

BRAND LOYALTY: STRENGTHENING BRAND EXPERIENCE AND BRAND SATISFACTION

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ABSTRACT

This study aims to examine the effect of brand experience on Consumer-Based Brand Equity, satisfaction and loyalty at Starbucks in Surabaya. This research was conducted using SEM and processed using SPSS and AMOS. The number of respondents used is 210 respondents who live in the city of Surabaya and have purchased and enjoyed dine-in facilities and services. The results showed that brand experience had a positive effect on brand awareness, identification, physical quality, staff behavior, ideal self-congruence and lifestyle congruence. Brand awareness, identification, physical quality, staff behavior, ideal self-congruence have a positive effect on brand satisfaction. Brand satisfaction has a positive effect on brand loyalty. However, lifestyle congruence has no effect on brand satisfaction.

ABSTRAK

Penelitian ini bertujuan menguji pengaruh brand experience terhadap Consumer-Based Brand Equity, brand satisfaction dan brand loyalty pada Starbucks di Surabaya. Penelitian ini dilakukan dengan menggunakan SEM dan diolah dengan menggunakan SPSS dan AMOS. Jumlah responden yang digunakan sebanyak 210 responden yang berdomisil di kota Surabaya dan pernah membeli serta menikmati fasilitas dan layanan secara dine-in. Hasil penelitian menunjukkan bahwa brand experience berpengaruh positif terhadap brand awareness, identification, physical quality, staff behavior, ideal self-congruence dan lifestyle congruence. Brand awareness, identification, physical quality, staff behavior, ideal self-congruence berpengaruh positif terhadap brand satisfaction. Brand satisfaction berpengaruh positif terhadap brand loyalty. Namun lifestyle congruence tidak berpengaruh terhadap brand satisfaction.

INTRODUCTION

Nowadays, café industry is a business sector that is growing rapidly along with the changes in society lifestyle. According to the Dictionary of English Language and Culture, Longman, café is a small restaurant that serves or sells drinks and snacks. Cafes are usually used as a place to gather, relax, and have a small talk (www.amesbostonhotel.com downloaded on October, 29th 2020). Based on history, long before Indonesia's independence, there are countless coffee shops in Europe. The word café itself comes from French, which means coffee in English. French people used to call café by other names. The café began widely used when explorers and world traders introduced coffee to England, more or less in the 18th century. Meanwhile the first café in Indonesia was established in 1878 (www.koran-jakarta.com downloaded on October, 29th 2020).

The businessmen must be able to create a strong brand, because brand is very important in market competition. Brand is one of the main tools for marketers to reduce customer's price sensitivity in competitive market. Marketers must be able to promote their brand based on

customer demand, ideas, feelings, images, beliefs, and opinions. According to Kotler and Keller (2009), the value of strong brand lies in its ability to capture customer preferences and loyalty. Proper brand management will increase its market share. By having a strong brand image, customers can easily remember and trust a brand, so they can differentiate it from competitors.

To create a strong brand, the strategy is to pay attention to the consumer based on brand equity. Consumer based brand equity is the added value that products and services provide for their customer (Kotler and Keller, 2012). This value is reflected in customer perception, behavior, price, market share, and brand profitability. Consumer based brand equity is classified into six dimensional variables, namely brand awareness, identification, physical quality, staff behavior, ideal self-congruence, and lifestyle. Brand value is closely related to customer satisfaction and brand loyalty. Customer satisfaction is a parametric variable between brand value and brand loyalty.

Customers will be assisted and involved in developing and extending brand meaning through experience. Experience allows customers to express their personality, emotions, and eventually create a good brand experience (Swaminathan, et al. 2007; Thomson, et al. 2005; Escalas and Bettman, 2005). This can lead into brand effectiveness growth (Roswinanto and Strutton, 2014). Experiences are formed through marketing communication and advertising exposure. When customers encounter exclusive stimuli, such as brand design, elements, and colors associated with the brand personality, these stimuli are part of packaging, communication, brand identity and brand location. Customers believe that these are the brand's experience and the source of customer's internal and objective response. Brand experience provides important information for customers to make their decisions, by considering the brand and previous experiences that will affect the future of brand related behavior (Becerra and Badrinarayanan, 2013). It is confirmed that in marketing, the experiences in intellectual, emotion, sensory, and behavior can help to identify the brand (Hwang and Hyun, 2012). The studies conducted by Chen (2012), Shamin and Muhammad (2013), Lin (2015), Nejad et al. (2015), and Iglesias, et al. (2018) show that experiences affect the formation of brand equity.

