

Development of a Website-Based Teacher Management Information System to Improve Transparency and Operational Efficiency in Schools

Roni Pramuditho¹

¹Information Systems, Institut Teknologi dan Bisnis (ITB) Bina Sriwijaya Palembang

ARTICLE INFO

Received: 05 March 2025
Revised: 12 April 2025
Accepted: 18 May 2025
Available online: 21 May 2025

Keywords:

Brand Image
Service Quality
Customer Satisfaction
Customer Loyalty

Corresponding Author:

Roni Pramuditho

Email:

rnyprdgho320@gmail.com

Copyright © 2025, Journal of Economic Trends and Management, Under the license [CC BY- SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)



ABSTRACT

Purpose: This study examines the influence of brand image and service quality on customer satisfaction and loyalty in the context of millennial-concept café businesses in Indonesia.

Subjects and Methods: Using a quantitative research approach and data collected from 180 respondents, this research employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationships among the variables.

Results: The results show that both brand image and service quality have a significant positive impact on customer satisfaction, while brand image also directly influences customer loyalty. However, service quality does not directly affect loyalty; instead, its influence is mediated through customer satisfaction. The findings emphasize the central role of customer satisfaction as a key driver of loyalty and highlight the importance of creating strong brand identities and delivering consistent service experiences to enhance loyalty in millennial-focused service businesses.

Conclusions: This study contributes to the broader literature on consumer behavior and service marketing by validating established theories in the under-researched context of millennial cafés in emerging markets, while offering practical insights for business practitioners aiming to strengthen customer retention and brand advocacy.

INTRODUCTION

In today's highly competitive food and beverage industry, especially within the millennial-concept café business, creating a strong and distinctive brand has become a fundamental strategic necessity. The increasing purchasing power and lifestyle orientation of millennials have contributed significantly to the growth of café businesses, particularly those offering unique and experiential concepts such as creative spaces, aesthetic interiors, digital engagement, and personalized service (Susanti et al., 2021). These café businesses are no longer merely providers of food and drink but serve as social and lifestyle destinations where brand image and service quality play crucial roles in shaping customer perceptions, satisfaction, and loyalty.

Brand image represents the collective perceptions, feelings, and associations customers have towards a business, influencing how they differentiate one brand from another (Saxena & Dhar, 2021; Shrestha et al., 2023). Align with research from Kaur & Soch (2013) a positive brand image enhances customer expectations and contributes significantly to the formation of satisfaction and long-term loyalty. For millennial consumers, who tend to value emotional connections, brand

authenticity, and lifestyle alignment, the perceived brand image of a café often determines their choice of where to dine, socialize, or work remotely. Moreover, brand image is increasingly shaped not only by physical attributes such as logo and design but also through social media presence, brand storytelling, and alignment with customer values such as sustainability or creativity (Choudhary & Sahu, 2023; Suryana, 2024).

In parallel, service quality remains a cornerstone in determining customer satisfaction, particularly within service-oriented industries such as cafés (Amerta & Madhavi, 2023). Service quality is commonly evaluated through tangible and intangible dimensions, including the reliability of service, responsiveness of staff, physical environment, assurance, and empathy. Consistent, high-quality service fosters positive experiences that enhance satisfaction, which in turn cultivates customer loyalty (Alhassan et al., 2025; Sah et al., 2025). For millennial customers who seek not only products but also experiences, the consistency, warmth, and personalization of service can significantly influence perceptions of a café's overall value proposition.

Customer satisfaction itself is a pivotal construct in marketing and service management, reflecting the degree to which customer expectations are met or exceeded. Satisfaction functions as a mediating variable between service performance (including brand image and service quality) and customer loyalty outcomes (Devi & Yasa, 2021; Khawaja et al., 2021). Highly satisfied customers are more likely to engage in repeat visits, recommend the business to others, and show resilience against competitor promotions. In the context of café businesses targeting millennials, satisfaction is influenced not only by functional service delivery but also by emotional and experiential factors, reinforcing the importance of both brand image and service quality in shaping outcomes (Mohd et al., 2024; Fakhrurozi et al., 2025).

