



THE INFLUENCE OF BRANDING AND IMAGE ON CUSTOMER SATISFACTION AT YOGS BARBERSHOP IN MALANGO' RANTEPAO DISTRICT, NORTH TORAJA DISTRICT

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Abstract

This research aims to determine: (1) the influence of branding on customer satisfaction of Yogs Barbershop in Malango', (2) the influence of image on customer satisfaction of Yogs Barbershop in Malango', (3) the influence of branding and image on customer satisfaction of Yogs Barbershop in Malango'. The research results show that: (1) there is a positive influence of branding on customer satisfaction at Yogs Barbershop in Malango', as evidenced by a calculated t value of 2.996; significance value $0.004 < 0.05$; and the regression coefficient is 0.326; (2) there is a positive influence of image on customer satisfaction at Yogs Barbershop in Malango', as evidenced by the calculated t value of 3.538; significance value $0.001 < 0.05$; and the regression coefficient is 0.382; and (3) there is an influence of branding and image together on customer satisfaction at Yogs Barbershop in Malango', as evidenced by the calculated F value of 60.666 and a significance of $0.000 < 0.05$.

INTRODUCTION

Currently, economic growth in Indonesia is having a positive impact on business development. In recent years, business growth has been influenced by various competitions in various sectors, including in the haircut services industry. This encourages salon owners to develop effective strategies. Success in the business world really depends on ideas, opportunities and the business people themselves. Business people are required to produce innovative ideas that can provide added value for every customer who comes. Apart from that, they must also be able to identify existing business

opportunities and those that may develop in the future.

Barbershop is a business that is skyrocketing. With the momentum of the return of hair trends in the era of globalization using pomade, the phenomenon of the proliferation of barbershops seems unstoppable. Not only in big cities, in almost every region outlets are starting to appear where you can shave your hair in various unique and cool styles. The locations are also spread from those in buildings to some in their own special outlets and some even served at customers' residences (Adnas & Veren, 2023). Barbershop has now become a trend in men's hairstyles as well as related industries. This change in men's lifestyles has encouraged customers in Toraja to open Barbershops that specifically cater to men, by offering friendly service and a calm atmosphere for consumers who want to cut their hair with the latest models or styles that are currently popular.

In today's reality, the success of a Barbershop is not only determined by the quality of service, but also by the image and branding they have managed to create. This is in line with research conducted by (Waluyo, 2020) which states that image and service quality can attract consumers' interest in visiting hotels. Customer satisfaction is an important factor for every barbershop and conventional hair cutting salon. As competitors, entrepreneurs must work hard to achieve victory in the competition regarding hair cutting services. Likewise, Barbershops need to strive to increase their customer satisfaction.

Customer satisfaction is a crucial indicator for the existence and success of a business. Nowadays, many companies are increasingly realizing the importance of customer satisfaction and implementing strategies to ensure their customers' satisfaction. According to (Ekotito et al., 2022) customer satisfaction is an evaluation carried out after post-purchase which at least provides results (outcomes) equal to or exceeding customer expectations. Apart from customer satisfaction, image is also one of the most important things, where the image will bring positive things to the business being run. A positive image can increase customers' expectations of the service they will receive. This is also in accordance with research (Rachman et al., 2023) which states that one of the benefits of building a strong image of a product brand is increasing the trust of customers and existing brands. When customers have a good perception of a barbershop, they will tend to have higher expectations of service quality. This shows that a good image can contribute to customer satisfaction. On the other hand, a bad image can cause disappointment which can result in decreased customer satisfaction and loyalty. Customer experience relies heavily on direct interaction with staff and quality of service, which is important for building a positive image.

Apart from that, branding also plays a role in differentiating a barbershop from its competitors. In a saturated market, where many barbershops offer similar services. Effective branding can be a determining factor in attracting customer attention. Logos, slogans and interior design are elements that can create a deep impression in the minds of customers. When customers are satisfied with the brand they use, they will tend to return and recommend the service to others. One of the barbershops in Malango' Rantepao



District, North Toraja Regency is Yogs Barbershop. Yogs Barbershop is a hair cutting service provider that has started to develop since 2021. Apart from that, there are several outlets spread across various locations, especially in Rantepao District. The potential for this business looks very large, because the need to cut hair is an activity that everyone does on a regular basis.

