

Improving Start Up Performance Using Store Environment Variables to Increase Customer Satisfaction, Brand Trust and Brand Preference of Cafe in Indonesia

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Improving Start Up Performance Using Store Environment Variables to Increase Customer Satisfaction, Brand Trust and Brand Preference of Cafe in Indonesia



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ABSTRACT: The culinary industry in Indonesia is experiencing very rapid growth due to the influence of globalization. ZYBRICK Coffee & Cantina Surabaya, is one of the cafes following the globalization era, offering customers a unique charm with up-to-date atmosphere, service, and product variations. This study aims to analyze the effect of atmosphere, food quality, service quality, brand image, customer satisfaction and brand trust on ZYBRICK Coffee & Cantina store brand preferences. The data processing method used is SPSS version 22.0. The sample used is ZYBRICK Coffee & Cantina customers in Surabaya, men and women aged 18-60 years, who have eaten at ZYBRICK Coffee & Cantina Surabaya at least 2 times in the last 6 months, as many as 150 respondents. Based on data analysis is that from ten proposed hypotheses, all hypotheses are supported.

KEYWORDS: Atmospherics, Food Quality, Service Quality, Brand Image, Customer Satisfaction, Brand Trust, Brand Preference.

I. INTRODUCTION

Developments that occur in the culinary industry are increasing at this time, this can happen because food is a daily necessity of the community. But along with the progress of the times, culinary is not only a product that can only be consumed, but now culinary has become part of people's lifestyles. This can be seen from the number of culinary businesses currently developing by utilizing technology, presenting unique, creative and highly innovative products in order to gain customers. The conditions of increasingly fierce competition are not only from the increasing number of competitors but also from the side of customers who are easily bored with a particular culinary. More and more new cafes are opening by providing a variety of uniqueness, so marketers have to think about solutions in order to increase sales and make customers have the desire to come back to the cafe. Based on data from the Central Statistics Agency (BPS) and Bekraf released in 2018 revealed that the creative economy sub-sector with the largest income in 2016 in the culinary sub-sector contributed Rp. 387 trillion or 41.40% in the Gross Domestic Product (GDP) of the creative economy. Throughout 2018, the culinary industry was able to grow by 7.91%, which even surpassed the national economic growth of 5.17%. The culinary industry is one of the sectors that supports the increase in the value of national investment, which in 2018 contributed up to IDR 56.60 trillion. The Minister of Industry is optimistic that the culinary industry is able to make product innovation breakthroughs to meet the tastes of customers both from within and outside the country. Especially with the implementation of industry 4.0, by utilizing the latest technology which is considered to be able to produce quality and competitive products.

The culinary industry that is quite widely established in Surabaya is a cafe where it is a form of the culinary industry which is quite occupied by several entrepreneurs in Surabaya. The cafes that are present in Surabaya have different concepts, such as vintage, outdoor, old times, colonial, thematic, industrial and many other concepts. While the cafe also has a variety of different and interesting concepts with interiors that will spoil the eyes of customers. By seeing the increasing variety and type of culinary that is developing in the city of Surabaya, it becomes the author's attraction to research the culinary business which is focused on one type of culinary business, namely a cafe and eatery called ZYBRICK Coffee & Cantina Surabaya. In the midst of increasingly business competition in Indonesia it is important for ZYBRICK Coffee & Cantina Surabaya to always increase brand preference from ZYBRICK Coffee & Cantina Surabaya customer, so this research will focus on examining the effect of atmospherics, food quality, service quality, brand image, customer satisfaction, brand trust to brand preference ZYBRICK Coffee & Cantina customer in Surabaya.

