Study of Customer Loyalty Through Brand Trust and Service Quality with Intervening Variables of Customer Satisfaction at Meatlovers

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ABSTRACT
Loyalty refers more to the behavioral form of decision-making units to make continuous purchases of the products of a selected company.The purpose of this study was to determine Customer Loyalty through Brand Trust and Service Quality with the Intervening Variable Customer Satisfaction at Meatlovers Outlets in Semarang City. by measuring indicators that affect the variables of Customer Loyalty, Brand Trust, Service Quality and Customer Satisfaction. The population of this study were consumers of Meatlovers outlets in Semarang City. While the sampling technique used in this research is the Purposive Sampling Method. The number of research samples is 100-200 samples from the total population of respondents. This research technique uses two approaches: 1). Confirmatory factor analysis, in Structural Equation Modeling (SEM); and 2). Regression Weight on Structural Equation Modeling (SEM). The model output in this study can make a positive contribution to Meatlovers outlets in Semarang City in an effort to be able to realize the continuity and sustainability of their business in customer satisfaction, both in the form of managerial implication suggestions and the formulation of scientific articles and measurement instruments. Managerial advice is aimed at Meatlovers outlets in formulating strategies to maintain their business so that consumers come back to buy Meatlovers outlet products.

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

Kajian Customer Loyalty melalui Brand Trust dan Sevice Quality dengan Variabel Intervening Customer Satisfaction pada Gerai Meatlovers

Abstrak
Loyalitas lebih mengacu pada wujud perilaku dari unit-unit pengambilan keputusan untuk melakukan pembelian secara terus menerut terhadap produk suatu perusahaan yang dipilih. Tujuan dari penelitian ini adalah untuk mengetahui Customer Loyalty melalui Brand Trust dan Service Quality dengan Vaeiabel Intervening Customer Satisfaction pada Gerai Meatlovers di Kota Semarang. Dengan mengukur indicator-indikator yang mempengaruhi variabel Customer Loyalty, Brand Trust, Service Quality dan Customer Satisfaction. Populasi penelitian ini adalah para konsumen gerai Meatlovers di Kota Semarang. Sedangkan teknik pengambilan sampel penelitian ini adalah Metode Purposive Sampling. Untuk jumlah sampel penelitian adalah 100-200 sampel dari total populasi responden. Teknik penelitian ini menggunakan dua pendekatan: 1) Confirmatory factor analysis, pada Structural Equation Modeling (SEM). Luaran model pada penelitian ini dapat memberikan kontribusi positif bagi gerai Meatlovers di Kota Semarang dalam upaya untuk dapat mewujudkan continuity dan Sustainibility usaha mereka dalam kepuasan konsumen, baik dalam bentuk saran implikasi manajerial dan rumusan artikel ilmiah serta instrument pengukuran. Saran manajerial ditunjukan bagi gerai Meatlovers dalam bentuk

merumuskan strategi guna mempertahankan bisnisnya agar konsumen kembali lagi untuk membeli produk gerai Meatlovers.

Kata Kunci: *Brand Trust, Customer Satisfaction, Customer Loyalty, Service Quality*

INTRODUCTION

The Loyal customers are very important assets for the company, Adnyana and Suprapti (2018) state that loyal customers have the characteristics of making regular purchases (makes regular repeat purchases), buying outside the product or service line that has been consumed from the same company (purchase across product and service lines), recommending products to others (refers to others), showing immunity from the attractiveness of similar products produced by competitors (demonstrates on immunity to the full of the competition). This means that in addition to helping the company economically through purchasing activities, loyal customers also contribute to helping the company non-economically through word of mouth (positive WOM). A brand is a name, term, sign, symbol, design, or combination of these things, which is intended to identify the goods or services of a person or group of sellers and to distinguish them from competitors' products. Meanwhile, Adiwibowo and Tresnati (2018) state that trust is the cornerstone of strategic partnerships because the characteristics of relationships through trust are very valuable where groups want to commit themselves to the relationship. Trust is the expectation of the parties in a transaction, and the risk associated with the estimation and behavior of these expectations. Trust is defined as consumer perceptions of reliability based on experience or a series of transactions or interactions characterized by confirmation of expectations for product performance and satisfaction.

