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The Effect of Optimization of Service Quality and Brand Image Credibility Towards Customer Loyalty at Kedai Mayan Bandung

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A B S T R A C T

This study aims to analyze the effect of optimizing service quality and brand image credibility on customer loyalty at Kedai Mayan Bandung. The study uses a quantitative method with a descriptive-verification approach. The study population is based on 34,857 consumer visits during December 2024–November 2025, while a sample of 100 respondents is determined using the Slovin formula and selected through non-probability sampling with an incidental sampling technique. Data were collected through observation, interviews, and Likert scale questionnaires, then analyzed using SPSS 26 through validity, reliability, classical assumptions, multiple linear regression, coefficient of determination, F test, and t test. The descriptive results show that optimizing service quality obtained an average score of 2.44, brand image credibility 2.46, and customer loyalty 2.35; all three are in the poor category. The regression equation obtained is $Y = 10{,}000 + 0.210X_1 + 0.450X_2 + \varepsilon$. Simultaneously, service quality and brand image have a positive and significant effect on customer loyalty ($F = 3.678$; $p = 0.029$), with a reported R Square of 0.809. Partially, service quality has a positive and significant effect ($t = 2.800$; $p = 0.006$), as does brand image ($t = 5.500$; $p < 0.001$). These findings emphasize the importance of service consistency, strengthening brand identity, and improving customer experience to increase loyalty.

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INTRODUCTION

The Growth of the Culinary Business in Bandung has Driven Increasingly Fierce Competition

Shops are required not only to offer products tailored to consumer needs but also to provide consistent service and a recognizable brand identity. Customer loyalty is a commitment to continue to choose, repurchase, and recommend a brand even when other alternatives are available (Hidayat etal., 2025; Ramdan et al., 2023). In the context of culinary services, loyalty is strongly influenced by service experience and customer perception of the brand.

Kedai Mayan is located at Jalan LLRE Martadinata No. 85, Bandung, with an open-air concept and primarily targeting students, college students, and productive-age consumers. Internal data shows that revenue fluctuated with a downward trend during December 2024–November 2025. Revenue fell from Rp81,668,500 in December 2024 to Rp37,085,531 in November 2025. The largest decline occurred in May 2025, which was 29.96% compared to the previous month. This condition strengthens the suspicion that customer experience and brand strength have not been optimally formed.

Table 1. Mayan Store Revenue Data December 2024–November 2025

No.	Month	Income	Ups and down
1	Dec 2024	Rp81,668,500	–
2	Jan 2025	Rp68,702,225	-15.88%
3	Feb	Rp61,349,115	-10.70%
4	Mar	Rp54,541,066	-11.10%
5	Apr	Rp53,334,603	-2.21%
6	May	Rp37,342,453	-29.98%
7	June	Rp41,666,634	11.58%
8	Jul	Rp51,128,400	22.71%
9	August	Rp42,820,924	-16.25%
10	Sep	Rp38,635,020	-9.78%
11	Oct	Rp41,336,495	6.99%
12	Nov	Rp37,085,531	-10.28%

Source: Owner of Mayan Shop, processed by researchers (2025)

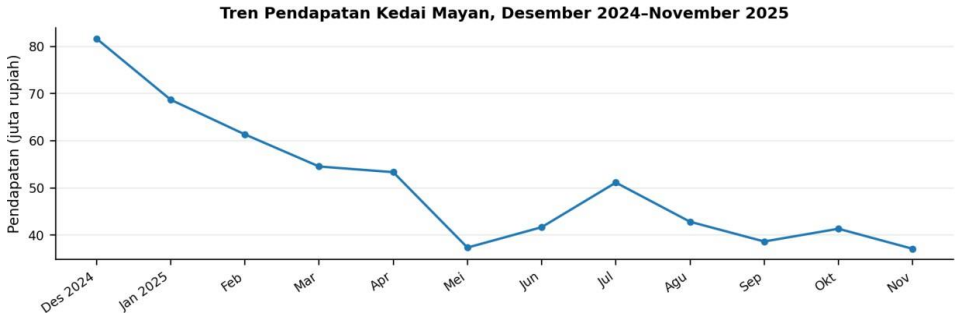


Figure 1 Income Trends for Mayan Shop

Source: Internal data from Kedai Mayan, processed by researchers (2025)

