Analysis of Service Quality and Brand Image its Influence on Customer Loyalty with Customer Satisfaction as Intervening Variable (Study on Dabu Dabu Lemong Manado Restaurant)

Maria Mawa[1], Altje Tumbel[2], Agus Soepandi Soegoto[2]

[1]Student of Management Masters Study Program, Postgraduate Faculty of Economics, Sam Ratulangi University, Manado

[2]Postgraduate Faculty of Economics, Sam Ratulangi University, Manado

Abstract: *This study aims to analyze the effect of service quality and brand image on customer loyalty with customer satisfaction as an intervening variable at Dabu Dabu Lemong Restaurant Manado. The research uses quantitative methods. For data analysis techniques using path analysis techniques (path analysis). By using a questionnaire containing 34 indicators. The study was conducted in the city of Manado, Indonesia with a total of 100 respondents with the characteristics of having visited or transacted at the Dabu Dabu Lemong restaurant more than 3 times. The results of the study revealed that(1)Service Quality does not have a significant effect on Customer Loyalty Manado Dabu Dabu Lemong Restaurant. (2)Brand Image no significant effect on Customer Loyalty Manado Dabu Dabu Lemong Restaurant. (3) Service Quality has a significant effect on Customer Satisfaction at Dabu Dabu Lemong Manado Restaurant. (4) Brand Image has a significant effect on Customer Satisfaction at Dabu Dabu Lemong Manado Restaurant. (5) Customer Satisfactionsignificant effect on Customer Loyalty Manado Dabu Dabu Lemong Restaurant. (6)Service Quality significant indirect effect on Customer Loyalty through Customer Satisfaction as an intervening variable. (7)Brand Image significant indirect effect on Customer Loyalty through Customer Satisfaction as an intervening variable.*

Key words: *Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty*

_____

preliminary

North Sulawesi is one of the provinces in Indonesia that places the tourism sector as one of the leading sectors. As one of the sectors of pride and considered to be able to develop the economy of the community around tourist areas and become a very important asset to improve the economy. Of course the tourism sector cannot stand alone, of course there are several industries that support tourism such as the hospitality service industry, transportation, culinary and so on.

The progress of the regional tourism industry depends on the number of tourists who come to visit. But since the end of 2019, the whole world has been shocked by the Covid-19 virus outbreak. The World

Health Organization (WHO) has declared the spread of COVID-19 as a pandemic, resulting in a decrease in the number of tourists who come to visit.

The government's step to prevent the spread of this virus is to impose PSBB (Large-Scale Social Restrictions). In addition to the tourism sector which experienced a significant decline. This pandemic has also resulted in the community's economy experiencing a significant decline. Many hotel and restaurant industries as tourism supporting sectors have begun to close due to the reduced number of visitors at hotels and restaurants due to the PSBB. The spread of the Covid-19 virus is widespread, making it a serious threat to the global economy (Burhanuddin & Abdi, 2020).

However, with the implementation of the new normal which was implemented as of June 1, 2020, it is slowly bringing back hope in the business world that had previously slumped. Of course, this is also a good thing for culinary tourism businesses throughout Indonesia, especially in the city of Manado.

Manado is the capital of the province of North Sulawesi. The city of Manado is famous for its diverse culinary industry. There are various kinds of Manado specialties that are a culinary tourist attraction, thus making culinary businesses, such as the restaurant business, a promising business. So do not be surprised that the restaurant business in this city continues to mushroom.

One of the famous dishes in Manado city is grilled fish dish. This is due to the abundance of marine products in North Sulawesi. The Central Bureau of Statistics of North Sulawesi Province noted that in 2017 the overall production of capture fisheries by type of marine fish by North Sulawesi Province reached 393,448.13 tons, so market opportunities in the food industry such as grilled fish at that time were very wide open and created this type of business. continues to grow to this day. With so many similar business ventures, the competition in the culinary business in Manado is getting higher, this can be seen from the large number of similar restaurants.

