



The Influence of Service Quality and Brand Image on Customer Satisfaction of Lesehan 86 Catering in Diampana City

Mohamad Fardianto Agaman^{1*}, Rosida P Adam², Syamsul Bahri Dg. Parani³

¹Student of Management Department, Faculty of Economics and Business, PSDKU Tadulako University, Tojo Una-Una

^{2,3}Lecturer in the Department of Management, Faculty of Economics and Business, PSDKU Tadulako University, Tojo Una-Una

Corresponding Author: Mohamad Fardianto Agaman adifj648@gmail.com

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ABSTRACT

The study aims to determine whether service quality and brand image have an effect on customer satisfaction at lesehan catering 86 in Ampana City. The method in the study uses a quantitative method with data collection techniques using questionnaires and direct observation to the research location. The number of samples in this study was 60 respondents who had used leseha catering services 86. The data analysis technique used multiple linear regression analysis with the help of IBM SPSS Version 27 Software. The results of the study show that (1) Service Quality has an effect on customer satisfaction, (2) Brand Image has an effect on customer satisfaction, (3) Service Quality has no effect and Brand Image has an effect on customer satisfaction at lesehan catering 86 in Ampana City

INTRODUCTION

Customer satisfaction can be impacted by a number of significant aspects, including the catering sector, service quality, and brand image. Aspects of service quality include staff friendliness, speed of service, and the capacity to satisfy client expectations. Customers are more likely to be satisfied and brand loyal when they receive excellent service.

Brand image on the other hand is related to the perception and assessment that customers have of a brand. A positive image can increase customer trust and encourage them to choose a particular catering service in this context a strong brand image can be a special attraction for customers, which ultimately contributes to customer satisfaction.

The purpose of the study is to ascertain whether customer happiness is significantly impacted by brand image and service quality. In turn, a strong brand image can motivate businesses to enhance their service quality, and good service quality can enhance brand image. As a result, both sides gain from a positive cycle.

In the competitive catering industry, companies need to understand the importance of these two factors. By improving service quality and building a positive brand image, companies can increase customer satisfaction, which will ultimately have an impact on customer satisfaction. Therefore, this study aims to analyze the effect of service quality and brand image on customer satisfaction in the context of catering.

Catering businesses may create more successful plans to draw in and keep clients by knowing how customer happiness is impacted by service quality and brand image. It is anticipated that this study would offer insightful information to catering sector stakeholders, helping them to enhance overall performance and client satisfaction.

A crucial factor is service quality element in determining client contentment in the catering sector. Aspects such as speed of serving, cleanliness, and responsiveness to customer requests greatly affect their experience. When customers feel that the service provided meets or even exceeds their expectations, satisfaction levels increase. Research shows that satisfied customers are more likely to use the same service again and recommend it to others.

Brand image has a significant influence on how customers view catering services. Brands that have a positive image are often associated with high quality and reliability. This can influence customer decisions in choosing catering services. A strong brand image not only attracts new customers but also helps retain existing customers. In this context, catering companies need to invest in building and maintaining a good brand image through effective marketing and consistent service.

There is a reciprocal relationship between service quality and brand image. Good service quality can strengthen brand image, while a strong brand image can encourage companies to continuously improve service quality. For example, if a catering company is known for its fast and friendly service, this will strengthen their brand image in the eyes of customers. Conversely, if the brand image is

already strong, the company will be more motivated to maintain high service standards in order to maintain their reputation.

Customer satisfaction in the catering industry is greatly influenced by the combination of service quality and brand image. Customers who are satisfied with the service they receive tend to have higher loyalty and are more likely to recommend the service to others. Research shows that high customer satisfaction can contribute to increased sales and business growth. Therefore, catering companies must focus on both of these aspects to achieve long-term success.

To improve customer satisfaction, catering companies need to formulate strategies that include improving service quality and strengthening brand image. This can be done through staff training, innovative product development, and effective marketing campaigns. By understanding and implementing the influence of service quality and brand image, companies can create better experiences for customers, which in turn will increase their satisfaction and loyalty.

Research Objectives

Considering how the problem was formulated above, this study aims to:

1. Find out whether service quality and brand image affect customer satisfaction at catering lesehan 86 dia Ampana Kota.

LITERATURE REVIEW

Service Quality

According to Lewis and Boom in (Thalib & Harimurti Wulandjani, 2021), service quality is a gauge of how well the offered service may be achieved in accordance with client expectations. Tjiptono also holds the opinion that a company's ability to satisfy the requirements and desires of its customers in accordance with their expectations determines the quality of its services.