A pre-survey of 20 customers showed 73% negative responses to the loyalty variable, 69% negative responses to service quality, and 77% negative responses to brand image. The main complaints related to waiting times, employee responsiveness to customer needs, table cleanliness, low brand familiarity, and the lack of a strong uniqueness. Service quality is understood as a company's ability to meet or exceed customer expectations through tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al. in Imbaruddin, 2024). Meanwhile, brand image is the consumer associations and beliefs that distinguish a brand from its competitors (Arif et al., 2021; Fahrezi & Sukaesih, 2023).

Previous research has shown that service quality and brand image are related to consumer satisfaction and loyalty. Safavi and Hawignyo (2021) found that service quality and brand image influence consumer evaluations, while Mulyadin and Suroso (2025) showed that marketing factors and consumer perceptions can strengthen loyalty. Based on these phenomena, this study aims to: (1) describe the conditions of service quality, brand image, and customer loyalty; (2) test the simultaneous influence of these two independent variables on loyalty; and (3) test the partial influence of each variable.

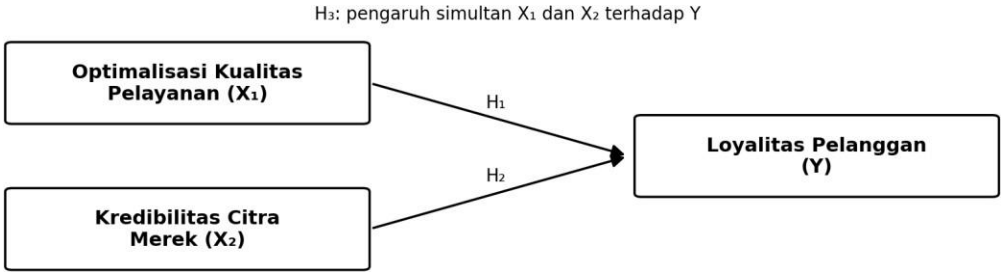


Figure 2. Research Model

Source: Processed by researchers based on the research framework (2026)

LITERATURE REVIEW

Service quality is an important factor in building customer satisfaction and loyalty, particularly in the culinary business, where customers evaluate their experiences through service speed, consistency, employee responsiveness, professionalism, and the ability to meet their expectations. High-quality service can strengthen customer trust and encourage repeat purchases, while inconsistent service may reduce customers' willingness to return. Previous studies discussed by Fajri et al. indicate that service quality is positively associated with customer evaluations and loyalty. Therefore, businesses need to maintain consistent service standards, improve employee responsiveness, and provide a comfortable customer experience to establish long-term relationships with consumers (Safavi & Hawignyo, 2021).

Brand image is another important determinant of customer loyalty because it represents the perceptions, associations, and beliefs that distinguish a business from its competitors. A recognizable and credible brand image can help customers remember a business, develop trust, and recommend it to

others. Research discussed by Fajri et al. indicates that brand image has a positive and significant influence on customer loyalty, alongside service quality. Their findings at Kedai Mayan Bandung demonstrate that both variables simultaneously influence loyalty, with brand image also showing a significant partial effect. These findings suggest that businesses should strengthen their brand identity, communicate their unique characteristics consistently, and integrate brand positioning with reliable service quality to encourage repeat purchases and long-term customer loyalty (Fajri et al., 2026).

METHODOLOGY

This study used a quantitative design with a descriptive-verification approach. The research objects were service quality optimization (X_1), brand image credibility (X_2), and customer loyalty (Y), while the research subjects were Kedai Mayan Bandung customers. The operational population was 34,857. consumer visits during December 2024–November 2025. With a 10% error rate, the Slovin formula calculation yielded 99.7 respondents and was rounded up to 100 respondents. The sampling technique was non-probability sampling with incidental sampling, namely customers who were met after making a transaction and met the research criteria (Safavi & Hawignyo, 2021; Mulyadin & Suroso, 2025).