In addition to maintaining and increasing brand trust or brand trust by consumers towards companies in order to increase loyalty, companies must also be able to improve the service quality provided to consumers. Service quality is a comparison between expected service and perceived service (service received) (Tjiptono, 2016: 59). If the service received is as expected, then the quality is perceived as good and satisfying. If the service received exceeds customer expectations, then service quality is perceived as ideal quality. Conversely, if the service received is lower than expected, then the service quality is perceived as poor. Thus, whether the quality of service is good or not depends on the service provider's ability to consistently meet customer expectations. According to Tjiptono, (2016: 72) there are five dimensions that can be assessed in service quality, namely: tangible (direct evidence), empathy (empathy), responsiveness, assurance, and reliability.

Apart from having to improve service quality, companies are required to be able to always provide customer satisfaction or satisfaction for customers, because customers are a source of income for the company. According to Kotler & Keller (2012: 76) customer satisfaction is an expression of pleasure and displeasure from someone who is created through a product that has been offered and then purchased whether it is what the customer wants. Loyalty cannot appear in a short time, companies must be able to consistently maintain customer satisfaction in the long term and having loyal customers will certainly be very profitable for the company (Irjayanti, et al, 2018). Customer satisfaction is a very crucial thing in determining the success or failure of a business.

The research was conducted in the SME Culinary sector, namely the Meatlovers outlet, on the other hand there are problems where there are several services and consumer convenience when visiting from the waiters and from the comfort of the place. In its service, Meatlovers always tries to maintain consumer confidence. Based on existing phenomena, it

encourages researchers to examine the relationship between brand trust variables, service quality, and customer satisfaction as intervening variables on customer loyalty.

Research Objectives

This research comes from two problems, namely business phenomena and research gaps. Customer Loyalty will be the concept approach of this research. The objectives of this research contribute to the following specific objectives:

a. First, debeloping an integration model of brand trust, service quality, customer satisfaction and customer loyalty
b. Second, this research has a positive impact on the business world, especially Culinary UKM's in Semarang City, especially Meatlovers outlets
c. Third, this research can be a strategic solution for Culinary UKM's to incrase customer loyalty so that it can frow business performance.

Theoretical Background and Hypotheses Development
Service Quality

Service quality (servqual) is one of the most crucial factors that can influence customers in deciding which place to go (Swoboda, Schwarz & Halsig, 2007). The meaning of service quality has many different points of view between experts, thus obtaining many different definitions. Service is the completeness of the features of a product or service that has the ability to provide satisfaction to a need (Kotler & Keller, 2016).

Servqual is all activities that are attempted and carried out by the company to meet consumer expectations. Servqual can foster repurchase intention behavior in consumers. Therefore, many companies have begun to focus on providing good service quality so that consumers continue to use products or services from the same brand or company. Companies with high service quality can provide customer satisfaction where this will have an impact on consumers will make repeat purchases. Servqual factors have a significant influence on customer satisfaction and repurchase intention (Mensah & Mensah, 2018). These results are supported by

research conducted by Adekunle and Ejechi (2018) and Saleem et al. (2017) which found that it significantly affects repurchase intention.

In addition, Mensah and Mensah (2018) found that servqual has a direct influence on customer satisfaction in the restaurant industry. These results are supported by research conducted by Saleem et al. (2017) which found that servqual significantly affects customer satisfaction.harmful or harmful to the environment.

Brand Trust

Brand trust refers to the belief in a brand in a product or service with its performance and safety which is conceptually defined as the expectation and belief that the brand will continue to provide its services and performance (Chaudhuri & Holbrook, 2001). In other words, trust is a strong belief in something and is key to maintaining the continuity of the relationship between customers and service providers (Chiu et al., 2012; Han & Hyun, 2015).

Brand trust is consumer confidence in the product or service being traded that has a positive impact on a company. When customers already have trust in the brand of a company, they tend to get a sense of satisfaction that will attract them to make repeat purchases. It can be concluded that the brand trust factor has a positive influence on repurchase intention (Han & Hyun, 2015; Saleem et al., 2017).

