Impact of Brand Image and Relationship Marketing on Customer Loyalty Through Customer Satisfaction
(Case Study at Coffee Shop "Heavy.Dosed" Medan)

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Abstract. Loyalty and satisfaction are determining factors for a form of business to last long or not. The company will not last long if the owner ignores the loyalty and satisfaction of customers who have used the services and products of the business. Several things that can increase or decrease customer loyalty and satisfaction are brand image and relationship marketing implemented by business owners. This study's objectives are to determine and analyze whether brand image and relationship marketing influence customer loyalty and satisfaction at a Heavy.Dosed coffee shop in the city of Medan. This study uses a quantitative approach. The total sample taken was 140 customers in the Heavy. They have dosed coffee shop. According to the study's findings, the relationship between marketing and brand image directly or indirectly affects customer loyalty and satisfaction. They have dosed coffee shops.

Keywords: Brand Image · Customer · Loyalty · Satisfaction · Relationship marketing · Coffee Shop

1 Introduction

A cafe or coffee shop business is a profitable and growing business in urban circles. A coffee shop is in contrast to traditional coffee stalls in general, where in addition to selling coffee, coffee shops also offer a comfortable atmosphere. Coffee shops are basically aimed at urbanites who want not only to enjoy the delicious taste of coffee but also the sensation of being in a comfortable space.

The coffee shop in Medan offers diverse contemporary concepts, a delicious menu, and friendly prices. Coffee shop owners try to offer a branding that is easily recognized and remembered by the public. And solid branding will make their coffee shop known easily and later will create customer loyalty. Anggraini and Ruzikna state that the stronger the brand image in the customer's mind, the stronger the customer's self-confidence to remain loyal to the brand or the products, and so that it can lead the coffee shop to gain sustainable profits [1].

A group of young people took the initiative to establish a coffee shop that is more familiar and accepted by various age groups. The coffee shop business is basically busy

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and aimed at late teens to early adults as customers. The cafe is named "Heavy.Dosed" and is located at Komma Ground, Bima Sakti st. No. 16 Medan. This group of young people set up a coffee shop in the middle of Medan City with a concept that can be accepted by young families so that their scope is not only a gathering place for young people but also for young families who want to enjoy the warmth of coffee and enjoy contemporary food menus. They also target young families because, basically, young families still want to enjoy the modern atmosphere and don't want to be considered "old."

In order to build the brand image, the founders of "Heavy.Dosed" tried to take an approach that was acceptable to both young people and young families. They advertise through Instagram seriously. Creating a solid brand basically means creating consumer loyalty to the goods and services provided by creating a favorable image and impression of the product. A brand's image will improve if consumers have a favorable view of it, which will encourage them to buy from it again. A brand with a better brand image will also build a positive company reputation, whereby building a positive reputation will encourage purchasing decisions for customers [2].

The brand is the product itself, so marketers must realize that building a brand must be done carefully and measurably. Various studies show that a positive brand is related to customer satisfaction [3, 4]. Customers who are satisfied with a brand ultimately feel loyal to the brand [5, 6]. The marketing strategy creates a positive relationship between customers and the company [7], in this case, is a "heavy.dosed" coffee shop. The concept of relationship marketing is how to build long-term relationships between companies and customers, among others, by building customer satisfaction. The authors are interested in conducting research at the Coffee Shop "Heavy.Dosed" about the Effect of Brand Image and Relationship Marketing on Customer Loyalty through Customer Satisfaction at the "Heavy.Dosed" coffee shop.

1.1 Brand

The brand represents the identity of a product, the brand is a differentiator from one product to another. Brands play an important role in marketing management. manufacturers use brands to show that their products have responsible quality. Manufacturers need brands because they can use them to help target customers and also as a way of communicating with customers about their products. Brands also can build confidence in their users. Tthe brand contextually builds an emotional relationship with its customers [8]. A brand is a name, term, symbol, or association that arises in the minds of customers that is used to identify a product or service so that it is different from similar products or services. A brand has functional and emotional dimensions that create a special relationship between the customer and the product or service [9].

1.2 Brand Image

Brand Image Definition

An individual's opinion of a brand is reflected in their brand image, which is shaped by their knowledge of the brand and their prior interactions with it. Brand image is

related to attitudes toward a brand in the form of preferences and beliefs. The positive brand perception among customers increases the likelihood that they will make repeat purchases. Building a positive brand image requires a strong, profitable, and unique marketing program so that customers remember the brand [4]. Based on that definition, it can be concluded that the Brand Image is the perception of the brand by consumers.

