

Surabaya, 25 October, 2019

Dear Mr./Ms. Darwis Saputra Laurianto, Indarini and Silvia Margaretha

Congratulations! Your paper entitled **“Effect of Consumer-Based Brand Equity The Coffee Bean & Tea Leaf or Maxx Coffee on Customer Satisfaction and Brand Loyalty”** has been accepted for presentation in our International Annual Symposium Management (INSYMA) UBAYA on 19-21 February 2020 at Vung Tao City, Vietnam. All submitted papers for this conference have been reviewed by several experts in the field. The due date for payment is on **November 8th, 2019**. (please ignored if you have submitted your payment before)

If there is anything we can do to assist you in your preparations for this conference, please do not hesitate to contact us.

We look forward to seeing you at the conference.

Sincerely,

Adi Prasetyo Tedjakusuma, B.Bus., M.Com
Chairman of the 17th INSYMA

**PENGARUH CONSUMER-BASED BRAND EQUITY THE COFFEE
BEAN & TEA LEAF SURABAYA ATAU MAXX COFFEE SURABAYA
TERHADAP CUSTOMER SATISFACTION DAN BRAND LOYALTY
MENURUT PELANGGAN SURABAYA**

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***Abstract-** This study investigates the effect of the brand equity on the customer satisfaction and the brand loyalty of The Coffee Bean & Tea Leaf or Maxx Coffee coffee shop's customers. The Coffee Bean & Tea Leaf is the strongest competitor of Maxx Coffee. The results of this study found that staff behaviour, ideal self-congruence, and lifestyle-congruence are factors that have a significant positive effect on customer satisfaction at The Coffee Bean & Tea Leaf. Physical quality and brand identification are factors that have no significant effect on customer satisfaction at The Coffee Bean & Tea Leaf. Physical quality and staff behavior are factors that have a significant positive effect on customer satisfaction at Maxx Coffee. Ideal self-congruence, brand identification, and lifestyle-congruence are factors that have no significant effect on customer satisfaction at Maxx Coffee. However, in both of The Coffee Bean & Tea Leaf and Maxx Coffee, customer satisfaction has a significant positive effect on brand loyalty.*

Keywords: *Consumer-Based Brand Equity, Costumer Satisfaction, Brand Loyalty*