Even in the midst of a pandemic, business actors are required to be able to adapt and evolve so that their business can survive and continue. Creating and retaining consumers is one way to survive.

Customer loyalty has an important influence for a business, by attracting and retaining customers is a way to survive in business competition. According to Hasan (2014) the factors that influence customer loyalty are customer satisfaction, product or service quality, brand image, perceived value, trust, customer relations, switching costs and dependability.

Customer satisfaction is an important factor in running a business. With the creation of customer satisfaction can provide several benefits, including the relationship between the restaurant and customers to be harmonious, provide a good basis for repeat purchases and the creation of customer loyalty.

Business actors must always strive to provide the best quality service to customers. With maximum service quality can produce satisfaction for consumers. The quality of service in question is good service quality such as friendliness and the ability to explain a product, it is considered capable of growing customer satisfaction and creating customer loyalty.

For consumers, a brand provides a guarantee of the quality that can be provided by the product or service that will be used. This brand or brand image itself is a view or depiction of a brand when customers think of a product or brand. Products with a strong and positive brand image have a superior ability to create preferences and loyalty.

One of the grilled fish restaurants in Manado is the Dabu Dabu Lemong Restaurant, which was established in 2016. This restaurant is one of the first originating restaurants where the focus of its business is selling a variety of fresh grilled fish on Jalan Boulevard 2, Bitung Karangria, Tuminting

District, Manado. Dabu Dabu lemong restaurant is included in the 10 best seafood restaurants in Manado, quoted from www.Tripadvisor.co.id The list was created based on visitor reviews and ratings given.

According to data obtained from interviews conducted by Wowiling, (2021) Dabu Dabu Lemong Restaurant that since the beginning of 2020 the restaurant has experienced a reduction in sales. The number of visitors per day which previously amounted to ± 300 visitors, but began to decrease to 100 visitors per day. Of course, the initial suspicion of the problem of reducing the number of restaurant visitors is the influence of competition with various competitor restaurants which are increasing in the area, coupled with the ongoing pandemic, namely the spread of COVID-19 which began in early March 2020 (Pranita, 2020).

There are several problems obtained by the author from the initial survey conducted, including service quality which is an area of competition between service providers, in addition to several closest competitors who seek to improve brand image which is certainly a threat to competition for the management of Dabu-dabu Lemong in offering products. in its restaurants, with the aim of increasing the loyalty of its customers through efforts that can increase the satisfaction of previous customers.

Based on the phenomena and research problems that have been described, the researchers are interested in researching: Analysis of service quality and brand image its influence on customer loyalty with customer satisfaction as an intervening variable (Study at Dabu Dabu Lemong Restaurant Manado).

Theoretical and Empirical Studies

Marketing management concept

Marketing management is a series of activities that include analyzing, planning, implementing and controlling programs aimed at creating a strong brand, creating, delivering and communicating the value of products or services in order to find, maintain and develop customers to achieve long-term organizational goals. Kotler and Keller (2016: 27) define marketing management as the art and science of selecting target markets and obtaining, retaining and increasing the number of customers through creating, offering and communicating superior customer value.

Service Quality **(Service quality)**

Service Quality or Quality of service are various forms of activities carried out by companies to meet consumer expectations. Service in this case is defined as the service delivered by the company. According to Tjiptono (2012) there are five main dimensions in service quality, namely reliability, responsiveness, assurance, empathy and physical evidence.

Brand Image **(Brand Image)**

In a company or type of business business, of course a brand (brand) needs an image to communicate to the public in this case the target market about the values contained therein. A brand image must represent all internal and external characters that are able to influence customers according to the target of a product (Hasan, 2013: 210).

Customer Satisfaction **(Customer satisfaction)**

One of the important factors in running a business is customer satisfaction. Of course, every customer has a different level of satisfaction. Customer satisfaction has become a central concept in business. According to Bitner and Zeithaml (2013) customer satisfaction is the customer's evaluation of a product or service in terms of whether the product or service has met customer needs and expectations.