H1. Brand experience has a positive impact on brand awareness

H2. Brand experience has a positive impact on brand identification

H3. Brand experience has a positive impact on physical quality

H4. Brand experience has a positive impact on staff behavior

H5. Brand experience has a positive impact on ideal self congruence

H6. Brand experience has a positive impact on lifestyle congruence

Brand awareness is a very effective factor in customer decision making process (Lin and Chang, 2003; Jiang, 2004). Brand awareness is defined as the level of customer familiarity with the brand (Lin and Chang, 2003), which is common in the models of Aaker (1991), Keller (1993), and Cifci, et al. (2016) referring to the probability of recalling a brand on behalf of the customers in a particular product or service category. One of the easiest and most effective ways to promote a product is through brand awareness. If the customers know or recognize the brand, they can make a decision quickly. The more customers can recognize and remember the brand, the more satisfied they will be, so the brand will get the benefits they are looking for.

H7. Brand awareness has a positive impact on brand satisfaction.

According to Shirazi and Mazidi (2003), brand identity has an important relation with customer satisfaction. Compared to previous expectations, brand identity provides customer with a better framework for responding to brand experiences. When performance expectation are met, customer with a higher brand identity will feel more satisfied. This will lead to their psychological dependence on the brand and increasing customer self esteem (He and Li, 2011).

H8. Brand identification has a positive impact on brand satisfaction

When a brand image is formed in the customer's mind, physical quality becomes important because customer's assessment of the brand is based on their perspective of the product's quality and services. Boo, et al. (2009) stated that quality is one of the requirement for customer satisfaction and perception. According to Ryu and Jang (2008), the physical environment can provide an extraordinary experience for customer to repeat service requests, recommendation, and plan to stay longer.

H9. Physical quality has a positive impact on brand satisfaction

Staff behavior is an important factor in shaping customer perception and satisfaction, because staffs are responsible for providing quality services that can meet customer expectations (Susanty and Kenny, 2015). Based on the previous study, iits stated that staff behavior affects overall customer satisfaction, indicating that these factors have an impact on customer experience (Hensley and Sulek, 2015; Susanty and Kenny, 2007).

H10. Staff behavior has a positive impact on brand satisfaction

Self congruence is an important determinant of customer satisfaction, as it is recognized as an important aspect in explaining and predicting various outcome resulted in customer behavior. Customers will feel satisfied if their needs are met according to their expectations. Therefore, self congruence can lead to satisfaction (He and Mukherjee, 2007; Susanty and Kenny, 2015). Ekinici, et al. (2008) stated that customer satisfaction in the relation between service quality, self congruence, and tendency to repurchase are a mediator. Their study shows that service quality and self congruence are forerunner to customer satisfaction.

H11. Ideal self congruence has a positive impact on brand satisfaction

According to Sarki, et al. (2012), when customer make a purchase, they follow emotions rather than rational thinking, and there are many factors that influence that, including culture and lifestyle. Nam, et al. (2011) stated that when customers are satisfied with a brand that meets their unique lifestyle and reflects theirs, customers will develop repeat purchase pattern and form personal attachments.

H12. Lifestyle compatibility has a positive impact on brand satisfaction

The key to long term survival profitability lies in customer satisfaction (Pappu and Quester, 2006), and turning satisfied customers into loyal one. Satisfied customers return to their happy place and make repeat purchases, while dissatisfied customers clearly change to competitors (Feiz, et al., 2015). Satisfaction is an effective response and result from customer experience and brand performance evaluation; actual perception and expectations. Customers satisfaction are the main indicator in winning loyalty (Mittal and Kamakura, 2001; Susanty and Kenny, 2015).