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II. LITERATURE REVIEW

2.1 Atmospherics

Atmosphere according to Levy and Weits (2007) refers to the design of the environment through visual communication, lighting, colors, music, and smells to stimulate perceptual and emotional responses of customers and ultimately influence buying behavior. The use of the right atmosphere will create an attractive impression and help improve the image of a cafe in customer perception. According to Kotler (2005) atmosphere is a planned atmosphere in accordance with the target market and which can attract consumers to buy. According to Christina Widhya Utami (2010) atmosphere is a combination of physical characteristics of the store such as architecture, layout, lighting, display, color, temperature, music, aroma as a whole will create an image in the form of consumers. From these statements, we can make hypotheses that:

H1: Atmospherics has a positive significant effect on Brand Image

H2: Atmospherics has a positive significant effect on Customer Satisfaction

2.2 Food Quality

According to Potter and Hotchkiss (2012) food quality is a quality characteristic of food that is acceptable to consumers such as size, shape, color, consistency, texture, and taste. Delicious and fresh food plays an important role in the effort to surpass the competitors. Thus, food quality is one of the best ways to maximize success in the cafe business. Quality is not only found in goods or services, but also includes food products. Customers who come to look for food certainly want to buy quality food. From these statements, we can make hypotheses that:

H3: Food Quality has a positive significant effect on Brand Image

H4: Food Quality has a positive significant effect on Customer Satisfaction

2.3 Service Quality

Service quality can be manifested in meeting the needs and expectations of consumers and the accuracy of delivery to balance consumer expectations. Lovelock and Wirtz (2007) describe service quality as a long-term cognitive evaluation of consumers towards service delivery by the company. Zeithaml, Bitner, and Gramler (2009) state that service quality is the consumer's perception of a set of services for a product. Service quality is the quality of services provided to customers based on standard service procedures (Suwathi, 2002). Service quality can also be interpreted as an effort to meet the needs and desires of consumers and the provision of delivery to consumers (Tjiptono, 2007). From these statements, we can make hypotheses that:

H5: Service Quality has a positive significant effect on Brand Image

H6: Service Quality has a positive significant effect on Customer Satisfaction

2.4 Brand Image

Brand image is the consumer's perception of the brand of a product that is formed from the information obtained by consumers through the experience of using the product. According to Keller (2013), brand image is a consumer's response to a brand that is based on the good and bad of the brand that consumers remember. Brand image is a belief in the minds of consumers about the object of the product that has been felt. According to Kotler and Keller (2012) brand image is the perception and belief made by consumers as reflected in associations that occur in consumer memory. A strong brand image can provide a major advantage for the company where one of them can create a competitive advantage. From these statements, we can make hypotheses that:

H7: Brand Image has a positive significant effect on Customer Satisfaction

H8: Brand Image has a positive significant effect on Brand Trust

2.5 Customer Satisfaction

According to Santourdis and Trivelas (2010) customer satisfaction is the degree to which the company's performance meets or meets customer expectations. According to Kotler (2014) customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (result). From this definition it can be said that if the product's performance is not in accordance with consumer expectations and if the expectations are set low, then consumers will feel dissatisfied and end up disappointed. Meanwhile, if the performance is in line with expectations, the consumer will feel satisfied, but if the product performance exceeds expectations, the consumer will feel happy and very satisfied. From these statements, we can make hypotheses that:

H9: Customer Satisfaction has a positive significant effect on Brand Trust

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2.6 Brand Trust

Brand trust according to Tjiptono (2014) is the willingness of consumers to trust or rely on a brand in a risk situation due to the expectation that the brand in question will give positive results. Meanwhile, according to Delgado (2005) brand trust is a high expectation or possibility that the brand will lead to positive results for consumers. Therefore, companies need to build and maintain consumer trust in order to create consumer commitment from now on to the future. Experience with the brand will be a source for consumers to create trust in the brand. From this experience, it will affect consumers' evaluations of consumption, use, or satisfaction directly and indirectly with the brand. From these statements, we can make hypotheses that:

H10: Brand Trust has a positive significant effect on Brand Preference

2.7 Brand Preference

Brand preference is a relative preference for choosing and using a particular brand compared to other brands. Chomvilailuk et al., (2010) define brand preference as everything where consumers prefer the brand of a product based on their first experience in using other similar brands. The opinion of Ardhanari (2008) which states that brand preference is a strong degree of consumer preference for a brand that can provide quality assurance for consumers. Companies that are able to develop brand preferences will be able to defend against attacks from competitors. A good brand preference can provide quality assurance for consumers.

