

Regular article

Pengaruh Citra Merek, Kualitas Produk dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Rumah Makan Gudeg Lumintu Di Kabupaten Jember

The Influence of Brand Image, Product Quality and Service Quality on Customer Loyalty at Gudeg Lumintu Restaurant in Jember Regency

Ratih Puspitorini Yekti Ambarkahi ^{a,*}, Pascawati Savitri Universitasari ^b, Raden Roro Lia Chairina ^c, Ponti Primastuti Aulia Nugraheni ^d, Candra Herdiana Indah Tiara Ayuni ^e

^a Department of Binis, University of Politeknik Negeri Jember, Country Indonesia

^b Department of Binis, University of Politeknik Negeri Jember, Country Indonesia

^c Department of Binis, University of Politeknik Negeri Jember, Country Indonesia

^d Department of Binis, University of Politeknik Negeri Jember, Country Indonesia

^e Department of Agroindustry Of Management, University of Politeknik Negeri Jember, Country Indonesia

ARTICLE INFO

Article history:

Received 10 March 2025

Accepted 02 May 2025

Available online 15 May 2025

Keywords:

Brand Image

Product Quality

Service Quality

Customer Royalty

ABSTRACT

This study aims to analyze (1) the effect of brand image, product quality, and service quality on customer loyalty at Gudeg Lumintu Restaurant in Jember Regency simultaneously or partially, and (2) the variables that have a dominant influence on customer loyalty at Gudeg Lumintu Restaurant. The data is taken directly from the respondents using a survey method through a questionnaire. The sampling technique used is incidental sampling with a sample of 40 respondents. The data analysis techniques used are multiple linear regression analysis, coefficient of determination analysis, F and t tests. The results of data analysis using SPSS 23 software show that (1) simultaneously, brand image variables (X1), product quality (X2) and service quality (X3) have a significant effect on customer loyalty (Y), (2) partially, image variables brand (X1) and product quality variable (X2) have a significant effect on customer loyalty (Y), while the service quality variable (X3) has no significant effect on customer loyalty (Y), (3) the variable that has a dominant influence on customer loyalty (Y) is product quality (X2).

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* Corresponding author.

Email address: ratih.puspitorini@polije.ac.id

Introduction

The development of the times as at this time has a lot of competition in business, one of which is business in the culinary sector. The increasingly fierce competition in the culinary business encourages every business person to be able to provide a difference between each business so that it has advantages that can attract the attention of consumers. A restaurant is a general term to refer to a gastronomic business that serves

dishes to the public and provides a place to enjoy those dishes as well as set certain rates for their food and services. There are a lot of restaurant businesses in the Jember area. One of the restaurants that is growing is the Gudeg Lumintu Restaurant which was established approximately 42 years ago. Gudeg Lumintu Restaurant is a restaurant that serves gudeg food which was established in 1980 managed by Mr. Rohan. The gudeg offered adapts to the tongue of East Java, especially Jember who does not

<https://doi.org/10.47134/jobm.v2i3.144>

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really like sweet food. Even though it is located in a small alley and does not open a branch, it does not make this restaurant quiet of visitors. The average number of visitors who visit this restaurant every day is around 200 people. The competitors of this restaurant are Gudeg Jogja Asli Margo Eco, Omah Gudeg, Gudeg Miroso and Nasi Gudeg Bu Mamik. Observing this competition, Gudeg Lumintu Restaurant must carry out the right strategy to get the largest market share and loyalty from its consumers. This is the basis of this research regarding the influence of brand image, product quality and service quality on customer loyalty at Gudeg Lumintu Restaurant in Jember Regency According to Firmansyah (2018:87) brand image is a representation of the overall perception of the brand and is formed from past information and experience of the brand. According to Kotler and Armstrong (2004) product quality is the ability of a product to demonstrate its function, it includes the overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes According to Tjiptono (2011) service quality is an effort to meet needs accompanied by consumer desires and the accuracy of the way it is delivered in order to meet expectations and satisfaction so that consumers become loyal. According to Firmansyah (2018), customer loyalty is a strong commitment from customers to resubscribe or repurchase products or services that they like consistently in the future, even though the influence of the situation and marketing efforts has the potential to cause behavior to move. Based on the background described above, the researcher is interested in researching the Influence of Brand Image, Product Quality and Service Quality on Customer Loyalty at Gudeg Lumintu Restaurant in Jember Regency in order to provide input to owners regarding which variables have a significant effect on forming loyalty to customers so that Gudeg Lumintu Restaurant owners are able to compete with similar competitors.