H13. Brand satisfaction has a positive impact on brand loyalty

In a study conducted by Cifci et al., (2016) the variables studied include the Consumer-Based Brand Equity (CBBE) with the dimensions of brand awareness, physical quality, staff behavior, quality, ideal self-congruence, brand Identification and lifestyle-congruence; brand satisfaction and brand loyalty. These variables have in common with research Susanty and Kenny (2015) where the variable under study is the Consumer-Based Brand Equity (CBBE), brand satisfaction and brand loyalty. Variable Consumer-Based Brand Equity (CBBE) research needs to be done again because in both of these studies, there are differences in the results of the study. Feiz et al., (2019), in his research, test of variables of brand experience, consumer-based brand equity, brand satisfaction and brand loyalty. Where the variable of consumer-based brand equity there are differences in the results of the research gap with the journal reference beforehand. In the study's Cifci et al., (2016) and Susanty and Kenny (2015) variable brand experience is not studied, but research on Feiz et al., (2019) variable brand experience has a relationship with the consumer-based brand equity. Thus, in this study the author will add a variable brand experience in the research model.

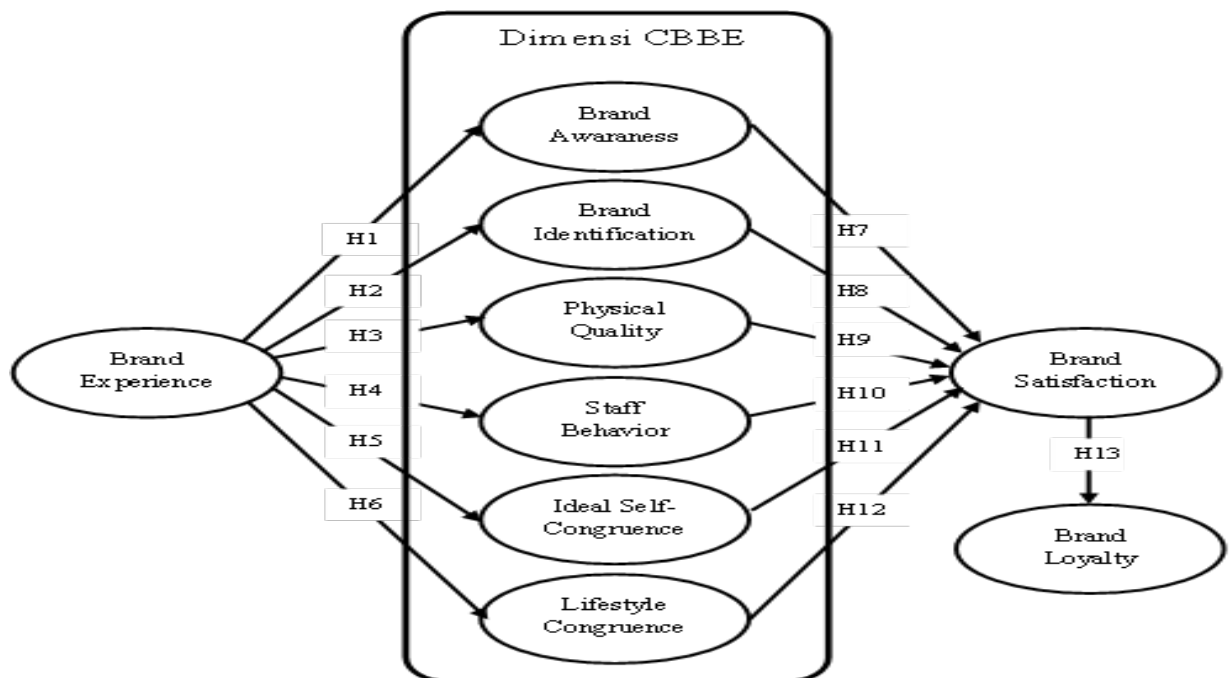


Figure 1. Research Model

Source: Researcher, 2021

RESEARCH METHOD

Based on its objectives, this study is a basic research for the development of science, not to solve a problem or phenomenon in particular company. Meanwhile, based on the type, this study is a causal research, which examines the causal relation between two or more variables (Sekaran, 2016). This study is a quantitative research, which discussed empirical and used numerical analysis and measurement. The data obtained will be processed using SEM (Structural Equation Modeling) analysis technique. Then the results will be interpreted to produce a conclusion. The technique used for collecting data is the survey method.

