

Secara keseluruhan, saya merasa puas terhadap Planet Sports Asia Yogyakarta. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Keputusan saya untuk berbelanja di Planet Sports Asia Yogyakarta adalah pilihan yang tepat. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Planet Sports Asia Yogyakarta memenuhi harapan saya. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Bagian 9 dari 10

Loyalitas Pelanggan

Silakan beri penilaian sesuai pengalaman Anda:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Saya berniat untuk kembali berbelanja di Planet Sports Asia Yogyakarta. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya akan merekomendasikan Planet Sports Asia Yogyakarta kepada teman-teman saya. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Jika saya membutuhkan produk olahraga, saya akan memilih Planet Sports Asia Yogyakarta. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya akan berbicara positif tentang Planet Sports Asia Yogyakarta kepada orang lain. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Bagian Akhir Survei



Terima kasih atas kesediaan waktu dalam pengisian kuesioner ini, semoga anda sehat selalu dan baik-baik saja



Salam,
Orelia Hayashi



Lampiran 3

Hasil Jawaban Responden

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
	F1	F2	F3	Jenis Kelamin	Usia	Pendapatan atau uang sak	Pendidikan Terakhir	Pekerjaan	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	Z1.1	Z1.2	Z1.3	Z1.4	Z1.5	Y1.1	Y1.2	Y1.3	Y1.4	
2	Ya		Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
3	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	< Rp1.500.000	S1	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
4	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	< Rp1.500.000	SMA/SMK	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	
5	Ya		Ya	Laki-Laki	35 - 40 Tahun	> Rp6.000.000	S1	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
6	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	< Rp1.500.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
7	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
8	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	< Rp1.500.000	S2	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
9	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	S1	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
10	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	
11	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
12	Ya	Ya	Ya	Laki-Laki	41- 45 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
13	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	> Rp6.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
14	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
15	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp4.500.001 - Rp6.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
16	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	< Rp1.500.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
17	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
18	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
19	Tidak								5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
20	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	< Rp1.500.000	SMA/SMK	Pelajar/Mahasiswa	5	3	3	2	2	2	3	3	3	2	5	5	5	3	3	4	3	4	3
21	Tidak								5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
22	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Wiraswasta	1	3	3	3	3	5	3	3	3	3	3	4	3	3	5	3	3	3	
23	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	Diploma	Karyawan	1	2	2	3	2	3	3	3	3	3	3	3	4	3	3	2	3	3	
24	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
25	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp4.500.001 - Rp6.000.000	S2	Wiraswasta	5	4	5	5	5	5	3	3	5	5	5	3	5	5	5	5	5	5	
26	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Karyawan	2	3	3	4	5	3	3	5	3	3	3	3	5	3	2	5	5	3	4
27	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	Diploma	Karyawan	2	3	3	3	3	2	2	3	3	4	2	3	5	3	5	3	4	2	
28	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp3.000.001 - Rp4.500.000	S1	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
29	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	S1	Karyawan	2	3	3	3	3	2	3	3	3	3	3	3	5	5	3	3	2	3	4
30	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	2	2	2	4	2	4	3	3	3	2	3	2	2	3	3	5	3	3	
31	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S2	Wiraswasta	2	4	5	5	5	3	2	3	3	4	3	3	3	3	3	3	3	3	
32	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	S1	Karyawan	2	2	3	3	3	3	3	3	3	3	4	5	5	2	2	3	2	3	3
33	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	4	3	3	3	5	3	2	3	3	4	3	2	2	4	3	3	4	
34	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S1	Karyawan	5	3	3	3	5	3	2	5	3	3	3	3	3	3	3	2	3	2	
35	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	Diploma	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
36	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Wiraswasta	5	3	3	5	3	2	2	3	3	4	3	2	3	4	3	3	3	3	
37	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S1	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	

1	F1	F2	F3	Jenis Kelamin	Usia	Pendapatan atau uang sak	Pendidikan Terakhir	Pekerjaan	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	Z1.1	Z1.2	Z1.3	Z1.4	Z1.5	Y1.1	Y1.2	Y1.3	Y1.4
38	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp4.500.001 - Rp6.000.000	Diploma	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
39	Ya	Ya	Ya	Perempuan	35 - 40 Tahun	> Rp6.000.000	SMA/SMK	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
40	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S1	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
41	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	Diploma	Karyawan	3	3	4	3	3	3	3	3	3	3	4	3	3	3	5	3	2	3
42	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	> Rp6.000.000	S1	Wiraswasta	4	3	5	5	5	5	3	3	3	5	5	3	4	2	4	3	2	3
43	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	< Rp1.500.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
44	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
45	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp4.500.001 - Rp6.000.000	S1	Karyawan	5	4	5	5	5	5	5	5	5	5	3	5	5	5	5	3	5	5
46	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	2	2	3	5	3	5	3	3	3	3	2	2	3	3	3	3	2	3
47	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
48	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	Diploma	Karyawan	5	4	3	5	3	3	3	2	3	4	5	3	3	3	3	2	3	3
49	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Karyawan	5	4	5	5	3	2	5	3	5	5	5	4	3	3	2	3	2	3
50	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp4.500.001 - Rp6.000.000	S2	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
51	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	Diploma	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
52	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	Diploma	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
53	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
54	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	Diploma	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
55	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	> Rp6.000.000	S1	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
56	Ya	Ya	Ya	Laki-Laki	41-45 Tahun	> Rp6.000.000	SMA/SMK	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
57	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
58	Ya	Ya	Ya	Perempuan	35 - 40 Tahun	Rp4.500.001 - Rp6.000.000	Diploma	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
59	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S1	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
60	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
61	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S1	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
62	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	> Rp6.000.000	SMA/SMK	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
63	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S1	Karyawan	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
64	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	< Rp1.500.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
65	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
66	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp4.500.001 - Rp6.000.000	S1	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
67	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Karyawan	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
68	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp4.500.001 - Rp6.000.000	Diploma	Wiraswasta	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
69	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
70	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Karyawan	5	4	4	5	4	4	4	5	3	5	4	5	4	3	5	5	5	4
71	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp4.500.001 - Rp6.000.000	S1	Wiraswasta	5	4	5	3	5	5	5	5	4	4	4	4	4	5	3	5	5	4
72	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	Diploma	Karyawan	5	5	3	5	4	4	4	3	4	5	4	2	4	4	5	5	4	5
73	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	Diploma	Karyawan	4	4	5	5	4	2	3	5	3	4	4	4	5	4	4	5	5	4

