

The Effect of Service Quality, Servicescape, Brand Image, and Trust on Customer Satisfaction

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ABSTRACT

This study will look at how service quality, servicescape, brand image, and trust affect customer happiness at Burger Bangor Purwokerto. This study employs quantitative methodologies, with data collected via questionnaires disseminated online. The data used is original data, with up to 135 samples. Technical data analysis with SPSS 27. The findings revealed that service quality, servicescape, brand image, and trust all influence consumer satisfaction. Service quality, service landscape, brand image, and trust all have a positive and significant impact on customer satisfaction. The findings of this study can help Burger Bangor Purwokerto better its operational strategy, particularly in terms of service quality, servicescape, brand image, and trust, in order to retain customer loyalty and increase competition in the fast food business.

INTRODUCTION

People's need for convenience foods continues to increase as a result of rapid industrial growth, busy lifestyles and technological advancements. This encourages people to rely on fast food to fulfill their practical and efficient eating needs (Elsafitri et al., 2023). This change in people's behavior triggers growth in the food and beverage industry where companies are required to meet market demands to offer innovative and quality products. The Central Bureau of Statistics in 2023 supports this increase, showing that there were 10,900 medium-large food and beverage suppliers in 2022, an increase of 20.76 percent from the previous year (bps.go.id:2024). This makes the food and beverage industry continue to innovate both in terms of products and services to meet consumer expectations and market competition.

One of the new brands in the fast food industry is Bangor Burger. Burger Bangor is one of the fast food restaurants founded in August 2019 by Denny Sumargo and his partner, young entrepreneur Anli Maleaki Butar. At a young age Burger Bangor has received several awards as the number 1 local burger company in Indonesia and obtained a Muri record as a local burger with the most outlets, namely more than 650 outlets spread throughout Indonesia (burgerbangorindonesia.com:2024). One of them is in Purwokerto city, precisely on Jalan Professor Dr. Suharso, Arcawinangun, East Purwokerto sub-district, Banyumas district, Central Java 53115.

The location of the place is quite strategic, and the 24-hour opening time and the organizational culture applied to its employees such as putting the interests of consumers first, being friendly, always smiling are the advantages of this fast food restaurant. This activity is carried out to increase customer satisfaction so as to maintain and uphold the name of Burger Bangor in the eyes of the community (Muzaqi & Zaki, 2024). However, the advantages of Burger Bangor Purwokerto are still not satisfying enough for some consumers due to negative reviews and ratings caused by consumers who feel dissatisfied with the quality of service and unsatisfactory places. This is very important to pay attention to and become an evaluation for the company because it can affect the retention of consumers so as not to move to competitors.

The most important key in any business world starts with customer satisfaction. In the Expectation Disconfirmation Theory (EDT) theory developed by Oliver in 1980, customer satisfaction is a function of pre-expectation and disconfirmation. So, customers expect products or services to provide benefits that match their expectations. The creation of customer satisfaction if consumers have felt the benefits of the product/service, if consumers are satisfied, it means that their needs, wants and expectations have been met (Mawardi et al., 2024). Service quality, servicescape, brand image, and trust are four aspects that can affect customer satisfaction.

According to Indrasari (2019), service quality is determined by the degree to which the service deviates from consumer expectations. If the requested service exceeds the direct experience, the service may be termed unqualified, and vice versa (Sinaga et al., 2020). Putri et al., (2023), Yolanda et al., (2023), and Teresa et al., (2024) found that service quality has a positive and significant

influence on customer satisfaction. However, in contrast to Azka et al., (2024), who claim that there is no relationship between service quality and customer satisfaction, Komala & Selvi, (2021) and Kasinem, (2020) claim that service quality has a minor effect on customer satisfaction. The next factor is Servicescape. According to Tjiptono, (2015) in Amir et al., (2024) The physical environment consists of the outside, such as signage and parking lots, and the inside, which includes the furniture, fixtures, layout, and design that customers encounter when interacting with the company's products or services. A well-designed servicescape can create an environment that supports a positive service experience. According to research by Putri et al., (2023), Mawardi et al., (2024), and Nurani et al., (2022), Servicescape has a favorable, significant effect on customer satisfaction. However, it is inversely proportionate to Amir et al., (2024) and Gadis & Mulyowahyudi, (2022), who found no positive and substantial effect of Servicescape on customer satisfaction, and Vitaharsa, (2023), who found that customer satisfaction is unaffected by Servicescape.

