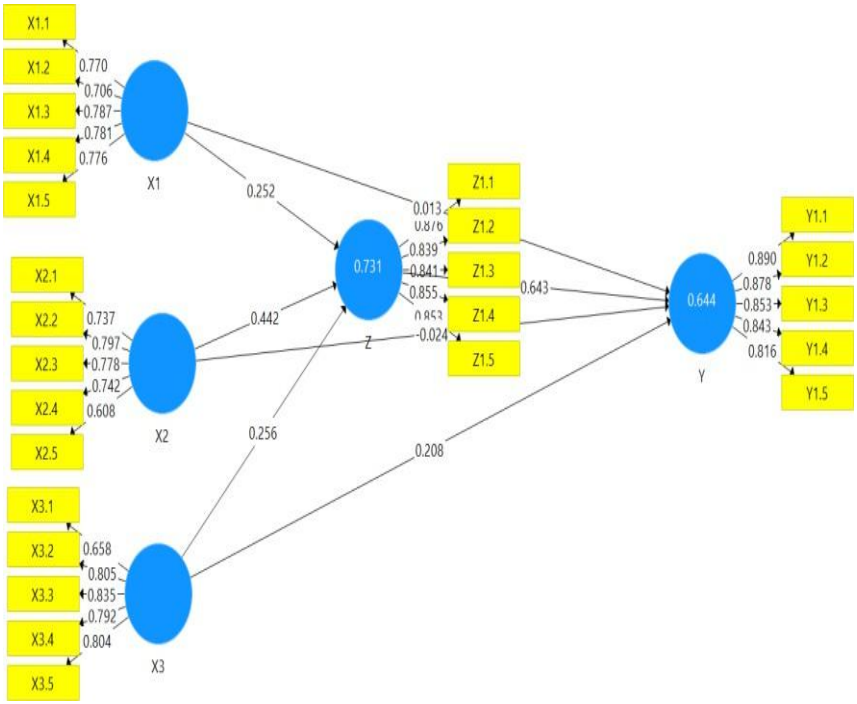

Figure 1. Outdoor Models

To ensure an adequate relationship between latent variables and appropriate measurement indicators, an external model is evaluated. During this phase of testing, the model's validity, reliability, and multicollinearity are assessed.

External Model Analysis

Convergent Validity

If a mark has an outer loading score exceeding 0.7, it indicates convergent validity.

Table 6. Outer Loading Value

Variable		Indicators	External Loading
Quality of Service (X1)	1.	A clean and comfortable place	0,770
	2.	Responsive service	0,706
	3.	Friendly and courteous employees	0,787
	4.	Pleasant atmosphere	0,781
	5.	Fully equipped and well-functioning facilities	0,776
Product Quality (X2)	1.	The taste of noodles according to taste	0,737
	2.	Using fresh, quality ingredients	0,797
	3.	Engaging presentations	0,778
	4.	Price according to quality	0,742
	5.	Products continue to innovate	0,608
Brand Image (X3)	1.	Famous brands	0,658
	2.	Good reputation	0,805
	3.	A proud brand	0,835
	4.	Innovative in menus and promotions	0,792
	5.	Contemporary dining	0,804
Customer Satisfaction (Z)	1.	Overall satisfied	0,876
	2.	As expected	0,839
	3.	There are no regrets about eating there	0,841
	4.	Want to recommend to others	0,855
	5.	Becoming the leading choice of eating noodles	0,853
Customer Loyalty (Y)	1.	Will continue to eat at Mie Gacoan	0,890
	2.	Prefer Gacoan Noodles to other places	0,878
	3.	Want to recommend to the people closest to you	0,853
	4.	Not to move elsewhere even though more	0,843
	5.	Tends to say positive things.	0,816

Source: *primary analysis data, 2025*

All indicators had an external load score exceeding 0.7, indicating they were legitimate and could proceed to the next stage of the study. AVE values are used to evaluate the validity of discriminators; A value greater than 0.5 signifies that the construction meets the requirements to ensure discriminant validity.