	F1	F2	F3	Jenis Kelamin	Usia	Pendapatan atau uang zak	Pendidikan Terakhir	Pekerjaan	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	Z1.1	Z1.2	Z1.3	Z1.4	Z1.5	Y1.1	Y1.2	Y1.3	Y1.4	
74	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp4.500.001-Rp6.000.000	S1	Wirawarta	4	5	5	4	3	4	3	4	4	5	2	2	4	4	5	4	4	5	5
75	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Pelajar/Mahasiswa	5	4	5	4	4	4	2	4	4	5	4	5	5	3	4	5	4	4	4
76	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	>Rp6.000.000	S2	Wirawarta	5	4	5	5	4	3	5	4	5	5	4	5	5	4	4	5	3	4	4
77	Ya	Ya	Ya	Perempuan	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Pelajar/Mahasiswa	2	3	4	4	4	4	4	5	5	3	4	4	5	4	4	5	4	5	4
78	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	Rp3.000.001-Rp4.500.000	Diploma	Karyawan	4	3	5	4	4	2	4	4	5	4	4	5	3	5	4	4	5	5	5
79	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	Rp4.500.001-Rp6.000.000	S2	Wirawarta	3	5	4	5	5	4	4	5	5	3	4	5	4	5	3	4	5	5	5
80	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp4.500.001-Rp6.000.000	S1	Karyawan	3	5	5	5	3	4	4	5	5	5	5	4	5	4	5	4	5	5	5
81	Ya	Ya	Ya	Perempuan	<17-22 Tahun	Rp3.000.001-Rp4.500.000	Diploma	Karyawan	4	5	3	4	4	4	5	4	3	3	2	5	5	4	5	4	5	5	5
82	Ya	Ya	Ya	Laki-Laki	<17-22 Tahun	Rp1.500.000-Rp3.000.000	Diploma	Karyawan	5	4	5	4	4	5	5	4	4	2	4	2	5	5	4	5	4	5	5
83	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp3.000.001-Rp4.500.000	S1	Karyawan	4	5	4	5	5	3	4	5	5	5	4	4	5	4	2	3	4	4	4
84	Ya	Ya	Ya	Perempuan	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Karyawan	4	5	4	5	5	3	4	4	5	4	5	5	4	4	4	4	2	4	4
85	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	Rp4.500.001-Rp6.000.000	S1	Wirawarta	4	4	3	2	5	4	5	4	4	5	4	5	5	4	5	4	5	5	5
86	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp1.500.000-Rp3.000.000	S1	Karyawan	4	5	4	4	5	4	5	4	5	4	4	2	4	4	5	4	5	5	5
87	Ya	Ya	Ya	Perempuan	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Karyawan	5	5	4	3	5	3	4	5	4	4	2	4	5	5	4	5	4	5	4
88	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp1.500.000-Rp3.000.000	Diploma	Karyawan	5	4	5	4	4	3	2	5	4	5	5	4	5	4	5	5	4	5	5
89	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001-Rp4.500.000	S1	Karyawan	5	4	5	4	4	4	3	5	4	4	4	2	4	5	4	5	4	5	4
90	Ya	Ya	Ya	Perempuan	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Pelajar/Mahasiswa	4	4	5	4	5	3	4	5	5	2	4	3	5	5	5	4	5	5	5
91	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	Rp4.500.001-Rp6.000.000	SHM/SMK	Wirawarta	5	5	4	2	4	4	3	5	5	5	4	5	4	4	5	4	5	5	5
92	Ya	Ya	Ya	Perempuan	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Karyawan	4	5	5	4	5	4	5	4	4	3	2	4	4	5	5	5	4	5	5
93	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp4.500.001-Rp6.000.000	S1	Karyawan	4	5	4	4	5	4	3	5	4	4	5	4	4	5	4	5	4	4	4
94	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001-Rp4.500.000	S2	Wirawarta	5	4	5	4	4	3	5	4	4	2	4	2	5	4	5	4	5	5	5
95	Ya	Ya	Ya	Laki-Laki	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Karyawan	3	5	4	4	4	3	4	4	4	5	4	5	4	5	4	5	4	4	5
96	Ya	Ya	Ya	Perempuan	<17-22 Tahun	<Rp1.500.000	SHM/SMK	Pelajar/Mahasiswa	3	5	5	4	4	4	5	5	3	5	5	4	4	5	4	5	4	4	4
97	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001-Rp4.500.000	S1	Karyawan	4	3	4	5	4	5	4	4	4	5	4	4	5	4	4	4	5	3	4
98	Tidak																										
99	Ya	Ya	Ya	Perempuan	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Karyawan	4	4	5	4	3	4	4	2	2	5	4	5	5	4	4	4	4	5	5
100	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp4.500.001-Rp6.000.000	SHM/SMK	Wirawarta	4	5	4	2	4	4	5	5	4	5	4	4	5	5	5	4	5	5	5
101	Tidak																										
102	Ya	Ya	Ya	Laki-Laki	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Pelajar/Mahasiswa	3	5	4	2	4	5	4	5	5	4	5	4	4	5	4	5	4	4	4
103	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp4.500.001-Rp6.000.000	S1	Wirawarta	5	4	2	5	4	3	4	5	4	4	5	4	4	5	5	5	4	5	5
104	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp1.500.000-Rp3.000.000	Diploma	Karyawan	4	5	4	5	5	5	4	3	5	2	4	5	4	5	4	3	5	4	4
105	Tidak																										
106	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp1.500.000-Rp3.000.000	Diploma	Karyawan	3	5	4	5	4	4	5	4	4	5	4	5	5	4	4	4	5	5	4
107	Ya	Ya	Ya	Perempuan	<17-22 Tahun	<Rp1.500.000	SHM/SMK	Pelajar/Mahasiswa	5	5	4	5	4	3	5	4	4	2	4	3	5	4	5	4	5	5	5
108	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp4.500.001-Rp6.000.000	SHM/SMK	Karyawan	5	5	4	2	5	4	5	4	5	4	5	5	4	4	4	4	5	4	4
109	Tidak																										
110	Ya	Ya	Ya	Perempuan	<17-22 Tahun	>Rp6.000.000	Diploma	Wirawarta	4	2	4	5	4	4	3	5	4	5	4	5	4	5	3	4	5	5	5
111	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	Rp4.500.001-Rp6.000.000	S2	Wirawarta	4	5	5	4	4	3	4	5	3	5	4	4	5	4	2	4	4	5	5
112	Ya	Ya	Ya	Laki-Laki	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Wirawarta	4	5	4	4	5	5	4	5	3	5	4	5	4	4	5	5	5	5	4
113	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001-Rp4.500.000	SHM/SMK	Karyawan	4	3	4	5	4	5	4	5	5	3	5	5	4	4	5	4	5	5	5
114	Ya	Ya	Ya	Laki-Laki	<17-22 Tahun	Rp3.000.001-Rp4.500.000	Diploma	Karyawan	4	4	3	5	4	5	4	4	5	4	2	4	4	3	5	5	5	5	4
115	Ya	Ya	Ya	Laki-Laki	<17-22 Tahun	Rp1.500.000-Rp3.000.000	SHM/SMK	Pelajar/Mahasiswa	4	4	3	5	5	5	4	5	3	4	4	4	4	5	4	4	3	4	4
116	Ya	Ya	Ya	Laki-Laki	<17-22 Tahun	<Rp1.500.000	SHM/SMK	Pelajar/Mahasiswa	4	4	5	4	5	5	4	4	5	4	5	4	4	4	3	5	4	4	4
117	Ya	Ya	Ya	Perempuan	<17-22 Tahun	Rp3.000.001-Rp4.500.000	SHM/SMK	Wirawarta	5	5	4	4	5	4	4	5	4	5	5	4	5	3	5	5	3	4	4
118	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp3.000.001-Rp4.500.000	S1	Karyawan	4	5	4	5	5	5	5	5	4	4	5	4	5	5	2	4	5	5	4

1	F1	F2	F3	Jenis Kelamin	Usia	Pendapatan atau uang saku	Pendidikan Terakhir	Pekerjaan	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	Z1.1	Z1.2	Z1.3	Z1.4	Z1.5	Y1.1	Y1.2	Y1.3	Y1.4
119	Tidak																									
120	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Wiraswasta	5	4	3	5	4	4	3	4	4	5	5	2	4	4	3	5	4	4
121	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Karyawan	5	5	4	3	4	3	2	4	4	5	5	4	5	4	4	2	5	4
122	Tidak																									
123	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp3.000.001 - Rp4.500.000	S2	Wiraswasta	4	5	5	5	4	4	5	5	4	5	4	4	5	4	4	5	4	3
124	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp4.500.001 - Rp6.000.000	Diploma	Karyawan	5	3	5	5	4	4	5	3	5	5	4	5	4	4	2	4	5	4
125	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Pelajar/Mahasiswa	5	4	5	4	5	4	4	5	4	4	5	4	5	5	5	5	5	4
126	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S2	Wiraswasta	5	5	4	5	4	2	4	5	4	4	5	3	5	4	5	5	4	4
127	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Wiraswasta	5	5	4	5	3	4	4	5	5	5	5	4	5	5	5	5	4	4
128	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Karyawan	4	2	3	5	5	4	5	5	4	5	4	4	5	4	3	4	5	4
129	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp3.000.001 - Rp4.500.000	Diploma	Karyawan	4	5	5	4	3	5	5	4	5	5	5	4	4	4	3	5	5	4
130	Ya	Ya	Ya	Laki-Laki	41- 45 Tahun	Rp4.500.001 - Rp6.000.000	SMA/SMK	Wiraswasta	5	5	4	4	5	4	3	4	4	4	5	5	4	5	5	4	5	3
131	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Pelajar/Mahasiswa	3	4	4	4	3	5	4	4	4	5	4	5	4	5	4	5	4	4
132	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Karyawan	4	5	4	5	5	3	4	5	4	5	3	4	5	4	5	4	5	4
133	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	< Rp1.500.000	SMA/SMK	Pelajar/Mahasiswa	5	5	4	3	4	4	4	4	5	4	5	4	5	5	4	5	4	4
134	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Karyawan	3	5	4	4	4	5	4	4	5	5	4	5	4	4	5	5	4	4
135	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Karyawan	4	5	5	4	5	2	5	4	3	5	4	5	5	5	4	4	5	4
136	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Karyawan	5	5	4	5	5	4	5	4	3	4	5	4	4	4	5	5	4	3
137	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Karyawan	4	5	5	4	5	4	4	5	5	4	4	5	5	5	4	4	5	4
138	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Wiraswasta	4	5	5	5	4	3	5	4	4	4	4	5	4	5	4	5	3	4
139	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	Rp4.500.001 - Rp6.000.000	S1	Karyawan	4	5	4	5	4	5	2	4	4	5	4	4	3	5	5	4	5	5
140	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Pelajar/Mahasiswa	3	4	4	4	3	4	5	5	5	4	4	5	4	5	4	3	4	4
141	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	< Rp1.500.000	SMA/SMK	Pelajar/Mahasiswa	4	5	5	4	4	5	5	4	5	5	5	4	4	5	4	4	5	4
142	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	S1	Karyawan	5	5	4	5	4	4	4	5	4	5	4	5	4	5	4	5	5	5
143	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	Diploma	Wiraswasta	4	5	4	5	4	5	4	5	4	4	3	4	4	5	3	5	5	4
144	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	> Rp6.000.000	S1	Wiraswasta	4	5	4	4	5	4	5	5	4	4	4	5	3	5	5	4	4	5
145	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Karyawan	4	5	4	5	4	3	5	5	5	4	3	5	4	4	5	3	5	5
146	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Karyawan	5	4	5	3	5	5	4	5	4	4	4	3	5	4	4	5	4	4
147	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	Rp3.000.001 - Rp4.500.000	S2	Karyawan	5	4	5	4	4	5	4	5	5	4	2	2	4	3	5	4	5	4
148	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Wiraswasta	4	4	5	4	5	4	5	5	5	4	3	5	4	4	3	4	5	4
149	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	< Rp1.500.000	Diploma	Karyawan	5	4	4	5	5	4	5	4	4	4	4	4	5	4	4	3	4	5
150	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S1	Karyawan	4	4	3	5	5	3	4	4	5	4	5	4	3	5	4	4	5	4
151	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Wiraswasta	5	4	5	5	4	4	3	4	4	5	3	5	4	5	5	4	5	5
152	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp3.000.001 - Rp4.500.000	Diploma	Wiraswasta	4	4	5	5	4	4	4	3	5	4	5	4	3	4	4	4	5	5
153	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Karyawan	4	5	4	3	5	5	5	3	5	5	4	5	5	4	5	5	4	5
154	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Wiraswasta	4	4	4	5	4	3	4	5	4	2	4	5	4	4	5	5	5	4