Moorman, Deshpande, & Zaltman (1993) define trust as the willingness of an individual to rely on other parties involved in the exchange. In the field of e-commerce, according to (Pavlou, 2003) trust is a belief that makes consumers susceptible to the goodness of online sellers after learning their characteristics. (Pavlou & Gefen, 2004), understand trust as a general belief in online sellers that results in behavioral intentions. Kim et al. (2008) define trust as the subjective confidence that an online seller will fulfill his transactional obligations, as these obligations are understood by consumers. Trust is measured in two dimensions, namely,

competence and competence policy, which can lead to brand trust (Li, et al., 2008). Trust in the e-commerce system is the consumer's willingness to rely on the seller's transactions and take action even though the seller's transactions can easily harm him. Trust is the central factor that enables online commerce (Weisberg, et al., 2011). Trust is recognized as a factor that strongly influences offline and online behavioral intentions, but on the Web it is particularly important and is particularly important to emphasize (Harris & Goode, 2010). Repurchase intentions assess a consumer's intention to stick with the current online provider. Trust is very important because it is one of the most effective methods to reduce consumer uncertainty, because the website itself is the only source of information to overcome uncertainty (Weisberg et al., 2011). Jones & Leonard, (2008) found that the trust construct affects consumers' fears of distrust and the risk of being cheated. Consumer trust will reduce risk perceptions and increase purchase intentions (Pavlou & Gefen, 2004), otherwise low risk will increase intention to buy (Chong, et al., 2003).

Customer Satisfaction

Customer satisfaction is the customer's perception that his expectations have been met or exceeded (Gerson, 2010). Customer satisfaction means a comparison between what consumers expect and what consumers feel when using the product. If consumers feel that the product performance equals or exceeds their expectations, they are satisfied. Conversely, if the product performance is less than their expectations, they are dissatisfied. Satisfaction is the level of a person's feelings after comparing the performance or results he feels with his expectations.

Satisfaction is a pleasureable fulfillment, namely the fulfillment of customer expectations satisfactorily (Oliver, 2010). Customer satisfaction is a post-purchase customer emotional reaction that

can be anger, dissatisfaction, annoyance, neutrality, excitement or pleasure (Lovelock & Wright, 2007). Customer satisfaction is the level of customer feelings after comparing perceived service performance compared to expectations (Kotler & Keller, 2016). Customer satisfaction is an after-purchase evaluation or evaluation result after comparing what is felt with expectations (Yamit, 2013). Satisfaction is the level of feelings after comparing perceived performance or results with expectations (Sumarwan, 2012). Assessing customer satisfaction, recommends the use of a multi-item scale, which not only evaluates customer satisfaction from the company's service side, but also components in the service process (Oliver, 2010). In measuring satisfaction, the indicators used are: service responsiveness, professionalism and overall satisfaction with services (Supranto, 2011). Customer assessment of a product or service can be referred to as customer satisfaction. Consumer satisfaction is a feeling of pleasure or disappointment that arises in a person shortly after comparing the results of the product he thinks of the expected product (Kotler & Keller, 2016). It can also be interpreted as a situation shown by consumers when they realize that their needs and desires are as expected and are fulfilled properly, creating satisfaction in consumers (Tjiptono, 2001). Customer satisfaction is proven to have a significant influence on repurchase intention (Mensah & Mensah 2018). Customer satisfaction has a role to encourage customers to make repeat purchases which are influenced by servqual factors and brand trust. The servqual factor has a significant influence on customer satisfaction and repurchase intention, where customer satisfaction is able to become an intermediate variable (mediation) between servqual and repurchase intention (Mensah & Mensah, 2018). Meanwhile, the brand trust factor is directly related to repurchase intention through the mediator of customer satisfaction (Saleem et al., 2017).

H1: Brand Trust affect Customer Satisfaction
H2: Service Quality affect Customer Satisfaction

Customer Loyalty

In the increasingly sharp competition among companies today, customer loyalty is a top priority where the level of importance and expectations of customers and the implementation or performance carried out by the company must be appropriate. The company must pay attention to things that are considered important by customers, so that they feel satisfied. Customer loyalty in using the services offered can be used as input to the company to improve and improve the quality of service provided and the trust offered. Customer trust can be fulfilled through customer satisfaction so that customers will continue transactions with the company. Customer satisfaction will be fulfilled if they get what they want, so the higher the level of customer loyalty. The results of research (Norhermaya & Soesanto, 2016) and (Mariska & Shihab, 2016) show that customer satisfaction affects trust. Research (Kim, et al., 2009) concluded that customer satisfaction affects customer loyalty. The results of research and Sidharta, et al., (2018) which suggest that trust can increase customer purchase intentions and can serve as the best predictor of customer loyalty.