Primary data was obtained through observation, interviews with owners and employees, and a Likert-scale digital questionnaire. The instrument consisted of 13 statements: five items on service quality, three items on brand image, and five items on customer loyalty. Validity was tested using Pearson correlation with an r table of 0.195.

Meanwhile, reliability was measured using Cronbach's Alpha with a limit of 0.60 (Utami et al., 2023; Zayrin et al., 2025). Ordinal data were transformed into intervals using the Method of Successive Interval (MSI). The analysis included descriptive statistics, tests for normality, multicollinearity, heteroscedasticity, autocorrelation, multiple linear regression, coefficient of determination, F-test, and t-test at a significance level of 10%.

RESULTS AND DISCUSSION

Respondent Characteristics and Instrument Quality

Of the 100 respondents, the 17–25 age group dominated, accounting for 60%. Female respondents made up 60% of the respondents, while male respondents made up 40%. Based on occupation, the largest number of customers were schoolchildren (32%) and university students (23%). This composition aligns with Kedai Mayan's location and positioning, which is close to educational areas and youth activity centers.

All statement items were declared valid because the calculated r value was greater than the table r of 0.195. The reliability results showed a Cronbach's Alpha of 0.774 for customer loyalty, 0.603 for service quality, and 0.656 for brand image. Thus, all three instruments met the reliability limit of 0.60 and were suitable for use in further analysis.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Critical Value	Information
Optimizing Service Quality (X_1)	0.603	0.60	Reliable
Brand Image Credibility (X_2)	0.656	0.60	Reliable
Customer Loyalty (Y)	0.774	0.60	Reliable

Source: Results of primary data processing (2026)

Descriptive Analysis

The average service quality was 2.44 and was in the poor category. The lowest indicator was service consistency (2.23), followed by employee professionalism (2.33) and service speed (2.44). Brand image credibility obtained an average of 2.46; the lowest indicator was ease of recalling the brand (2.41). Customer loyalty obtained an average of 2.35, with the main weaknesses being the habit of buying without considering other stores (2.14) and loyalty after experiencing an unsatisfactory experience (2.20). These findings indicate that customers have not yet made Kedai Mayan their first choice.

Table 3. Summary of Average Scores of Variables

Variables	Average Score	Category	Lowest Indicator
Optimizing Service Quality (X_1)	2.44	Not good	Consistency of service (2.23)
Brand Image Credibility (X_2)	2.46	Not good	Ease of recalling the brand (2.41)
Customer Loyalty (Y)	2.35	Not good	Purchasing without considering competitors (2.14)

Source: Results of primary data processing (2026)

Classical Assumption Test and Multiple Linear Regression

The normality test yielded an Asymp. Sig. (2-tailed) of 0.567, indicating that the data were normally distributed. The tolerance values for X_1 and X_2 were each 0.995 with a VIF of 1.005, indicating no multicollinearity. The Durbin–Watson value of 1.898 was in the range of 1.5–2.5, thus indicating no autocorrelation. The scatterplot graph showed that the residual points were randomly spread above and below the zero line without forming a specific pattern; thus, no symptoms of heteroscedasticity were found.

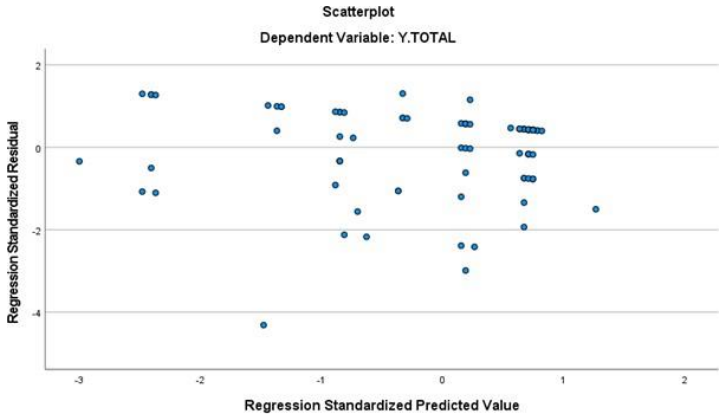


Figure 3. Heteroscedasticity Test Results
Source: Results of processing SPSS 26.0 (2026)