1	F1	F2	F3	Jenis Kelamin	Usia	Pendapatan atau uang saku per b	Pendidikan Terak	Pekerjaan	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	Z1.1	Z1.2	Z1.3	Z1.4	Z1.5	Y1.1	Y1.2	Y1.3	Y1.4
155	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Wiraswasta	5	4	4	5	4	5	3	5	4	5	4	4	5	3	5	4	5	4
156	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	S1	Wiraswasta	4	4	5	4	5	5	5	4	4	5	4	5	4	5	4	5	3	5
157	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Wiraswasta	5	5	3	5	4	5	5	4	4	3	4	3	5	5	5	4	4	5
158	Ya	Ya	Ya	Perempuan	29 - 34 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Wiraswasta	4	5	4	5	4	4	5	4	5	5	5	3	4	4	5	4	5	5
159	Ya	Ya	Ya	Laki-Laki	<17 - 22 Tahun	Rp3.000.001 - Rp4.500.000	Diploma	Karyawan	4	4	5	4	3	5	4	5	5	4	5	4	5	5	3	4	5	4
160	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Wiraswasta	5	4	5	5	4	5	4	3	5	4	4	5	5	4	4	5	5	4
161	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Wiraswasta	4	4	5	5	4	3	5	5	4	5	4	5	3	4	4	5	5	5
162	Ya	Ya	Ya	Laki-Laki	29 - 34 Tahun	Rp1.500.000 - Rp3.000.000	S2	Karyawan	5	4	5	4	4	3	5	5	4	5	4	5	4	4	5	4	4	5
163	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	Diploma	Karyawan	4	5	3	5	4	5	5	3	5	4	5	4	4	4	4	5	5	4
164	Ya	Ya	Ya	Laki-Laki	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	S1	Wiraswasta	5	4	5	4	5	5	4	5	4	3	5	5	4	4	4	5	5	3
165	Ya	Ya	Ya	Perempuan	<17 - 22 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Karyawan	4	4	3	5	4	3	5	4	4	5	4	5	4	5	4	4	4	5
166	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp4.500.001 - Rp6.000.000	S1	Wiraswasta	5	3	5	4	5	5	4	5	4	4	5	3	5	5	4	4	5	5
167	Ya	Ya	Ya	Laki-Laki	35 - 40 Tahun	Rp3.000.001 - Rp4.500.000	SMA/SMK	Wiraswasta	3	5	4	4	5	5	5	4	4	5	4	5	4	2	4	4	4	5
168	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp1.500.000 - Rp3.000.000	SMA/SMK	Karyawan	5	3	4	4	5	5	4	5	4	3	4	5	4	5	4	2	4	4
169	Ya	Ya	Ya	Perempuan	23 - 28 Tahun	Rp3.000.001 - Rp4.500.000	S1	Wiraswasta	5	4	4	5	4	5	3	5	4	5	4	4	5	3	5	4	5	4

Lampiran 5 Hasil Olah Data SEM-PLS

Tabel Outer Loadings

Outer loadings - Matrix

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	Citra Merek	Kepuasan Pelanggan	Kualitas Layanan	Loyalitas Pelanggan
CM1	0.909			
CM2	0.951			
CM3	0.910			
CM4	0.947			
KL1			0.843	
KL2			0.933	
KL3			0.945	
KL4			0.840	
KL5			0.849	
KP1		0.833		
KP2		0.873		
KP3		0.840		
KP4		0.925		
KP5		0.840		
LP1				0.947
LP2				0.940
LP3				0.953
LP4				0.963

Tabel Construct Reliability and Validity

Construct reliability and validity - Overview

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	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Citra Merek	0.948	0.954	0.962	0.864
Kepuasan Pelanggan	0.914	0.920	0.936	0.745
Kualitas Layanan	0.929	0.944	0.946	0.780
Loyalitas Pelanggan	0.965	0.968	0.974	0.904

Tabel Cross Loadings

Discriminant validity - Cross loadings					
	Citra Merek	Kepuasan Pelanggan	Kualitas Layanan	Loyalitas Pelanggan	
CM1	0.909	0.751	0.777	0.807	
CM2	0.951	0.924	0.819	0.858	
CM3	0.910	0.830	0.820	0.913	
CM4	0.947	0.878	0.897	0.821	
KL1	0.689	0.729	0.843	0.681	
KL2	0.845	0.872	0.933	0.850	
KL3	0.874	0.873	0.945	0.778	
KL4	0.763	0.644	0.840	0.661	
KL5	0.754	0.654	0.849	0.730	
KP1	0.732	0.833	0.848	0.717	
KP2	0.769	0.873	0.736	0.741	
KP3	0.730	0.840	0.580	0.731	
KP4	0.890	0.925	0.814	0.904	
KP5	0.807	0.840	0.741	0.763	
LP1	0.822	0.819	0.771	0.947	
LP2	0.868	0.782	0.776	0.940	
LP3	0.892	0.921	0.821	0.953	
LP4	0.891	0.879	0.830	0.963	

Tabel Fornell-Larcker Criterion

Discriminant validity - Fornell-Larcker criterion					
	Citra Merek	Kepuasan Pelanggan	Kualitas Layanan	Loyalitas Pelanggan	
Citra Merek	0.930				
Kepuasan Pelanggan	0.914	0.863			
Kualitas Layanan	0.892	0.865	0.883		
Loyalitas Pelanggan	0.914	0.898	0.842	0.951	

Tabel Adjusted R-Square

R-square - Overview			
	R-square	R-square adjusted	
Kepuasan Pelanggan	0.847	0.843	
Loyalitas Pelanggan	0.806	0.803	

Tabel F-Square

f-square - List		f-square
Citra Merek -> Kepuasan Pelanggan		0.650
Kepuasan Pelanggan -> Loyalitas Pelanggan		4.147
Kualitas Layanan -> Kepuasan Pelanggan		0.080

Tabel Q-Square

MV prediction summary - Overview					
	Q ² predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
KP1	0.566	0.529	0.265	0.560	0.271
KP2	0.563	0.557	0.258	0.517	0.213
KP3	0.438	0.653	0.309	0.832	0.396
KP4	0.766	0.480	0.217	0.666	0.325
KP5	0.614	0.555	0.259	1.065	0.452
LP1	0.666	0.509	0.299	0.699	0.340
LP2	0.729	0.538	0.285	0.794	0.370
LP3	0.764	0.460	0.239	0.795	0.345
LP4	0.775	0.441	0.224	0.742	0.315

Tabel Path Coefficient

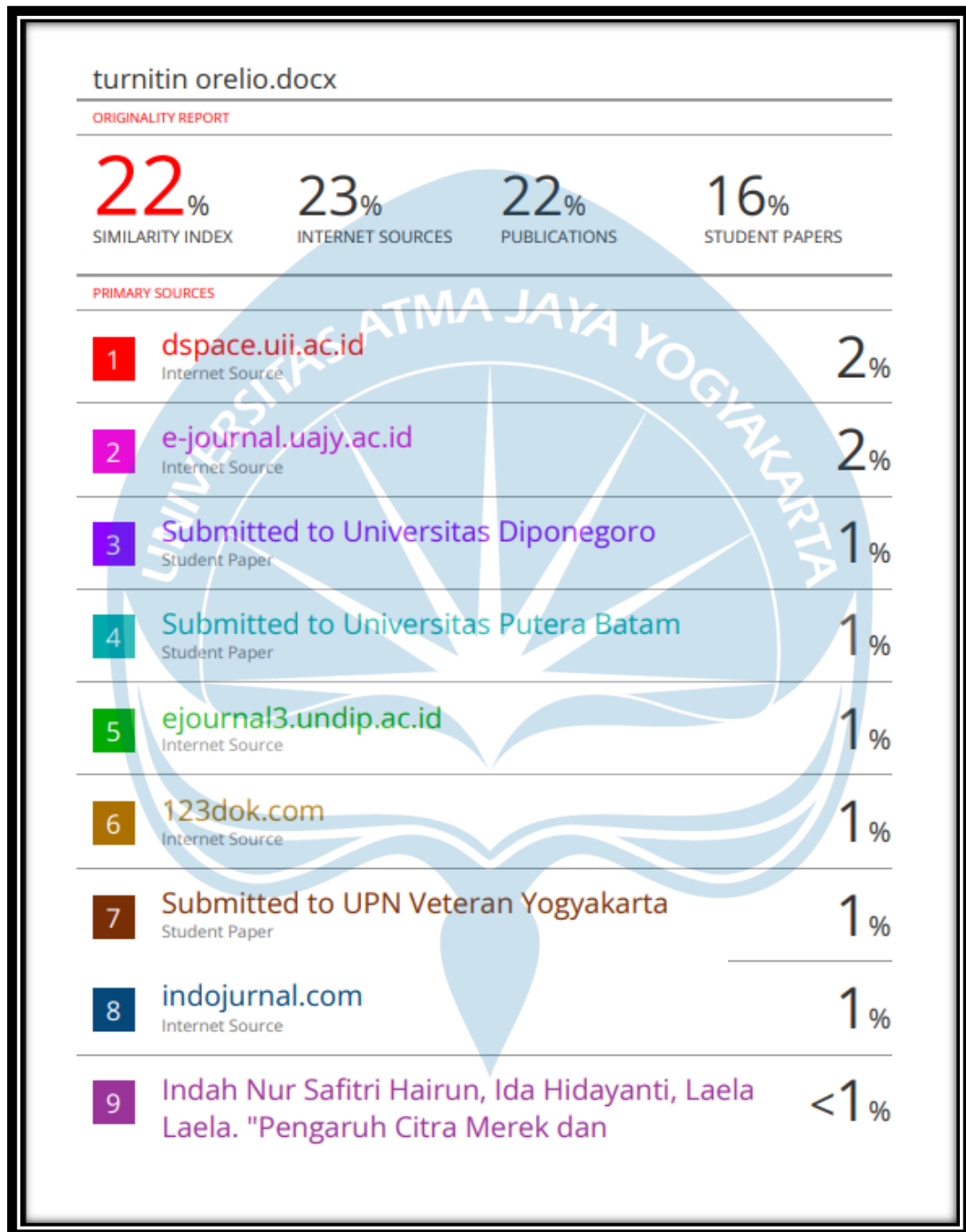
Path coefficients - Mean, STDEV, T values, p values						Copy to Excel	Copy to R
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values		
Citra Merek -> Kepuasan Pelanggan	0.696	0.702	0.187	3.721	0.000		
Kepuasan Pelanggan -> Loyalitas Pelanggan	0.898	0.907	0.028	31.663	0.000		
Kualitas Layanan -> Kepuasan Pelanggan	0.244	0.244	0.189	1.294	0.196		