Customer Loyalty **(Customer loyalty)**

In running a business, getting loyalty from its customers is a good thing for business continuity. Loyal consumers can make repeat purchases continuously and they can even recommend our business products and services to friends and relatives. Customer loyalty is the consistency of periodic and continuous repeat purchases over a long period of time due to consumer interest in a product or brand (Ishak and Luthfi, 2011).

Empirical Studies

Empirical studies that become the reference for this research are:

1. The influence of service quality and brand image on customer loyalty through customer satisfaction

   Hendy (2020), Mehta (2020), Salilo (2019), Surya (2017),

2. The effect of service quality on customer satisfaction and customer loyalty

   Wowiling (2021), Widnyatma and Lestari (2018), Endang and Yuliati (2016)

3. The influence of brand image on customer satisfaction and customer loyalty

   Pasuhuk (2019), Darma et al (2018), Ramesh (2015)

RESEARCH METHODS

The type of research used in this research is explanatory research with a quantitative approach. Explanatory research is research that explains the relationship between variables X and Y. According to Sugiyono (2014), explanatory research is a research method that intends to explain the position of the variables studied and the influence between one variable and another. In this study, there are hypotheses that will be tested for truth.

Meanwhile, the research approach used is a quantitative approach, where the quantitative approach emphasizes testing theories through numerical measurement of variables and analyzing data using statistical procedures, and aims to test hypotheses (Supomo, 2012). This type of research uses quantitative methods on the grounds that the author can distribute online questionnaires as a data collection tool where this method is safe and supports health protocols during the pandemic. The object of this research is the Manado Dabu Dabu Lemong Restaurant, which is located on Jalan Boulevard 2, Bitung Karangria, Tuminting District, Manado, North Sulawesi.

The population in this study were consumers of visitors to the Dabu Dabu Lemong Manado Restaurant from November 2019 to August 2020. With an average population of 2,837 visitors. Determination of the number of samples in this study is based on the Slovin method as a measuring tool to calculate sample size because the number of known population is more than 100 respondents. The number of samples for this study was 97 respondents and added to 100 respondents, to increase the representation of responses in the study from customers of Dabu Dabu Lemong Restaurant, Manado.

The sampling procedure uses a non-probability procedure that is not all elements of the population have the same opportunity to be selected. The non-probability technique taken is purposive sampling, namely the technique of determining the sample with certain considerations. The consideration of the sample in this study is that consumers have come and made transactions at the Dabu Dabu Lemong Manado restaurant with the intensity of visiting the restaurant at least three times at the Dabu Dabu Lemong Manado restaurant. Because if a customer has purchased the same product two or three times, it will automatically be included as a loyal customer (Hermawan, 2007: 134). Over the age of 16 years, because at this age a person is considered to be able to take responsibility for himself. Meanwhile, the data sources are divided into two, namely: primary data sourcesobtained and collected by researchers through questionnaires and interviews with the restaurant, and secondary data source obtained through search of

books, journals and research results related to this research. Data analysis was carried out by means of path analysis, where before it was tested for validity, reliability test, classical assumption test (normality test, heteroscedasticity test, multicollinearity test).

Discussion

Validity and Reliability Test Results

Validity test is a test of the accuracy or accuracy of a measuring instrument in measuring what is being measured. The results of the validity test using SPSS show that the significance value for all statements on the service quality, brand image, customer satisfaction and customer loyalty variables has a significance value below alpha (0.05) so that it can be stated that all statements in the questionnaire are declared valid.

According to Sugiyono (2014), reliability is a series of measurements or a series of measuring instruments that have consistency if the measurements made with the measuring instrument are repeated. Cronbach's alpha value for the variables of service quality, brand image, customer satisfaction and customer loyalty > 0.7, it can be concluded that each statement is said to be reliable.

Path Analysis

In this study the path analysis using SPSS is described in two parts, namely the Path Coefficient Model I and Path Coefficient Model II.