Brand Image

Brand image in (Ulfi Maranisya & Bilqis Alifia Adzani 2024) Kotler & Keller define brand image as the opinion and conviction that customers have about a brand. This includes associations that are stored and embedded in the consumer's memory or memory, which are usually first remembered when they hear a slogan or remember the brand. Based on the understanding of Kotler and Keller above, it can be concluded that Brand Image is an assessment given by consumers to a brand/company, the assessment given by consumers is present at a certain time after the interaction between the company and the consumer or consumers.

Customer satisfaction

Customer satisfaction has benefits according to Haroyah in (Thalib & Harimurti Wulandjani, 2021) as an indicator of the company's ability to make a profit and also as a tool to trace various problems faced by the company and to identify consumers. According to Sudaryono, satisfaction is the result of consumer assessments of service services that have provided a level of enjoyment where this level of fulfillment can be more or less. Rondonuwu and Komalig claim that the degree to which customer expectations are fulfilled determines how satisfied customers are. (Tampanguma 2022)

Catering

Catering is a service from a catering service and catering is a general term used for businesses that serve orders for various types of ready-to-eat food and drinks for events such as parties or event needs in an agency on a large scale. According to Purwati Tj A company in the service industry that provides or serves meal demands for a variety of customer needs (Hasanah & Fatmawati, 2023).

METHODOLOGY

A quantitative causality method via a questionnaire is the research methodology employed. The study conducted in Ampana City, Tojo Una-Una Regency, gathered data on the impact of service quality and brand image on customer satisfaction.

The quantitative research approach places a strong emphasis on analyzing numerical data—that is, numbers—that have been statistically processed. In causality research, the quantitative method is typically used to determine the causal relationship between two or more variables.

Data Sources

According to Sugiyono (2018) data can be obtained based on its source and grouped into Primary data sources and secondary data.

a) Primary Data

Primary data is a data source obtained directly from the original source or first party. Primary data is specifically collected by researchers to answer research questions or research through questionnaires, observations, and interview results. A questionnaire completed by respondents who are consumers serves as the study's main source of data.

b) Secondary Data

Researchers might access secondary data indirectly by referring to information gathered from pre-existing sources or by using intermediary media.

In the form of published and unpublished historical reports, records, or evidence that have been gathered and stored in archives. In this research