Based on the background that has been presented, the problem can be formulated as follows:

1. Do the variables of brand image, product quality and service quality simultaneously affect customer loyalty at Gudeg Lumintu Restaurant?
2. Do brand image variables have a significant effect on customer loyalty at Gudeg Lumintu Restaurant?
3. Do product quality variables have a significant effect on customer loyalty at Gudeg Lumintu Restaurant?
4. Do service quality variables have a significant effect on customer loyalty at Gudeg Lumintu Restaurant?
5. Which variable has a dominant influence on customer loyalty of Gudeg Lumintu Restaurant?

Methodology

This research was conducted to determine the influence of brand image, product quality and service quality on customer loyalty at Gudeg Lumintu Restaurant in Jember Regency. In accordance with the purpose of the research, the design of this research was carried out by survey method. According to Sugiyono (2016:6), the survey method is used to obtain data from certain natural (not artificial) places, but the researcher conducts treatment in data collection, for example by distributing interview questionnaires and so on (the treatment is not like in the experiment). According to Sugiyono (2016:80), population is a generalized area consisting of objects/ subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions. The population in this study is all customers who eat at Gudeg Lumintu Restaurant in Jember Regency. The population in this study is not known for sure because of its unlimited number. According to Sugiyono (2016:81) samples are part of the number and characteristics possessed by the population Sampling uses the sampling technique of nonprobability sampling. Non probability sampling is a sampling technique that does not provide an opportunity/opportunity for every element of the population to be selected as a sample (Sugiyono, 2016:84). The sampling technique used in this study is incidental sampling. The incidental sampling technique according to Sugiyono (2016:85) is a sample determination technique based on chance, according to Roscoe in Sugiyono (2016:90) provides advice on sample size if the study will be conducted with multivariate analysis (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables studied. In this study, the research variables amounted to 4 consisting of 3 independent variables and 1 dependent variable, so the number of sample members used was $10 \times 4 = 40$. So, this study used 40 respondents. Based on the purposive sampling technique, the respondent must have the following criteria: a) The respondent is a customer of gudeg lumintu who is 17 - 60 years old b) The respondent has purchased gudeg lumintu more than 2 times c) The respondent is a customer who makes purchases and eats on the spot at the Gudeg Lumintu Restaurant

According to Sugiyono (2016:38) research variables are everything in the form of anything that is determined to be studied so that information about it is obtained, then conclusions are drawn According to Sugiyono (2016:39) the relationship between one variable and another variable, the various variables in the research can be distinguished into: a. Free or independent variables(X) An independent variable is a variable that affects or causes its change or the emergence of a dependent (bound) variable. In this study, the free variables include: 1. Brand Image (X1) 2. Product Quality (X2) 3. Quality of Service (X3) b. Bound or dependent

variable (Y) Bound variables are variables that are affected or that are a consequence, because of the power of the independent variable. In this study, the bound variables used were: Customer Loyalty (Y) In this

study, there are variables used to measure customer loyalty at Gudeg Lumintu Restaurant in Jember Regency.