The following is an image of the path coefficient model I and path coefficient model II:

Figure Path Coefficient Model I
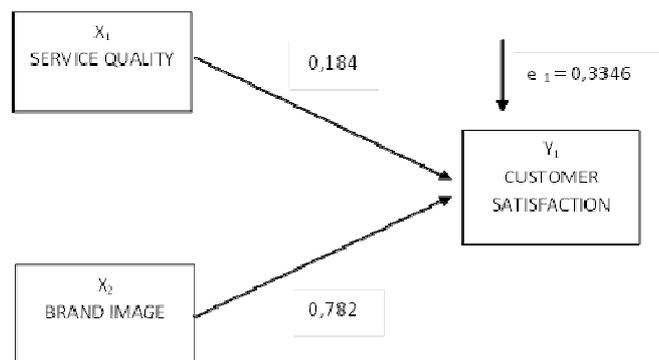
Coefficientsa Model I

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,589	.547		-2,903	.005
	SERVICE QUALITY	.045	.015	.184	2,932	.004
	BRAND	.271	.022	.782	12,47	.000

|	IMAGE				3	
a. Dependent Variable: CUSTOMER SATISFACTION						

Based on the results of the processed data on the regression output of Model I in the Coefficient table, it can be seen that the significance value of the two variables, namely X1 service quality is 0.004 and X2 brand image is 0.000 less than 0.05. These results indicate that the regression model I, namely variables X1 and X2 have a significant effect on Y1 customer satisfaction.

Model Summaryb Model I

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942a	.888	.886	.674
a. Predictors: (Constant), BRAND IMAGE, SERVICE QUALITY				
b. Dependent Variable: CUSTOMER SATISFACTION				

Based on the value of R square contained in the summary model is 0.888. This shows that the effect of X1 and X2 on Y1 is 88.8% while the remaining 11.2% is a contribution from other variables not included in the study. So for the value of e1 can be searched with the formula e1 = (1 - 0.888) = 0.3346

Figure Path Coefficient Model II
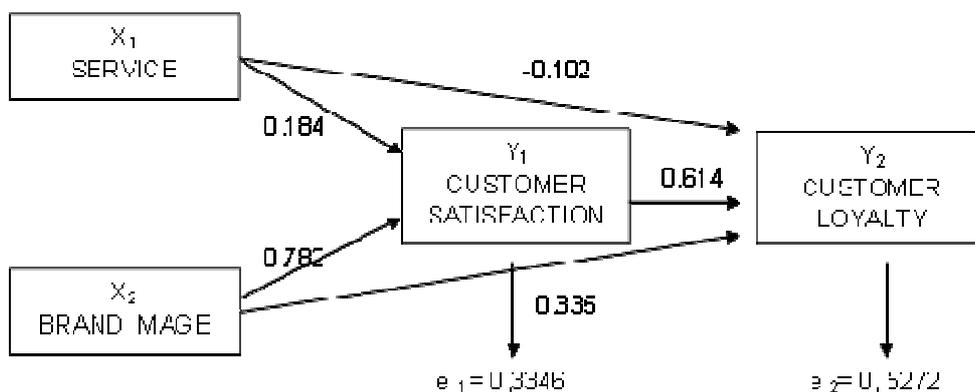
Regression Coefficient Model II

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,588	1.878		.846	.400
	SERVICE QUALITY	-.052	.053	-.102	-.980	.330
	BRAND IMAGE	.241	.115	.335	2,087	.040
	CUSTOMER SATISFACTION	1.275	.334	.614	3.815	.000
a. Dependent Variable: CUSTOMER LOYALTY						

Based on the results of the processed data on the regression output of Model II in the Coefficient table, it can be seen that the significance value of the two variables, namely X1 service quality is 0.330 and X2 brand image is 0.040 and Y1 customer satisfaction is 0.000. These results explain that X1 and X2 have no significant effect on Y2 (Customer Loyalty) because the value is greater than 0.05. While Y1 has a significant effect on Y2 because the value is below 0.05.