Apart from the two factors above, Brand Image is also able to influence consumer satisfaction. According to Indratriyana et al., (2021) Brand Image reflects a general picture of a brand formed from information and previous experiences about the brand. If it is positive, consumers tend to be more trusting and comfortable using the product because they associate the brand with certain quality, reliability and added value. In research Sari & Budiyanto, (2024), Widayati et al., (2020), Azka et al., (2024) shows that Brand Image has a positive and significant effect on customer satisfaction. However, in contrast to Indratriyana et al., (2021) which explains that Brand Image has a negative and insignificant effect on customer satisfaction, research Sayekti & Dwiridotjahjono, (2022) and Purniasih et al., (2023) shows that Brand Image has no significant effect on customer satisfaction.

Trust is the last factor that can affect customer satisfaction. According to Natasya & Yudhira, (2023) Trust is the belief that consumers believe in a product, service, or service provided to them. Consumers will feel more secure and satisfied with their choice if they believe the business can meet their expectations. In research Istiyono & Rizal, (2022), Sianturi et al., (2024), Putra et al., (2024) trust has a positive and significant effect on customer satisfaction. However, in contrast to Natasya & Yudhira, (2023) partially trust does not affect customer satisfaction, research Aprileny et al., (2022) shows that trust has no direct effect on customer satisfaction and Eldawati et al., (2022) shows that the trust variable has a negative and significant effect on customer satisfaction.

This study expands on the work of Muzaqi and Zaki (2024), who looked into the effects of service quality, servicescape, and brand image on customer pleasure. This analysis incorporates independent variables from Kasinem's previous research (2020). The purpose of this study was to look into the impact of service quality, servicescape, brand image, and trust on customer satisfaction at Burger Bangor Purwokerto.

LITERATURE REVIEW

Expectation Disconfirmation Theory (EDT)

The theory used in this research is Expectation Disconfirmation Theory (EDT) developed by Oliver in 1980. Expectation Disconfirmation Theory (EDT) is a customer satisfaction theory that explains customer satisfaction is a function of pre-expectation and disconfirmation. Expectations are beliefs held by customers. Meanwhile, disconfirmation is the difference between the experience before consumption and after consumption. Positive disconfirmation (variance) describes how the experience after the product is consumed is better than the expectations before the product is consumed, while negative variance is the experience after the product is consumed does not meet the expectations before the product is consumed. In EDT theory customers expect benefits in the performance of a product or service against their expectations. This determines the comparison of whether the customer is satisfied with the service or not (Prihantoro et al., 2022).

Consumer Satisfaction

According to Mowen & Minor, (2002) The general attitude that customers have toward products or services after they have purchased and utilized them is known as consumer satisfaction. Consumers who are pleased with products and services are more likely to purchase them or utilize the same services again when similar demands emerge in the future. Thus, customer satisfaction becomes a major factor that encourages repeat purchases, which in turn contributes significantly to the company's sales volume (Indrasari, 2019). There are 3 Indicators of Consumer Satisfaction according to Indrasari, (2019) namely: Expectation Conformity, Interest in revisiting, Willingness to recommend.

Service Quality

One of the keys to customer satisfaction is providing good service quality. According to Suhardi et al., (2022) Service Quality is the company's ability to meet customer needs and expectations, and maintain high quality from the point of view of management and the company. Service quality is a must that must be done by the company in order to survive and continue to gain customer trust (Sumarsid & Paryanti, 2022). Customer satisfaction increases with the quality of the product or service offered, and a better level of customer satisfaction can result in profits for the company (Indrasari, 2019). Service Quality Indicators According to Zeithaml et al., (2009) in Teressa et al., (2024) there are 5 (five) indicators, namely: Reliability, Responsiveness, Assurance, Empathy, Tangible. Research conducted by Putri et al., (2023), Yolanda et al., (2023), Ferdiansa et al., (2022) states that service quality has a positive and significant effect on customer satisfaction.