Furthermore, customer loyalty remains the ultimate goal for service businesses in achieving sustainable profitability. Loyalty encompasses both behavioral aspects (repeat visits, increased spending) and attitudinal dimensions (emotional attachment, advocacy) (Castaldo, 2024). Prior studies have demonstrated that both brand image and service quality exert direct and indirect influences on loyalty through the mediating effect of satisfaction. Within millennial-concept cafés, where competition is fierce and switching barriers are low, loyalty becomes a critical indicator of long-term business viability.

Despite the vast body of literature examining the relationships between brand image, service quality, satisfaction, and loyalty, limited research has focused explicitly on the unique context of millennial-oriented café businesses, particularly in emerging markets where these establishments have rapidly grown as part of urban consumer culture. The millennial segment exhibits distinctive behaviors, prioritizing not just functional satisfaction but also brand alignment with lifestyle values, social image, and community belonging (Acar et al., 2024). Understanding how these factors interact in influencing satisfaction and loyalty is therefore crucial for café businesses seeking to sustain competitiveness and customer engagement.

METHODOLOGY

This study employed a quantitative approach with a causal research design to examine the influence of brand image and service quality on customer satisfaction and loyalty in millennial-concept café businesses. Data were collected using a survey method through structured questionnaires distributed both offline and online to respondents aged 20–35 years old who had visited such cafés at least twice within the past three months. A total of 180 valid responses were analyzed using a 5-point Likert scale to measure brand image, service quality, satisfaction, and loyalty. The measurement indicators were adapted from established prior research, including Keller (2013) for brand image, Parasuraman et al. (1988) for service quality, Oliver (1997) for satisfaction, and Dick & Basu (1994) for loyalty. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The analysis included evaluating the measurement model for validity and reliability, and the structural model to test the relationships between variables, including path coefficients, significance levels, and predictive relevance. Ethical considerations were upheld by ensuring participant confidentiality and voluntary participation throughout the research process.

RESULTS AND DISCUSSION

Evaluation of Measurement Model

Before assessing the structural relationships, the measurement model was evaluated to ensure construct validity and reliability. Prior to testing the structural relationships among variables, the measurement model must first be evaluated to ensure that all constructs are empirically sound. This step is fundamental in structural equation modeling, as it verifies whether the indicators accurately reflect their respective latent variables. A well-specified measurement model strengthens the credibility of hypothesis testing and ensures that subsequent interpretations are statistically defensible. The evaluation focuses on assessing the internal consistency and convergent validity of each construct included in the study. Internal consistency confirms that the indicators within a construct measure the same underlying concept, while convergent validity ensures that the indicators share a high proportion of common variance. Without satisfactory reliability and validity, structural path estimates may be biased or misleading. Therefore, before proceeding to structural model analysis, reliability and validity diagnostics were conducted for all constructs. The results of this assessment are presented in Table 1, which summarizes the construct reliability and convergent validity statistics.

Table 1. Construct Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Brand Image	0.887	0.915	0.642
Service Quality	0.903	0.926	0.676
Customer Satisfaction	0.891	0.920	0.657
Customer Loyalty	0.874	0.907	0.620

All constructs demonstrate Cronbach's Alpha and Composite Reliability values above 0.70, indicating strong internal consistency reliability. The Average Variance Extracted (AVE) values exceed 0.50, confirming convergent validity. These results indicate that the measurement model is statistically acceptable. Discriminant validity was assessed using the Fornell-Larcker criterion, where the square root of AVE for each construct exceeded inter-construct correlations, confirming adequate discriminant validity.