Table 7. Extracted Mean Variance Value

Variable	AVE (*Average Variance Extracted*)	Description
Quality of Service (X1)	0.585	Legitimate
Product Quality (X2)	0.541	Legitimate
Brand Image (X3)	0.610	Legitimate
Customer Satisfaction (Z)	0.727	Legitimate
Customer Loyalty (Y)	0.733	Legitimate

Source: *primary data analysis, 2025*

According to the test data presented in the table, all variables had an AVE (Average Variance Extracted) score of > 0.5, namely Service Quality (X1) 0.585, Product Quality (X2) 0.541, Brand Reputation (X3) 0.610, Customer Satisfaction (Z) 0.727, and Customer Loyalty (Y) 0.733. Thus, each variable is considered valid based on the discriminant validity test.

Reliability Test

The purpose of reliability testing is to assess how well the research tool measures the variables or constructs being studied, focusing on internal consistency and stability (Abdillah & Hartono, 2015). Composite and Alpha Cronbach reliability are two indicators used to assess the reliability of this study.

To ensure that measurement items yield stable findings, the Composite Reliability value is used to assess the uniformity of indicators within a single variable. If the Composite Reliability value of a variable is higher than 0.7, it is considered reliable. The following table lists the reliability values for each aspect of the experiment:

Table 8. Composite Reliability

Variable	*Composite Reliability*
Quality of Service (X1)	0.875
Product Quality (X2)	0.854
Brand Image (X3)	0.886
Customer Satisfaction (Z)	0.930
Customer Loyalty (Y)	0.932

Source: *Primary Analysis Data, 2025*

Each aspect of the experiment had a Composite Reliability score of more than 0.7, as shown in the table above. The corresponding values are as follows: Brand Reputation (X3) 0.886, Customer Satisfaction (Z) 0.930, Customer Loyalty (Y) 0.932, Service Quality (X1) 0.875, and Product Quality (X2) 0.854. Based on these findings, it can be concluded that all variables exhibit high reliability, as they meet the requirements for Composite dependence.

Additionally, Alpha Cronbach is used to assess reliability. A statistical method used in reliability testing to evaluate the internal uniformity of a tool or data is the Alpha Cronbach test. If the Alpha Cronbach value of a construct is higher than 0.60, the construct is considered reliable.

Table 9. Alpha Cronbach

Variable	*Alpha Cronbach*
Quality of Service (X1)	0.822
Product Quality (X2)	0.785
Brand Image (X3)	0.840
Customer Satisfaction (Z)	0.906
Customer Loyalty (Y)	0.909

Source: *Primary Analysis Data, 2025*

According to the table 9, each variable had an Alpha Cronbach value greater than 0.6. As such, all constructions are considered reliable because they meet the necessary internal consistency criteria.

Multicollinearity Test

The Variance Inflation Factor (VIF) and tolerance values were analyzed to evaluate multicollinearity. Threshold values indicate multicollinearity, especially when the VIF is below five or the Tolerance is above 0.1. In addition, the following is a presentation of the VIF values given for each variable in this study:

Table 10. Collinearity Statistics (VIF)

Variable	Customer Satisfaction (Z)	Customer Loyalty (Y)
Quality of Service (X1)	2.005	2.241
Product Quality (X2)	2,680	3,405
Brand Image (X3)	2,766	3,010
Customer Satisfaction (Z)		3,715
Customer Loyalty (Y)		

Source: *Primary Analysis Data, 2025*

The results of the multicollinearity test for the variable Quality of Service (X1) at Customer Satisfaction (Z) of 2,005 and Customer Loyalty (Y) of 2,241 are shown in the table above as the Statistical Collinearity (VIF) values. In addition, the Product Quality (X2) variable has a score of 2,680 for Customer Satisfaction (Z) and 3,405 for Customer Loyalty (Y). Additionally, the Brand Reputation variable (X3)

had a score of 2,766 for Customer Satisfaction (Z) and 3,010 for Customer Loyalty (Y). The relationship between Customer Loyalty (Y) and Customer Satisfaction (Z) is 3,715. There is no violation of the multicollinearity test because each variable has a limit score of more than 0.1 or a VIF value below 5.