Table 1. Variable Operational Definition

Variabel Penelitian	Definisi Operasional	Indikator	Item
Citra Merek (X1)	Representasi dari keseluruhan persepsi terhadap merek Gudeg Lumintu dari informasi dan pengalaman pelanggan	1. Mengenal nama merek 2. Merek yang terpercaya 3. Kesan yang baik	1. Merek Gudeg Lumintu mudah diingat 2. Merek Gudeg Lumintu dapat dipercaya 3. Memberikan kesan positif
Kualitas Produk (X2)	Kualitas produk yang dimaksudkan dalam penelitian ini adalah kemampuan atau mutu dari produk yang diciptakan oleh Rumah Makan Gudeg Lumintu guna menjalankan bisnis kulinernya dan dapat diterima pelanggan dengan baik.	1. Kinerja (<i>Performance</i>) 2. Fitur (<i>Features</i>) 3. Kesesuaian dengan spesifikasi (<i>Conformance to specifications</i>)	1. Makanan Gudeg Lumintu memiliki rasa yang enak 2. Makanan Gudeg Lumintu memiliki cita rasa yang khas dan memiliki variasi menu 3. Makanan Gudeg Lumintu sesuai selera dan aman di konsumsi
Kualitas Pelayanan (X3)	Kualitas pelayanan yang dimaksudkan dalam penelitian ini adalah aktivitas melayani pelanggan guna pemenuhan kebutuhan dan keinginan pelanggan serta ketepatan penyampaianya untuk mengimbangi harapan pelanggan.	1. Kehandalan (<i>Reliability</i>) 2. Jaminan (<i>Assurance</i>) 3. Empati (<i>Emphaty</i>) 4. Bukti Fisik (<i>Tangibles</i>)	1. Pelayan melayani dengan cepat dan tepat 2. Pelayan memastikan pesanan konsumen aman. 3. Pelayan bersikap ramah dan perhatian terhadap konsumen 4. Pelayan berpenampilan rapi dan bersih
Loyalitas Pelanggan (Y)	Loyalitas pelanggan yang dimaksudkan dalam penelitian ini adalah komitmen yang kuat dari pelanggan untuk berlangganan kembali atau melakukan pembelian ulang secara konsisten di Rumah Makan Gudeg Lumintu secara berulang-ulang dan teratur.	1. Melakukan pembelian berulang secara teratur 2. Menunjukkan kekebalan terhadap tarikan dari pesaing. 3. Mereferensikan kepada orang lain.	1. Membeli produk Gudeg Lumintu sebanyak dua kali atau lebih secara rutin 2. Menetapkan Gudeg Lumintu sebagai pilihan utama meskipun ada tempat makan yang lain. 3. Memberikan rekomendasi kepada orang lain atau kerabat untuk membeli di Gudeg Lumintu

The research instrument in this study is in the form of a questionnaire. According to Sugiyono (2016:142), a questionnaire is a data collection technique that is carried out by providing a set of questions or written statements to respondents for answers. The research instrument in the form of a questionnaire is used to obtain research data on the Influence of Brand Image, Product Quality and Service Quality on Customer Loyalty at Gudeg Lumintu Restaurant in Jember Regency. The scale used in the measurement of this study is the Likert Scale. The Likert scale is used to measure the attitude, income, and perception of a person or a group of people about social phenomena (Sugiyono, 2016:93). The calculation is carried out using a likert scale whose measurement is as follows: a) Strongly Agree: Score 5 b) Agree: Score 4 c) Doubtful: Score 3 d) Disagree: Score 2 e) Strongly Disagree: Score 1

The location of this research is at the Gudeg Lumintu Jember Restaurant, precisely on Jalan Kertanegara No. 33 Jember Kidul Village, Kaliwates District, Jember Regency. The determination of the location of this research was deliberately carried out on the basis of consideration that the research place was easy to reach and already had many customers. The time needed in this study is 6 months, namely from December 2021 to May 2022. The stages of data collection carried out in this study are as follows, interviews, questionnaires, and documentation.

According to Sugiyono (2016:267), validity is the degree of accuracy between the data that occurs in the research object and the power that can be reported by the researcher. According to Asnawi and Masyhuri (2009:171), reliability is a measure that shows the extent to which a measuring instrument is reliable or reliable. Reliability refers to the understanding that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good. According to Santosa and Ashari (2005:144), the multiple linear regression equation is a regression equation using two or more independent variables. According to Kuncoro (2013:246), the determination coefficient (R^2) essentially measures how far the model's ability to explain the variation of dependent variables. The value of the determination coefficient is between zero (0) and one. The small value of R^2 implies that the ability of independent variables to explain the variation of dependent variables is very limited. According to Asnawi and Mansyhuri (2009:182), the F test is used to test the influence of independent variables together on bound variables. This F test can also be called a multiple correlation, where the multiple correlation is an angka that can show the direction and strength between two independent variables or can be more together. The calculation technique of the F Test in this study uses IBM SPSS Statistics 23 with a significant level of 5%. The criteria for testing the F test are as follows: a) If the significance value of $F < \alpha$ significance level of 5%, then the independent (free) variable simultaneously affects the