Formation of Brand Image

Building a brand is much more difficult than creating the product itself. Building a brand is like building an emotional and long-term relationship [10]. There are 5 phases in the formation of a brand identity to be widely known by the public.

(1) Brand and market research, which can be done by holding a Focus Group Discussion or by distributing samples to customers, or with a questionnaire related to the brand. (2) Strategy Clarification, which can be done by mapping the potential customer and seeing what marketing channel is used by those groups. (3) Identity design, where the business owners need to think about how the brand identity is designed, both in terms of composition, color, gradation, shape, and the philosophy of the brand. (4) Creating a "touchpoint", where the business owner creates "brand differentiation" and "brand positioning products" with its own Unique Selling Proposition (USP). (5) Asset Management, where the business owner creates assets related to the brand identity itself, such as packaging, slogans, jingles, advertisements, brand ambassadors, offline stores, online stores, offices, and so on related to the brand.

Brand Image Dimension

Conceptually there are three dimensions of brand image. (1) Strength of brand association. The indicators that can be used to measure the strength of brand associations are product form, product features, product price, and user image (2) Favorability of brand association. The indicators used to measure the favorability of brand association are the ease of remembering a product and the ease of pronouncing the brand of a product (3) The uniqueness of the brand association. The indicators that can be used to measure the uniqueness of brand associations are service centers and community service [11].

1.3 Marketing

Through the creation and exchange of goods, services, and value between individuals and groups, marketing is a social and managerial process that enables people to get what they need and want. Today, marketing's job involves not just providing consumers with goods or services, but also demonstrating how those goods or services may satisfy those consumers on an ongoing basis, so that company profits can be obtained by recurrent purchases.

The goal of marketing is to draw in new customers by developing a product that fulfills consumer needs, making enticing price and value promises, making products easily available for purchase, running effective advertising campaigns, and retaining current clients while upholding the customer satisfaction principle. The rationale for marketing begins with the needs, wants, and demands; products (goods, services, ideas); value, cost, and satisfaction; exchanges and transactions; relationships and networks; market; marketers, and potential buyers [12].

1.4 Relationship Marketing

Relationship Marketing Definition
Relationship marketing is about attracting, retaining, and enhancing customer relationships. Service and sales to existing customers are important to acquiring new customers for long-term marketing success. Good service is needed to maintain customer relationships. Good sales are needed to enhance that relationship [13].

Relationship marketing is a business philosophy and strategic orientation that focuses on maintaining and improving quality with existing customers rather than attracting new customers. Customers prefer an ongoing relationship over moving on or looking for the benefits they have already earned. So it can be concluded that Relationship Marketing is a process of building long-term relationships with customers to create loyalty and purchase retention.

Relationship Marketing Dimension
The dimensions of Relationship Marketing that the author uses in this study are adopted from research conducted by Velnampy and Sivesan (2012) which are: (1) Trust. Indicators that can be used to measure Trust are Convenience and Loyalty. (2) Commitment. Indicators that can be used to measure commitment are recurrent purchases and continued consumption. (3) Equity. Indicators that can be used to measure equity are Treatment and Service. (4) Empathy. Indicators that can be used to measure empathy are Attention and Quick Response [14].

1.5 Customer

Customers have top priority in building long-term relationships. Manufacturers must emphasize meeting buyer needs as consumers, where consumers continue to seek or satisfy their needs [7].

1.6 Customer Loyalty

Customer Loyalty Definition
Having loyal customers is the ultimate goal of all companies. Recognizing client loyalty involves more than just transactions or recurring purchases (repetitive customers). Customers who frequently make repeat purchases, those who purchase more goods and services from the same business, those who recommend the business to others, and those who cannot be persuaded to switch to a rival can all be deemed loyal. Customer loyalty has an important role in a company, retaining customers means improving financial performance and maintaining company viability [15].

Customer Loyalty Dimension
The dimensions of Customer Loyalty used in this study are (1) Interest to revisit. The indicators used in the dimension of interest in revisiting are free time and togetherness. (2) Reference. The indicators used in the Reference dimension are Referring to other people. (3) Positive information [15].

1.7 Customer Satisfaction

Customer Satisfaction Definition
Customer satisfaction is the degree to which a person feels that the performance or outcomes he or she obtained met or exceeded his or her expectations. Given how closely customer happiness is related to customer loyalty, market share, and profits, it's not surprising that businesses have developed an obsession with it. The creation of satisfaction can provide several benefits, including harmonious relationships between the company and its customers, providing a good basis for repeat purchases and creating customer loyalty, and forming a word-of-mouth recommendation that is profitable for the company [16].