The target population of this study was consumer aged 18 and over who have purchased dine in products and enjoy the facilities and services of Starbucks outlets in Surabaya. The type of non probability sampling used in this study was purposive sampling, where researcher determines the sampling by setting specific criteria that are in line with the study objectives, so it is expected to be able to answer the problems (Sekaran, 2003). According to Hair, et al. in Prawira (2010) the minimum number of samples used is five times the number of questions in questionnaire. In this study there are 42 questions so the number of samples required are 210 respondents.

RESULTS AND DISCUSSION

In this study, researchers first tested the validity and reliability. The results of the validity and reliability of this study are as follows:

Table 1. Results of Validity and Reliability

Variable	Validity	Reliability
Brand Experience		
Be1	0,744**	0,941
Be2	0,825**	
Be3	0,780**	
Be4	0,722**	
Be5	0,725**	
Be6	0,792**	
Be7	0,736**	
Be8	0,700**	
Be9	0,676**	
Be10	0,646**	
Be11	0,713**	
Be12	0,796**	
Be13	0,770**	
Be14	0,714**	
Be15	0,736**	
Brand Awareness		
Ba1	0,910**	0,934
Ba2	0,964**	
Ba3	0,946**	
Brand Identification		
Bi1	0,865**	0,913
Bi2	0,953**	
Bi3	0,949**	
Physical Quality		
Ph1	0,866**	0,935
Ph2	0,855**	
Ph3	0,842**	
Ph4	0,910**	
Ph5	0,907**	
Ph6	0,831**	
Staff Behavior		
Sb1	0,912**	0,918

Sb2	0,935**	
Sb3	0,933**	
Ideal self-congruence		
Ic1	0,942**	0,939
Ic2	0,953**	
Ic3	0,936**	
Lifestyle Congruence		
Lc1	0,961**	0,951
Lc2	0,960**	
Lc3	0,943**	
Brand Satisfaction		
Bs1	0,952**	0,934
Bs2	0,924**	
Bs3	0,944**	
Brand loyalty		
Bl1	0,936**	0,849
Bl2	0,875**	
Bl3	0,818**	

Source: Data Processed, 2021

The correlation is valid if it meets the requirements, namely that each indicator has a symbol * (significant at 0.05 level) or ** (significant at 0.01 level) or a value greater than 0.05. and if the resulting Cronbach's alpha value is greater than 0.6, then the variable is reliable.

Based on the questionnaires that have been distributed, the following is a description of respondents from Starbucks brand:

Table 2. Respondents Characteristics

Respondents Characteristics	Frequency	%
Gender		
Female	115	54,8%
Male	95	45,2%
Age		
18-25 year old	189	90%
26-33 year old	13	6,2%
34-41 year old	5	2,4%
42-50 year old	3	1,4%
Frequency of Visits		
Every Day	9	4,3%
2-4 times a week	115	54,8%
Once a week	86	41%

Source: Data Processed, 2021

In this study, questionnaires were distributed online using Google Form. Based on the data obtained from the results, the number of respondents who filled out the questionnaires was 210 respondents. Table 2 shows the characteristics of respondents by gender; resulting 95 out of 210 (45.2%) were male and the rest of 115 (54.8%) were female. The average age were 18-25 years old with a total of 189 (90%), followed by 26-33 years old with a total of 13 (6.2%), then age 34-41 years old with a total of 5 (2.4%), and lastly age 45-50 years old with a total of 3 (1.4%). Based on frequency of visits, there were 115 out of 210 (54.8%) who visits Starbucks 2-4 times a week, followed by 86 (41%) who visits Starbucks once a week, and 9 (4.3%) who visits Starbucks every day.