dependent (bound) variable significantly. b) If the significance value of $F > \alpha$ the significance level of 5%, then the independent (independent) variables simultaneously do not significantly affect the dependent (bound) variables. According to Asnawi and Mansyhuri (2009:182), this statistical test is used to prove whether or not the influence of independent variables on independent variables is significant (partial). The t-test calculation technique in this study uses IBM SPSS Statistics 23 with a significant level of 5%. The criteria for testing the t test are as follows: a. If the significance value of $t < \alpha$ significance level of 5%, then the independent (free) variable partially affects the dependent (bound) variable significantly. b. If the significance value of $t > \alpha$ significance level of 5%, then the independent (free) variable partially does not significantly affect the dependent (bound) variable.

Research Result

The population used in this study is all customers who eat at Gudeg Lumintu Restaurant which is located at Jalan Kertanegara No. 33 Jember Kidul Village, Kaliwates District, Jember Regency. The number of samples needed is 40 respondents with the following criteria: a) Gender (Male or Female) b) Age (age used as respondents ranges from 17 years old to 60 years old) c) Have purchased Gudeg Lumintu at least 2 times d) Customers who make purchases and eat at the place at Gudeg Lumintu Restaurant.

A total of 40 respondents were sampled, most of whom were women with a total of 24 people or 60%, while those who were male amounted to 16 people or 40%. Customers who have an age range of 17 - 22 years are 3 men and 6 women. In the age range of 23 - 28 years, namely 6 males and 8 females. In the age range of 29 - 34 years, there are 2 women. In the age range of 35 - 40 years, namely 1 male and 5 female. In the age range of 41 - 46 years, namely 2 males and 1 female. In the age range of 47 - 52 years, namely 3 men and 2 women. In the age range of 53 - 58 years, which is 1 male. In this study, the data to be tested comes from the answers of 40 respondents through a research instrument, namely a questionnaire. The questionnaire is said to be valid if the value $r = 0.3$. Reliability tests are used to measure the extent to which an instrument is reliable and remains consistent. This study uses cronbach's alpha (α) $> 60\%$ (0.60) then the variable is said to be reliable, and conversely if cronbach's alpha (α) $< 60\%$ (0.60) then the variable can be said to be unreliable (Asnawi and Masyhuri 2009:171). While Cronbach's alpha (α) value of 0.798 is greater than the critical value of reliability of 0.60, it can be concluded that all question items on the questionnaire used are reliable.

Linear regression analysis conducted on 40 respondents or customers of Gudeg Lumintu Restaurant in Jember Regency can explain the influence of free variables on bound variables. The independent

variables in this study were brand image (X1), product quality (X2) and service quality (X3) while the bound variable was customer loyalty (Y). Based on the results of the calculation, multiple linear regression equations are obtained as follows:

$$Y = -0,765 + 0,454X1 + 0,484X2 + 0,073X3 + e$$

Which means that the Constant Value of -0.765 indicates that if the variables of brand image (X1), product quality (X2) and service quality (X3) are 0, then customer loyalty (Y) decreases by 0.765; The Brand Image Coefficient value of 0.454 shows that every one unit increase in brand image will increase customer loyalty of Gudeg Lumintu Restaurant by 0.454; The value of the Product Quality Coefficient of 0.484 indicates that every one unit increase in product quality will increase customer loyalty; The value of the Service Quality Coefficient of 0.073 shows that every one unit increase in service quality will increase customer loyalty.

Determination coefficient analysis is used to measure how far the model is able to explain the variation of dependent variables. The value of the determination coefficient (Adjusted R Square) is 0.406. This means that 0.406 or 40.6% of the changes in the dependent variable, namely customer loyalty (Y), were influenced by changes in independent variables consisting of brand image (X1), product quality (X2) and service quality (X3), while the remaining 59.4% (100% - 40.6%) were caused by other factors not studied in this study.