Tabel Specific Indirect Effects

Total indirect effects - Mean, STDEV, T values, p values						Copy to Excel	Copy to R
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (IO/STDEV)	P values		
Citra Merek -> Loyalitas Pelanggan	0.625	0.637	0.174	3.601	0.000		
Kualitas Layanan -> Loyalitas Pelanggan	0.219	0.220	0.171	1.286	0.199		



Lampiran 6
Hasil Turnitin



Lampiran 7

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IMPACT OF SERVICE QUALITY AND BRAND IMAGE ON BRAND LOYALTY: THE MEDIATING ROLE OF CUSTOMER SATISFACTION

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Abstract

The aim of this study is to scrutinize the influence of brand image and service quality on brand loyalty while customer satisfaction plays the role of mediator. The contribution of our study is that the customer satisfaction increases with improvement in service quality and brand image, which strengthens the bond between customer and brand. As a result, brand loyalty increases. The basic source of data collection had been grasped from 250 famous brand of motorcycle users through survey. Brand of motorcycle was selected on the basis of company's wealth. The response rate was 52 percent. The output from the survey had shown a positive relationship between brand image and customer satisfaction and optimistic relation between service quality and customer satisfaction, which proves that good brand image and service quality escalates customer satisfaction. The connection among customer satisfaction and brand loyalty was also very effective, which evinces, as the customer satisfaction increases, so does the brand loyalty. The resultant output also shows that customer satisfaction is paying a arbitrate role among brand image and brand loyalty and service quality and brand loyalty. Moreover, future researchers can use a large sample and can apply on any other industry along the introduction of moderator in the model.

Keywords: Brand Image, Service Quality, Customer Satisfaction, Brand Loyalty

1. Introduction

In everyday life, people need commodities. Normally, they already have a perception about the product which is known as brand image. They also analyze the service quality of the product from their past experience. The customers' satisfaction is dependent on the variable mentioned above i.e brand image and service quality. Four variables, namely; brand image, service quality, customer satisfaction, and brand loyalty are under consideration.

Product brand has always strong impact on customers' satisfaction as whenever they want to buy a product; they select the product brand wise. According to Cretu and Brodie

(2007), the brand image is the rendering of a brand in the emptor mind that is associated with the offering. Every person has already a perception about the product s/he is buying.

According to Sing *et al.* (2014), the service quality plays a very important role in any type of business because it builds nexus among the businesses and buyers. Service quality, in its contemporary conceptualization, is a comparison of perceived expectations of a service with perceived performance. Service quality in the literature focuses primarily on meeting customers' needs and requirements and how well the delivered service meets customers' expectations. Hossain and Dwivedi (2015) stated that past studies also found that the service quality have a direct and positive impact on the customer satisfaction.

Hossain and Dwivedi (2015) believe that customer satisfaction is one of the oldest topics and still today has importance among the researchers. Customer satisfaction is a variable that can be represented as a continuum ranging from "not at all satisfied" to "completely satisfied". Satisfied customers try to build a good image of the product and the company. As the number of customers increases, they become loyal with the company and the retention rate also increases. (Orel and Kara, 2014) defined that customer satisfaction is the buyer's assessment about the product or service in terms of weather that product or service has fulfilled the needs and expectations of the customer.

Brand loyalty is considered to be the bread and butter of what keeps a business alive. It is also an important factor type of emotional tie that consumers have with a brand that leads them to continue to purchase, recommend, and stay with a brand over time. According to Lee *et al.* (2015), brand loyalty is an enormously held devoted to buy a preferred product or service again and again.

The objective of evaluation is to explore the relationship among brand image and customer satisfaction and relationship between the service quality and customer satisfaction. After examining the impact of brand image and service quality on customer satisfaction, the connection among customer satisfaction and brand loyalty was also evaluating. The mediating effect of customer satisfaction on brand image and brand loyalty and between service quality and brand loyalty was also scrutinized. Our research model is a contribution to literature which examines the effect of brand image and service quality on brand loyalty while customer satisfaction is playing a role of mediator. Even though facing limitations as this model is not apply in Pakistan, we tried our best to get superlative results. We conduct a primary research and collect the data from the users of a famous motorcycle brand of Pakistan.

Further we will discuss the relationship among the variables with the help of past studies in section literature review, which will be followed by methodology in which we will discuss about research tools. In Section 4, we will examine our results which will be accompanied by discussion. Finally, Section 6 will present the conclusions of the study.

2. Literature review

2.1. Brand loyalty

According to Lee *et al.* (2015, p. 298) "brand loyalty is a deeply held commitment to repeat the buying or patronizing of a preferred product or service". Fatema *et al.* (2015) stated that the brand loyalty is a component of brand equity. The brand loyalty is the positive attitude of a buyer towards a certain brand over other rivals. Brand loyalty and brand equity or value is directly promotional because as the brand loyalty of a brand increases, the brand equity or its value as a result also increases. Every organization has a competitive edge over its competitors if that organization has a high ratio of loyal customers. In this way, this organization remains profitable in the long run. Basically, there are three dimensions of brand loyalty according to Seth and Park (1974).

- Emotive tendency is the preference toward a specific product of a buyer over other brands. This preference is based on multiple variables like past experience or may be based on informational services. Emotional responses are paramount to almost

everything that lies between the beginning and end of a consumer's relationship with a brand.

- Evaluative tendency towards the brand is the second dimension of brand loyalty. Every buyer evaluates a brand on the basis of some criteria like its reliability, its usage, its performance, or its durability or some buyers also consider a brand as a prestige. It refers to the positively biased evaluation of the brand on a set of criteria which are relevant to define the brand's utility to the consumer. Normally, a brand is evaluated by its usage but sometimes previous experience or available information also play vital role.
- The last dimension of brand loyalty is behavioral tendency towards a brand. Basically this dimension discusses the response of a buyer toward a brand. It is based on the response of a buyer after purchasing and using of a brand. A buyer compares the brand with other available brands in the market and gives preference to that brand whose response is favorable.

2.2. Brand image and brand loyalty

According to Fatema *et al.* (2015, p. 42) "brand image is the perception about a brand as reflected by the brand associations held in consumer memory". Chao (2015) stated that brand image is the awareness of the buyer about the brand and ranking. It is the affection of the buyer about the company or its product. Brand image plays a very important role because it has a main primacy in customer's mind.

Brand image has a positive effect on brand loyalty because people are loyal to a brand whose image is already in their mind. In line with Fatema *et al.* (2015), having good recognition and positive image in customer's mind assists brand loyalty. The awareness of the brand increases the brand trust will also be increased as a result the aim of purchase will increase. Hence, the buyer of a product may make a decision rule to purchase the well-known and well established brand's product. Marliawati and Cahyaningdyah (2020) show that there is a positive relation between brand image and brand loyalty.

H₁: Brand image have a positive effect on brand loyalty.

2.3. Service quality and brand loyalty

According to Green (2014, p. 132) "service quality is the extent to which a service meets or exceeds the expectations of customers". As stated by Dabholkar (2015), every buyer is intentionally looking for quality in the product or service he is going to purchase and also in their living style and in modern years they are demanding higher quality of services. In line with Dube (2015), service quality is the opinion of buyer about their experience with the firm. Simply, the service quality is the difference between the expectations and what they actually get from the service.

Rod *et al.* (2009) state that basically, there are five dimensions of service quality; namely tangibility, reliability, responsiveness, assurance, and empathy.

- Tangibility is the first dimension of the service quality which has a connection with the visible facilities. Those services are tangible, which can be seen and felt by touch.
- Reliability means meeting the covenant. It is the quality of being trustworthy or of performing consistently well.
- Responsiveness is the will of the service provider to help his customer when customer needs it.
- Assurance is allied to the cognition and respect of workers and their capacity to transfer trust and conviction. It is a positive declaration intended to give confidence to customers.

- Empathy is the fifth dimension of the service quality which contains the elements of protection.