Customer Satisfaction Dimension
The dimensions of Customer Satisfaction used in this study are by looking at customer evaluations of the following indicators, where the more satisfied they are, the better they will assess the indicators presented. The assessment indicators used are: Food/beverage taste, Atmosphere, Layout, Price, Parking space, Wi-Fi facilities, Payment methods, and Accessibility.

2 Methods

2.1 Methods

This study's methodology is called a correlational analytic design, and it aims to determine how closely fluctuations in one factor are connected to those of one or more other factors (correlated), as measured by the correlation coefficient. SmartPLS version 3.3 application is used for data processing.

2.2 Sample Collection Time and Place

This study was conducted at the Coffee Shop "Heavy.Dosed" Medan, which is located at Komma Ground, Bima Sakti st. No. 16, Medan, North Sumatra. The study was conducted from February to May 2022.

2.3 Population and Sample

The population in this study are all customers of the Coffee Shop "Heavy.Dosed" Medan. In this study, there were 28 research indicators, and the authors chose 5 times so that the number of respondents taken was 140 research samples. While the research sample selection technique used is the purposive sampling technique. The criteria set by the author as the sampling target in this study are customers who have at least been to the Coffee Shop "Heavy.Dosed" Medan at least 2 (two) times.

2.4 Sampling Technique

Questionnaire
The main data collection technique in this study was done through the distribution of questionnaires. The questionnaire was prepared based on the theories used, where there were 4 research variables, so the questionnaire consisted of a Brand Image Questionnaire, Relationship Marketing Questionnaire, a Customer Satisfaction Questionnaire, and Customer Loyalty Questionnaire. All questionnaires use the Likert Scale. Before the questionnaire was used for this study, the questionnaire was first tested for its validity and reliability.

Interview
The next data collection technique was through interviews, where interviews were conducted with several research respondents in order to explore the results of the study.

2.5 Data Analysis Methods

Partial Least Square - Structural Equation Modeling (PLS-SEM) using the SmartPLS application is the data analysis technique employed in this study (v 3.3). Making a Path Analysis (path analysis), a regression analysis development, is the first stage in the PLS-SEM process. PLS-SEM is intended for data analysis that is not normally distributed and only allows recursive relationships.

3 Result and Discussion

3.1 Overview

This study is a comparative quantitative study that examines the phenomenon's effect on the research subject. The data used in this study is primary data from respondents using a Likert scale questionnaire consisting of Brand Image Questionnaires, Relationship Marketing Questionnaires, Customer Satisfaction Questionnaires, and Customer Loyalty Questionnaires.

3.2 Descriptive Statistics

The results of descriptive statistics were analyzed from 140 samples of visitors who came to one of the coffee shops in the city of Medan.

Brand Image
For the question "I know the products offered by "Heavy.Dosed" well" (X1.1), the average value Creatingent is 3.66. For the question "I know what the types of "heavy.dosed" products (X1.2) are, the average value of the assessment is 3.76. For the question "I think the price offered by "Heavy.Dosed" is following the quality of their products" (X1.3) the average value of the assessment is 3.66. For the question "I know the image

of “Heavy.Dosed” well” (X1.4) the average value of the assessment is 3.66. For the question “I easily remember the brand “Heavy.Dosed” (X1.5) the average score was 3.66. For the question “I easily pronounce the brand “Heavy.Dosed” (X1.6) the average value of the assessment is 3.66. For the question “I get good service at “Heavy.Dosed” (X1.7), the average value of the assessment is 3.66. The question “I know that “Heavy.Dosed” has its own community” (X1.8) the average score is 3.66.

Relationship Marketing

For the question “I feel comfortable while in “Heavy.Dosed” (X2.1), the average value of the assessment is 3.56. For the question “I have a desire to come back to “Heavy.Dosed” (X2.2), the average score is 3.7. For the question “I want to buy back products from “Heavy.Dosed” in the future” (X2.3) the average value of the assessment is 3.59. For the question “I want to continue to consume products from “Heavy.Dosed”” (X2.4) the average value of the assessment is 3.72. For the question “I received the same treatment as other customers at “Heavy.Dosed”” (X2.5), the average value of the assessment was 3.82. For the question “I received good service and the same as other customers at “Heavy.Dosed”” (X2.6) the average value of the assessment was 3.64. For the question “I get the attention of the “Heavy.Dosed” employee well” (X2.7), the average value of the assessment is 3.69. For the question “I received a quick response from the employee “heavy.dosed”” (X2.8), the average value of the assessment was 3.67.