Servicescape

A comfortable and physically attractive servicescape can increase customer satisfaction. According to Sarwono, (2017) in Putri et al., (2023) Servicescape is the design or appearance of the service environment, including physical aspects and

other elements of the experience, which can give a deep impression to customers. Servicescape management that is creative, safe, and in accordance with consumer needs will provide comfort and create a sense of satisfaction in consumers. (Ma'ruf & Zailani, 2022). There are three main dimensions in Servicescape which are ambient conditions, spatial layout and functionality, and signs or symbols and artifacts (Bhaskara & Budiono, 2023). Servicescape indicators according to Hightower & Shariat, (2009) in Muzaqi & Zaki, (2024) There are 3 indicators or dimensions of measuring Servicescape, namely: Atmosphere, Design or design, Social. In research Putri et al., (2023), Mawardi et al., (2024), Nurani et al., (2022) Servicescape has a positive, significant effect on customer satisfaction.

Brand Image

Brand Image is frequently associated with customer pleasure. According to Nurani et al. (2022), brand image is a conspicuous symbol that describes the distinguishing features of a specific thing or location that leave a lasting impact on consumers. A positive image benefits the organization, whereas a negative image hurts the company's capacity to compete (Indrasari, 2019). According to Indrasari (2019), brand image variables are measured using four aspects. Among them are: recognition, reputation, affinity, and loyalty. Sari and Budiyanto (2024), Widayati et al. (2020), and Azka et al. (2024) found that brand image has a favorable and significant effect on customer satisfaction.

Trust

Trust has an important role in influencing customer satisfaction. According to Leninkumar, (2017) in Rizkawati et al., (2022) Expressing that the ideas, emotions, or behaviors resulting from a customer's belief in the dependability of a product or service provider is known as customer trust. Consumer trust has an important role in maintaining the continuity of a company. If consumers lose confidence in the products offered, the products will face difficulties to compete and grow in the market. Conversely, if the product manages to gain the trust of consumers, the chances of continuing to grow and develop in the market become greater (Purba et al., 2023). Indicators of trust according to Purba et al., (2023) There are 5 indicators, namely: Benevolence, Ability, Integrity, Competence, Consistency. In research Istiyono & Rizal, (2022), Sianturi et al., (2024), Putra et al., (2024) trust has a positive and significant effect on customer satisfaction. The following is a framework for this research:

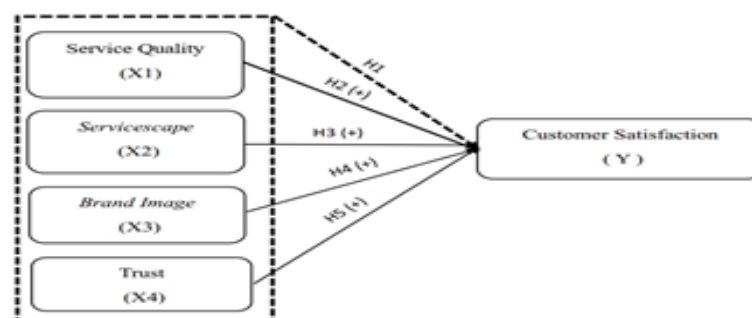


Figure 1. Framework of Thought

The hypothesis of this study is :

H1 : Service Quality, Servicescape, Brand Image, and Trust simultaneously affect Customer Satisfaction.

H2 : Service quality has a positive and significant effect on customer satisfaction.

H3 : Servicescape has a positive and significant effect on customer satisfaction.

H4 : Brand image has a positive and significant effect on customer satisfaction.

H5 : Trust has a positive and significant effect on customer satisfaction.

METHODOLOGY

This research uses a quantitative approach with a population of all general public in Purwokerto. The research sampling used Proportional random sampling technique, namely by taking representatives from each group in the population. Then to determine the respondents selected, namely using purposive sampling technique with the criteria used, namely: a) Respondents have bought Bangor Burger products in Purwokerto, b) Respondents aged 17 - (> 35 years), c) Respondents live in the city of Purwokerto.