III. RESEARCH ISSUE AND METHODOLOGY

The type of approach used in this study is a quantitative approach. The population used is customer of ZYBRICK Coffee & Cantina Surabaya. The sampling technique used is non-probability sampling using a questionnaire as a tool major in data collection. In this study, researchers will use snowball sampling techniques, where researchers choose respondents who will help researchers to distribute and fill out questionnaires. In this study respondents collected were 150 customer of ZYBRICK Coffee & Cantina Surabaya according to the characteristics of respondents. Research model can be seen below.

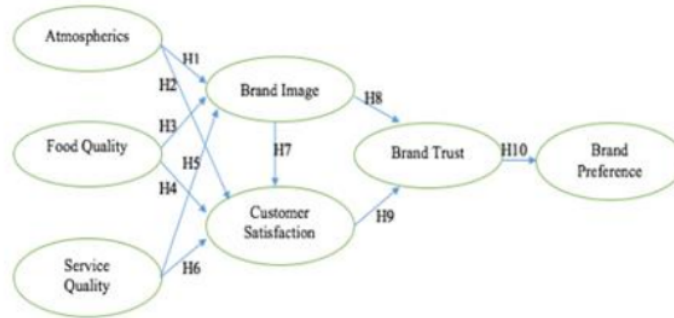


Figure 1. Research Model
Source: Hancer (2019)

IV. FINDING AND DISCUSSION

4.1 Findings

This study used Multiple Regression in testing between the variables. Statistical analysis tool used to answer the problem formulation of this research is SPSS 22.0. Once the questionnaires were returned, the next step that must be conducted is descriptive statistic-analysis. In Table 1, it shows that respondents who fill out questionnaires are mostly done by women, this can be seen from 84 respondents (56%) of respondents are the customer of ZYBRICK Coffee & Cantina Surabaya while 66 respondents (44%) are men. This indicates that customer of ZYBRICK Coffee & Cantina Surabaya mostly is female.

Table 1. Respondents Characteristic by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	84	56.0	56.0	56.0
	Male	66	44.0	44.0	100.0
	Total	150	100.0	100.0	

Source: own calculation

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From the results in Table 2, it can be seen that the characteristics of respondents based on age are dominated by age group 18-35 which is 126 respondents (84%), followed by 36-50 age group which is 24 respondents (16%). This shows that the majority of respondents are in the age subgroup of generation X and Y.

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Table 2. Respondents Characteristic by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 35	126	84.0	84.0	84.0
	35 - 50	24	16.0	16.0	100.0
	Total	150	100.0	100.0	

Source: own calculation

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Table 3. Descriptive Statistics

	N	Mean	Std. Deviation
A1	150	3,25	1,099
A2	150	3,67	1,223
A3	150	3,01	1,007
A4	150	3,07	0,974
A	150	3,2533	0,84988
FQ1	150	4,02	0,979
FQ2	150	3,23	1,12
FQ3	150	3,26	1,089
FQ4	150	3,13	1,072
FQ5	150	3,25	1,063
FQ6	150	4,14	1,056
FQ	150	3,5067	0,92688
SQ1	150	3,86	1,193
SQ2	150	3,43	1,161
SQ3	150	3,85	1,195
SQ4	150	3,85	0,908
SQ	150	3,75	0,88897
BI1	150	3,53	1,208
BI2	150	4,12	1,146
BI3	150	4,1	1,06
BI	150	3,9157	1,01868
CS1	150	4,13	1,107
CS2	150	4,19	1,013
CS3	150	3,73	1,174
CS	150	4,0157	0,99566
BT1	150	3,98	1,178
BT2	150	4,07	1,182
BT3	150	3,82	1,21
BT	150	3,962	1,07961
BP1	150	3,91	1,178
BP2	150	4,11	1,106
BP3	150	3,85	1,197
BP	150	3,9551	1,0223
Valid N (listwise)	150		

Source: own calculation

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Based on the results from data processing in table 3, it shows that all average score of the mean for overall indicator is above 3.61 means that all indicators of variables can be perceived agree by all respondents. Also, the standard deviation is under 2.0 means that the answers given by respondents are homogeneous. The highest mean average is Customer Satisfaction is 4,0157. This may indicate that respondents are agree with indicators of Customer Satisfaction than other variables. Brand Trust has the highest score for standard deviation, that is 1,07961 this may indicate that the respondents give answers for merchandise value least homogeneous compared with other variables.