Customer Loyalty

For the question “I want to visit “Heavy.Dosed” when I have free time” (Y1.1), the average value of the assessment is 3.66. For the question, “I want to hang out with my friends again at “Heavy.Dosed” (Y1.2), the average score is 3.74. For the question “I am willing to recommend “Heavy.Dosed” to my colleagues or acquaintances” (Y1.3) the average value of the assessment is 3.84. For the question “I am willing to give positive information about “Heavy.Dosed” to my colleagues or acquaintances” (Y1.4) the average value of the assessment is 3.71.

Customer Satisfaction

For the question “I am satisfied with the taste of the food/beverage offered at “Heavy.Dosed”” (Z1.1), the average value of the assessment is 3.6. For the question “I am satisfied with the atmosphere in “heavy.dosed”” (Z1.2), the average value of the assessment is 3.68. For the question “I am satisfied with the layout “Heavy.Dosed”” (Z1.3) the average value of the assessment is 3.7. For the question “I am satisfied with the price given by “Heavy.Dosed”” (Z1.4) the average value of the assessment is 3.63. For the question “I am satisfied with the parking space provided by “Heavy.Dosed”” (Z1.5), the average value of the assessment is 3.64. For the question “I am satisfied with the Wi-Fi facilities provided by “Heavy.Dosed”” (Z1.6), the average value of the assessment is 3.78. For the question “I am satisfied with the payment system at “Heavy.Dosed”” (Z1.7), the average value of the assessment is 3.67. For the question “Products from “Heavy.Dosed” are easily accessible from anywhere” (Z1.8) the average value of the assessment is 3.7.

3.3 Validity Test

The complete loading value is > 0.7, which indicates that it has satisfied the validity requirements based on the loading value, according to the validity test of the loading factor. On the basis of the average variance extracted (AVE) value, validity testing is also done.

The total AVE value is > 0.5, indicating that it has satisfied the AVE's criteria for validity. Additionally, a reliability test based on the composite reliability (CR) value was conducted.

3.4 Reliability Test

All CR values are > 0.7, which means that they have fulfilled the reliability requirements based on CR. Furthermore, reliability testing was carried out based on the value of Cronbach's Alpha (CA).

All CA values are > 0.7, which means that they have met the reliability requirements based on Cronbach's alpha. Then, the discriminant validity test was carried out using the Fornell-Larcker approach.

During a discriminant validity test, the correlation between a latent variable and other latent variables is measured and compared to the value of the latent variable's square root of the AVE. Each latent variable has a square root value of AVE that is greater than the correlation between that latent variable and the other latent variables. Therefore, it can be said that it has satisfied the criteria for discriminant validity.

3.5 Significance Test for Direct Effect Hypothesis

Table 1 show Significance Test for Direct Effect Hypothesis as follow:

Brand image (x1) has a positive effect on loyalty (y), with a path coefficient value (original sample) of 0.264, and significant, with a P-Values = 0.009 < 0.05. Brand image (x1) has a positive effect on customer satisfaction (z), with a path coefficient value (original sample) 0.447, and significant, with a P-Values value = 0.000 < 0.05. Relationship marketing (x2) has a positive effect on loyalty (y), with a path coefficient value (original sample) 0.277, and significant, with a P-Values = 0.003 < 0.05. Relationship marketing (x2) has a positive effect on customer satisfaction (z), with a path coefficient value (original sample) 0.383, and significant, with a P-Values value = 0.000 < 0.05. Customer satisfaction (z) has a positive effect on loyalty (y), with a path coefficient value (original sample) of 0.393, and significant, with a P-Values = 0.002 < 0.05.

3.6 Mediation Test for Indirect Effect Hypothesis

The R-Square value of customer satisfaction (z) is 0.488, which means that brand image (x1) and relationship marketing (x2) can affect customer satisfaction (z) by 48.8%. The R-Square value of loyalty (y) is 0.612, which means that brand image (x1), relationship marketing (x2), and customer satisfaction (z) can affect loyalty (y) by 61.2%.