The sample size for this investigation was established using the Roscoe formula. According to Sugiyono, (2015) If the study does not provide a population size, then Roscoe's formula ($n \times > 10$) can be used to calculate the study sample size from the population. In this study, researchers used a total of five variables, namely 4 independent variables and 1 dependent variable to produce a sample size of 120 individuals (5×24). Researchers added 20% of the sample so that 144 samples were obtained as the maximum sample value, so to obtain the accuracy of the research data, the total sample used was 135 respondents.

To obtain primary data collection, the authors used a questionnaire method conducted online through whatsapp and instagram media. The data that has been collected was analyzed by the researcher using the SPSS 27 research tool. With several tests such as Descriptive Statistical Analysis, Validity Test, Reliability Test, Classical Assumption Test, Multiple Regression Analysis, Determination Coefficient Test, F Test, and T Test.

RESEARCH RESULT

Description of Research Data

Table 1. Description of Respondents

No.	Description	F	Percentage %	No.	Description	F	Percentage %
1.	Gender			2.	Age		
	Male	60	44,4		17-22 years	77	57
	Female	75	55,6		23-28 years	33	24,4
	Total	135	100		29-34 years	16	11,9
					>35	9	6,7
					Total	135	100
3.	Address			4.	Job		
	Purwokerto Selatan	47	34,8		Student	67	49,6

	Purwokerto North	27	20		Private Employee	43	31,9
	Purwokerto East	46	34,1		Self-employed	8	5,9
	Purwokerto West	15	11,1		Civil Servant	13	9,6
	Total	135	100		Housewife	2	1,5
					Doctor	1	0,7
					Cleaning Service	1	0,7
					Total	135	100

Source: data processed by SPSS 27 year 2024

According to the results of the analysis of the description of respondents, who dominate in consuming Burger Bangor Purwokerto based on gender, age, address, and occupation are as many as 75 (55.6%) women, then a total of 77 people in the age group of 17-22 years, with the southern purwokerto area of 47 people or 34.8%, and 67 people or 49.6% of students.

Descriptive Statistical Analysis

Table 2 . Variable Descriptive Statistics

Variable	Question Item	Min	Max	St.Dev	Mean
Service Quality	KPL 1	2	5	0,716	4,21
	KPL 2	2	5	0,709	4,25
	KPL 3	3	5	0,685	4,27
	KPL 4	2	5	0,649	4,24
	KPL 5	3	5	0,671	4,19
	KPL 6	2	5	0,682	4,16
	KPL 7	2	5	0,710	4,20
	KPL 8	2	5	0,664	4,15
	KPL 9	2	5	0,758	4,17
	KPL 10	2	5	0,647	4,12
Servicescape	SC 1	3	5	0,643	4,25
	SC 2	3	5	0,674	4,24
	SC 3	2	5	0,689	4,13
	SC 4	3	5	0,684	4,21
	SC 5	2	5	0,678	4,20
	SC 6	2	5	0,653	4,17
Brand Image	BI 1	2	5	0,687	4,28
	BI 2	3	5	0,700	4,29
	BI 3	3	5	0,665	4,32
	BI 4	2	5	0,686	4,19
	BI 5	2	5	0,734	4,21
	BI 6	3	5	0,625	4,19
	BI 7	3	5	0,690	4,29
	BI 8	2	5	0,671	4,19
Trust	KPR 1	3	5	0,685	4,27
	KPR 2	3	5	0,690	4,29

	KPR 3	2	5	0,758	4,19
	KPR 4	3	5	0,660	4,19
	KPR 5	3	5	0,712	4,26
	KPR 6	3	5	0,666	4,25
	KPR 7	3	5	0,642	4,28
	KPR 8	3	5	0,663	4,31
	KPR 9	3	5	0,666	4,25
	KPR 10	2	5	0,709	4,11
Consumer Satisfaction	KK 1	3	5	0,561	4,61
	KK 2	3	5	0,535	4,60
	KK 3	3	5	0,607	4,44
	KK 4	3	5	0,592	4,31
	KK 5	3	5	0,549	4,14
	KK 6	3	5	0,513	4,11

Source: data processed by SPSS 27 year 2024

The results of this analysis show that the highest respondent answers on the service quality variable with an average value of 4.27 & lowest 4.12, then on the highest servicescape variable 4.25 & lowest 4.13, the highest brand image variable 4.32 & lowest 4.19, the highest trust variable 4.31 & lowest 4.11, and the consumer satisfaction variable with the highest average value of 4.61 & lowest 4.11.