Based on the results of preliminary observations that have been made previously, the Barbershop not only functions as a place to get haircut services, but also as a social space that reflects the customer's lifestyle and identity. By implementing creative branding strategies, such as unit interior design, use of social media to build community, and distinctive service offerings, barbershops are able to create an attractive and relevant image. This positive image not only attracts new customers, but also builds strong loyalty among existing customers, contributing to improving overall business performance.

LITERATURE REVIEW

Customer Satisfaction

(Kotler & Keller, 2021) customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in mind against the expected performance. Consumers will feel satisfied if the consumer's desires have been fulfilled by the company as expected. For customer-centered companies, customer satisfaction is the main goal and means of the company. The increasing number of competitors requires existing companies to have special strategies to compete, survive and develop. (Wahyudin & Lubis, 2023) states that customer satisfaction is the result of a comparison between customer expectations and the performance or results felt after consuming a product or service. Satisfaction is not an emotion but the result of an evaluation of the experience, which can have a significant impact on the company's development.

Krisdianti et al., (2019) stated that service quality, such as empathy, responsiveness and reliability, has a positive influence on customer satisfaction, especially in the service sector. Consistent and quality service dimensions can increase satisfaction levels significantly. According to (Waluyo, 2020) states that customer satisfaction is an important part of a company's long-term strategy, which can encourage repeat purchases, customer loyalty and company reputation through positive evaluations. Based on the definition above, it can be concluded that customer satisfaction is the level of conformity between customer expectations for a product or service and the real experience they feel after using the product or service.

Branding

Branding comes from the word brand or brand as a name, term, sign, symbol, or design, or a combination thereof, intended to identify goods or services from one seller or group of sellers and differentiate them from competitors (Ekotito et al., 2022). According to Republic of Indonesia Law number 15 of 2001 concerning brands, it is stated that a brand is a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements which has distinguishing power and is

used in trading activities in goods or services.

Kusniawati & Setiawan, (2023) branding is a set of brands that a company wants to create or maintain. Putra et al., (2021) branding is a process that is carried out throughout in choosing elements, values, and promises that an entity has, which includes products, services, companies and so on. According to Rachman et al., (2023), branding has several principles which include consistency, clarity, continuity, visibility and authenticity. The purpose of branding according to Savitri & Wardana, (2018) is to build perceptions both in terms of impressions and messages from a brand in consumers' thoughts and feelings.

From the definitions above, it can be concluded that branding is a strategic process in creating a strong identity for a product, service or company that involves elements such as name, logo, visual appearance and communication. Branding also aims to build positive perceptions, trust and customer loyalty through consistent and quality experiences. In addition, branding can help improve a company's overall image in the market, including its reputation and competitiveness.

Image

(Kotler & Keller, 2021) broadly defines image as the sum of the beliefs, images and impressions that a person has of an object. The object referred to here can be a person, an organization, meaning that all beliefs, images and impressions of a person's organization are an image.

(Sholeh & Soedjoko, 2023) The image itself is abstract (intangible) and cannot be measured mathematically, but its form can be felt from the results of good and bad assessments, such as acceptance and responses, both positive and negative, which especially come from the public (target audience) and the wider community in general. This assessment can be related to the emergence of respect, good and favorable impressions of an image of an institution, organization, or its products and services represented by public relations (Amin et al., 2020).

Usually the image is rooted in the concrete mandate (trust) given individually, and is a view or perception as well as the accumulation process of the trust that has been given by these individuals which will experience a process that sooner or later forms a broader and more abstract public opinion, which is often called image (Andrian & Fadillah, 2021). A positive image of a brand or product is related to positive responses or impressions from consumers, suppliers and other public regarding the experience of using or consuming the product which shows that they trust, feel satisfied, loyal, and in turn mutually beneficial cooperation is established (Pundissing, 2018).