Model Summaryb Model II

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850a	.722	.714	2.216
a. Predictors: (Constant), CUSTOMER SATISFACTION, SERVICE QUALITY, BRAND IMAGE				
b. Dependent Variable: CUSTOMER LOYALTY				

Based on the value of R square contained in the summary model is 0.722. This shows that the effect of X1, X2 and Y1 on Y2 is 72.2% while the remaining 27.8% is a contribution from other variables not included in the study. So that the value of e1 can be searched with the formula e2 = (1 - 0.722) = 0.5272

1) *Hypothesis test*

The following are the results of hypothesis testing which aims to determine whether the proposed hypothesis can be accepted or rejected:

Hypothesis Test Results

Model	Y1		Y2	
	t	Sig.	T	Sig
(Constant)	-2,903	.005	.846	.400
Service Quality	2,932	.004	-.980	.330
Brand Image	12,473	.000	2,087	.040
Customer Satisfaction			3.815	.000

1. The analysis of the effect of X1 on Y2 shows that the significance value of X1 is 0, 330 > 0.05, which means that there is no significant effect of X1 on Y2 and the hypothesis is rejected.
2. The analysis of the effect of X2 on Y2 shows that the significance value of X2 is 0.040 > 0.05, which means that there is no significant effect of X2 on Y2 and the hypothesis is rejected.
3. Analysis of the influence of X1 on Y1 obtained that the significance value of X1 is 0.004 <0.05, which means that there is a significant effect of X1 on Y1 and the hypothesis is accepted.
4. Analysis of the influence of X2 on Y1 obtained that the significance value of X2 is 0.000 <0.05, which means that there is a significant effect of X2 on Y1 and the hypothesis is accepted.
5. Analysis of the influence of Y1 on Y2 obtained that the significance value of Y1 is 0.000 <0.05, which means that there is a significant effect of Y1 on Y2 and the hypothesis is accepted.
6. Analysis of the effect of X1 through Y1 on Y2 where the direct effect of X1 on Y2 is -0.102. While the indirect effect of X1 through Y1 on Y2 is the multiplication between the beta value of X1 against Y1 and the beta value of Y1 against Y2, namely 0.184 x 0.614 = 0.112. Then the total effect given by

X2 to Y2 is -0.101 + 0.112 = 0.011. Based on the results of the calculations above, it is known that the value of the direct influence is -0.101 and the indirect effect is 0.012, which means that the value of the indirect effect is greater than the direct effect. These results indicate that indirectly X1 through Y1 has a significant effect on Y2 and the hypothesis is accepted.

7. Analysis of the effect of X2 through Y1 on Y2 where the direct effect of X2 on Y2 is 0.293. While the indirect effect of X2 through Y1 on Y2 is the multiplication between the beta value of X2 against Y1 and the beta value of Y1 against Y2, which is 0.782 x 0.614 = 0.480. Then the total effect given by X2 to Y2 is 0.782 + 0.480 = 1.262. Based on the results of the above calculations, it is known that the direct influence value is 0.335 and the indirect effect is 0.480, which means that the indirect effect is greater than the direct effect. These results indicate that indirectly X2 through Y1 has a significant effect on Y2 and the hypothesis is accepted.

Discussion

The Influence of Service Quality on Customer Loyalty

Service quality is an effort to fulfill customer needs and desires as well as the accuracy of delivery in balancing customer expectations. Service quality plays a very important role in retaining customers for a long time.

Low quality will cause customer dissatisfaction, not only customers enjoy the service but also have an impact on whether they will return to use the product or service. Customer loyalty is the ultimate goal of all business ventures because the results of this loyalty are long-term and affect the profit of the business itself.

The results of this study that service quality no significant effect on customer loyalty Dabu Dabu Lemong Manado restaurant. So that there is an increase or decrease in the level of customer visits which results in customer loyalty, this is not influenced by the quality of service from the restaurant. The results of this study are supported by the results of researchTyas (2016) in his research shows a conformity in the results of his research that service quality does not affect customer loyalty. So that even though the restaurant provides the best service, customer loyalty will only be influenced by factors other than the quality of the service itself.