4.1.1 Validity Test

The criteria is if the value of the factor loading is higher than 0.159, then the statement is considered valid. Based on the test of the data validity, all indicators used to estimate each variable are valid, because the factor loading for every indicators are more than 0.159.

Table 4. Validity Test

Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL
<i>Brand Preference</i>		<i>Brand Trust</i>		<i>Customer Satisfaction</i>		<i>Brand Image</i>		<i>Service Quality</i>		<i>Food Quality</i>		<i>Atmospherics</i>	
BP1	0.672	BT1	0.781	CS1	0.814	BI1	0.659	SQ1	0.741	FQ1	0.673	A1	0.598
BP2	0.837	BT2	0.867	CS2	0.83	BI2	0.839	SQ2	0.691	FQ2	0.83	A2	0.594
BP3	0.668	BT3	0.703	CS3	0.721	BI3	0.787	SQ3	0.704	FQ3	0.855	A3	0.594
								SQ4	0.357	FQ4	0.858	A4	0.619
										FQ5	0.869		
										FQ6	0.781		
Source: own calculation													

4.1.2 Reliability Test

Reliability test is do by comparing cronbach's alpha value, if the value is higher than 0.6, then the statement is considered reliable.

Table 5. Reliability Test

Variable	Cronbach's Alpha Based on Standardized Items
<i>Atmospherics</i>	0,793
<i>Food Quality</i>	0,936
<i>Service Quality</i>	0,794
<i>Brand Image</i>	0,877
<i>Customer Satisfaction</i>	0,893
<i>Brand Trust</i>	0,889
<i>Brand Preference</i>	0,854
Source: own calculation	

From the table 5, it is proven that the variable of atmospherics, food quality, service quality, brand image, customer satisfaction, brand trust, brand preference having the Cronbach alpha value higher than 0.60. So, it can be concluded that the statements develop the variables can be said to be consistent/reliable and can be used for further analysis.

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4.1.3 Results of Multiple Regression

Atmospherics, Food Quality, Service Quality to Brand Image

The results of multiple regression are as follows:

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	0,119	0,168		0,708	0,48
	A	0,528	0,083	0,44	6,356	0
	FQ	0,301	0,086	0,274	3,509	0,001
	SQ	0,273	0,08	0,239	3,406	0,001

From table 6, the regression equation can be written as follows:

$$BI = b1.A + b3.FQ + b5.SQ$$

$$BI = 0.44.A + 0.274.FQ + 0.239.SQ$$

Based on table 6, all the independent variables have positively influence towards brand image. Food quality has the greatest regression coefficient compare to other variables, that is 0.274. Therefore, food quality is the most influence to customer satisfaction. In the other side, atmospherics has the smallest effect on customer satisfaction, that is 0.44.

Atmospherics, Food Quality, Service Quality, Brand Image, to Customer Satisfaction

The results of multiple regression are as follows:

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	0,122	0,138		0,882	0,379
	A	0,231	0,077	0,197	3,007	0,003
	FQ	0,215	0,073	0,2	2,932	0,004
	SQ	0,312	0,068	0,278	4,561	0
	BI	0,311	0,068	0,319	4,589	0

From table 7, the regression equation can be written as follows:

$$CS = b2.A + b4.FQ + b6.SQ + b7.BI$$

$$CS = 0.197.A + 0.2.FQ + 0.278.SQ + 0.319.BI$$

Based on table 7, all the independent variables have positively influence towards customer satisfaction. Service quality has the greatest regression coefficient compare to other variables, that is 0.278. Therefore service quality is the most influence to customer satisfaction. In the other side food quality has the smallest effect on customer satisfaction, that is 0.2.

Brand Image, Customer Satisfaction to Brand Trust

The results of multiple regression are as follows:

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	-0,132	0,133		-0,994	0,322
	BI	0,547	0,065	0,516	8,423	0
	CS	0,486	0,066	0,448	7,319	0

From table 8, the regression equation can be written as follows:

$$BT = b8.BI + b9.CS$$

$$BT = 0.516 + 0.448.CS$$

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Based on table 8, all the independent variables have positively influence towards Brand Trust. Brand image has the greatest regression coefficient compare to other variables, that is 0.516. Therefore brand image is the most influence to Brand Trust. In the other side customer satisfaction has the smallest effect on Brand Trust, that is 0.448.