Service quality has a positive impact on brand loyalty because people who experience better service quality are loyal to brand. Reich *et al.* (2006) claims that the service quality of any business will be determined on the basis of every customer perception about the product or service while comparing it with other available options or brands. Hertzberg *et al.* (2020) also show that service quality has a positive impact on brand loyalty.

H₂: Service quality has a positive effect on brand loyalty.

2.4. Brand image and customer satisfaction

According to Orel and Kara (2014, p. 121) "customer satisfaction as the level of a person's felt state resulting from comparing a product's perceived performance or outcome with his/her own expectations". This is a continuous procedure, which is carrying on by the organization to improve itself and enhance the customer satisfaction. If the customer satisfaction increases, the customer loyalty will also be increased.

Brand image also affects customer satisfaction positively because good brand image shows better customer satisfaction. A good brand image shows that customer gives preference to the product over other and customer are satisfied from service or product while bad brand image shows that customer gives preference to rivals and unsatisfied from service or product. Thanabordeekij and Syers (2020) also show a positive impact of brand image on customer satisfaction.

H₃: Brand image has a positive effect on customer satisfaction.

2.5. Service quality and customer satisfaction

Better the service quality, better customer satisfaction. As the service quality of a product increases in a better way, the degree of customer satisfaction also increase. In line with Chao (2015), service quality has a significant impact on customer satisfaction. Buyer awareness about the service quality has a positive effect on their desire to refer the other towards the company. Cuong and Long (2020) show that service quality has a positive impact on customer satisfaction.

H₄: Service quality affects customer satisfaction positively.

2.6. Customer satisfaction and brand loyalty

Customer satisfaction has a direct relationship with brand loyalty. In line with Bloemer and Kasper (1995), customer satisfaction has a positive relationship with brand loyalty.

H₅: Customer satisfaction has a positive impact on brand loyalty.

2.7. Brand image customer satisfaction and brand loyalty

Bloemer and de Ruyter (1998) state that buyer's attitude towards a brand is based on brand image. However, the relationship between the brand image and brand loyalty remains still unresolved. There is affirmation from both direct and indirect relationship while customer satisfaction plays a role of mediator.

H₆: Customer satisfaction mediates the relationship between brand image and brand loyalty.

2.8. Service quality customer satisfaction and brand loyalty

According to Caruana (2002), generally those customers having good experience with a brand are satisfied and become loyal customers. As a result, there are very little chances of customer to shift towards other brands because they are satisfied from the existing brand. Service quality also plays an important role because there is a significant relationship among service quality and customer satisfaction. Hence as the service quality improves the customer satisfaction increases as a result brand loyalty increases. Here customer satisfaction plays a role of mediator among service quality and brand loyalty.

H₇: Customer satisfaction mediates the relationship between service quality and brand loyalty.

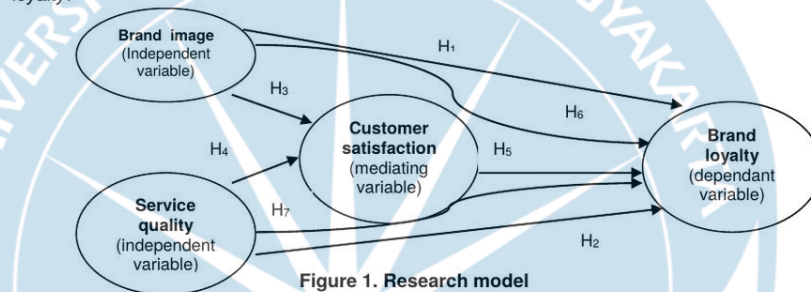


Figure 1. Research model

3. Methodology

3.1. Sampling and data collection

Data was collected from the motorcycle users of a famous motorcycle manufacturer in Pakistan. To get the better result, famous motorcycle brand was selected because of its network and reliability. For the accuracy of analysis, only one famous motorcycle brand was selected. Convenient sampling was used for data collection.

All the participants participate in the survey voluntarily and were insured that their participation in the survey will remain confidential. A cover document was attached with the questionnaire which was used to inform the participants on the purpose of the survey.

The questionnaire was distributed online as well as in hard copy. The response rate was 52%. Personal information of participants like age, occupation, marital status and level of education was also gathered in the demographic section of the questionnaire.

3.2. Measure scale used

All variables of this study are measured by using 5 point Likert scale. Where 1 was used to represent strongly disagree, 2 was used for disagree, 3 was used for neutral, 4 was used for agree and 5 was used for strongly agree. The mean of language was English language in the questionnaire as it is widely understandable in Pakistan.

Brand image was measured by three items scale by Sing *et al.* (2014). Questions were asked from participants like "I feel that motorcycle brand I am using, branding product

possesses its practical function". The name of the famous motorcycle brand was used in the questioner. The Cronbach's alpha for this measure was 0.709.

Service quality was also measured by five items scale by Sing *et al.* (2014). Questions like "motorcycle brand providing services as promised". The name of the famous motorcycle brand was used in the questioner. The Cronbach's alpha for this measure was 0.794.

Customer satisfaction was measured by using three items scale by Caruana (2002). Questions like "Based on all of your experience, how satisfied over all are you", the Cronbach's alpha of this measure was 0.634.

Brand loyalty was also measured by four items scale by Lee *et al.* (2015). Questions were asked from respondents like "I prefer my current motorcycle brand to other motorcycle brand". The Cronbach's alpha of this measure was 0.702.

3.3. Control variables

We used occupation as a control variable for brand loyalty and education for customer satisfaction because of their possible effect. One way ANOVA was used to examine the contrast of customer satisfaction and brand loyalty or age, occupation, marital status and education. There was a notable contrast in customer satisfaction ($F=3.499$, $p<0.018$) over education. And there was also a notable contrast in brand loyalty ($F=7.610$, $p<0.001$) over occupation. As we can see the results of ANOVA, we control education and occupation for customer satisfaction and brand loyalty.

4. Results

In Table 1, we have shown the mean, standard deviation, reliabilities and bivariate correlation among the studied variables in this study. To test our hypothesis, we use the hierarchical regression modeling as shown in the Table 2.

Table 1. Means, Standard Deviations, Correlations, and Reliabilities

	Mean	Standard Deviation	1	2	3	4	5	6	7	8
1.Age(α)	1.3664	0.64696								
2.Occupation(o)	1.2214	0.48501	0.475**							
3.Marital status(M)	1.8473	0.36105	-0.384**	-0.464**						
4.Education(ϵ)	2.5573	0.70340	0.106	-0.026*	0.065					
5.Customer satisfaction	3.4122	0.87201	0.071	0.165	-0.100	-0.147	(0.634)			
6.Service quality	3.4733	0.81078	0.083	0.119	-0.051	0.063	0.642**	(0.794)		
7.Brand image	3.5267	0.84525	0.099	0.064	-0.003	0.106	0.550**	0.670**	(0.709)	
8.Brand loyalty	3.3550	0.83721	0.170	0.326**	-0.118	-0.045	0.529**	0.521**	0.460**	(0.702)

Note: N= 131. ** $p<0.01$, * $p<0.05$. Age (α) 1. 18-25 years, 2. 25-35 years, 3. 35-45 years, 4. Above 45 years. Occupation (o) 1. Student, 2. Employee, 3. Self-employed. Marital status (M) 1. Married, 2. Unmarried. Education (ϵ) 1. School, 2. Graduation, 3. Post-graduate, 4. Professional.

In this study by Baron and Kenny (1986), procedures are applied to test the mediating role of customer satisfaction. According to them mediating effect should fulfill the following 4 requirements. The first requirement is that the independent variable should be significantly related to the mediator. There are two independent variables in our model; brand image and service quality. The role of mediator in our study is performed by customer satisfaction. So in our study brand image should be significantly relate the customer satisfaction and service quality should also significantly relate the customer satisfaction. The second requirement is that the independent variable should also significantly relate the dependent variable. There are two independent variables as discussed above brand image and customer satisfaction and the role

of dependent variable is performed by brand loyalty. So in our case the brand image should significantly relates the brand loyalty and service quality should also significantly relate to the brand loyalty. The third requirement is that the mediator should also relate the dependent variable significantly, which means customer satisfaction should also relate brand loyalty significantly. The fourth requirement is that if we apply regression on independent variable and mediator at the same time, the result will be full mediation or partial mediation.

Table 2 shows that brand image has a positive effect on brand loyalty ($\beta = 0.437$, $p < 0.000$ in Table 2) which supports hypothesis (H_1). Table 2 also indicates that service quality has a positive effect on brand loyalty ($\beta = 0.505$, $p < 0.000$ in Table 2) which supports hypothesis (H_2). In addition, Table 2 tells us that brand image has a positive effect on customer satisfaction ($\beta = 0.590$, $p < 0.000$ in Table 2) which supports hypothesis (H_3). It can be seen from Table 2 that there is a positive effect of service quality on customer satisfaction ($\beta = 0.704$, $p < 0.000$ in Table 2) which supports our hypothesis (H_4). In Table 2 there is a positive effect of customer satisfaction on brand loyalty ($\beta = 0.469$, $p < 0.000$ Table 2) which leads support to hypothesis (H_5). As customer satisfaction mediates between brand image and brand loyalty, results ($\beta = 0.250$, $p < 0.003$ in Table 2) show that customer satisfaction partially mediates the relationship between brand image and customer satisfaction on these bases, it supports hypothesis (H_6). When customer satisfaction mediates between service quality and brand loyalty, we get results ($\beta = 0.313$, $p < 0.001$ in Table 2) which shows that customer satisfaction partially mediates the relationship among service quality and customer satisfaction. On these bases, it supports hypothesis (H_7).