RESEARCH METHODS

Types of Research

The type of research used in this research is research using quantitative methods. This method aims to look for relationships between one variable and other variables that are causal in nature.

Types and Sources of Data

Primary data is data taken directly from the research object, namely people who have made purchases at barbershops. Data sources are all forms of information or materials used in research to support analysis, decision making and decision making. The data sources in this research were collected directly by researchers through surveys, interviews, distribution of questionnaires, books and journal articles.

Population and Samples

Population refers to a group of individuals or objects that are similar in one or several aspects, who are the main customers in a research. In this study, the population to be studied is customers who use services at Yogs Barbershop. The sample is part of the population whose characteristics will be analyzed. The sample that will be used in this research is people who have made purchases at Yogs Barbershop. Sampling techniques are processes and methods for taking samples to estimate the condition of a population. The sampling technique used in selecting the population to be the sample is accidental sampling where the researcher will give questionnaires to all customers who directly meet the researcher with an age limit of between 16 years and 40 years.

Data Analysis Techniques

Data analysis is a process carried out after all data from respondents or other sources has been collected. Activities carried out in data analysis include: grouping data based on variables and type of respondent, presenting data for each variable studied, carrying out calculations to answer the problem formulation, and carrying out calculations to test the hypotheses that have been proposed. The data analysis techniques that will be used in this research are instrument testing, classical assumption testing, multiple linear regression testing, coefficient of determination testing and hypothesis testing.

RESULTS AND DISCUSSION

Research Results

Instrument Test

Validity Test

The validity test is carried out to assess whether the data that has been obtained after the research is valid data or not. The questionnaire is said to be valid if the calculated r value is greater than the r table.

Table 1
Branding Variable Test Results (X₁)

Variable X ₁	Item	r count	r table	Information
Branding (X ₁)	X _{1.1}	0.662	0.244	Valid
	X _{1.2}	0.598	0.244	Valid
	X _{1.3}	0.734	0.244	Valid
	X _{1.4}	0.727	0.244	Valid

X _{1.5}	0.720	0.244	Valid
X _{1.6}	0.618	0.244	Valid
X _{1.7}	0.718	0.244	Valid

Source: Processed data (SPSS 2025)

Based on table 1, the results of the validity test for the Branding variable (X₁) show that all question items have a calculated r value > r table, so it can be concluded that all of these questions are valid to be used as questions to measure the variables studied.

Table 2
Image Variable Test Results (X₂)

Variable X ₂	Item	r count	r table	Information
Image (X ₂)	X _{2.1}	0.628	0.244	Valid
	X _{2.2}	0.721	0.244	Valid
	X _{2.3}	0.727	0.244	Valid
	X _{2.4}	0.613	0.244	Valid
	X _{2.5}	0.690	0.244	Valid
	X _{2.6}	0.707	0.244	Valid
	X _{2.7}	0.729	0.244	Valid

Source: Processed data (SPSS 2025)

Based on table 2, the results of the validity test for the image variable (X₂) show that all question items have a calculated r value > r table, so it can be concluded that all of these questions are valid to be used as questions to measure the variables studied.

Table 3
Customer Satisfaction Variable Test Results (Y)

Variable Y	Item	r count	r table	Information
Customer Satisfaction (Y)	Y.1	0.725	0.244	Valid
	Y.2	0.649	0.244	Valid
	Y.3	0.692	0.244	Valid
	Y.4	0.723	0.244	Valid
	Y.5	0.675	0.244	Valid
	Y.6	0.676	0.244	Valid

Source: Processed data (SPSS 2025)

Based on table 3 of the validity test results for the Customer Satisfaction (Y) variable, it shows that all question items have a calculated r value > r table, so it can be concluded that all of these questions are valid to be used as questions to measure the variables studied.

Reliability Test

Reliability testing is carried out to see whether the data is consistent or reliable to continue with the next calculation. The greater the alpha coefficient, the greater the confidence in the measuring instrument.