2) The Effect of Brand Image on Customer Loyalty

In a business a brand (brand) requires an image (image) to communicate to the public in this case the target market about the values contained therein. For companies, image means the public's perception of being the company itself. This perception is based on what the public knows about the company.

Of course, a positive brand image can bring consumers to the business and can enable consumers to make repeated purchases. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility of consumers to buy the brand in question is very large which in turn has loyalty to the existing product or service.

The results of this study indicate that brand image has no significant effect on customer loyalty. This can be caused by the lack of a strong brand image in the minds of customers or the ineffective level of promotion provided by the Dabu Dabu Lemong Manado Restaurant. this is supported by the results of previous research from Adhitya Narotama (2019) which is in accordance with the results of this study, that "*The brand images has no effect on customer loyalty "brand image"* does not affect customer loyalty.

3) The Influence of Service Quality on Customers Satisfaction

Service quality is an attitude and behavior of a person in providing services in accordance with the needs, desires and expectations of consumers who are served. Consumers can certainly always try to meet their needs with quality products, including getting services with good service quality. Service quality is based on consumers' perceptions of service outcomes and consumers' evaluations of the process by which the service is provided. Service quality encourages customers to commit to a company's products and services so that it has an impact on increasing the market share of a product.

The results of this study indicate that service quality has a significant effect on customer satisfaction at Dabu Dabu Lemong Manado restaurant. With excellent service from the Dabu Dabu Lemong Manado restaurant, both in terms of hospitality, reliability or facilities, customers get something more than their expectations so as to create satisfaction from the customer. So with this, the Dabu Dabu Lemong Manado restaurant provides appropriate services so as to produce consumer satisfaction. This is in accordance with the results of research from Dalia et al (2016) showing that service quality has a significant positive effect on satisfaction.

4) *Effect of Brand Image on Customer Satisfaction*

Brand image or Brand Image itself has a meaning as an effort to manage a brand in order to get a deep and positive impression in the eyes of consumers. This brand or brand image itself is a view or depiction of a brand when customers think of a product or brand.

Consumers who have a positive image of a brand are more likely to make a purchase. Image has a role in marketing an organization because it has the potential to influence consumer perceptions and expectations about the goods or services offered and ultimately affect consumer satisfaction.

The results of this study indicate that brand image has a significant effect on customer satisfaction at Dabu Dabu Lemong Manado restaurant. Of course, with the better restaurant brand image, both marketing efficiency and trust in restaurants that make the brand better known by many people, the result is satisfaction that arises from customers. With the suitability of customer expectations that are met by the restaurant can produce satisfaction from the customers themselves. The results of this study are also supported by the results of the Pasuhuk research (2019) that*Brand image* positive and significant effect on customer satisfaction. Of course, brand image can be one of the key determinants of differentiation from existing competitors. With a good brand image, the restaurant can increase the level of customer satisfaction.

5) *The Influence of Customer Satisfaction on Customer Loyalty*

Satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations. If performance is below expectations the customer is not satisfied, if performance meets customer expectations satisfied and if performance exceeds expectations very satisfied customer. In the long run, it is more profitable to retain good customers than to continually attract and cultivate new customers to replace those who leave.Satisfaction will encourage repeat purchases. Thus, satisfaction is an important factor of customer loyalty.

The results of the study show that customer satisfaction has a significant direct effect on customer loyalty at the Dabu Dabu Lemong Manado restaurant. So it can be interpreted that the higher the customer satisfaction, the higher their loyalty to be able to enjoy and make transactions at restaurants. This result is also supported by research from Darma et al (2018) where the third conclusion from their research, that the direct impact of customer satisfaction on customer loyalty is positive and significant and is also supported by research from Michael Surya (2017) where the results are also similar. that consumer satisfaction has a positive influence on consumer loyalty.