4.1.4 Results of Simple Regression

Brand Trust to Brand Preference

The results of simple regression are as follows:

26 Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	
1	(Constant)	0,593	0,142	4,182	0	
	BT	0,849	0,035	0,896	24,568	0

From table 9, the regression equation can be written as follows:

$$BP = b10.BT$$

$$BP = 0.896.BT$$

Based on table 9, the independent variable have positively influence towards Brand Preference. Brand Trust has the greatest regression coefficient that is 0.896. Therefore, Brand Trust is the most influence to Brand Preference.

4.1.5 F-test

Based on the calculation of SPSS, the significance of F test value in the ³⁹ model 1, model 2, model 3, and model 4 are 0.000, so it can be concluded four model's independent variables together influencing dependent variable significantly.

Table 10. Result of F-test 1

Model		Sum of Squares	Mean Square	F	Sig.
1	Regression	0.000	0.000	0.000	0.000
	Residual	0.000	0.000	0.000	0.000
	Total	0.000	0.000	0.000	0.000
a. Dependent Variable: BI					
b. Predictors: (Constant), A, FQ, SQ					
Source: own calculation					

Table 11. Result of F-test 2

Model		Sum of Squares	Mean Square	F	Sig.
2	Regression	0.000	0.000	0.000	0.000
	Residual	0.000	0.000	0.000	0.000
	Total	0.000	0.000	0.000	0.000
a. Dependent Variable: CS					
b. Predictors: (Constant), A, FQ, SQ, BI					
Source: own calculation					

Table 12. Result of F-test 2

Model		Sum of Squares	Mean Square	F	Sig.
3	Regression	0.000	0.000	0.000	0.000
	Residual	0.000	0.000	0.000	0.000
	Total	0.000	0.000	0.000	0.000
a. Dependent Variable: BT					
b. Predictors: (Constant), BI, CS					
Source: own calculation					

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Table 13. Result of F-test 2

Model		Sum of Squares	Mean Square	F	Sig.
4	Regression	0.000	0.000	0.000	0.000
	Residual	0.000	0.000	0.000	0.000
	Total	0.000	0.000	0.000	0.000
a. Dependent Variable: BP					
b. Predictors: (Constant), BT					
Source: own calculation					

4.1.6 t-test

1. Atmospherics, Food Quality, Service Quality to Brand Image

The F test used to determine whether the independent variables Atmospherics, Food Quality, Service Quality to Brand Image partially (independently) have significant influence on Brand Image. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced partially. From table 6, it can be seen that Atmospherics, Food Quality, Service Quality have significant influence on Brand Image.

2. Atmospherics, Food Quality, Service Quality, Brand Image, to Customer Satisfaction

The F test used to determine whether the independent variables Atmospherics, Food Quality, Service Quality, Brand Image partially (independently) have significant influence on Customer Satisfaction. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced partially. From table 7, it can be seen that Atmospherics, Food Quality, Service Quality, Brand Image have significant influence on Customer Satisfaction.

3. Brand Image, Customer Satisfaction to Brand Trust

The F test used to determine whether the independent variables Brand Image, Customer Satisfaction partially (independently) have significant influence on Brand Trust. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced partially. From table 8, it can be seen that Brand Image, Customer Satisfaction have significant influence on Brand Trust.

4. Brand Trust to Brand Preference

The F test used to determine whether the independent variables Brand Preference partially (independently) have significant influence on repurchase intention. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced partially. From table 9, it can be seen that Brand Trust have significant influence on Brand Preference.

V. DISCUSSION

The results of this study show that the variables which Atmospherics, Food Quality, Service Quality, Brand Image, Customer Satisfaction, Brand Trust have positive and significant effects on Brand Preference. Also, Customer Satisfaction have positive and significant effect on Repurchase Intention. So, the conclusion is that from six proposed hypotheses, all hypotheses are supported.