Hypothesis testing can be done if the measurement and structural model at Starbucks have met the requirements. The purpose of this test is to see and evaluate the impact that can

occur between one variable and another. This can be achieved with significant or insignificant results in the structural model. The hypothesis will be accepted if the CR value for each variable is 1.96 with the P value of 0.05

Table 3. Results of Hypothesis Test

Hypothesis	Effect	Std. Estimate	C.R	P-value	Description
H1	BE → BA	0,109	2,030	0,042	Significant, Hypothesis supported
H2	BE → BI	0,140	5,755	***	Significant, Hypothesis supported
H3	BE → PH	0,073	2,856	0,004	Significant, Hypothesis supported
H4	BE → SB	0,091	2,028	0,043	Significant, Hypothesis supported
H5	BE → IC	0,117	4,493	***	Significant, Hypothesis supported
H6	BE → LC	0,104	4,330	***	Significant, Hypothesis supported
H7	BA → BS	0,060	3,450	***	Significant, Hypothesis supported
H8	BI → BS	0,051	2,263	0,024	Significant, Hypothesis supported
H9	PH → BS	0,109	2,268	0,023	Significant, Hypothesis supported
H10	SB → BS	0,086	3,409	***	Significant, Hypothesis supported
H11	IC → BS	0,062	3,383	***	Significant, Hypothesis supported
H12	LC → BS	0,078	-1,798	0,072	Not Significant, Hypothesis is not supported
H13	BS → BL	0,086	2,395	0,017	Significant, Hypothesis supported

Source: Data Processed with AMOS, 2021

Brand experience variable has an impact on brand awareness of Starbucks brand. Customers who have purchased Starbucks products always remember it. Starbucks affect the memory and behavior of their customer after being exposed to the sources of information, such as media that increase customer's knowledge. With a good experience when visiting Starbucks, customer will also have the potential to remember Starbucks as the best coffee. The higher the good experience obtained, the better the awareness of the brand in customer's eyes.

Brand experience variable also has an impact on brand identification of Starbucks. Customers who have purchased Starbucks products assume that they are familiar with the products issued. This happens because in customer's mindset they already recognize Starbucks just by the visual look. This also make Starbucks image is known by the wider community so that customers can define their social identity by consuming Starbucks or associating themselves with the brand.

Brand experience variable has an impact on the physical quality of Starbucks brand. Experiences are formed through marketing communications and exposure from advertisement. Brand experience occurs when customer search for, purchase, and use or enjoying the product or service, such as design, equipment, and facilities. Customers believe that these stimuli are the brand experience and the source of customer's internal and objective response. Brand experience provides important information for customers to make a decision about the brand, with previous experience also affect the future of brand related behavior.

Brand experience variable has an impact on the staff behavior of Starbucks brand. Brand experience is defined as a set of emotions, effects, cognitions, and behavioral responses to stimulants that associated with the brand identification elements. Brand experience differs from other brand related concepts, such as personality, conflict, and attitude. Experience allows customers to express their personality. Staffs from a company are ultimately responsible for providing quality services that meet their customers' expectation and an important factor in shaping customer awareness and satisfaction.

Brand experience variable has an impact on ideal self congruence of the Starbucks brand. A good experience can make customers have a strong memory of the brand, which will lead on knowing the brand without having to feel it for a second or third time. Self congruence refers to the degree of customers actual or ideal concept coincides with the brand image. With a good experience, the better customer's self congruence.

Brand experience variable has an impact on the lifestyle of Starbucks brand. Brand experience affects customers' memory and behavior after exposure to sources of information, like media that will increase customer's knowledge. A good experience will also affect customer's lifestyle. Lifestyle is conceptualized as totality of individual thoughts and feelings by referring to the person as the object of the thought. The higher the good experience received by customers, the higher the brand will be used to support the high end lifestyle.

Brand awareness variable has a positive impact on brand satisfaction for Starbucks. Creating a strong and ideal brand in customers mind will increase brand equity, which means a positive brand image increases the chances of brand choice and its protection against competitors. Brand awareness is a very effective indicator in customer decision making process because brand awareness is defined as the level of customers' familiarity with the brand. One of the easiest and most effective ways to promote a product is through brand awareness. If the customers know or recognize the brand, they can make a decision quickly. The more customers can recognize and remember the brand, the more satisfied they will be, so the brand will get the benefits they are looking for.