The results of multiple linear regression produce the following equation:

Customer Loyalty = 10,000 + 0.210X_1 + 0.450X_2 + ε

A coefficient of 0.210 indicates that a one-unit increase in service quality will increase customer loyalty by 0.210 units, holding brand image constant. A coefficient of 0.450 indicates that a one-unit increase in brand image will increase loyalty by 0.450 units, holding service quality constant. The positive direction of the coefficients confirms that improvements in both variables have the potential to increase loyalty.

Table 4. Summary of Regression Results and Hypothesis Testing

Testing	Coefficient/Value	t/F	Sig.	Conclusion
Constant	10,000	8,333	<0.001	Significant
Service Quality (X_1)	B = 0.210; β = 0.650	2,800	0.006	Positive and significant
Brand Image (X_2)	B = 0.450; β = 0.550	5,500	<0.001	Positive and significant
Simultaneous F test	R^2 = 0.809	3,678	0.029	Significant model

Source: Results of processing SPSS 26.0 (2026)

The Simultaneous Influence of Service Quality and Brand Image on Loyalty

The calculated F value of 3.678 is greater than the F table of 2.36 and the significance value of 0.029 is smaller than 0.10. Thus, service quality and brand image together have a positive and significant effect on customer loyalty. The model summary in the research paper reports an R Square of 0.809, which means that 80.9% of the variation in loyalty is explained by the two variables, while the remaining 19.1% is influenced by other factors such as price, location, product quality, promotion, and customer personal experience.

From a managerial perspective, these results demonstrate that loyalty cannot be built through a single aspect. Fast but inconsistent service will erode trust, while an attractive brand identity without a strong service experience is insufficient to encourage repeat purchases. Service quality and brand image need to be managed as a unified customer experience.

Partial Influence of Service Quality on Loyalty

Service quality had a t-value of 2.800 with a significance level of 0.006. These results indicate a positive and significant influence on customer loyalty. This finding supports the view that service that meets or exceeds expectations can increase customer satisfaction, trust, and the likelihood of returning (Nababan et al., 2023; Imbaruddin, 2024). Service consistency indicators with the lowest scores should be prioritized for improvement. Stores should establish service time standards, clearly define responsibilities, implement hospitality and responsiveness training, and regularly evaluate customer complaints.

Partial Influence of Brand Image on Loyalty

Brand image has a t-value of 5.500 with a significance level of less than 0.001, indicating a positive and significant effect on loyalty. The regression coefficient for brand image is also greater than the service quality coefficient, indicating the significant role of brand perception in this research model. Kedai Mayan needs to strengthen its visual identity, unique menu and atmosphere, consistent social media communication, and brand storytelling. A strong image makes a brand more memorable, trustworthy, and recommendable (Arif et al., 2021; Fahrezi & Sukaesih, 2023).

CONCLUSION AND DISCUSSION

The conditions for optimizing service quality, brand image credibility, and customer loyalty at Kedai Mayan Bandung are all in the poor category, with average scores of 2.44; 2.46; and 2.35. Simultaneously, service quality and brand image have a positive and significant effect on customer loyalty ($F = 3.678$; $p = 0.029$). Partially, service quality has a positive and significant effect ($t = 2.800$; $p = 0.006$), while brand image also has a positive and significant effect ($t = 5.500$; $p < 0.001$). The regression equation shows that an increase in both variables will be followed by an increase in customer loyalty.

Kedai Mayan is advised to develop service standard operating procedures (SOPs) that emphasize speed, accuracy, friendliness, and consistency; provide regular employee training; implement a digital ordering system and cashless payments; and improve the facilities, cleanliness, and comfort of the visiting area. Brand image can be strengthened through a consistent visual identity, development of distinctive product and ambiance characteristics, targeted social media content, collaboration with local communities or influencers, and programs.

Customer loyalty. Future research could add variables such as price, product quality, location, promotion, and customer experience to make the explanatory loyalty model more comprehensive.

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