The first hypothesis stating that Atmospherics has a positive significant effect on Brand Image is supported. The first hypothesis stating that Atmospherics has a positive effect on Brand Image is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Levy and Weits (2007) that states that Atmospherics have a significant positive effect on Brand Image.

The second hypothesis stating that Atmospherics has a positive significant effect on Customer Satisfaction is supported. The second hypothesis stating that Atmospherics has a positive effect on Customer Satisfaction is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Christina Widhya Utami (2010) that states that Atmospherics have a significant positive effect on Customer Satisfaction.

The third hypothesis stating that Food Quality has a positive significant effect on Brand Image is supported. The third hypothesis stating that Food Quality has a positive effect on Brand Image is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Potter and Hotchkiss (2012) that states that Food Quality have a significant positive effect on Brand Image.

The fourth hypothesis stating that Food Quality has a positive significant effect on Customer Satisfaction is supported. The fourth hypothesis stating that Food Quality has a positive effect on Customer Satisfaction is supported because the t test value is

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0.004, below 0.05. This shows the consistency results of this study with Potter and Hotchkiss (2012) that states that Food Quality have a significant positive effect on Customer Satisfaction.

The fifth hypothesis stating that Service Quality has a positive significant effect on Brand Image is supported. The fifth hypothesis stating that Service Quality has a positive effect on Brand Image is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Lovelock and Wirtz (2007) that states that Service Quality have a significant positive effect on Brand Image.

The sixth hypothesis stating that Service Quality has a positive significant effect on Customer Satisfaction is supported. The fifth hypothesis stating that Service Quality has a positive effect on Customer Satisfaction is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Gramler (2009) that states that Service Quality have a significant positive effect on Customer Satisfaction.

The seventh hypothesis stating that Brand Image has a positive significant effect on Customer Satisfaction is supported. The fifth hypothesis stating that Brand Image has a positive effect on Customer Satisfaction is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Keller (2013) that states that Brand Image have a significant positive effect on Customer Satisfaction.

The eighth hypothesis stating that Brand Image has a positive significant effect on Brand Trust is supported. The fifth hypothesis stating that Brand Image has a positive effect on Brand Trust is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Kotler and Keller (2012) that states that Brand Image have a significant positive effect on Brand Trust.

The ninth hypothesis stating that Customer Satisfaction has a positive significant effect on Brand Trust is supported. The fifth hypothesis stating that Customer Satisfaction has a positive effect on Brand Trust is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Tjiptono (2014) that states that Customer Satisfaction have a significant positive effect on Brand Trust.

The tenth hypothesis stating that Brand Trust has a positive significant effect on Brand Preference is supported. The fifth hypothesis stating that Brand Trust has a positive effect on Brand Preference is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Delgado (2005) that states that Brand Trust have a significant positive effect on Brand Preference.

VI. CONCLUSION

This model was developed in order to research Brand Preference for Zybrick Coffee & Cantina customers in Surabaya. This research model formed an influence relationship between Atmospheric, Food Quality, Service Quality to Brand Image, Atmospheric, Food Quality, Service Quality, Brand Image to Customer Satisfaction, Brand Image, Customer Satisfaction to Brand Trust and also Brand Trust to Brand Preference. So, the conclusion is that from ten proposed hypotheses, all of the hypotheses are supported. As derived from the research outcomes, variables such as Atmospheric, Food Quality, Service Quality, Brand Image, Customer Satisfaction, Brand Trust have been the factors that are important to note as those variables have critical influence toward Brand Preference on Zybrick Coffee & Cantina customers in Surabaya. Therefore, the managerial implication must be concentrated upon those variables.

The managerial implications of these findings can be based on the theories that have been developed as follows. First, Brand Trust is one of the important variables that affects the level of Brand Preference. I can count on Zybrick Coffee & Cantina branch of Siwalankerto Surabaya for their good service, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya always keeps its sales promotion promises to customers, I feel that Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, always keeps its promise of the best product quality provided. I always choose Zybrick Coffee & Cantina branch of Siwalankerto Surabaya when I make a decision to eat out, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, satisfies my eating needs better than other restaurants that have comparable, I am interested in trying various product menus at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya more than other comparable restaurants. One of the forming indicators of Brand Trust is I feel that Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, always keeps its promise of the best product quality provided, where this indicator gets the lowest results among other indicators. For this reason, Zybrick Coffee & Cantina need to be develop this indicator by make a promotion if you have made a purchase on the main dish menu for 10 times in the last 6 months, you will get a special dessert that is not on the menu and is not sold.