Table 2. Regression results

Predictors	B	CS R ²	ΔR^2	β	BL R ²	ΔR^2
Main Effect: PL Step I:						
Control Variables		0.022			0.106	
Step II:						
BI	0.590**	0.345	0.323	0.437**	0.300	0.194
SQ	0.704**	0.448	0.426	0.505**	0.342	0.236
Mediation : LMX Step 1:						
Control Variables Step II:						
CS				0.469**	0.338	0.232
Step III:						
BI				0.250*	0.383	0.045
SQ				0.313*	0.392	0.054

Note: N=131 ** $P < 0.01$, * $p < 0.05$.

5. Discussion

The results indicate that brand image has a positive and significant effect on the brand loyalty. As the buyer becomes aware of a product, he/she starts repurchasing it, which indicates that there is a direct relationship among brand image and brand loyalty. A positive brand image increases the brand loyalty. Studies like Fatema *et al.* (2015) prove that there is a significant and positive relationship between brand image and brand loyalty. This study also reflects the same results in Pakistani context. Hence, as the awareness about a brand increases, the loyalty also increases. As a result, brand image affects brand loyalty positively.

Service quality also has a relationship with brand loyalty because as the service quality improves, the brand loyalty also increases indicating a positive and significant effect of service quality on brand loyalty. Every buyer has expectations about a product and if the company fulfills the expectations or delivers more than expectations, in both cases there is a positive effect on brand loyalty. Previous studies like Reich *et al.* (2006) also show that there is a positive and significant effect of service quality on brand loyalty. This study also replicates the

same in Pakistani context that there is significant positive effect between service quality and brand loyalty.

Brand image also affects customer satisfaction in a positive way. It could be in acknowledged that when awareness of a buyer about product increases he starts making perceptions about the product. Saleem and Raja (2014) show that there is a positive effect of brand image on customer satisfaction. Our studies also reflect the results that there is a significant and positive impact of brand image on customer satisfaction.

Service quality also affects the customer satisfaction in a positive way, since if a product or service fulfills the expectations of customer, it results in greater customer satisfaction. If a product or service is unable to meet the expectations of customer, it will result in unsatisfied customer. Hence, there is a direct relationship among service quality and customer satisfaction. As the quality of a product increases, the satisfaction level of customer will also increase. Past studies like Chao (2015) also show a positive relationship among service quality and customer satisfaction. Our study also shows matching results in Pakistani context that there is a positive and significant relationship between service quality and customer satisfaction.

Furthermore, there is a significant positive effect of customer satisfaction on brand loyalty, since as the company becomes able to satisfy its customers, the number of loyal customer increases. It also gives a competitive edge to the company, because customer starts giving preference to that company over others. As a result, brand loyalty increases. In this way, there is significant and positive relation among customer satisfaction and brand loyalty. Bloemer and Kasper (1995) have also shown that there is a positive and significant relationship between customer satisfaction and brand loyalty. Our case also replicates the same in Pakistani context that there is a significant and positive relation among customer satisfaction and brand loyalty.

Hence, customer satisfaction is playing a role of mediator at two places. The first role of customer satisfaction is among brand image and brand loyalty and the second is between service quality and customer satisfaction. Now in first case where customer satisfaction intervenes as a mediator between brand image and brand loyalty, there is no full mediation in our case but the beta value changes so there is a partial mediation in our case. Bloemer and de Ruyter (1998) also show that when customer satisfaction intervenes between brand image and brand loyalty, there is mediation.

In second case where customer satisfaction intervenes among service quality and brand loyalty in our case, there is no full mediation. Yet, as there is a decline in beta value, there is a partial mediation in our case. Caruana (2002) also shows that customer satisfaction mediates between service quality and brand loyalty.

6. Conclusion

This study has practical implementations for managers. As findings show there is a direct relationship between brand image and customer satisfaction. Therefore, managers should improve brand image by increasing the awareness among public about their brand. As the awareness of the brand increases, a good brand image will also be developed and customer satisfaction will also increase.

This study also shows that service quality is also important because it plays an important role in customer satisfaction. So the managers should judge the expectations of their customers because if the company is able to line up to the customer expectations, the level of customer satisfaction will also increase. The study also shows that brand loyalty is also an important variable. So managers should focus on brand image and service quality.

Future researchers can use a large sample and can tap other industries including luxury products. They can also introduce moderator in the model. Sample size was small in this study so future researchers can use a bigger sample. This study shows the results of one company while future researchers can utilize multiple companies. Sample used for the study was taken from only one city of Pakistan. Future researchers can take the data from multiple cities or this model can be used in other countries.

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Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty

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Abstract

The service industry has become the driving force of economic development in recent years. With the current fierce competitive situation, competing businesses have continually provided a superior quality of service, and an excellent perceived brand image to gain customer satisfaction and customer loyalty. This study's current purpose is to empirical research the linking between service quality, brand image, customer satisfaction, and customer loyalty. We collect research data from 299 consumers who bought goods at supermarkets in Ho Chi Minh City, Vietnam, using a convenient sampling technique. We proposed the conceptual model from prior studies and considered it in Vietnam's context. PLS-SEM was conducted to test the relationships in the conceptual model. We have estimated the scale's reliability by Cronbach's alpha values and composite reliability values. Moreover, we have evaluated discriminant validity by the Fornell-Larcker standard. The findings showed that service quality positively affects the brand image, customer satisfaction, and customer loyalty. Likewise, the results also confirmed brand image had a positive impact on customer satisfaction and customer loyalty. Moreover, the outcomes also disclosed that customer satisfaction had a positive relationship with customer loyalty. The research suggested implications for managers, limitations, and directions for future research from the above findings.

Keywords: Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty

JEL Classification Code: C38, M30, M31, M37

1. Introduction

The service industry has become the driving force of economic development in recent years. With the current fierce competitive situation, competing businesses have continually provided a superior quality of service and an excellent perceived brand image to gain customer satisfaction and customer loyalty. The service industry is even more significant, so practitioners and scholars should attempt to understand how clients perceive service quality, brand image,

customer satisfaction, and customer loyalty (Srivastava & Sharma, 2013). Besides, Dick, and Basu (1994) stated that the central drive of a company's marketing activities was often having a perspective in terms of development, maintenance, or enhancement of clients' loyalty toward its products/services (Dick & Basu, 1994).

Some studies have demonstrated the significant positive effect of service quality on customer satisfaction and customer loyalty (Anwar et al., 2019; Dimiyati & Subagio, 2016; Shpetim, 2012). Related studies have revealed that service quality positively affected the catering services industries (Hsieh et al., 2018) and the hotel industry (Malik et al., 2011). Besides, prior studies also indicated the positive impact of brand image on customer satisfaction and customer loyalty in medical insurance (Wu et al., 2011) and the banking industry (Anwar et al., 2019).

Furthermore, scholars in the retail field also showed that service quality and perceived value were crucial to customer satisfaction (Shpetim, 2012; Veloso et al., 2017). Likewise, service quality, trust, perceived value, and customer satisfaction affected behavioral intention or store loyalty (Shpetim, 2012; Veloso et al., 2017). However, few

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researchers have tested the relationship between service quality, brand image, customer satisfaction, and customer loyalty in Vietnam. Thus, this study's current purpose was to research links between service quality, brand image, customer satisfaction, and customer loyalty, especially in Vietnamese supermarkets.

2. Literature Review and Hypotheses

2.1. Service Quality

Service quality has received increasing attention from scholars in the literature of service marketing. Service quality was defined as the adaptation to client demands in delivering a service (Chakrabarty et al., 2007). Other scholars declared that service quality was described as the outcome of the client's overall quality evaluation to a service provider by comparing clients' expectations and their perceived quality obtained (Parasuraman et al., 1988). Parasuraman et al. (1988) suggested five dimensions of service quality to measure service quality: tangible, reliable, responsiveness, assurance, and empathy. Five measurements were often known as SERVQUAL. SERVQUAL scales reached reliability and validity for the fields (for instance: bank, credit card, long-distance telephone, repair, and maintenance) and could apply the SERVQUAL scale to other service fields (Parasuraman et al., 1988). However, many scholars have inquired about the conceptual framework and measurement method of this model. For instance, Cronin and Taylor (1992) confirmed that applying service quality performance (SERVPERF, i.e., the perceived service in SERVQUAL) to measure service quality created better outcomes of reliability, validity, and predictive power than using SERVQUAL (Cronin & Taylor, 1992). Zeithaml, Berry, and Parasuraman (1988) also declared that SERVPERF is more reliable than SERVQUAL scale in measuring service quality, and SERVPERF can give better diagnostic information. Thus, in this paper, the SERVPERF scale was used to measure customers' supermarkets' service quality.

Some scholars stated a link between service quality and brand image (Hsieh et al., 2018; Wu et al., 2011). Previous studies declared that service quality was an antecedent of brand image and positively affected the brand image (Hsieh et al., 2018; Wu et al., 2011).

Some research confirmed the link between service quality and customer satisfaction (Sivadas & Baker-Prewitt, 2000). Prior investigations said that service quality was a predictor of customer satisfaction and positively impacted customer satisfaction (Putro & Rachmat, 2019; Santouridis & Trivellas, 2010).

A link between service quality and customer loyalty also was revealed (Anwar et al., 2019; Setiawan & Sayuti, 2017). Some authors demonstrated that service quality was

a precursor of customer loyalty and positively affected customer loyalty (Anwar et al., 2019; Setiawan & Sayuti, 2017). Therefore, we formulate the following hypotheses:

H1: Service quality has a direct and significant effect on brand image.