The correlation coefficient (R) test aims to find out how closely the relationship between independent variables consisting of brand image, product quality and service quality with dependent variables of customer loyalty. The R value is 0.672. The guidelines in table 4.6 explain that the correlation value of the independent variable (X) of 0.672 is in the range of 0.60 – 0.799 with a "Strong" relationship level.

The F test is used to determine whether or not there is an influence between the independent variables of brand image (X1), product quality (X2) and service quality (X3) on the dependent variable, namely customer loyalty (Y) together. The F test was carried out by comparing the magnitude of the F value at a significant level (α) used which was 5% or 0.05. If the value of $F < \text{the level of significance}$, then the independent variables together have a significant effect on the dependent variables, on the other hand, if the value of $F > \text{significant level}$, then the independent variables together do not have a significant effect on the bound variables. The significance value is 0.000. This value shows a number below 0.05 ($0.000 < 0.05$), so it can be said that overall the variables of brand image (X1), product quality (X2) and service quality (X3) together (simultaneously) have a significant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency.

In this study, the t-test was used to test the influence of independent variables, namely brand image (X1), product quality (X2) and service

quality (X3) on the dependent variable, namely customer loyalty (Y) individually (partially) by comparing the significant value of t with a significant level of 5% (0.05). If the significant value of $t < \text{significant level}$ (0.05), then the independent variable (X) has a significant effect on the dependent variable (Y). On the other hand, if the significant value of $t > \text{significant level}$ (0.05), then the independent variable (X) has a insignificant effect on the dependent variable (Y) Based on the results of the t-test analysis with 3 variables, including brand image variables (X1), product quality (X2) and service quality (X3), it can be seen that the brand image variables (X1) and product quality (X2) have a significant influence on customer loyalty (Y), while the service quality variable (X3) had a not significant effect on customer loyalty (Y). The product quality variable (X2) is a variable that has a dominant influence on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency because it has a greater tcal value compared to the tcal value of other variables, which is 3.409 with the smallest significant value of 0.002.

Based on the results of the research conducted on the influence of brand image (X1), product quality (X2) and service quality (X3) on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency as follows:

- a) The Effect of Independent Variables on Dependent Variables Simultaneously The results of the analysis of the F test in table 4.7 show a value of $0.000 < 0.05$. Therefore, it can be concluded that the variables of brand image (X1), product quality (X2) and service quality (X3) simultaneously have a significant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency.
- b) Based on the results of the test of the brand image variable (X1), the significance value of the t-test was obtained ($0.010 < 0.05$). Therefore, it can be concluded that the brand image variable (X1) has a significant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency.
- c) The Influence of Product Quality Variables (X2) on Customer Loyalty. Based on the results of the test of the product quality variable (X2), the significance value of the t-test was obtained ($0.002 < 0.05$). Therefore, it can be concluded that the product quality variable (X2) has a significant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency
- d) The Influence of Service Quality Variable (X3) on Customer Loyalty. Based on the results of the test of the service quality variable (X3), the significance value of the t-test was obtained ($0.261 > 0.05$). Therefore, it can be concluded that the service quality variable (X3) has a insignificant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency.
- e) Variables that have a dominant influence on customer loyalty.

Based on the results of the data analysis that has been carried out, it can be seen that the variable that has a dominant influence on customer loyalty is the product quality variable (X2) with a t-test significance value of $0.002 < \alpha$ significant level of 0.05. This shows that product quality variables are the most dominant factor influencing customer loyalty at Gudeg Lumintu Restaurant in Jember Regency.

Conclusion

Based on the results and discussions that have been described previously, the following conclusions can be obtained: 1. Based on simultaneous testing (F test) the variables of brand image (X1), product quality (X2), and service quality (X3) together (simultaneously) have a significant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency. 2. Based on partial testing (t-test), the brand image variable (X1) had a significant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency. 3. Based on partial testing (t-test), the product quality variable (X2) had a significant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency. 4. Based on partial testing (t-test), the service quality variable (X3) had a non-significant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency. 5. Based on the data analysis carried out, the variable that has a dominant effect on customer loyalty (Y) at Gudeg Lumintu Restaurant in Jember Regency is the product quality variable (X2).

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