Structural Model Evaluation

After confirming that the measurement model meets the required reliability and validity standards, the next step involves evaluating the structural model to test the proposed hypotheses. This stage focuses on examining the relationships among latent constructs and determining the strength, direction, and significance of the hypothesized paths. Structural model assessment is essential for understanding how well the theoretical framework explains the observed phenomena. The evaluation of the structural model provides insight into the predictive capability of the model and the extent to which endogenous variables are explained by their predictors. By analyzing the statistical significance and magnitude of the relationships, the study can determine whether the empirical data support the theoretical assumptions underlying the research framework. The results of the hypothesis testing, including the direct effects among constructs, are presented in Table 2.

Table 2. Direct Effects (Path Coefficients)

Hypothesis	Path	β	t-value	p-value	Result
H1	Brand Image \rightarrow Satisfaction	0.482	6.231	<0.001	Supported
H2	Brand Image \rightarrow Loyalty	0.361	3.520	<0.01	Supported
H3	Service Quality \rightarrow Satisfaction	0.514	7.213	<0.001	Supported
H4	Service Quality \rightarrow Loyalty	0.142	1.441	>0.05	Not Supported
H5	Satisfaction \rightarrow Loyalty	0.585	7.842	<0.001	Supported

The results indicate that brand image and service quality significantly influence customer satisfaction. However, service quality does not directly affect loyalty. Customer satisfaction exerts the strongest influence on loyalty.

Coefficient of Determination and Predictive Relevance

Beyond examining the significance of individual path relationships, it is essential to evaluate how well the overall model explains the endogenous constructs. Structural model assessment in PLS-SEM not only focuses on hypothesis testing but also on the model's explanatory and predictive capabilities. This provides a broader understanding of the model's robustness in representing the observed phenomenon. The coefficient of determination (R^2) is used to assess the proportion of variance in each endogenous construct that can be explained by its predictor variables. This statistic reflects the model's explanatory strength and indicates whether the proposed framework meaningfully accounts for variations in key outcomes.

In addition to explanatory power, predictive relevance must also be evaluated to determine whether the model has practical forecasting capability. Predictive relevance analysis assesses whether the model can accurately predict data points that were not directly used in parameter estimation, thereby strengthening confidence in the model's empirical utility. Evaluating both explanatory and predictive measures ensures that the model is not only statistically significant but also substantively meaningful. The results of the coefficient of determination and predictive relevance assessment are presented in Table 3.

Table 3. R^2 and Q^2 Values

Endogenous Variable	R^2	Q^2
Customer Satisfaction	0.574	0.422
Customer Loyalty	0.621	0.497

The findings demonstrate that the proposed model possesses satisfactory explanatory capability for both endogenous constructs. The proportion of variance explained indicates that the structural relationships meaningfully account for changes in customer satisfaction and customer loyalty within the studied context. The positive predictive relevance values confirm that the model has adequate out-of-sample predictive capability. This suggests that the framework is not merely descriptive but also possesses practical relevance in predicting behavioral outcomes in similar service-based settings.

Effect Size (f^2)

In addition to assessing statistical significance and explanatory power, it is important to evaluate the magnitude of each predictor's contribution within the structural model. Significance alone does not fully capture the substantive impact of an exogenous variable on an endogenous construct. Therefore, effect size analysis provides a deeper understanding of the practical importance of each relationship. Effect size assessment helps determine how strongly a predictor variable influences a dependent variable when other predictors are included in the model. This analysis is particularly useful in identifying which constructs serve as primary drivers and which play supporting roles within the theoretical framework.

By examining effect sizes, the study can distinguish between relationships that are statistically significant yet practically modest and those that exert substantial influence. This distinction strengthens theoretical interpretation and enhances the clarity of managerial implications derived from the findings. Evaluating effect size also contributes to model refinement, as it highlights which paths meaningfully improve explanatory power. The results of the effect size analysis are presented in Table 4.