Deep Model Analysis

In this section, the researcher presents the results of structural model testing, including conformity testing, path coefficient testing, and hypothesis testing.

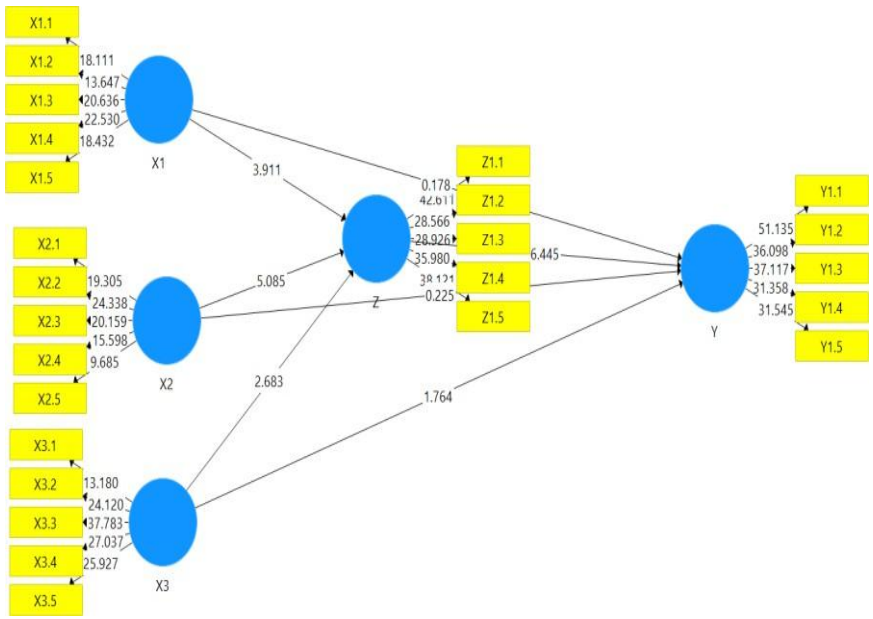

Figure 2. Inner Model

A deep model or a deep model test is applied to assess the effects of the underlying constructs in the framework model. The assessment of the inner model involves three components of analysis: R^2 (R-square), Goodness of Fit (GoF), and path coefficients.

Conformity Test Pros Model

The goal of structural model evaluation is to identify relationships between observable and hidden variables that serve as primary predictors, mediators, or output variables in complex research models. R-Squared (R^2) and Q-Squared (Q^2) are two metrics relied on in the fit test of this model. A higher R^2 value indicates better predictive capacity, indicating the extent to which external variables affect internal variables. Ghozali (2015) asserts that R^2 values of 0.75, 0.50, and 0.25 correspond to strong, moderate, and weak models, respectively.

Table 11. R-Square Test Result

Variable	R-Square	Customized R-Square
Customer Satisfaction (Z)	0.731	0.726
Customer Loyalty (Y)	0.644	0.635

According to Table 11, the R-Square value is used to determine the extent to which the variables Quality of Service (X1), Product Quality (X2), and Brand Reputation (X3) influence Customer Satisfaction (Z). The R-Square value of 0.731 (73.1%) indicates that three factors can explain this client satisfaction variable with a strong correlation. In addition, the elements that affect the quality of service, the quality of the product, and the brand are. Reputation has a moderate effect on customer loyalty, as shown by the R-Square value for the Customer Loyalty (Y) variable of 0.644 (64.4%).

The Q-Square (Predictive Relevance) test is the next test conducted to evaluate the model's ability to predict observational data. The Q2 value is used to assess the fit between the observed and the model-anticipated values. A model is said to have excellent predictive significance if its Q2 value is greater than 0. On the other hand, a model is considered to have limited predictive capabilities if the Q2 value is below 0. The following table shows the results of the Q-Square calculation used in this study.