Validity Test

Table 3. Validity Test

Question	R count	R table	Description	Question	R count	R table	Description
Service Quality				Trust			
1	0,712	0,1422	Valid	1	0,770	0,1422	Valid
2	0,782	0,1422	Valid	2	0,763	0,1422	Valid
3	0,775	0,1422	Valid	3	0,661	0,1422	Valid
4	0,726	0,1422	Valid	4	0,745	0,1422	Valid
5	0,716	0,1422	Valid	5	0,800	0,1422	Valid
6	0,789	0,1422	Valid	6	0,795	0,1422	Valid
7	0,752	0,1422	Valid	7	0,751	0,1422	Valid
8	0,761	0,1422	Valid	8	0,759	0,1422	Valid
9	0,769	0,1422	Valid	9	0,743	0,1422	Valid
10	0,711	0,1422	Valid	10	0,775	0,1422	Valid
Servicescape				Consumer Satisfaction			
1	0,744	0,1422	Valid	1	0,624	0,1422	Valid
2	0,799	0,1422	Valid	2	0,687	0,1422	Valid
3	0,707	0,1422	Valid	3	0,687	0,1422	Valid
4	0,725	0,1422	Valid	4	0,692	0,1422	Valid
5	0,767	0,1422	Valid	5	0,703	0,1422	Valid
6	0,739	0,1422	Valid	6	0,533	0,1422	Valid
Brand image							
1	0,790	0,1422	Valid				
2	0,778	0,1422	Valid				

3	0,754	0,1422	Valid				
4	0,788	0,1422	Valid				
5	0,702	0,1422	Valid				
6	0,728	0,1422	Valid				
7	0,761	0,1422	Valid				
8	0,740	0,1422	Valid				

Source: data processed by SPSS 27 year 2024

Based on the results of the validity test calculation above, all question items are considered valid because from all test results, the value of $r_{count} > r_{table}$ can be tested and further analysis can be carried out. (Ghozali, 2018).

Reliability Test

Table 4 . Reliability Test

Variable	Cronbach's Alpha	Cut of Value	Reliabilitas
Service Quality	0,913	0,70	Reliabel
Servicescape	0,841	0,70	Reliabel
Brand Image	0,892	0,70	Reliabel
Trust	0,916	0,70	Reliabel
Consumer Satisfaction	0,734	0,70	Reliabel

Source: data processed by SPSS 27 year 2024

All of these variable reliability tests show a Cronbach Alpha value of more than 0.70, so it can be concluded that all variable reliability tests in this study are reliable (Ghozali, 2018).

Normality Test

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		135
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.24918679
Most Extreme Differences	Absolute	.036
	Positive	.032
	Negative	-.036
Test Statistic		.036
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: data processed by SPSS 27 year 2024

The significance level, according to the Kolmogorov-Smirnov SPSS test results, is 0.200. This means that the data of 135 respondents is in normal condition because this figure meets the requirements at the significance level with a significance value of $0.200 > 0.05$ (Ghozali, 2018).

Multicollinearity Test

Table 6. Multicollinearity Test

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.374	1.333		3.282	.001		
	Service Quality	.152	.023	.356	6.544	.000	.836	1.197
	Servicescape	.194	.039	.265	5.007	.000	.885	1.130
	Brand Image	.165	.029	.308	5.667	.000	.837	1.194
	Trust	.118	.024	.276	4.898	.000	.777	1.287

a. Dependent Variable: Customer Satisfaction

Source: data processed by SPSS 27 year 2024

This study does not assume multicollinearity because, as seen in the SPSS data processing above, neither the tolerance value nor the VIF value is less than 0.10 and none is greater than 10 (Ghozali, 2018)

Heteroscedasticity Test

Table 7. Heteroscedasticity Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.697	.790		.883	.379
	Service Quality	-.005	.014	-.034	-.357	.722
	Servicescape	.008	.023	.032	.341	.734
	Brand Image	-.008	.017	-.045	-.469	.640
	Trust	.014	.014	.096	.969	.334

a. Dependent Variable: Abs_RES

Source: data processed by SPSS 27 year 2024

This research can be continued to the next stage because each of these variables has a significance level greater than 0.05, which means there is no indication of heteroscedasticity (Ghozali, 2018).