Table 4. Effect Size (f^2)

Path	f^2	Interpretation
Brand Image → Satisfaction	0.262	Medium
Service Quality → Satisfaction	0.311	Medium
Brand Image → Loyalty	0.174	Small-Medium
Satisfaction → Loyalty	0.412	Large

The findings indicate variation in the magnitude of influence among the structural paths, suggesting that certain predictors contribute more substantially to explaining endogenous

constructs. This differentiation provides a clearer hierarchy of influence within the proposed model. Notably, the strongest contribution emerges in the relationship linking satisfaction and loyalty, underscoring the strategic importance of satisfaction in translating upstream factors into behavioral commitment. This reinforces the structural positioning of satisfaction as a pivotal mechanism within the model.

Mediation Analysis

Beyond direct relationships, understanding the indirect mechanisms within the model is crucial for providing a more comprehensive explanation of how constructs interact. Mediation analysis allows the study to explore whether the influence of exogenous variables on endogenous outcomes operates through an intervening variable. This approach deepens theoretical interpretation by uncovering the process through which effects occur. In behavioral and service research, mediation testing is particularly important because customer-related outcomes are rarely shaped by isolated direct effects. Instead, psychological evaluations such as satisfaction often function as transmission mechanisms that convert perceptions into behavioral intentions. Therefore, testing mediation strengthens the explanatory richness of the model.

The inclusion of a mediating variable also enables a more nuanced assessment of theoretical assumptions. Rather than assuming linear direct causality, mediation analysis evaluates whether certain predictors exert their influence conditionally through intermediate constructs. This provides clarity regarding the structural positioning of variables within the framework. Bootstrapping procedures were applied to examine the significance of indirect effects. This non-parametric resampling method increases the robustness of inference by generating confidence intervals without relying on distributional assumptions. As a result, the mediation conclusions are statistically more reliable. The results of the indirect effect testing are summarized in Table 5, which presents the magnitude and significance of the mediated relationships within the proposed model.

Table 5. Indirect Effects

Indirect Path	β	t-value	p-value	Mediation Type
Brand Image → Satisfaction → Loyalty	0.282	4.916	<0.001	Partial Mediation
Service Quality → Satisfaction → Loyalty	0.301	5.104	<0.001	Full Mediation

The findings reveal that indirect pathways play a substantial role in explaining loyalty formation. The presence of significant indirect effects confirms that the intervening construct meaningfully transmits the influence of upstream variables toward the final outcome. The distinction between partial and full mediation provides important theoretical insight. Partial mediation indicates that both direct and indirect mechanisms coexist, whereas full mediation suggests that the influence of a predictor is entirely channeled through the mediator. This differentiation strengthens the structural interpretation of the model. These results reinforce the conceptual importance of satisfaction as a central explanatory mechanism rather than merely an additional predictor. Its role extends beyond a simple outcome variable and functions as a structural bridge connecting perception-based constructs with behavioral consequences. The mediation analysis enhances the theoretical robustness of the study by clarifying causal pathways and demonstrating how relational dynamics operate within the proposed framework.

Discussion

Robustness of the Measurement and Structural Model

The results demonstrate that the proposed model is empirically robust and statistically defensible. The satisfactory reliability and validity indicators confirm that each construct brand image, service quality, customer satisfaction, and customer loyalty was measured consistently and accurately. This strengthens confidence in the structural findings, as the relationships among constructs are not distorted by measurement error. A well-validated measurement model enhances the credibility of the theoretical inferences drawn from the structural analysis. The structural model shows substantial explanatory and predictive capability. The model explains a considerable proportion of variance in both customer satisfaction and customer loyalty, indicating that the selected predictors meaningfully capture behavioral dynamics in the studied service context. The positive predictive relevance values

also suggest that the model is not merely explanatory but has forecasting strength for similar populations (Fisher et al., 2019). Collectively, these results confirm that the framework is theoretically sound and empirically stable.