H2: Service quality has a significantly positive effect on customer satisfaction.

H3: Service quality has a significantly positive effect on customer loyalty.

2.2. Brand Image

Some scholars (Lee & Lim, 2020; Sousa et al., 2019; Park & Park, 2019) stated that brand image had been a fascinating subject of discussion in the marketing literature. Besides, brand image has played a significant role in distinguishing among companies and a powerful marketing tool (Park & Park, 2019). Likewise, brand image research also has been recognized as the heart of marketing and advertising study. Not only has it performed as a principle for tactical marketing mix problems, but it also has played an essential role in building long-term brand equity (Aaker, 1996; Keller, 1993). Keller (1993) declared that brand image was defined as perceptions about the brand, as unveiled by the brand associations retained in the buyer's mind.

Moreover, a sharp brand image has supported clients to realize the brand's requirements and to differentiate the brand from its rivals. Hence, it has improved the likelihood that clients will buy the brand (Hsieh et al., 2004). A company or its products/services that regularly retain a positive image by the public would indeed receive a more favorable position in the market, sustainable competitive advantage, and increase market share and performance (C. W. Park et al., 1986; Sondoh Jr et al., 2007).

Linking between brand image and customer satisfaction was admitted in some previous researches (Anwar et al., 2019; Wu et al., 2011). Prior studies also showed that brand image was a predictor of customer satisfaction and positively impacted customer satisfaction (Anwar et al., 2019; Wu et al., 2011).

Linking between brand image and customer loyalty also was revealed in some prior studies (Anwar et al., 2019; Hsieh et al., 2018; Tu et al., 2012). Besides, some previous empirical outcomes have explained that a favorable image (i.e., brand, shop/retail) will direct to loyalty (Anwar et al., 2019; Hsieh et al., 2018; Tu et al., 2012). Therefore, we proposed the following hypotheses:

H4: Brand image has a significantly positive effect on customer satisfaction.

H5: Brand image has a significantly positive effect on customer loyalty.

2.3. Linking between Customer Satisfaction and Customer Loyalty

Customer satisfaction has been one of the essential characters that managers should focus on. The firm's competitive advantage was satisfying clients better than its rivals, surpassing clients' needs, and wants better than its competitors (Minta, 2018). Customer satisfaction resulted from the subjective evaluation that the chosen option (the store/supermarket) matches or exceeds expectations (Bloemer & de Ruyter, 1998). Customer satisfaction was defined as measuring how the products/services meet or exceed client expectations (Fornell et al., 1996). Customer satisfaction was also the client's mood/attitude to a product/service after it has been utilized. Customer satisfaction was a significant result of marketing activity whereby it acted as a connection between the various steps of purchaser buying behavior (Jamal & Naser, 2002). Kotler and Keller (2016) said that customer satisfaction was clients' perceptions of happiness or frustration due to a comparison between the performance of a product/service and clients' expectations (Kotler & Keller, 2016). Customer satisfaction could be regarded as the essence of success in today's fiercely competitive business environment (Jamal & Naser, 2002). Oliver (1980) also stated that customer satisfaction was defined as the outcome of the subjective comparison of the expectations of the client to the perceived performance of the products/services (Oliver, 1980). If the performance suited or surpassed expectations, then the client was satisfied. If the result was under expectations, next, the client was dissatisfied.

Moreover, customer satisfaction also has been a vital measure of the company's success and significantly affected

behavior, repurchase, and word-of-mouth communication (Sivadas & Baker-Prewitt, 2000). However, some scholars (Anderson, Fornell, & Lehmann, 1994; Brunner, Stöcklin, & Opwis, 2008) declared that customer satisfaction should be considered an assessment based on cumulative satisfaction. That is based on the past and present experiences of clients concerning the outcome of the supermarket's products/services rather than as the outcome of a post-purchase evaluative decision in a particular transaction (Filipe et al., 2017).

The concept of customer loyalty has happened in many discussions in the literature with different definitions. Jacoby and Kyner (1973) were described customer loyalty as the tended (i.e., non-random), behavioral reply (i.e., buying), demonstrated over time, by some decision-making unit, concerning one or more alternative brands out of a collection of such brands, and was a role of psychological (i.e., decision making, evaluation) processes (Jacoby & Kyner, 1973). Customer loyalty was defined as the strength of the relationship between a clients' relative attitude and repurchase trade (Dick & Basu, 1994). Customer loyalty also was described as a strong continued commitment to repurchase or patronize a favored product/service consistently in the future, thereby creating repeated same-products/brands purchasing (Oliver, 1997). Customer loyalty was explained as a combination of clients' favorable attitudes and rebuy behavior (Kim et al., 2004). Customer loyalty has been identified as the principal factor in a business firm's success (Yap et al., 2012). The importance of customer loyalty was closely linked to the business's continued survival and the influence of future growth (Kim et al., 2004).

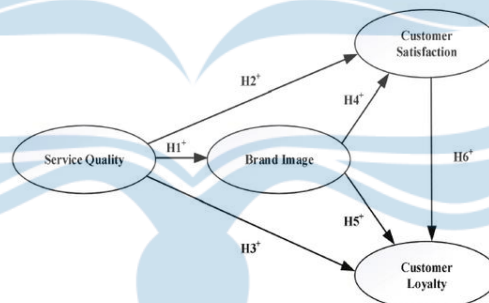


Figure 1: The Proposed Conceptual Model

Some studies have confirmed the connection between customer satisfaction and customer loyalty. Customer satisfaction was an antecedent of customer loyalty. Customer satisfaction was an important variable that pointed to customer loyalty (Minta, 2018). Prior studies declared that customer satisfaction positively influenced customer loyalty (Anwar et al., 2019; Santouridis & Trivellas, 2010; Yap et al., 2012). Thus, we suggested the following hypothesis:

H6: *Customer satisfaction has a significantly positive effect on customer loyalty.*

Based on the study's purpose, literature review, and hypothesis development, Figure 1 described the proposed conceptual model.

3. Research Methodology

3.1. Sample and Data Collection

The investigation data came from a survey of customers who bought goods at supermarkets in Ho Chi Minh City, Vietnam. This study sample was conducted by applying a convenience sampling method with different customers regarding gender and age in Ho Chi Minh City, Vietnam. We distributed a total of 400 questionnaires. Out of these, 356 questionnaires were returned, and there were 57 questionnaires rejected lacking adequate information or responses to the same questions. There were 299 questionnaires accepted for the final analysis. The sample consisted of 122 male customers (40.8%) and 177 female customers (59.2%). 16.1% of respondents were aged between 18 and 25; 23.4% were aged between 26 and 35; 43.8% were aged between 36 and 45; and 16.7% were aged above 45.

3.2. Measurements

The measurement items of the variables prior investigations were assessed and adapted to accommodate the research context. A five-point Likert scale ranging from 1 "completely disagree" to 5 "completely agree" was carried out.

In this present study, we adjusted five indicators of service quality from Shpetim (2012); four indicators of the brand image from Lien et al. (2015); four indicators of customer satisfaction from Orel and Kara (2014), Shpetim (2012); and four indicators of customer loyalty from Orel and Kara (2014).

3.3. Analytical Approach

The partial least squared (PLS) technique was implemented in the research because this method is

connected with non-normal data, small sample sizes, and formatively measured constructs (Hair et al., 2014). PLS approach was applied to analyzing the suggested research model and hypotheses. Examining the recommended research model and suggestions were made through two steps: appraisal of the measurement model and appraisal of the structural model (PLS-SEM) (Hair et al., 2017).

4. Results and Discussion

4.1. Results

4.1.1. Assessment of the Measurement Model

Table 1 shows the measurement scale of the construct's research results.

We applied Cronbach's alpha and composite reliability (CR) for evaluating the reliability of the research. Cronbach's alpha (α) values of the notions should be greater than 0.70, and the CR values were bigger than 0.70, expressing enough internal consistency of the constructs (Hair et al., 2017).

Table 1 depicted that Cronbach's alpha values and the CR values of the independent variables were above 0.70. Accordingly, these notions had internal consistency reliability.

We performed the factor loading of all items values and the average variance extracted (AVE) to estimate converging validity. The factor loading and the AVE should be higher than 0.50 (Bagozzi & Yi, 1988; Hair et al., 2017). In this present research, the factor loading of all items and the AVE values were above 0.50. Therefore, the converging validity of the notions was suitable.

Furthermore, we estimated discriminant validity through the Fornell-Larcker criterion (Fornell & Larcker, 1981). It demonstrated the square root of the AVE indexes with the latent constructs. Specifically, the AVE's square root should be higher than its highest correlation with any other construct (Hair et al., 2017). Table 2 indicates that AVE's square root of reflective construct service quality, brand image, customer satisfaction, and customer loyalty was higher than the corresponding latent variables correlation. Consequently, the discriminant validity of these variables was good.

4.1.2. Assessment of the Structural Model

4.1.2.1. Evaluation of the Model Fit

Table 3 showed the structural model outcomes.