Table 4
Reliability Test Results

Statistical reliability		
Variables	Cronbach's Alpha	N of items
Branding (X ₁)	0.809	7
Image (X ₂)	0.814	7
Customer Satisfaction (Y)	0.779	6

Source: Processed data (SPSS 2025)

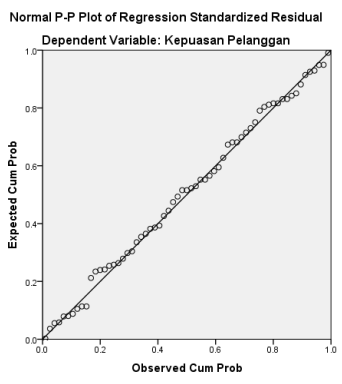
Based on the SPSS output results above, it shows that the value of each Cronbach's alpha variable for branding is 0.809, for the image variable 0.814 and for the customer satisfaction variable it is 0.779. Thus, it can be concluded that the Cronbach's alpha value for the branding and image variables is in the interval 0.800-1.000, which shows that the interpretation is very high and is said to be reliable. And the customer satisfaction variable is in the interval 0.600-0.799, which shows that the interpretation is high and is said to be reliable.

Classic Assumption Test

Normality Test

A good regression model should have a normal data distribution. To determine whether data is normally distributed, you can use a normal p-plot graph. The results of the data normality test using the normal p-plot graph can be seen in Figure 1 provided.

Figure 1
Normal PP Plot of Regression Graph Standardized residual



Based on Figure 1, it can be concluded that the data is normally distributed. This can be seen from the distribution of data around the diagonal line and following the direction of the line, so that the regression model meets the normality assumption.

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. Following are the conditions, results and conclusions of the multicollinearity test in table 5.

Table 5
Multicollinearity Test Results

Variables	Tolerance value	VIF	Conclusion
Branding (X ₁)	0.321	3,114	There is no multicollinearity
Image (X ₂)	0.321	3,114	There is no multicollinearity

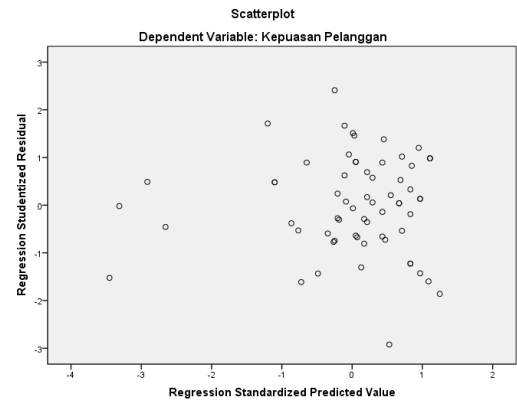
Source: Processed data (SPSS 2025)

From the results of the multicollinearity test in table 5, the tolerance value for the branding (X₁) and image (X₂) variables is 0.321 with a VIF value of 3.114. Because the Tolerance value of each independent variable has a value of more (>) 0.10 and the VIF value of each independent variable is (<) 10, it can be concluded that there is no multicollinearity between the independent variables in this study.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is an inequality in the variance of the residuals between one observation and another in the regression model. This test can be analyzed via scatterplots; If the graph shows a certain pattern, then there is heteroscedasticity. On the other hand, if the graph does not show a clear pattern and the points are spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur. The results of the heteroscedasticity test in this research can be seen in Figure 2.

Figure 2
Scatterplots Graphics



From Figure 2, it can be seen that the points are spread randomly and are above and below the number 0 on the Y axis. Therefore, it can be concluded that there is no heteroscedasticity in the regression model, which means there is no inequality in the variance of the residuals between one observation and another.