Multiple Regression Analysis Test

Table 8 . Multiple Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.374	1.333		3.282	.001
	Service Quality	.152	.023	.356	6.544	.000
	Servicescape	.194	.039	.265	5.007	.000
	Brand Image	.165	.029	.308	5.667	.000
	Trust	.118	.024	.276	4.898	.000

a. Dependent Variable: Customer Satisfaction

Source: data processed by SPSS 27 year 2024

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$$

$$KK = 4.374 + 0,152 KPL + 0,194 SC + 0,165 BI + 0,118 KPR$$

The regression equation seen above can be expressed as follows:

α = The constant is positive at 4.374 which indicates that if the variables of service quality, servicescape, brand image, and trust are zero, then customer satisfaction is worth 4.374.

β_1 = The Service Quality regression coefficient value of 0.152 indicates that the service quality variable has a positive value of 0.152. This means that each

increase in the service quality variable of 1 unit will increase customer satisfaction by 0.152, assuming other variables remain the same.

β_2 = Servicescape regression coefficient value of 0.194 indicates that the servicescape variable is positive by 0.194. This means that each increase in the Servicescape variable of 1 unit will increase customer satisfaction by 0.194, assuming other variables remain the same.

β_3 = The Brand Image variable is positive by 0.165, according to the Brand Image regression coefficient value of 0.165. This indicates that, if all other factors stay the same, a one-unit rise in the Brand Image variable will result in a 0.165 increase in customer satisfaction.

β_4 = The regression coefficient value of Trust of 0.118 shows that the trust variable has a positive value of 0.118. This means that each increase in the service quality variable of 1 unit will increase customer satisfaction by 0.118, assuming other variables remain the same.

F Test (Simultaneous)

Table 9. F Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	441.668	4	110.417	68.647	.000 ^b
	Residual	209.103	130	1.608		
	Total	650.770	134			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Trust , Servicescape, Brand Image, Service Quality						

Source: data processed by SPSS 27 year 2024

The F table value in this study was calculated using the degree of freedom (df1) = (k-1), (df2) = (n-k-1), and df = (5-1) (135-4-1) so that the F table was 2.44. From the table above, it can be concluded that the calculated F value is 68.647. Ha is accepted, while Ho is rejected because the acceptance requirement is determined by F count > F table (Ghozali, 2018). The first hypothesis is accepted because the results show that Burger Bangor Purwokerto customer satisfaction is influenced by several factors, including service quality, servicescape, brand image, and trust.

Coefficient Of Determination Test

Table 10. Coefficient Of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.679	.669	1.268
a. Predictors: (Constant), Trust , Servicescape, Brand Image, Service Quality				
b. Dependent Variable: Customer Satisfaction				

Source: data processed by SPSS 27 year 2024

Based on the Adjusted R-Square value of the regression model obtained, it is 0.669, which means that it shows that the ability of the independent variables (Service Quality, Servicescape, Brand image, and Trust) to explain the dependent variable (Customer Satisfaction) is 66.9%, while 33.1% is explained by other variables not included in the model (Ghozali, 2018).

T Test (Partial)

The t test can be seen in table number 8

The T test is used to test the effect of each independent variable (X) on the dependent variable (Y) (Ghozali, 2018).

a. The Effect of Service Quality on Customer Satisfaction

- 1) the coefficient value (β_1) of service quality of 0,152 is in the positive direction because ($\beta_1 > 0$)
- 2) the t value is 6,544, the t table value of 1,978 means $t_{count} > t_{table}$
- 3) α value of 0,000 which means $\alpha < 0,05$
- 4) So the coefficient value (β_1) of service quality of 0,152 shows a positive direction then the t value of 6,544 $>$ t table value of 1,978 and the value of α value of 0,000 which means $\alpha < 0,05$.
- 5) Thus the hypothesis which states that service quality has a positive and significant effect on customer satisfaction, **Ha is accepted.**