Q-Square (Customer Satisfaction) = 1 – [(1 – R2 1)
= 1 – [(1 – 0.731)
= 1 – (0.269)
= 0.731

Q-Square (customer loyalty) = 1 – [(1 – R2 1)
= 1 – [(1 – 0.644)
= 1 – (0.356)
= 0.644

Based on the analysis, the Q^2 value for the Client satisfaction metric is 0.731, indicating it is above 0. Meanwhile, the Q^2 value for the Customer Loyalty variable is 0.644, which is also above 0. Therefore, it can be said that the model in this study is well-suited and appropriate for application.

Hypothesis Testing

To assess the influence of variables, this study used a path coefficient table to test hypotheses. To determine the t-statistic or p-value (also known as the critical ratio) and the initial sample value, the test procedure is performed using a bootstrapping approach. According to the analysis, a direct relationship between variables can be concluded if the p-value is below 0.05. On the other hand, there is no significant impact if the p-value is higher than 0.05. At a 5% confidence level, the significance threshold of 1.96 was used in this investigation. The relationship between variables can be considered significant when the t-statistic exceeds 1.96. SmartPLS software version 4.0 is used to support the complete hypothesis-testing procedure. The following table shows the path coefficients obtained from the analysis.

Direct Effects

Table 12. Line Coefficient (Direct Effect)

	Hypothesis	Original Example	t-Statistics	P value	Description
Quality of Service (X1) → Customers Satisfaction (Z)	H1	0.252	3.911	0.000	Significantly Positive
Product Quality (X2) → Customers Satisfaction (Z)	H2	0.442	5.085	0.000	Significantly Positive
Brand Image (X3) → Customer Satisfaction (Z)	H3	0.256	2.683	0.008	Significantly Positive
Quality of Service (X1) → Customer Loyalty (Y)	H4	0.013	0.178	0.859	Not Important
Product Quality (X2) → Customer Loyalty (Z)	H5	-0.024	0.225	0.822	Not Important
Brand Image (X3) → Customer Loyalty (Y)	H6	0.208	1.764	0.078	Not Important
Customer Satisfaction (Z) → Client Loyalty (Y)	H7	0.643	6.445	0.000	Significantly Positive

Source: Primary Analysis Data, 2025

Based on the previous table, the interpretation is as follows:

- The initial hypothesis identifies whether customer satisfaction has a significant and positive impact on service levels. The table shows a p-value of 0.000, an effect size of 0.252, and a t-statistic of 3.911. The first hypothesis is acceptable because the t-statistic is greater than 1.96 and the p-value is less

than 0.05.

- The second hypothesis is to determine whether important client pleasure plays an important and beneficial role in the product quality variable. The t-statistical score is 5.085, the effect coefficient is 0.442, and the p-value is 0.001, calculated based on the score value in the previous table. The second hypothesis is supported because the p-value is below 0.05 and the t-statistic is greater than 1.96.
- The third hypothesis investigates whether the Brand Reputation variable strongly and positively influences customer satisfaction. The t-statistic of 2.683, the coefficient of influence of 0.256, and the p-value of 0.008 were calculated from the values shown in the previous table. The third hypothesis is supported because the p-value is below 0.05 and the t-statistic is greater than 1.96.
- The fourth hypothesis examines whether customer loyalty has a considerable and favorable impact on service quality factors. The t-statistic was 0.178, the influence coefficient was 0.013, and the p-value was 0.859, based on the data in the previous table. The fourth hypothesis is rejected because the p-value is greater than 0.05 and the t-statistic is less than 1.96.
- The fifth hypothesis is to determine whether customer loyalty and product quality variables have had a significant and beneficial impact. The t-statistic of 0.225, the influence coefficient of -0.024, and the p-value of 0.822 were calculated based on the results shown in the previous table. The fifth hypothesis is rejected because the p-value is greater than 0.05 and the t-statistic is less than 1.96.
- The sixth hypothesis is to determine whether brand reputation variables significantly and positively influence customer loyalty. The t-statistic is 1.764, the coefficient of influence is 0.208, and the p-value is 0.078, as shown in the previous table. The sixth hypothesis is rejected because the p-value is greater than 0.05 and the t-statistic is below 1.96.
- The seventh hypothesis is to determine whether client satisfaction has a substantial and beneficial impact on client loyalty. The coefficient of influence is 0.643, the p-value is 0.000, and the t-statistical score is 6.445, obtained from the data in the previous table. The seventh hypothesis is accepted because the p-value is less than 0.05 and the t-statistic is greater than 1.96.