Customer loyalty is a customer commitment to a brand, store, or supplier, based on a positive attitude and is reflected in consistent repeat purchases (Tjiptono, 2012). Customer loyalty is a deep-seated customer commitment to re-subscribe or repurchase selected products / services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavioral changes (Hurriyati, 2005). Consumer loyalty occurs in several phases. The phase starts from: 1) Cognitive loyalty or loyalty based solely on brand beliefs. 2) Affective loyalty or favorability or attitude towards the brand based on the opportunity to use cumulative satisfaction. 3) Conative loyalty, which indicates a loyalty condition that contains whether the first appearance shows a deep commitment to buy. 4) Action loyalty, where intentions are converted to actions (Oliver, 2010). The factors that influence consumer loyalty are as follows: 1) product/service performance, 2) company/product/brand image, 3) price to value relationship, 4) employee performance/achievement, 5) competition, 6) timely product delivery system, and 7) satisfaction relationship with consumers (Cravens & Piercy, 2013). Loyal customers are an important asset for the company, this can be seen from the characteristics it has, as expressed by (Griffin, 2010), there are four characteristics of loyal customers, namely: 1) Makes regular repeat purchases, 2) Purchases across product and services lines, 3) Recommends other products, and 4) Demonstrates an immunity to the full of the competition.

H3: Customer Satisfaction affects Customer Loyalty
H4: Brand Trust affects Customer Loyalty directly
H5: Service Quality affects Customer Loyalty directly

FIGURE 1. THEORETICAL FRAMEWORK
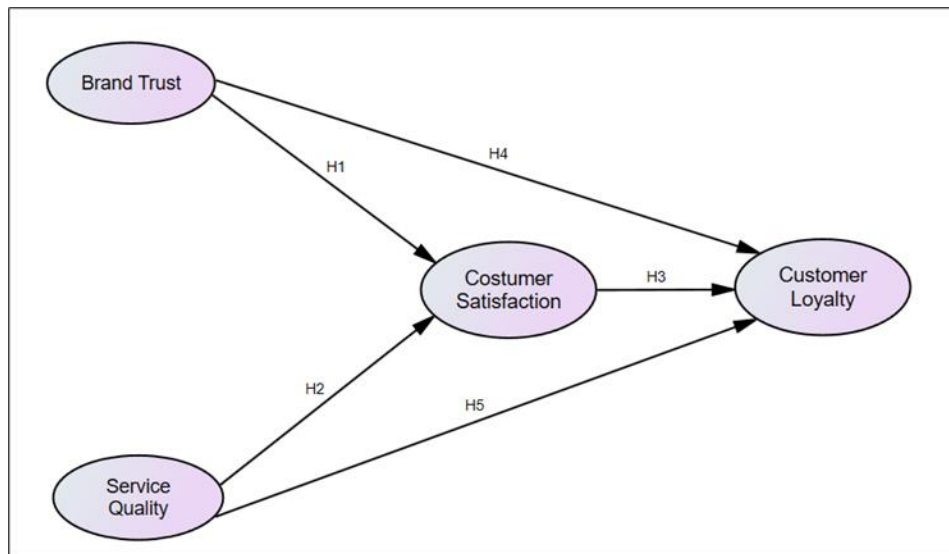
Source: Elaboration from various sources for 2024 research

RESEARCH METHODS

The population in this study were consumers of Meatlovers Outlets in Semarang City. The number of samples in this study refers to where the minimum sample is 100. The sampling technique uses purposive sampling method with the following requirements:

1. Consumers who visit at least 2 times
2. Respondents can be found and are willing to fill out a questionnaire

This causality research design is research to identify cause and effect relationships between variables. there are four variables in this study, namely Customer Loyalty, Btand Trust, Service Quality and Customer Satisfaction The data were collected using the survey method using a questionnaire.

The data was collected using the survey method using a questionnaire as an auxiliary medium for both closed and open methods. the questions in this questionnaire were made using an interval scale between 1-5 to obtain interval data and given a score or value.

The analysis technique used in this study will use a model and hypothesis testing approach with a regression equation test which is divided into Confirmatory factor analysis in structural Equation Modeling (SEM) using the AMOS 24.0 computerized package in this case to confirm the most dominant factors in one group of variables. and Regression Weight in Structural Equation Modeling (SEM) which is used to examine how much the relationship between variables is.