Multiple linear regression test (R²)

Table 6
Multiple Linear Regression Test Results

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
Constants	4,703	1,870		2,515	0.015
Branding	0.326	0.109	0.393	2,996	0.004
Image	0.382	0.108	0.464	3,538	0.001

Source: Processed data (SPSS 2025)

From the results of the multiple linear regression test in table 4.12, the constant value is 4.703. The branding regression coefficient value is 0.326, and the image value is 0.382. The regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 4.703 + 0.326X_1 + 0.382X_2 + e$$

Based on the multiple linear regression equation, it shows that:

- The multiple linear regression equation above is known to have a constant of 4.703 with a positive sign, which means that if branding (X₁) and image (X₂) have a value equal to zero, then customer satisfaction (Y) increases by 4.703.
- The branding coefficient value (X₁) is 0.326, which means that every time branding increases by 1%, customer satisfaction will increase by 0.326% at Yogs Barbershop. On the other hand, if branding decreases by 1%, customer satisfaction will also decrease by 0.326% at Yogs Barbershop.
- The image coefficient value (X₂) is 0.382, which means that for every image that increases by 1%, customer satisfaction will increase by 0.382% at Yogs Barbershop. On the other hand, if the image decreases by 1%, customer satisfaction will also decrease by 0.382% at Yogs Barbershop.

decrease by 0.382% at Yogs Barbershop.

Determination test

Table 7

Coefficient of Determination Test Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818	.669	.658	1,956
	a			

Source: Processed data (SPSS 2025)

Based on the results of the coefficient of determination test in table 7 above, the Adjusted R Square (Coefficient of Determination) is 0.658, which means that the influence of branding (X₁) and image (X₂) on the customer satisfaction variable (Y) is 65.8% and the remaining 34.2% is influenced by other factors not examined in this research.

Hypothesis testing

Partial test (t)

The t test is carried out to test how far the influence of an individual independent variable is in explaining the dependent variable.

Table 8

T Test Results (Partially)

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
Constants	4,703	1,870		2,515	0.015
Branding	0.326	0.109	0.393	2,996	0.004
Image	0.382	0.108	0.464	3,538	0.001

Source: Processed data (SPSS 2025)

The t test is carried out at degree (nk-1), where n is the number of respondents and k is the number of variables. So in this study the t table value was obtained at 1.671. Based on table 8 above, it can be concluded that:

- 1) The effect of branding (X₁) on customer satisfaction (Y): The results of hypothesis testing show that the calculated t value is 2.996 > t table 1.671, and has a positive value and a sig value of 0.004 < 0.05, which means that the branding variable has a positive and significant effect on customer satisfaction.
- 2) The effect of image (X₂) on customer satisfaction (Y): The results of hypothesis testing show that the calculated t value is 3.538 > t table 1.671, and has a positive value and a sig value of 0.001 ≤ 0.05, which means that image has a positive and significant effect on customer satisfaction

Simultaneous test

The F test basically shows how far the independent variables influence the

dependent variables together (simultaneously).

Table 9
F Test Results (Simultaneous)

ANOVA						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	463,983	2	231,991	60,666 _b	,000
	Residual	229,446	60	3,824		
	Total	693,429	62			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Image, Branding

Source: Processed data (SPSS 2025)

The first hypothesis in this research is that there is an influence of branding and image on customer satisfaction. From the results of the F test in table 9, it is shown that the significance value is $0.000 < 0.05$ and the calculated F value obtained is 60.666, (Ftable $df_1=2$, $df_2=60$ is 3.150) so, from the results above, the calculated F value is $60.666 > F$ table 3.150 so that H_0 is rejected and H_1 is accepted, which means there is a simultaneous significant influence on branding and image. on customer satisfaction. The first hypothesis is declared accepted, namely that branding and image have a significant effect on customer satisfaction. So it can be concluded that together branding and image have a positive and significant effect on customer satisfaction.

Discussion

This research aims to determine the influence of branding and image together on customer satisfaction at Yogs Barbershop, Rantepao District, North Toraja Regency. The discussion of the results of this research is as follows:

1. The Influence of Branding on Customer Satisfaction

Based on the research that has been conducted, the results of this research show that branding has a positive and significant effect on customer satisfaction. The results of this research show that with strong branding offered to customers, there will be a positive and significant influence on customer satisfaction. When customers recognize a brand's personality and feel connected to its identity, they tend to have higher expectations of the brand's excellence and competence. such as an attractive logo design, clear messaging, and a consistent brand experience will help build trust among customers.