Discussion

An earlier analysis shows that service standards positively influence and strongly affect client satisfaction. This implies that when the level of service at Mie Gacoan Surakarta, including service speed, friendliness, responsiveness, and environmental cleanliness, improves, customer satisfaction also increases. Excellent service fosters a rewarding and meaningful experience for clients, thereby driving satisfaction. The results of this study are in line with those of researchers Hakim (2021), Ardhana et al. (2024), and Panjaitan et al. (2024), who also concluded that service level has a beneficial and considerable impact on client satisfaction. The analysis also shows that the product has excellent caliber. Useful also has a significant impact on client satisfaction. The higher the quality of the products, such as consistent noodle flavor, the use of fresh ingredients, and menu innovation, the higher the client's satisfaction rate. Products that meet customers' expectations and preferences can create an enjoyable and satisfying experience. This research aligns with Darmono (2020), Wahyudi et al. (2022), Ardhana et al. (2024), and Panjaitan et al. (2024), who affirm that product quality can have a beneficial effect and is also noteworthy for client satisfaction.

Brand reputation has also been shown to have important effects on customer satisfaction. The strong reputation of the Mie Gacoan Surakarta brand, which includes attractive product innovations and a modern image, has helped build trust and increase customer satisfaction. Customers who are proud of Their Individual brands often feel satisfied with their purchasing choices. This research is supported by a study by Abbas et al. (2021), which affirms the beneficial impact of brand reputation on customer satisfaction. Service standards do not affect customer loyalty much. While employee friendliness and

responsiveness can create an enjoyable experience, they are not strong enough to directly drive customer loyalty. This research aligns with the findings of Hakim (2021), Dam & Dam (2021), and Wijaya et al. (2021), which show that service level also has a significant and positive impact on customer loyalty.

This analysis data also shows that product quality does not have a considerable impact on client loyalty. This shows that although customers highly rate the quality of Mie Gacoan Surakarta products, other factors play a more important role in determining customer loyalty. This conclusion is similar to that of Aisy & Prasetio (2024), which also confirms that product quality does not have a significant direct impact on client loyalty. Brand reputation has little influence on clients' loyalty. Although Mie Gacoan Surakarta's brand reputation is considered strong in clients' eyes, this influence is not strong enough to foster client loyalty. This aligns with an experiment by Prastiwi & Rivai (2022), which found that brand reputation does not always have a significant effect on client loyalty. The analysis shows that client loyalty can have a significant, beneficial effect on customer satisfaction. A high level of customer satisfaction with Mie Gacoan Surakarta's services, products, and brand reputation is fundamental for building loyalty, as it makes customers more likely to return and recommend Mie Gacoan Surakarta to others. This data is supported by research by Handayani & Anggraini (2021), which found that client loyalty is strongly influenced by client satisfaction.

CONCLUSION

Based on the previous analysis, this study shows that service quality, product quality, and brand reputation have a favorable and substantial impact on client satisfaction with Mie Gacoan in Surakarta. However, when directly associated with customer loyalty, the level of service, although it has a positive effect, is not significant; the brand reputation, which shows a positive but insignificant influence, is also not significant; and the product quality, which actually has a negative and insignificant influence, is not significant either. Another important finding is that client satisfaction strongly influences loyalty development, with a positive and significant relationship. Thus, this study shows that customer satisfaction acts as a key factor that bridges the influence of product quality and service level, as well as brand reputation, in building customer loyalty to Mie Gacoan Surakarta.

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