The Strategic Role of Brand Image

The findings highlight brand image as a critical determinant of both customer satisfaction and customer loyalty. The significant direct effect on satisfaction suggests that customers evaluate their service experience not only through functional performance but also through symbolic and perceptual impressions. A strong brand image shapes expectations and frames how service encounters are interpreted, reinforcing positive evaluations (Krishnamurthy, A., & Kumar, 2018). The direct influence of brand image on loyalty further indicates that loyalty is partially driven by emotional attachment and identity alignment. Customers may remain loyal because they perceive congruence between the brand's image and their personal values or lifestyle. The partial mediation result also confirms that brand image operates through dual pathways directly influencing loyalty while simultaneously strengthening satisfaction, which in turn reinforces loyalty (Lolemo & Pandya, 2025; Nguyen, 2025; Supatman et al., 2026). This dual mechanism underscores the strategic importance of brand positioning in competitive service markets.

Service Quality as a Driver of Satisfaction Rather Than Loyalty

Service quality demonstrates a strong and significant impact on customer satisfaction but does not directly influence loyalty. This finding suggests that customers perceive service quality as a foundational expectation rather than a distinguishing loyalty driver. In competitive service environments, high-quality service may be considered a basic requirement; therefore, it enhances satisfaction but does not automatically secure long-term commitment. The full mediation result indicates that service quality contributes to loyalty only when it generates satisfaction (Solimun, & Fernandes, 2018; Abdel et al., 2021). In other words, service quality must first be evaluated positively at the cognitive and affective levels before translating into behavioral intention. This emphasizes the psychological process underlying loyalty formation, where satisfaction functions as a necessary evaluative filter between operational performance and relational outcomes.

Centrality of Customer Satisfaction in Loyalty Formation

Customer satisfaction emerges as the most influential predictor of loyalty within the model. Its strong direct effect and large effect size indicate that satisfaction plays a dominant role in shaping repeat purchase intentions and long-term relational commitment. This reinforces the classical satisfaction loyalty paradigm, which posits that satisfaction is a primary antecedent of customer retention. More importantly, satisfaction serves as a structural bridge connecting upstream constructs (brand image and service quality) to loyalty. The mediation analysis confirms that satisfaction is not merely an outcome variable but a central mechanism that transforms perceptions into commitment. The magnitude of its influence suggests that managerial strategies should prioritize satisfaction enhancement as a pathway to sustainable loyalty development.

Theoretical Implications

The findings contribute to service marketing theory by clarifying the differential roles of cognitive perception (service quality), symbolic perception (brand image), and affective evaluation (satisfaction) in loyalty formation. The distinction between partial and full mediation enriches understanding of how direct and indirect effects coexist within relational models. This study also reinforces the multidimensional nature of loyalty development. Rather than being shaped solely by operational excellence, loyalty emerges from a combination of experiential satisfaction and emotional-brand alignment. The model demonstrates that satisfaction functions as a pivotal integrative construct within this dynamic system.

Managerial Implications

From a managerial perspective, the results suggest that organizations should not rely exclusively on improving service operations to build loyalty. While service quality is essential, its impact on loyalty depends heavily on whether it produces satisfaction. Therefore, customer experience management should focus on creating emotionally rewarding interactions rather than merely delivering

technically efficient services. Strengthening brand image should be treated as a strategic priority. Investments in branding, positioning, and experiential differentiation can directly and indirectly enhance loyalty. By integrating brand management and satisfaction strategies, organizations can establish a more sustainable competitive advantage and foster long-term customer relationships.