RESULTS AND DISCUSSION

Based on the research that carried out, the results obtained are in the form of descriptive analysis of respondents as Table 2.

Table 2. characteristic of Respondents

Kriteria	Karakteristik	Persentase
Jenis Kelamin	Perempuan	62%
	Laki-laki	38%
Usia	15-30 tahun	44%
	31-40 tahun	38%
	41-50 tahun	13%
	> 50 tahun	5%
Pendidikan	SMP	9%
	SMA	24%
	DIPLOMA	30%
	SARJANA	37%
Frekuensi Kunjungan	≤ 3 kali per bulan	46%
	4-5 kali per bulan	41%
	6-7 kali per bulan	11%
	≥8 kali per bulan	2%

Source: Processed Primary Data, 2024.

In this study there were 100 respondents consisting of consumers of Meatlovers Outlets in Semarang City. In the characteristics of the respondents, it can be seen that consumers are dominated by those of productive age and the average consumers cisits Meatlovers Outlets in Semarang City quite often.

Data Normalization Evaluation

Based on the results of the normality 2017).

test presented above in table 3, it results that the data is distributed with univariate and multivariate notmal with no univariate value exceeding the critical limit (c.r) of a variable ± 2.58 and multivariate presented at -2.084. The processed data can be said to be normal if it has a critical value (c.r) which is ± 2.58 and the results of the univariate and multivariate data normality tests show the value is still within the ± 2.58 value range (Ghozali,

Table 3. Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
SQ5	1,000	5,000	-,377	-1,538	-,600	-1,225
CS2	1,000	5,000	-,332	-1,355	-,381	-,779
CL1	1,000	5,000	-,321	-1,310	-,364	-,742
CL2	1,000	5,000	-,547	-2,231	-,189	-,385
CL3	1,000	5,000	-,502	-2,051	-,245	-,500
CS1	1,000	5,000	-,406	-1,657	-,568	-1,160
SQ4	1,000	5,000	-,403	-1,647	-,259	-,528
BT1	1,000	5,000	-,425	-1,735	-,201	-,411
BT2	1,000	5,000	-,366	-1,495	-,397	-,811
SQ1	1,000	5,000	-,506	-2,064	-,276	-,563
SQ2	1,000	5,000	-,402	-1,642	-,328	-,669
SQ3	2,000	5,000	-,218	-,891	-,807	-1,647
BT3	1,000	5,000	-,258	-1,053	-,501	-1,022
CS5	1,000	5,000	-,357	-1,457	-,427	-,872
CS4	2,000	5,000	-,255	-1,042	-,718	-1,465
CS3	1,000	5,000	-,520	-2,123	-,050	-,103
Multivariate					-14,803	-2,084

Source: Processed Primary Data, 2024

Univariate & Multivariate Outlier Evaluation

Mahalanobis Distance is useful for measuring the presence or absence of outlier data, namely by looking at observation scores that are very different from the centroid score for 100 cases. Table 4 shows that the minimum halanobis distance listed is 20.939 and the maximum distance is 27.201. Data outliers are perceived from the mahalanobis value that exceeds the chi-square value. In this study, the chi-square of 10 degrees of freedom (number of variable indicators) at the 0.01 significance level is 34.382, so it is stated that there are no outliers, (Ghozali, 2017).

Table 4. Mahalanobis Distance

Observation number	Mahalanobis d-squared	p1	p2
61	27,201	,039	,982
41	24,553	,078	,997
20	23,667	,097	,997
48	23,119	,111	,997
5	23,073	,112	,990
30	22,917	,116	,980
8	21,955	,145	,993
40	21,894	,147	,985
54	21,322	,166	,990
19	20,939	,181	,991

Source: Processed Primary Data, 2024

Multicollinearity Evaluation

According to (Hair et al, 2010) symptoms of multicollinearity can be seen through metrix sample correlations, if the resulting value of each indicator is smaller than (<) 0.90 then it can be stated that there are no symptoms of multicollinearity. In this study, the results of data processing showed that there were no multicollinearity symptoms in the matrix sample correlations of 16 indicators spread across the six variables tested.