Conceptual Framework

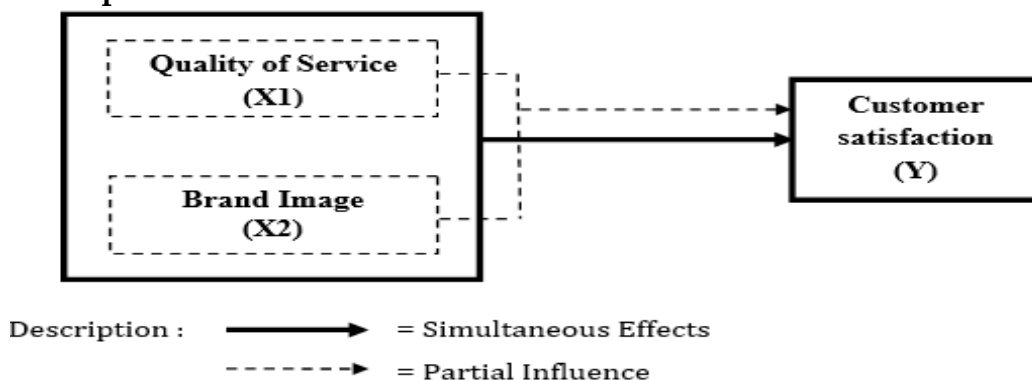


Figure 1. Conceptual Framework

Table 1. Operational Definition of Variables

NO	Variable	Indicator	Scale
1	Quality of service (X1)	a. a. Tangible or Direct Evidence is something real and can be felt with the senses. b. b. Reliability or Reliability is the probability of a component or system to perform a specified function within a certain period of time under conditions designed to operate. c. c. Empathy or Empathy is the ability to understand the feelings, thoughts, and experiences of others. d. d. Responsiveness or Responsiveness is the ability to help and provide services quickly and accurately to customers. e. e. Assurance or Guarantee is the protection provided by the company to consumers in the form of a guarantee of the quality of service provided.	Likert
2	Brand Image (X2)	a. Brand Excellence is where consumers believe that the benefits and attributes provided by the brand can meet consumer needs and desires. b. b. Brand Uniqueness is the uniqueness of the brand. c. Brand Strength is building brand popularity with communication strategies through advertising or communication media.	Likert
3	Customer satisfaction (Y)	1. Fulfilled consumer expectations. Consumers feel satisfied with the fulfillment of their desires and needs from a product or service. 2. 2. Recommend to others. Consumers will always recommend their experiences to others for what they get from a quality product offered by the company. 3. Service quality. Can be realized through the fulfillment of consumer desires and the determination to deliver to balance consumer expectations. 4. Loyal. Consumers have various reasons for not developing loyalty to certain products or services, which are able to provide benefits or fulfill their expectations. 5. Location. The place where the company sells goods/services offered to certain consumers.	Likert

RESULTS

Researchers conducted research in the Village of Ampana District, Tojo Una-Una Regency. The data used is primary data by distributing questionnaires. After conducting an instrument test, the researcher conducted a questionnaire distribution technique using the purposive sampling method to customers who had used the lesehan 86 catering service in Ampana City, in 2025. The number of respondents who were the subjects of the study was 60 respondents. The questionnaire was distributed to respondents via a google form link.

Based on the gender of the respondents, there were 22 respondents or 36.7% who were male and there were 38 respondents or 63.3% who were female. Thus, it can be said that the dominant respondents are female.

Based on the age collected, there was 1 respondent aged <20 years with a percentage of 1.7%, 15 respondents aged 20-25 years with a percentage of 25%, 11 respondents aged 26-30 years with a percentage of 18.3%, and 31 > years with a percentage of 55%. It can be concluded that the respondents who dominate in this study are respondents over 30 years old with a total of 33 people

respondents with a monthly income of <Rp1,000,000 as many as 4 respondents with a percentage of 6.7%, income of Rp1,000,000 - Rp2,000,000 as many as 7 respondents with a percentage of 11.7%, income of Rp2,000,000 - Rp3,000,000 with a total of 11 respondents and a percentage of 18.3% and Rp3,000,000> as many as 38 respondents with a percentage of 63.3% it can be concluded that the income of respondents who dominate in this study is above Rp3,000,000 with a total of 38 respondents.

Respondents' occupations are Civil Servants/TNI/POLRI as many as 16 respondents with a percentage of 26.7%, BUMN Employees as many as 3 respondents with a percentage of 5.1%, Entrepreneurs as many as 14 respondents with a percentage of 23.3%, Students/Pupils as many as 2 respondents with a percentage of 3.3%, Housewives as many as 2 with a percentage of 3.3%, and Others as many as 23 respondents with a percentage of 38.3%. so it can be concluded that respondents with other jobs or outside the jobs that I have attached as many as 23 people with a percentage of 38.3% are the respondents who dominate in this study feel less sure about the statement.

Multiple Linear Regression Test Results

F Test (Simultaneous)

At the 86 Lesehan Catering in Diampana City, the F test seeks to ascertain the concurrent influence of the independent variables of Service Quality (X1) and Brand Image (X2) on the dependent variable of Customer Satisfaction (Y). The following are the F test results:

Table 2. F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	285.497	2	142.748	42.107	001 ^b
	Residual	193.236	57	3.390		
	Total	478.733	59			

a. Dependent Variable: Kepuasan pelanggan

b. Predictors: (Constant), Citra merek, Kualitas layanan

Source: Primary Data After 2024

$$F \text{ table} = (k : n - k)$$

Where :

n = Number of samples

k = number of independent variables (X) used

F = (2 : 60 - 2)

F table = 3.15

The calculated f value is 42.107 > F table 3.15, and the significant value for service quality (X1) and brand image (X) simultaneously influences customer satisfaction (Y) is 0.001 < 0.005. These findings suggest that the independent variables have a positive impact on the dependent variable. Therefore, it can be said that at the 86 Diampana City Lesehan Catering, customer happiness is positively impacted by both brand image (X2) and service quality (X1). t-test (Partial)

To determine if variable X's effect has a partial positive impact on variable Y, the t-test is employed. The level of significance and the level of confidence ($\alpha = 0.05$) are compared to determine if each variable X has a positive impact on variable Y. The partial t-test findings for each independent variable compared to the dependent variable are as follows:

Table 3. Coefficients

Model		Unstandardized Coefficients		Standardized	T	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients Beta			Tolerance	VIF
1	(Constant)	.514	2.639		.195	.846		
	Kualitas layanan	.242	.173	.183	1.397	.168	.414	2.417
	Citra merek	1.193	.251	.623	4.764	.000	.414	2.417

a. Dependent Variable: Kepuasan pelanggan

Source: Primary Data After 2024

- a = 0.05
- n = number of samples
- k = number of variables
- t table = $(\alpha \times 2 : n - k - 1)$
- t table = $0.025 : 60 - 2 - 1$
- t table = 2002

The results of the t Test (Partial) of the independent variables of brand image (X2) and service quality (X1) on the dependent variable of customer happiness (Y) can be described as follows, based on the preceding table:

1. Since the independent variable of service quality (X1) has a value of 1,397, it may be said that the dependent variable (Y) of customer satisfaction is unaffected by the independent variable of service quality (X1).
2. With a value of 4,764 for the independent variable of brand image (X1), it may be inferred that the dependent variable of customer satisfaction (Y) is impacted by the brand image variable (X2).

DISCUSSION

1. The effect of service quality and brand image on customer satisfaction at lesehan 86 catering in Ampana City.

In this study, the results show that brand image has a significant effect on customer satisfaction, while service quality has no effect. This shows that in determining customer satisfaction, brand image is more dominant in determining customer satisfaction compared to the quality of service provided.

2. The effect of service quality on customer satisfaction at lesehan 86 catering in Ampana City.

In this study, the results show that service quality does not have a significant effect on customer satisfaction. Although service quality is an important factor in the context of this study, other variables may be more dominant in influencing customer satisfaction. This identifies that customers may consider other aspects more in terms of assessing satisfaction.

The results of this study are in line with previous research conducted by Sholikhah & Hadita (2023) entitled *The Effect of Service Quality, Product Quality and Price on Customer Loyalty Through Customer Satisfaction*. The results of the analysis show that service quality does not have a significant effect on customer satisfaction.

3. The influence of brand image on customer satisfaction at Lesehan 86 catering in Ampana City

Pada penelitian ini hasilnya menunjukkan bahwa citra merek memiliki pengaruh yang signifikan terhadap kepuasan pelanggan, citra merek yang positif dapat meningkatkan persepsi pelanggan berbagai aspek yang menentukan kepuasan, pelanggan cenderung merasa lebih puas ketika mereka memiliki pandangan yang baik tentang merek, yang dapat dipengaruhi berbagai faktor seperti reputasi dan pengalaman menggunakan.

Hasil penelitian ini sejalan dengan penelitian yang dilakukan sebelumnya yang dilakukan oleh Rachmadani & Yose Cahyo (2023) dengan judul *Pengaruh Kualitas Pelayanan Dan Cita Rasa Makanan Terhadap Kepuasan Pelanggan*. Yang hasil analisisnya menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

CONCLUSIONS

The following conclusions about the impact of brand image and service quality on customer satisfaction at Catering Lesehan 86 in the city of Diampana can be made in light of the study's findings and the debate that followed:

1. The first hypothesis (H1) is rejected because The quality of services is not a significant effect, only brand image contributes to customer satisfaction.
2. The second hypothesis (H2) is rejected because the results of the analysis show that service quality has no discernible impact on client satisfaction
3. The third hypothesis (H3) is accepted because the results of the analysis show that brand image has a significant effect on customer satisfaction.

RECOMMENDATIONS

The following recommendations can be made in light of the study's findings, discussion, and conclusions:

1. Focus on enhancing brand image: Businesses should put more effort into upholding and enhancing a positive brand image since it has been demonstrated to have a major impact on consumer satisfaction..
2. Review the level of service quality. Although the study's findings indicate that service quality has no discernible impact, this does not imply that service quality should be disregarded entirely. To ensure that total customer happiness doesn't decline, the business should keep assessing and enhancing the quality of its services.
3. Expanding the variables is advised for future research in order to have a more complete view of the elements influencing catering client satisfaction.

FURTHER STUDY

This research still has limitations so further research is needed on the topic of The Influence of Service Quality and Brand Image on Customers in order to perfect this research and increase insight for readers and writers.

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