b. The Effect of Servicescape on Customer Satisfaction

- 1) the coefficient value (β_2) Servicescape of 0,194 is in the positive direction because ($\beta_2 > 0$)
- 2) the t value is 5,007, the t table value of 1,978 means $t_{count} > t_{table}$
- 3) α value of 0,000 which means $\alpha < 0,05$
- 4) So the coefficient value (β_2) of Servicescape of 0,194 shows a positive direction then the calculated t value of 5,007 $>$ the t table value of 1,978 and the α value of 0,000 which means $\alpha < 0,05$.
- 5) Thus the hypothesis which states that Servicescape has a positive and significant effect on customer satisfaction, **Ha is accepted.**

c. The Effect of Brand Image on Consumer Satisfaction

- 1) the coefficient value (β_3) Brand Image of 0,165 is in the positive direction because ($\beta > 0$)
- 2) the t value is 5,667, the t table value of 1,978 means $t_{count} > t_{table}$
- 3) α value of 0,000 which means $\alpha < 0,05$
- 4) So the coefficient value (β_3) Brand Image of 0,165 shows a positive direction then the calculated t value of 5,667 $>$ the t table value of 1,978 and the α value of 0,000 which means $\alpha < 0,05$.
- 5) Thus the hypothesis which states that Brand Image has a positive and significant effect on customer satisfaction, **Ha is accepted.**

d. The Effect of Trust on Customer Satisfaction

- 1) the coefficient value (β_4) of Trust of 0,118 is in the positive direction because ($\beta > 0$)
- 2) the t value is 4,898, the t table value of 1,978 means $t_{count} > t_{table}$
- 3) α value of 0,000 which means $\alpha < 0,05$
- 4) So the coefficient value (β_4) of Trust of 0,118 shows a positive direction then the calculated t value of 4,898 $>$ the t table value of 1,978 and the α value of 0,000 which means $\alpha < 0,05$.
- 5) Thus the hypothesis which states that trust has a positive and significant effect on customer satisfaction, **Ha is accepted.**

DISCUSSION

The Effect of Service Quality, Servicescape, Brand image, and Trust on Consumer Satisfaction Burger Bangor Purwokerto

The results of the analysis show that simultaneously the variables of service quality, servicescape, brand image, and trust have a significant effect on customer satisfaction. All variables both individually and together affect the customer satisfaction of Burger Bangor Purwokerto in the results of this study. This is in accordance with the Expectation Disconfirmation Theory (EDT) theory, where customer satisfaction at Burger Bangor Purwokerto is influenced by the comparison between their expectations of service quality, servicescape, brand image, and trust with the actual experience felt. So overall the four variables contribute significantly to customer satisfaction at Burger Bangor Purwokerto.

The Effect of Service Quality on Consumer Satisfaction of Burger Bangor Purwokerto

According to the findings of this study, the service quality variable has a significant impact on customer satisfaction at Burger Bangor Purwokerto. This indicates that service quality has a positive and considerable impact on customer satisfaction. The descriptive statistics show that the highest mean value is 4.27 and the lowest mean value is 4.12, this means that consumers feel that Burger Bangor staff are always friendly and helpful when needed. This is in accordance with the Expectation Disconfirmation Theory (EDT) theory which states that Burger Bangor Purwokerto consumer satisfaction is influenced by the quality of service received. If consumers receive services that meet or even exceed their expectations (positive disconfirmation), then their level of satisfaction will rise and vice versa if the service does not match their initial expectations (negative disconfirmation), then their level of satisfaction will fall. This means that the higher the service provided, the higher the level of customer satisfaction.

This study is consistent with Putri et al., (2023), Yolanda et al., (2023), and Teresa et al., (2024), who explain the positive and significant impact of service quality on customer satisfaction. However, unlike the study by Azka et al., (2024), which found no relationship between service quality and customer satisfaction, the studies by Komala & Selvi, (2021) and Kasinem, (2020) found that service quality has a minor effect on customer satisfaction.