Table 5. Matrix Sample Correlations

	SQ5	CS2	CL1	CL2	CL3	CS1	SQ4	BT1	BT2	SQ1	SQ2	SQ3	BT3	CS5	CS4	CS3
SQ5	1,000															
CS2	,767	1,000														
CL1	,773	,819	1,000													
CL2	,775	,710	,608	1,000												
CL3	,758	,781	,699	,654	1,000											
CS1	,773	,599	,692	,797	,726	1,000										
SQ4	,617	,753	,723	,736	,777	,709	1,000									
BT1	,731	,738	,737	,759	,737	,763	,791	1,000								
BT2	,776	,763	,748	,717	,777	,711	,733	,591	1,000							
SQ1	,748	,706	,701	,754	,805	,769	,756	,738	,787	1,000						
SQ2	,735	,718	,734	,745	,764	,718	,730	,714	,772	,733	1,000					
SQ3	,731	,746	,734	,781	,681	,763	,645	,738	,703	,758	,568	1,000				
BT3	,751	,721	,736	,784	,744	,771	,748	,796	,625	,732	,744	,742	1,000			
CS5	,877	,791	,755	,762	,742	,696	,713	,709	,765	,740	,731	,716	,744	1,000		
CS4	,709	,729	,736	,690	,841	,734	,756	,780	,725	,754	,733	,719	,759	,643	1,000	
CS3	,742	,664	,686	,879	,647	,756	,738	,721	,749	,760	,777	,752	,732	,729	,606	1,000

Source: Processed Primary Data, 2024

Measurement Model Test

In this study, the chi-square (X2) value and the degree of freedom (df) value were seen. Based on the results of the writing model test, it can be seen that the chi-square (X2) has a value of 191.479 and the degree of freedom (df) has a value of 94.

Table 6. Eualuation Result Cut Value Criteria

Goodness-of-fit indek	Cut of Value	Hasil Analisis	Evaluasi Model
Chi-Square	(Kecil) ≤ 191.306	191.479	Marginal
Probability	≥ 0.05	0.110	Baik
GFI	≥ 0.90	0.810	Marginal
IFI	≥ 0.90	0.955	Baik
TLI	≥ 0.90	0.942	Baik
CFI	≥ 0.90	0.954	Baik
CMIN/DF	≤ 2.00	1.730	Baik
RMSEA	≤ 0.08	0.041	Baik

Source: Processed Primary Data, 2024

The model test results show the godness of fit criteria in the AMOS 24 program indicate that the structural equation modeling analysis in this study can be accepted in accordance with the fit model with a Chi-square value = 191.479, Probability = 0.110, CMIN / DF = 1.730, GFI = 0.81, CFI = 0.954, TLI = 0.942 and RSMEA = 0.041. Based on this model of fit, it can be concluded that the model meets the criteria for goodness of fit. Therefore, the structural equation model in this study is suitable and feasible to use so that it can be interpreted for further discussion (Ghozali, 2017).

Hypothesis Test

At the stage of testing the hypothesis of a significant causal relationship, the critical ratio (c.r) value has a critical T value of ≥ 1.966. In making decision making easier, the author can see from the probability (P) number where (P) ≤ 0.05. If the P value ≤ 0.05 then H0 is accepted, and vice versa if the P value ≥ 0.05 then H0 is rejected. The output results on Regression Weights present that each indicator or manifest variable that reflects the latent variable has a critical ratio (c.r) value greater (>) than 1.96 equal to the t value in regression (>) 1.96 and P (Significance Probability) with P < 0.05, it can be concluded that the five hypotheses are accepted.

The explanation of the output results on Regression Weights is as follows the Service_Quality variable has a positive and significant effect on the Customer_Satisfaction variable with an estimated value of 0.890, the Brand_Trust variable has a positive and significant effect on the Customer_Satisfaction variable with an estimated value of 0.130, The Brand_Trust variable has a positive and significant effect on the Customer_Loyalty variable with an estimated value of 0.120, the Service_Quality variable has a positive and significant effect on Customer_Loyalty with an estimated value of 0.644, the Customer_Satisfaction variable has a positive and significant effect on the Customer_Loyalty variable with an estimated value of 0.186.