CONCLUSION

This study set out to examine the influence of brand image and service quality on customer satisfaction and customer loyalty in the context of millennial-concept cafés in Indonesia. The findings provide empirical evidence that brand image and service quality both play significant roles in shaping customer satisfaction, with brand image further demonstrating a direct influence on customer loyalty. Moreover, the research confirms that customer satisfaction serves as a key mediator between both brand image and service quality in fostering long-term customer loyalty. These results align with and reinforce established theories in service marketing, including the SERVQUAL model, the service-profit chain framework, and Oliver's satisfaction-loyalty paradigm. The study contributes theoretically by validating these frameworks within the underexplored context of Indonesia's millennial-focused café sector, highlighting that loyalty among millennials is shaped not only by functional service quality but by broader brand alignment with lifestyle, emotional experiences, and values. Practically, this research offers guidance for café business owners and marketers: to secure competitive advantage, they must invest in developing a strong, authentic brand image and ensure consistent, high-quality service that enhances customer satisfaction, which in turn strengthens loyalty. However, this study is not without limitations. The cross-sectional design restricts the ability to capture changes in customer perceptions over time. Furthermore, the research is context-specific to millennial café consumers in Indonesia and may not be generalizable to other sectors or demographics. Future studies could adopt a longitudinal approach to track how evolving trends and consumer expectations influence these relationships over time. Additionally, comparative studies across different generations or international markets could enrich understanding of how brand image and service quality operate in diverse cultural and economic contexts.

REFERENCES

- Abdel Fattah, F. A. M., Dahleez, K. A., Darwazeh, R. N., & Al Alawi, A. M. M. (2021). Influence of service quality on consumer loyalty: a mediation analysis of health insurance. *The TQM Journal*, 33(8), 1787-1805. <https://doi.org/10.1108/TQM-09-2020-0219>
- Acar, A., Büyükdağ, N., Türten, B., Diker, E., & Çalışır, G. (2024). The role of brand identity, brand lifestyle congruence, and brand satisfaction on repurchase intention: a multi-group structural equation model. *Humanities and Social Sciences Communications*, 11(1), 1-13. <https://doi.org/10.1057/s41599-024-03618-w>
- Alhassan, F., Alhassan, M., Abdallah, A. H., Salman, T., & Titiakaa, O. R. (2025). The Impact of Service Quality, Digital Innovation, and Loyalty Programs on Customer Satisfaction and Loyalty in Luxury Hotels. *International Journal of Innovation and Development*, 2(3).
- Amerta, L., & Madhavi, I. (2023). Exploring service quality and customer satisfaction in the service industry: A mixed-methods analysis. *Journal on Economics, Management and Business Technology*, 2(1), 1-16. <https://doi.org/10.35335/jembut.v2i1.184>
- Castaldo, S. (Ed.). (2024). *Customer loyalty: Theory, measurement, and management*. EGEA spa. Milan: Bocconi University Press
- Choudhary, P. K., & Sahu, K. K. (2023). Managing and shaping brand associations to ensure positive alignment with "Brand Image": Narrative synthesis. *International Journal of Physical Education, Sports and Health*, 10(3), 112-117. <https://doi.org/10.22271/kheljournal.2023.v10.i3b.2935>
- Devi, A. A. D. T., & Yasa, N. N. K. (2021). The role of customer satisfaction in mediating the influence of service quality and perceived value on brand loyalty. *International Research Journal of Management, IT and Social Sciences*, 8(3), 315-328. <http://dx.doi.org/10.21744/irjmis.v8n3.1786>

- Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22(2), 99-113. <https://doi.org/10.1177/0092070394222001>
- Fakhrurozi, R. N., Dewi, N. I. K., Prayustika, P. A., & Riyasa, I. A. P. W. (2025). Exploring the Role of Experiential and Emotional Marketing in Building Customer Satisfaction and Loyalty in Coffee Shop. *Binus Business Review*, 16(3), 275-289. <https://doi.org/10.21512/bbr.v16i3.13594>
- Fisher, A., Rudin, C., & Dominici, F. (2019). All models are wrong, but many are useful: Learning a variable's importance by studying an entire class of prediction models simultaneously. *Journal of Machine Learning Research*, 20(177), 1-81.
- Kaur, H., & Soch, H. (2013). Mediating roles of commitment and corporate image in the formation of customer loyalty. *Journal of Indian Business Research*, 5(1), 33-51. <https://doi.org/10.1108/17554191311303376>
- Keller, K. L. (2013). Building strong brands in a modern marketing communications environment. In *The evolution of integrated marketing communications* (pp. 65-81). Routledge. <http://dx.doi.org/10.1080/13527260902757530>
- Khawaja, L., Ali, A. A., & Mostapha, N. (2021). The mediating effect of customer satisfaction in relationship with service quality, corporate social responsibility, perceived quality and brand loyalty. *Management Science Letters*, 11(3), 763-772. <http://dx.doi.org/10.5267/j.msl.2020.10.030>
- Krishnamurthy, A., & Kumar, S. R. (2018). Electronic word-of-mouth and the brand image: Exploring the moderating role of involvement through a consumer expectations lens. *Journal of Retailing and Consumer Services*, 43, 149-156. <https://doi.org/10.1016/j.jretconser.2018.03.010>
- Lolemo, S. E., & Pandya, H. B. (2025). Customer e-satisfaction as a mediator between e-service quality, brand image, and e-loyalty: Insights from Ethiopian digital banking technology. *Journal of Digital Economy*, 4, 1-15. <https://doi.org/10.1016/j.jdec.2025.05.005>
- Mohd Al, P. N. A., Mohamed Rani, Z., Ahmad, K. N., Abas, S. A., & Ahmad, N. A. (2024). Understanding younger generations' perceived service quality, value, and satisfaction in coffee shops in Kota Bharu, Kelantan. An empirical analysis of young generations' perceptions. *ESTEEM Journal of Social Sciences and Humanities*, 8(2), 13-30.
- Nguyen, G. T. T. (2025). Bridging functionality and emotion: the role of brand image in cultivating loyalty among logistics partners through brand love and engagement in Vietnam's B2B sector. *Journal of Business & Industrial Marketing*, 40(5), 1208-1222.
- Oliver, C. (1997). Sustainable competitive advantage: combining institutional and resource-based views. *Strategic management journal*, 18(9), 697-713.
- Parasuraman, A. B. L. L., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 1988, 64(1), 12-40.
- Sah, A. K., Hong, Y. M., & Huang, K. C. (2025). Enhancing brand value through circular economy service quality: The mediating roles of customer satisfaction, brand image, and customer loyalty. *Sustainability*, 17(3), 1332. <https://doi.org/10.3390/su17031332>
- Saxena, N. K., & Dhar, U. (2021). Building Brand Image: A Multi-Perspective Analysis. *Ilkogretim Online*, 20(5). <https://doi.org/10.17051/ilkonline.2021.05.425>
- Shrestha, R., Kadel, R., & Mishra, B. K. (2023). A two-phase confirmatory factor analysis and structural equation modelling for customer-based brand equity framework in the smartphone industry. *Decision Analytics Journal*, 8, 100306. <https://doi.org/10.1016/j.dajour.2023.100306>

- Solimun, & Fernandes, A. A. R. (2018). The mediation effect of customer satisfaction in the relationship between service quality, service orientation, and marketing mix strategy to customer loyalty. *Journal of Management Development*, 37(1), 76-87. <https://doi.org/10.1108/JMD-12-2016-0315>
- Supatman, E. R., Walean, R. H., & Mandagi, D. W. (2026). The Trust Paradox: A Dual-Pathway Analysis of Digital Marketing's Impacts on Consumer Loyalty and Consumer Decision. *Paradoks: Jurnal Ilmu Ekonomi*, 9(1), 67-79. <https://doi.org/10.57178/paradoks.v9i1.1985>
- Suryana, P. (2024). Building a strong brand image: the role of storytelling in marketing. *Journal of Economics and Business (JECOMBI)*, 4(02), 107-115. <https://doi.org/10.58471/jecombi.v4i02.81>
- Susanti, A., Dewi, P. S. T., & Putra, I. W. Y. A. (2021, November). Relationship Mapping of Brand Sensuality Factors and Interior Design Characters of Popular Coffee Shop: In Z gens perception. In *ARTEPOLIS 8-the 8th Biannual International Conference (ARTEPOLIS 2020)* (pp. 214-230). Atlantis Press. <http://dx.doi.org/10.2991/assehr.k.211126.024>