Brand identification variable has a positive impact on brand satisfaction for Starbucks. Current trends suggest that customers are loyal to brand with a better reputation among other group within the community. Buying and using a brand helps customers to differentiate brand's social identity from others. Customer satisfaction with Starbucks Company is influenced by the brand identification itself. The higher brand identity, the higher the satisfaction. Brand identification gives customers more comfortable context to discuss the Starbucks brand performance.

Physical quality variable has a positive impact on brand satisfaction for Starbucks. Starbucks has a cozy room with a gray, brown, and black shades in the room that will make a comfortable impression to a customer. Starbucks also offers free Wi-Fi service. In addition to choosing a seat, the backless bench is designed for customers who only need to sit for a few minutes. Meanwhile customers, who want to spend a long time, can sit on the sofa.

Staff behavior variable has a positive impact on brand satisfaction for Starbucks. Starbucks staff deserves a thumbs up. Starbucks is not only concerned with the ambience, the taste, but also the services from their staff. The staffs have been trained to make customers feel familiar and close. This is very important because customers will often come back when they are familiar with the people who work there, and they won't go to other café. A successful coffee shop is one that is able to steal the heart of its customers.

Ideal self congruence variable has a positive impact on brand satisfaction for Starbucks. This is supported by their reputation as a coffee shop with the best quality coffee. Starbucks barista won the 2021 Indonesia Tasters Championship. With this award, Starbucks will improve their image and it will also affect their customers. Customers will feel satisfied if their needs are met according to their expectations. Therefore, self congruence can lead to satisfaction.

Lifestyle congruence variable does not have a positive impact on brand satisfaction for Starbucks. Lifestyle is limited not only to demographic characteristics but also the attitudes,

aspirations, and beliefs. When a customer is satisfied with a brand that fits into their unique lifestyle, then they will develop a repeat purchase pattern and form their personal attachment. However, today society lifestyle is different. There are luxurious, simple, and uncertain between people. This is also supported by level of income, social status, and priority. People will also think of using a brand in their lives. The reason is the brand that supports their lifestyle doesn't necessarily supports their needs. Because some feel that if a brand doesn't support their lifestyle, it doesn't matter as long as their needs are met.

Brand satisfaction variable doesn't have a positive impact on brand loyalty for Starbucks. The key to long term survival profitability lies in customer satisfaction and turning satisfied customers into loyal one. Satisfied customers return to their happy place and make repeat purchases, while dissatisfied customers clearly change to competitors. Satisfaction is an effective response and result from customer experience and brand performance evaluation; actual perception and expectations. Customers' satisfactions are the main indicator in winning loyalty. The more satisfied the customers are, the more loyal they will be. Starbucks is able to improve customers' satisfaction and can be seen through the response from customers who have feelings of pleasure because what they feel is align with their expectations.

CONCLUSIONS

Based on the results of this study from data processing, it is concluded from 13 hypothesis, there are 12 supported hypothesis, including (1) Brand experience has an impact on Starbucks brand awareness, so H1 that stated brand experience has a positive impact on brand awareness is proven, (2) Brand experience affects Starbucks brand identification, so that H2 what stated brand experience has a positive impact on brand identification is proven, (3) Brand Experience affects Starbucks physical quality, so H3 that stated brand experience has a positive impact on physical quality is proven, (4) Brand experience affects Starbucks staff behavior, so H4 that stated brand experience has a positive impact on staff behavior is proven, (5) Brand experience affects the ideal self-congruence of the Starbucks brand, so H5 that stated brand experience has appositive impact on ideal self-congruence is proven, (6) Brand experience affects lifestyle of Starbucks brand, so H6 that stated brand experience has a positive impact on lifestyle is proven, (7) Brand awareness affects brand satisfaction for Starbucks, so H7 that stated brand awareness has a positive impact on brand satisfaction is proven, (8) Brand identification affects brand satisfaction for Starbucks, so H8 that stated brand identification has a positive impact on brand satisfaction is proven, (9) Physical quality affects brand satisfaction for Starbucks, so H9 that stated physical quality has a positive impact on brand satisfaction is proven, (10) Staff behavior affects brand satisfaction for Starbucks, so H10 that stated staff behavior has a positive impact on brand satisfaction is proven, (11) Ideal self-congruence affects brand satisfaction for Starbucks, so H11 that stated ideal self-congruence has a positive impact on brand satisfaction is proven, (12) Brand satisfaction affects brand loyalty for Starbucks, so that H13 that stated brand satisfaction has a positive impact on brand loyalty is proven. Meanwhile, the unsupported hypothesis is that lifestyle has no effect on brand satisfaction for Starbucks, so H12 that stated lifestyle has a positive impact on brand satisfaction is not proven.