Table 7. Hypothesis Test Result (Region weights)

			Estimate	S.E.	C.R.	P
Customer_Satisfaction	<---	Service_Quality	,890	,082	10,874	***
Customer_Satisfaction	<---	Brand_Trust	,130	,034	3,872	***
Customer_Loyalty	<---	Brand_Trust	,120	,028	4,321	***
Customer_Loyalty	<---	Service_Quality	,644	,075	8,540	***
Customer_Loyalty	<---	Customer_Satisfaction	,186	,050	3,754	***
BT1	<---	Brand_Trust	1,000			
CS3	<---	Customer_Satisfaction	1,028	,090	11,365	***
CS5	<---	Customer_Satisfaction	,970	,091	10,613	***
CS4	<---	Customer_Satisfaction	,941	,083	11,334	***
BT3	<---	Brand_Trust	1,014	,072	14,022	***
BT2	<---	Brand_Trust	1,021	,104	9,805	***
SQ4	<---	Service_Quality	,996	,088	11,356	***
SQ3	<---	Service_Quality	,948	,085	11,113	***
SQ2	<---	Service_Quality	,995	,089	11,124	***
SQ1	<---	Service_Quality	1,000			
CL3	<---	Customer_Loyalty	1,062	,106	10,034	***
CL2	<---	Customer_Loyalty	1,179	,109	10,808	***
CL1	<---	Customer_Loyalty	1,000			
CS1	<---	Customer_Satisfaction	1,000			
CS2	<---	Customer_Satisfaction	1,012	,089	11,323	***
SQ5	<---	Service_Quality	1,069	,092	11,674	***

Source: Processed Primary Data, 2024

CONCLUSIONS AND RECOMMENDATIONS
Conclusion
Based on the results of the analysis conducted in this study, it can be concluded as follows:

1. This research includes variables of Customer Loyalty, Brand Trust, Service Quality, and Customer Satisfaction. The test results using the AMOS 24 program model show that the structural equation modeling analysis in this study can be accepted in accordance with the fit model with a Chi-square value = 191.479, Probability = 0.110, CMIN / DF = 1.730, GFI = 0.81, CFI = 0.954, TLI = 0.942 and RSMEA = 0.041. Based on this fit model, it can be concluded that the model meets the criteria for goodness of fit.

2. According to the results of testing the 5 hypotheses proposed in this study, it is concluded that the 5 hypotheses are accepted. The output results on Regression Weights are as follows the Service_Quality variable has a positive and significant effect on the Customer_Satisfaction variable with an estimated value of 0.890, the Brand_Trust variable has a positive and significant effect on the Customer_Satisfaction variable with an estimated value of 0.130, The Brand_Trust variable has a positive and significant effect on the Customer_Loyalty variable with an estimated value of 0.120, the Service_Quality variable has a positive and significant effect on Customer_Loyalty with an estimated value of 0.644, the Customer_Satisfaction variable has a positive and significant effect on the

Customer_Loyalty variable with an estimated value of 0.186. In this case, it can be explained as follows, there is a significant positive relationship between the Service_Quality variable and Customer_Satisfaction with a correlation coefficient of 0.890 or 89%, which means that when the Service_Quality variable is increased by one time, the Customer_Satisfaction variable will also increase by 89%. There is a significant positive relationship between the Brand_Trust variable and Customer_Satisfaction with a correlation coefficient of 0.130 or 13%, which means that when the Brand_Trust variable is increased by one time, the Customer_Satisfaction variable will also increase by 13%. There is a significant positive relationship between the Brand_Trust variable and Customer_Loyalty with a correlation coefficient of 0.120 or 12%, which means that when the Brand_Trust variable is increased by one time, the Customer_Loyalty variable will also increase by 12%. There is a significant positive relationship between the Service_Quality variable and Cutomer_Loyalty with a correlation

coefficient of 0.644 or 64%, which means that when the Service_Quality variable is increased by one time, the Customer_Loyalty variable will also increase by 64%. There is a significant positive relationship between the Customer_Satisfaction variable and Customer_Loyalty with a correlation coefficient of 0.186 or 18%, which means that when the Customer_Satisfaction variable is increased once, the Customer_Loyalty variable will also increase by 18%.

Suggestion
Based on the conclusions of this study, future research needs to consider other external factors such as competitors who sell similar products in Semarang City in order to further develop the research results. This research can be a strategic solution for culinary SMEs to increase customer loyalty so that it can grow business performance, especially those in the food and beverage business. This research model needs further testing in industries that have large populations to ensure its validation, reliability and relevance. In addition, it is necessary to collaborate with other variables that can support this research.

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