The Effect of Servicescape on Consumer Satisfaction of Burger Bangor Purwokerto

The analysts of this study concluded that the Servicescape variable has a positive and significant effect on customer satisfaction. The descriptive statistics show that the highest mean value is 4.25 and the lowest mean value is 4.13, this means that consumers feel the atmosphere at Burger Bangor is suitable for relaxing and enjoying food. In the theory of Expectation Disconfirmation Theory (EDT), servicescape plays an important role in influencing consumer satisfaction at Burger Bangor Purwokerto. Consumers come with certain expectations regarding the ambience of the place, such as comfort and cleanliness. If the servicescape meets or exceeds expectations, then customer satisfaction will increase (positive disconfirmation). Conversely, if the atmosphere does not

match expectations, customer satisfaction tends to decrease (negative disconfirmation). Thus, optimal servicescape management can create positive experiences, strengthen satisfaction, and encourage customer loyalty.

This study is consistent with research conducted by Putri et al., (2023), Mawardi et al., (2024), and Nurani et al., (2022), which reveal that Servicescape has a favorable and significant influence on Customer Satisfaction. However, it is inversely proportionate to Amir et al., (2024) and Gadis & Mulyowahyudi, (2022), who found no positive and substantial effect of Servicescape on customer satisfaction, and Vitaharsa, (2023), who found that customer satisfaction is unaffected by Servicescape.

The Effect of Brand Image on Consumer Satisfaction of Burger Bangor Purwokerto

Based on the results of the analysis of this study, Brand Image has a positive and significant influence on customer satisfaction. The descriptive statistics show that the highest mean value is 4.32 and the lowest mean value is 4.19, this means that consumers agree that Burger Bangor has a good reputation in terms of the quality of the food served. In accordance with the Expectation Disconfirmation Theory (EDT) theory, consumers form expectations based on the brand image they are familiar with, such as impressions of quality, uniqueness, or brand value. If the consumer experience of products and services matches or exceeds the expected brand image (positive disconfirmation), satisfaction increases. Conversely, if the experience does not meet expectations (negative disconfirmation), then satisfaction tends to decrease. Therefore, fostering a positive view of the Bangor Burger brand can boost customer satisfaction due to the brand's strong name recognition and reputation.

In line with previous research conducted by Sari & Budiyanto, (2024), Widayati et al., (2020), Azka et al., (2024) This shows how brand image has a positive and significant influence on customer satisfaction. However, it is not in line with Indratriyana et al., (2021) which explains that brand image has a negative and insignificant effect on customer satisfaction, research Sayekti & Dwiridotjahjono, (2022) and Purniasih et al., (2023) shows that brand image has no significant effect on customer satisfaction.

The Effect of Trust on Consumer Satisfaction Burger Bangor Purwokerto

According to the findings of this study, trust has a positive and considerable impact on customer satisfaction. The descriptive statistics show that the highest mean value is 4.31 and the lowest mean value is 4.11, this means that consumers believe Burger Bangor is able to show expertise in creating innovative and attractive menus. This is in accordance with the Expectation Disconfirmation Theory (EDT) theory, where consumers who believe in the quality and consistency of services have positive expectations, so that if the consumer experience meets or exceeds these expectations (positive disconfirmation) will increase satisfaction, while mismatching expectations (negative disconfirmation) can reduce satisfaction. This means that consumers believe that Burger Bangor will consistently provide high-quality food and professional services, making consumers feel satisfied with the products and services they get.

In line with Istiyono & Rizal, (2022), Sianturi et al., (2024), Putra et al., (2024) This illustrates how trust significantly affects customer satisfaction. However, in contrast to Natasya & Yudhira, (2023) partially trust does not affect customer satisfaction, research Aprileny et al., (2022) shows that trust has no direct effect on customer satisfaction and Eldawati et al., (2022) shows that the trust variable has a negative and significant effect on customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

According to the conclusions of this study, all variables (service quality, servicescape, and brand image) influence customer satisfaction. Then, concurrently, each variable has a positive and significant impact on consumer satisfaction. This indicates that Burger Bangor Purwokerto customer happiness is influenced by a variety of factors, including the company's service landscape, brand image, and customer trust. Customers will be more satisfied if the company can regularly deliver on their expectations. To continue to prosper and compete in the market, firms must consider the characteristics of service quality, servicescape, brand image, and trust that influence customer pleasure.

ADVANCE RESEARCH

Future research is expected to add or replace other variables such as product quality, promotion, word of mouth (WOM), and others. Then researchers are also expected to examine objects in various locations and are expected to increase the number of respondent samples in order to generalize the findings more broadly.

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