Second, the Brand Image Variable is the variable that most influences the Brand Trust variables also influences Customer Satisfaction. Zybrick Coffee & Cantina branch of Siwalankerto Surabaya has a modern cafe image, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, has a reputation for a cafe with good quality, Zybrick Coffee & Cantina branch of Siwalankerto

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Surabaya, has the image of a trendy youth cafe. One indicator of Brand Image is Zybrick Coffee & Cantina branch of Siwalankerto Surabaya has a modern cafe image, so it is important for Zybrick Coffee & Cantina to develop this indicator by implementing a touchless system at the cafe entrance, touchless sink, touchless hand sanitizer and touchless hand soap, even touchless payment to minimize the level of contact between customers and customers and customers with cafe employees and to suppress the spread of the virus.

Third, the Customer Satisfaction Variable is the variable that influences the Brand Trust variables. I am satisfied with my overall experience at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, I am satisfied with the quality of the food at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, I am satisfied with the quality of service at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya. One indicator of Customer Satisfaction is I am satisfied with the quality of service at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya where this indicator gets the lowest results among other indicators, so it is important Zybrick Coffee & Cantina to pay attention to this. For this reason Zybrick Coffee & Cantina needs to develop this indicator by giving rewards or awards to the 5 most loyal customers measured by the most purchases and the most frequent use of member cards.

Fourth, the Food Quality variable is the variable that influences the Customer Satisfaction variable and Brand Image variable. Zybrick Coffee & Cantina branch of Siwalankerto Surabaya offers delicious food, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya offers nutritious food, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya offers a variety of menus, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya offers fresh food, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya has a tantalizing aroma of food, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya serves visually appealing food. One indicator of Food Quality is Zybrick Coffee & Cantina branch of Siwalankerto Surabaya offers delicious food gets the lowest results among other indicators, so it is very important for Zybrick Coffee & Cantina to improve the indicator by when serving food, the cafe also gives customers a paper containing the benefits of consuming the food ordered, for example if a customer orders spaghetti it will include writing about the benefits of eating spaghetti as an energy source that contains carbohydrates which are the main energy source for the body.

Fifth, the Atmospherics is one of the variable that influences the Customer Satisfaction variable and Brand Image variable. Zybrick Coffee & Cantina branch of Siwalankerto Surabaya has an attractive interior design. Example: interesting painting, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, has a pleasant background music, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, has a clean dining area, Zybrick Coffee & Cantina branch of Siwalankerto Surabaya has an attractive decoration design. Example: interesting photo spots. One indicator of Atmospherics Zybrick Coffee & Cantina branch of Siwalankerto Surabaya has an attractive interior design gets the lowest results among other indicators, so it is very important for Zybrick Coffee & Cantina to improve the indicator by innovate with interesting decorations according to the season (christmas, easter, ramadan)

Sixth, the Service Quality is one of the variable that influences the Customer Satisfaction variable and Brand Image variable. The waiter at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, serves the exact same food as the one ordered, The waiter at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, provides fast service, The waiters at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya are always willing to help fulfill customer desires, The waiter at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya, made me feel comfortable with their service. One indicator of Service Quality is The waiter at Zybrick Coffee & Cantina branch of Siwalankerto Surabaya made me feel comfortable with their service, gets the lowest results among other indicators, so it is very important for Zybrick Coffee & Cantina to improve the indicator by provide a button on each customer's desk that is useful for calling the nearest employee, the button in question is connected to the walkie talkie of the nearest employee so as not to disturb other consumers.

VII. RESEARCH LIMITATION

This study has limitation which is only examining in Indonesia. Future study can conduct on other countries where there are geographical differences that can be additional research attractiveness. Specifically, we take respondents residing in Surabaya only. Future research can develop for other areas. Also, this research only uses ZYBRICK Coffee & Cantina as research object. Using other object can produce different results.

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