Table 1: Measurement Items of the Construct's Analysis Results

Constructs and measurement items	Factor loading	α	CR	AVE
Service quality		0.783	0.852	0.536
The supermarket's facilities are modern	0.770			
The supermarket is fulfilled commitments to customers	0.734			
The interaction between the staff and the client is positive	0.744			
The staff is always ready to concerns' customers	0.733			
The staff is always ready to solve problems' customer	0.676			
Brand image		0.739	0.839	0.573
This supermarket brand is reliable.	0.522			
This supermarket brand is attractive.	0.748			
This supermarket brand is pleasing.	0.849			
This supermarket brand has a good reputation.	0.860			
Customer satisfaction		0.805	0.873	0.631
Compared to other supermarkets, I am happy with this supermarket.	0.834			
The overall feeling I received from the supermarket was satisfied	0.764			
My purchase choice at this supermarket is the right one	0.808			
This supermarket meets my expectations	0.770			
Customer loyalty		0.832	0.888	0.665
I would buy in this supermarket again	0.784			
I would recommend this supermarket to any of my friends	0.860			
If I need to shop again, I will come to this supermarket	0.806			
I would speak positively about this supermarket to others	0.811			

Table 2: Discriminant Validity Result

	Brand image	Customer loyalty	Customer satisfaction	Service quality
Brand image (BI)	0.757			
Customer loyalty (LOY)	0.630	0.816		
Customer satisfaction (SAT)	0.533	0.623	0.795	
Service quality (SQ)	0.599	0.649	0.672	0.732

Table 3: Model Fit Results

	Saturated model
SRMR	0.079
d_ ULS	0.949
d_ G1	0.413
d_ G2	0.367
Chi-square	626.301
NFI	0.748

The results in Table 3 illustrate that the Chi-square = 626.301 was valid at a 0.05 significance level. Standardized Root Mean Square Residual (SRMR) was the estimated model fit of the recommended research model. By tradition, the model had an excellent model match when SRMR was smaller than 0.08 (Hu & Bentler, 1998). The summary outcomes in Table 3

reported that the model had SRMR indices = 0.079 < 0.08. Consequently, the proposed conceptual model was suited well for analyzing data. Moreover, measuring of a multicollinearity issue indicated that all VIF values were below the threshold of 5. Accordingly, there were no multicollinearity phenomena in the structural model (Hair et al., 2017).

Table 4: Hypotheses Testing Results

Linking	Hypotheses	Path coefficients	t-value	p-value	Results
SQ → BI	H1	0.599	14.269	0.000	Approved
SQ → SAT	H2	0.550	9.536	0.000	Approved
SQ → LOY	H3	0.278	4.309	0.000	Approved
BI → SAT	H4	0.204	3.205	0.001	Approved
BI → LOY	H5	0.323	5.378	0.000	Approved
SAT → LOY	H6	0.263	3.950	0.000	Approved

SQ: Service Quality, BI: Brand Image, SAT: Customer Satisfaction, LOY: Customer Loyalty.

Table 5: R^2 , f^2 , and Q^2 findings

Linking	Path coefficients	f^2	Construct	R^2	Q^2
SQ → BI	0.599	0.559	Brand image	0.358	0.191
SQ → SAT	0.550	0.373			
SQ → LOY	0.278	0.080	Customer satisfaction	0.479	0.283
BI → SAT	0.204	0.051			
BI → LOY	0.323	0.141	Customer Loyalty	0.548	0.340
SAT → LOY	0.263	0.080			

SQ: Service Quality, BI: Brand Image, SAT: Customer Satisfaction, LOY: Customer Loyalty.

4.1.2.2. Hypothesis Testing

Table 4 and Table 5 illustrate the hypothesis testing results. Bootstrapping outcome (with 5000 resamplings) for the link between the notion in the proposed study model indicated that the t -value of the H1, H2, H3, H4, H5, H6 was more than 1.96, and these hypotheses were significant at a 5% level. As a result, these hypotheses were supported.

4.1.2.3. R^2 (Explained Variance), F^2 (Effect Extent) and Q^2 (Predictive Relevance)

The structural model includes the primary assessment criterion R^2 (explained variance), f^2 (effect size), and Q^2 (predictive relevance) (Hair et al., 2017). The coefficient of determination R^2 was the general effect extent measure for the structural model (Garson, 2016). The R^2 index is between 0 and 1, with higher levels indicating more predictive accuracy. The R^2 estimate of 0.19, 0.33, and 0.67 could be presented as weak, moderate, and substantial (Chin, 1998). The (f^2) effect size enabled estimating the independent factor contributing to the dependent variable. The f^2 estimate 0.02 was small, 0.15 was medium, and 0.35 was high (Cohen, 1988). The Q^2 value estimated the structural model's predictive relevance for each endogenous construct. The Q^2 value should be over zero (Hair et al., 2017).

In this present study, the R^2 value for the overall model here was 0.548 (Table 5) lower than 0.67, considered as a moderate impact; we remarked that brand image had a most substantial influence (0.323) on customer loyalty, followed by service quality (0.278) and customer satisfaction (0.263). Next, service quality and brand image explained 47.9% of the variance in customer satisfaction; we also showed that service quality had a more powerful effect (0.550) than the brand image (0.204). Furthermore, service quality also described 35.8% of the variance on brand image, and it had a fairly powerful influence (0.599).

Table 5 revealed the f^2 effect sizes. The high f^2 effect size happened for the link of SQ → BI (0.559), and SQ → SAT (0.373). The medium f^2 effect size occurred for the relationship of BI → SAT (0.141). The small f^2 effect size appeared for the connection of SQ → LOY (0.080), SAT → LOY (0.080), and BI → SAT (0.051).

Table 5 also indicated that the Q^2 values of these endogenous variables were over zero. Precisely, the brand image had a Q^2 value (0.191), customer satisfaction had a Q^2 index (0.283), and customer loyalty had a Q^2 coefficient (0.340). These findings verified the model's predictive suited for the endogenous latent variables.

4.2. Discussion

This current research's contribution was to measure and test the linking between service quality, brand image, customer satisfaction, and customer loyalty in a different circumstance compared with previous research. Most of the earlier studies focus on these impacts for the various industries, and this current study demonstrated these effects in Vietnam's supermarkets.

The present study findings declared that the six hypotheses in the conceptual research model were supported.

The study results revealed that service quality had a positive impact on brand image. Service quality was a predictor of brand image. The f^2 impact size of the link between service quality and brand image was large (0.559). The early empirical studies confirmed this study's results (Hsieh et al., 2018; Wu et al., 2011). The research findings also showed that service quality had a significant positive impact on customer satisfaction. Service quality was a predictor of customer satisfaction. The f^2 effect size of the linking between service quality and customer satisfaction was large (0.373). The previous empirical studies demonstrated this research's findings (Putro & Rachmat, 2019; Santouridis and Trivellas, 2010). Besides, the results also stated that service quality had a positive influence on customer loyalty. Service quality was a precursor to customer loyalty. However, the f^2 effect size of the relationship between service quality and customer loyalty was small (0.080). The prior empirical studies approved this research's findings (Anwar et al., 2019; Setiawan & Sayuti, 2017).

The research results also declared that brand image had a positive influence on customer satisfaction. The brand image was an antecedent of customer satisfaction, but the f^2 effect size of the brand image and customer satisfaction was small (0.051). The previous empirical studies supported this research's results (Anwar et al., 2019; Wu et al., 2011). Likewise, the study outcomes also disclosed that brand image had a positive impact on customer loyalty. The brand image was a predecessor of customer loyalty, and the f^2 effect size of the connection of the brand image and customer loyalty was medium (0.141). The prior empirical studies confirmed this study's results (Anwar et al., 2019; Hsieh et al., 2018; Tu et al., 2012).

Furthermore, the research consequences also unveiled that customer satisfaction had a positive influence on customer loyalty. Customer satisfaction was an antecedent of customer loyalty, though the f^2 effect size of the link of customer satisfaction and customer loyalty was small (0.080). The prior empirical examinations verified these outcomes (Anwar et al., 2019; Santouridis & Trivellas, 2010; Yap et al., 2012).

5. Conclusions and Limitations

This current research demonstrated the link between service quality, brand image, customer satisfaction, and customer loyalty in line with the previous investigations. Therefore, practitioners should focus on strategies that improve the customer's perception of service quality, brand image, and customer satisfaction to increase customer loyalty. The research results showed that service quality was an antecedent of brand image, customer satisfaction, and customer loyalty. The research will help supermarket managers to recognize the significance of service quality on brand image, customer satisfaction, and customer loyalty. Hence, managers should improve service quality in clients' views, such as (improving supermarkets' facilities, commitments to the customer, the interaction between the staff and the client, ready to concerns' customers, and prepared to solve problems' customers). If customer experiences of supermarkets' service quality have increased, clients have a tendency positively for customer satisfaction and customer loyalty. Besides, managers should give communication plans such as advertising, word of mouth, public relations, other promotional tools, etc., to increase consumers' recognition of the brand image. If consumers have an excellent impressive brand image, customers will positively trend to customer satisfaction and customer loyalty. Finally, the findings confirmed that customer satisfaction was also an antecedent of customer loyalty. The research will help practitioners to recognize the significance of customer satisfaction in the relationship between customer satisfaction and customer loyalty. Therefore, managers should pay attention to customer satisfaction. Higher customer satisfaction will enhance higher customer loyalty.

Although this present study makes essential contributions to literature and practice, it has some limitations. First, this present study only focuses on supermarkets in Ho Chi Minh City, Vietnam. Therefore, this study may not be generalizable to all other sectors and other industries such as online shopping, hotel, etc. Second, this research only analyzed and examined the link between service quality, brand image, customer satisfaction, and customer loyalty; hence, future investigations should focus on other factors such as trust, perceived value, relationship marketing, brand experience, etc.

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