The indirect effect of brand image (x1) on loyalty (y), through customer satisfaction (z), is 0.176. Customer satisfaction (z) significantly mediates the relationship between

Table 1. Significance Test for Direct Effect Hypothesis

	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image (X1) → Loyalty (Y)	0,264	0,257	0,101	2,619	**0,009**
Brand Image (X1) → Customer Satisfaction (Z)	0,447	0,436	0,106	4,215	**0,009**
Relationship Marketing (X2) → Loyalty (Y)	0,277	0,274	0,092	2,999	**0,000**
Relationship Marketing (X2) → Customer Satisfaction (Z)	0,383	0,391	0,107	3,571	**0,000**
Customer Satisfaction (Z) → Loyalty (Y)	0,393	0,397	0,126	3,115	**0,002**

brand image (x1) and loyalty (y), with P-Values = 0.024 < 0.05. The indirect effect of relationship marketing (x2) on loyalty (y), through customer satisfaction (z), is 0.151. Customer satisfaction (z) significantly mediates the relationship between relationship marketing (x2) and loyalty (y), with P-Values = 0.047 < 0.05. Mediation test show by Table 2.

Table 2. Mediation Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image (X1) → Customer Satisfaction (Z) → Loyalty (Y)	0,176	0,176	0,077	2,269	**0,024**
Relationship Marketing (X2) → Customer Satisfaction (Z) → Loyalty (Y)	0,151	0,160	0,076	1,994	**0,047**

3.7 Discussion

For the brand image variable, the results of the significance test of the effect using Smart-PLS found the P-Values value of 0.000 and T-Statistics of 4.215. From the calculation results, the results are significant because the P-Values value is smaller than 0.05 and the T-Statistics is greater than 1.661 so the hypothesis is accepted. So it can be concluded that brand image has a direct effect on customer satisfaction.

For the relationship marketing variable, the results of the significance test of the effect using Smart-PLS found the P-Values value of 0.002 and T-Statistics of 3.571. From the calculation results, the results are significant because the P-Values are smaller than 0.05 and the T-Statistics are greater than 1.661 so that hypothesis is accepted. So it can be concluded that relationship marketing has a direct effect on customer satisfaction.

For the customer satisfaction effect on the customer loyalty variable, the results of the significance test of the effect using Smart-PLS found the P-Values value of 0.000 and T-Statistics of 3.115. From the calculation results, the results are significant because the P-Values are smaller than 0.05 and the T-Statistics are greater than 1.661 so that hypothesis is accepted. So it can be concluded that customer satisfaction has a direct effect on customer loyalty.

For the effect of brand image on customer loyalty variable, the results of the significance of the effect using Smart-PLS found the P-Values value of 0.009 and T-Statistics of 2.619. From the calculation results, the results are significant because the P-Values value is smaller than 0.05 and the T-Statistics value is smaller than 1.661 so that hypothesis is accepted. So it can be concluded that brand image has a direct effect on customer loyalty.

For the effect of relationship marketing on customer loyalty, the results of the significance test of the effect using Smart-PLS found the P-Values value of 0.003 and the T-Statistics value of 2.999. From the calculation results, the results are significant because the P-Values value is smaller than 0.05 and the T-Statistics value is greater than 1.661 so that hypothesis is accepted. So it can be concluded that relationship marketing has a direct effect on customer loyalty.

On the indirect effect of brand image on customer loyalty variable, the results of the mediation test using Smart-PLS found a P-Values value of 0.024 and a T-Statistics value of. From the calculation results, the results are significant because they are smaller than 0.05 so that hypothesis is accepted. So from the mediation test, it can be concluded that brand image has an indirect effect on customer loyalty.

On the indirect effect of relationship marketing customer satisfaction variable, the results of the mediation test using Smart-PLS found a value of 0.047. From the calculation results, the results are significant because they are smaller than 0.05 so that hypothesis is accepted. So from the mediation test, it can be concluded that relationship marketing has an indirect effect on customer satisfaction.

Based on the results of the study, it can be concluded that brand image and relationship marketing have a positive and significant effect on customer loyalty through customer satisfaction in “heavy.dosed” coffee shops. So it can be concluded that “Heavy.Dosed” must increase the strength of the brand image and its relationship with customers so that customer loyalty can be maintained and can keep being satisfied. Maximizing the

physical form of the packaging or looks of the dishes, the layout of a nice and comfortable place, as well as the atmosphere created when consumers enjoy products or visit "Heavy.Dosed" are some of the factors that can strengthen a good "Heavy.Dosed" brand image.

4 Conclusion

There is a significant effect of Brand Image and Relationship Marketing on Customer Satisfaction and Customer Loyalty.

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