6) The Influence of Service Quality on Customer Loyalty through Customer Satisfaction as an Intervening Variable

Quality is a very important thing that must be considered by business people. The quality of a product or service is a way to retain customers. With quality, it means that business people must meet customer expectations and satisfy their needs.

Customer satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations. Satisfaction is an assessment of the characteristics or features product or service, or product. Customer satisfaction provides many benefits for the company, and the higher level of customer satisfaction will result in greater customer loyalty.

The results of the study show that there is a significant indirect effect between service quality on customer loyalty through customer satisfaction at the Dabu Dabu Lemong restaurant in Manado. Then the service quality provided by the restaurant, both facilities, food quality, employee service can meet the expectations of consumers so as to create a level of satisfaction from customers so as to create a commitment from customers to be able to continue to visit or witness at the Dabu Dabu Lemong Manado restaurant. This result is supported by the research of Endang and Yuniati (2019) where service quality has an influence on loyalty through the intervening variable of customer satisfaction.

7) The Influence of Brand Image on Customer Loyalty through Customer Satisfaction as an Intervening Variable

Brand image or brand image in general can be defined as everything related to the brand that is in the minds of customers' memories. The brand image of a company can be a determinant in distinguishing a product in the minds of customers in deciding to buy it compared to other products. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility of consumers to buy the brand in question is very large which in turn has loyalty to the company's products.

The results of the study show that there is a significant indirect effect between Brand Image on customer loyalty through customer satisfaction at Dabu Dabu Lemong Manado restaurant. The strong reputation of the Dabu Dabu Lemong Manado restaurant has resulted in a stronger customer confidence in the restaurant in using restaurant services and products. With the creation of self-confidence from customers, it indicates the emergence of satisfaction with the services provided. With the emergence of a sense of satisfaction makes a commitment to make visits or transactions again in the future. The results of this study are also supported by the results of research from Darma et al (2018) which states that the influence of brand image on loyalty is mediated by customer satisfaction.

Closing

Conclusion

From the results of research and discussion, the following conclusions can be drawn: (1) *Service Quality* does not have a significant effect on Customer Loyalty Manado Dabu Dabu Lemong Restaurant. (2)*Brand Image* no significant effect on Customer Loyalty Manado Dabu Dabu Lemong Restaurant. (3) Service Quality has a significant effect on Customer Satisfaction at Dabu Dabu Lemong Manado Restaurant. (4) Brand Image has a significant effect on Customer Satisfaction at Dabu Dabu Lemong Manado Restaurant. (5) Customer Satisfactionsignificant effect on Customer Loyalty Manado Dabu Dabu Lemong Restaurant. (6)*Service Quality* significant indirect effect on Customer Loyalty through *Customer Satisfaction* as an intervening variable. (7)*Brand Image* significant indirect effect on Customer Loyalty through *Customer Satisfaction* as an intervening variable

Recommendation

(2) The Dabu Dabu Lemong Manado Restaurant should maintain and improve a good and positive Brand Image towards the community and the environment in order to generate customer interest so as to create Customer Satisfaction which makes customers make transactions in the long term and can lead to a loyal attitude from customers. (3) The research results can be used as a reference for the development and deepening of marketing management knowledge related to Service Quality, Brand Image, Customer Loyalty and Customer Loyalty in the future. (4) Further research is recommended to conduct research by taking samples in various restaurants located in the same area as Dabu Dabu Lemong Restaurant, Manado so that they can know the behavior of every other customer who is in the same location. (5) The limitations of this study are that the research only analyzes the effect of Service Quality and Brand Image on Customer Loyalty through Customer Loyalty as an intervening variable, while there are other influences that allow for further research.

REFERENCES

1. Burhanuddin, chairul, & Abdi, M. (2020). GLOBAL ECONOMIC CRISIS FROM THE IMPACT OF THE SPREAD OF THE CORONA VIRUS (COVID-19). AKMEN JOURNAL OF SCIENTIFIC, 17(1), 90-98.