The results of this research also support the first hypothesis (H_1) where branding has a significant effect on customer satisfaction. This is shown by the multiple linear regression coefficient value of 0.326, which means that every decrease or increase in one unit of the branding variable will affect customer satisfaction. Apart from that, we also obtained a calculated t value of $2.996 > t$ table 1.671 with a significance of 0.004 at a significance level of 5%, because the significance value is ≤ 0.05 , branding has a positive and significant effect on customer satisfaction. The results of this research are also supported by previous research conducted by (Herliza & Saputri, 2016) which stated that

branding has a significant effect on customer satisfaction. Then the results of research conducted by (Dewanti et al., 2023) stated that branding had a positive and significant effect on customer satisfaction. Therefore, it is very clear that strong branding will influence customer satisfaction.

2. The Influence of Image on Customer Satisfaction

Based on the research that has been conducted, the results of this research show that image has a positive and significant effect on customer satisfaction. The results of this research show that with a good image formed from previous customer experience, service quality, service innovation and involvement from social media, customers will reuse the services provided. When customers have a positive perception about the image of the barbershop, they will tend to feel satisfied with the service they receive. With high expectations, a satisfying experience will emerge.

The results of this research also support the first hypothesis (H_1) where image has a significant effect on customer satisfaction. This is shown by the multiple linear regression coefficient value of 0.382, which means that every decrease or increase in one unit of the image variable will affect customer satisfaction. Apart from that, we also obtained a calculated t value of $3.538 > t$ table 1.671 with a significance of 0.001 at a significance level of 5%, because the significance value is ≤ 0.05 , image has a positive and significant effect on customer satisfaction.

The results of this research are also supported by previous research conducted by (Siallagan & Khalid, 2023), which stated that image influences customer satisfaction. Then (Andrian & Fadilah, 2021) stated that image has a positive and significant effect on customer satisfaction. Thus, a good image will make customers feel satisfied with the services provided.

3. The Influence of Branding and Image on Customer Satisfaction

Based on the research results, it shows that there is an influence of branding and image on customer satisfaction at Yogs Barbershop, Rantepao District, North Toraja Regency. The results of this research show that with good performance, impression of quality, conformity with specifications and good aesthetics perceived by customers, customers will feel satisfied with the services provided.

This result is also shown by the results of the F test at a significance level of 5% which obtained a calculated F value of $60.666 > F$ table 3.150 with an F significance value of 0.000 or sig. $F < 0.05$. The results of this research support the first hypothesis (H_1) that branding and image simultaneously influence customer satisfaction at Yogs Barbershop.

The results of this research are also supported by previous research conducted by (Andrian & Fadilah, 2021) which stated that image and branding have a positive and significant effect on customer satisfaction. Then the results of research conducted by (Savitri & Wardana, 2018) stated that brand image and branding have a significant effect on satisfaction and repurchase intention. Therefore, it is very clear that good branding and image will increase customer satisfaction.

Branding and image have a very important role in creating customer satisfaction in

barbershops. Attractive and easily recognizable branding will create positive expectations, while a good image will strengthen the experience for customers. When the two work in harmony, customers will feel satisfied, trusted, and will even tend to return to using the services provided.

CONCLUSION

Based on the results of research entitled "The Influence of Branding and Image on Customer Satisfaction at Yogs Barbershop, Rantepao District, North Toraja Regency" which has been carried out, it can be concluded that branding has a positive and significant effect on customer satisfaction, image has a positive and significant effect on customer satisfaction and branding and image jointly have an effect on customer satisfaction.

Based on the research results, discussion and conclusions obtained, suggestions can be given as follows:

1. For Yogs Barbershop, based on the research results it is known that of all the variables that got the lowest score (244) is the image variable on the social media engagement indicator. With the question I follow the Yogs Barbershop social media account because the content is interesting and informative. Therefore, Yogs Barbershop is advised to increase engagement on social media so that customers can find out information from social media.
2. Future research can expand this study by applying other methods in analyzing branding, image and customer satisfaction. One example is conducting in-depth interviews with respondents, so that the information obtained can be more varied compared to questionnaires that have predetermined answers.

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