Suggestion

Starbucks not only sells their various products, but also provides an interesting experience for customer by creating a comfortable atmosphere and making their customer feel

relax. Starbucks can play trending music in each of its outlets in order to create a comfortable atmosphere and make their customer feel comfort at their outlets.

Starbucks can improve the internet network, visual quality of the brand in order to increase customer interest, bring variants of food and beverages, increase electrical outlets, and increase the benefits for the card members.

Starbucks staffs are expected to be more able to listen to the complaints and take suggestions from their customers. Starbucks staffs must have a good insight into the products in order to provide the best choices that suit customers' wishes. By maintaining the quality of food and beverages and maintaining their services, it can lead to customers' satisfaction and will affect customers' loyalty to the Starbucks brand.

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VOL. 7 No. 2 (2020) September

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12 - 22

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Employee Performance and the Effects of Work Discipline and Individual Ability, with Organizational Supervision as a Moderator

Umar Semarang, Abdul Rahman Jannang, Marwan Man Soleman

23 - 33



PDF

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Bayu Indra Setia, Tjutju Yuniarsih, Hady Siti Hadijah, Atty Tri Juniarti

34 - 43



PDF

Implementation of Performance-Based Budget on Ternate Resort Police Task Force

Marsudi Marsudi, Abdul Hadi Sirat, Hartaty Hadady

44 - 56



PDF

The The Effects of Government Internal Control Systems and Technology Utilization on the Financial Statement Quality of Local Government

Mardiana Mardiana, Ilham Rahim

57 - 66



PDF

The Intervention of Job Satisfaction in Influence the Empowering Leadership and Talent Management Toward Staff Performance

Ris Akril Nurimansjah, Mansyur Ramly, Syahrir Mallongi, Roslina Alam

67 - 76



PDF

Brand Loyalty: Strengthening Brand Experience and Brand Satisfaction

Grace Yuwono, Dudi Anandya

77 - 87



PDF

Ease of Commercialization and Downstream Processing of Ginger-Processed Products

Ida Rosada, St. Sabahannur, Rasmeidah Rasyid, Nursyamsuryani Nursyamsuryani

88 - 93



PDF

SMEs' Sustainability: Between Business Resilience and Business Growth, Which One is More

Significant in the Time of Crisis?

Galih Adi Prastian, Agus Setiawan, Nia Kurniati Bachtiar

94 - 105



PDF

The Impact of Culture, Procedure and Process of Quality through Quality Control Towards Product Quality

Andi Yuniarti, Masdar Mas'ud, Imaduddin Imaduddin, Nur Alam Umar

106 - 118



PDF

Relationship Between Incentives and Work Environment with Work Performance in the Improvement of the Company's Business

Nafi Almuzani, Teguh Purnomo

119 - 128



PDF

The Determinants of Job Promotion Among Civil Servants in South Sulawesi: A PLS-SEM Study

Hendrawati Hamid

129 - 142



PDF

Strategy Analysis of Sustainability of Small and Medium Enterprises (MSMEs) in Increasing Productivity and Profit in the Middle of Covid-19 Pandemic

Zalkha Soraya, Warda Warda, A. Nur Fitrianti, Rini Sulistiyanti, Andi Arifwangsa Adiningrat

143 - 154



PDF

Market Orientation, Learning Orientation and Innovation Performance: The Mediation of Knowledge Management

Ni Made Wahyuni, I Gusti Ayu Ketut Giantari

155 - 172



PDF

The Climate Changes in Banking Credit to The Financial Cycle During the Covid-19 Pandemic in Indonesia

Edwin Basmar, Carl M. Campbell-III, Erlin Basmar, Suhendra S

173 - 182



PDF