2. Dalia ME Diab, Hesham E. Mohammed, Elham Hassam Mansour, Osman Saad. (2016). Investigating the impact of key dimensions of service quality on customers' satisfaction and loyalty: Evidences from the restaurant industry in Sudan. Marketing and Branding Research 3(2016) 153-165

3. DARMA, Moh. Budi; EFFENDI, Solomon; JUARI, Ajeng Adinda Trias. The effect of brand image and customer satisfaction on cosmetic customer loyalty. Journal of Management Science Research, [Sl], v. 2, n. 1, p. 1-8, Feb. 2018. ISSN 2597-4726.

4. Hassan, Ali. 2013. Marketing, First Printing. Yogyakarta: Media Pressindo.

5. Hassan, Ali. 2013. Marketing, First Printing. Yogyakarta: Media Pressindo.

6. Indriantoro, Nur and Bambang Supomo. 2012. Business Research Methodology For Accounting and Management. Yogyakarta: BPFE.

7. Ishak A., and Luthfi Z. (2011). The Effect of Consumer Satisfaction and Trust on Loyalty: A Study on the Mediation Role of Switching Costs. Journal of Business Strategy, 15(1)

8. Kartajaya, Hermawan. 2007. Boosting Loyalty Marketing Performance: Using. Sales Techniques, Customer Relationship Management and Services to Boost Profits. PT Mizan Pustaka. Bandung.

9. Kiki Amelia Nurmala Dewi (2016) The Effect of Service Quality on Customer Loyalty through Customer Satisfaction as an Intervening Variable (Study on Dunkin' Donuts Customers in Surabaya and Sidoarjo). BISMA – Business and Management. Volume 9. No. 1 .

10. Kotler, Philip and Kevin Lane Keller, (2016): Marketing Management, 15th. New Jersey Edition: Pearson Pretice Hall, Inc.

11. Narotama, Aditya. 2019. The Effect of Service Quality on Customer Loyalty with Brand Images and Customer Satisfaction as Mediation. JMDK Journal of Management and Entrepreneurship. Vol. 7 no. 1

12. Pasuhuk Anggie Paramitha, Ivonne S. Saerang, Agus Supandi Soegoto (2019). The Influence of Innovation and Brand Image on Repurchase Intention with Customer Satisfaction as an Intervening Variable. Journal of Business and Management Research Vol 7 ,No.4, Special Edition 2019: 467-482

13. Pranita, E. (2020). Announced in Early March, Expert: Corona Virus Entered Indonesia from January. Retrieved from Kompas: https://www.kompas.com/sains/read/2020/05/11/130600623/diumumkan-awal-maret-ahli--virus-corona-enter-indonesia-dari-januari

14. Sugiyono. 2014. Educational Research Methods, Quantitative Approach. Qualitative, and R&D. Bandung: Alphabeta.

15. Surya, Michael. 2017. The Influence of Service Quality and Brand Image on Customer Loyalty through Customer Satisfaction at Carls Jr Restaurant in Surabaya. Surabaya: Faculty of Business, Widya Mandala University.

16. Tjiptono, Fandy. 2012. Marketing Services. Malang: Bayumedia.

17. Tyas, Ari Budgeti and Andreas Kenny. 2016. The Influence of Service Quality and Brand Image on Loyalty Through Consumer Satisfaction (Case Study On Consumer Satisfaction Inul Vizta Karaoke In Jakarta). Jakarta: Journal of Economics, Vol. 7, No. 2, November, ISSN 2528-3227.

18. Wowiling, Jennifer Vania (2021) Analyzing the strength of service quality and customer satisfaction as factors affecting customer retention and loyalty at Dabu Dabu Lemong Restaurant Manado. Bachelor thesis, Pelita Harapan University.

19. Zeithaml, VA, MJ Bitner, DD Gremler. 2013. Services Marketing: Integrating Customer Focus Across the Firm 6 thed. McGraw-Hill. Boston.