



{ MUDIMA }



## Application of GESCA in Consumer Satisfaction Antecedents to Create Brand Love Local Products in Ambon City

Walter Tabelessy

Management Department, FEB Universitas Pattimura, Ambon

**Corresponding Author:** Walter Tabelessy [wtabelessy@gmail.com](mailto:wtabelessy@gmail.com)

### ARTICLE INFO

*Keywords:* Local Products, Consumer Satisfaction, Brand Love, GESCA Application

*Received* : 1 June

*Revised* : 20 June

*Accepted* : 23 July

©2023 Tabelessy: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The existence of competition between Roti Galala as one of the pioneers of local bread products with other bread products has an impact on decreasing consumer satisfaction which also has an impact on the formation of consumer brand love for Roti Galala products. So the purpose of this study is to explore the effect of product quality, price fairness, brand experience and brand image on customer satisfaction to foster brand love for local Roti Galala products in Ambon City. To achieve the research objectives, a convenience sampling technique was used using a questionnaire distributed directly to 251 consumers who consume Roti Galala in Ambon City. The GESCA analysis technique was used to test the hypothesis in this study using the GESCA version 1.5 Web application. The results of data processing show that the model in the study is fit and accepts all the hypotheses proposed, namely product quality has a positive and significant effect on customer satisfaction, price fairness has a positive and significant effect on customer satisfaction, brand experience has a positive and significant effect on customer satisfaction, brand image has a positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on brand love

## INTRODUCTION

A business field that is currently growing rapidly is bakery food products. The bakery food business market in Indonesia has great potential and

this can be seen through the level of consumption of fresh and sweet bread according to the Ministry of Agriculture reported by <https://www.alinea.id>, as follows:

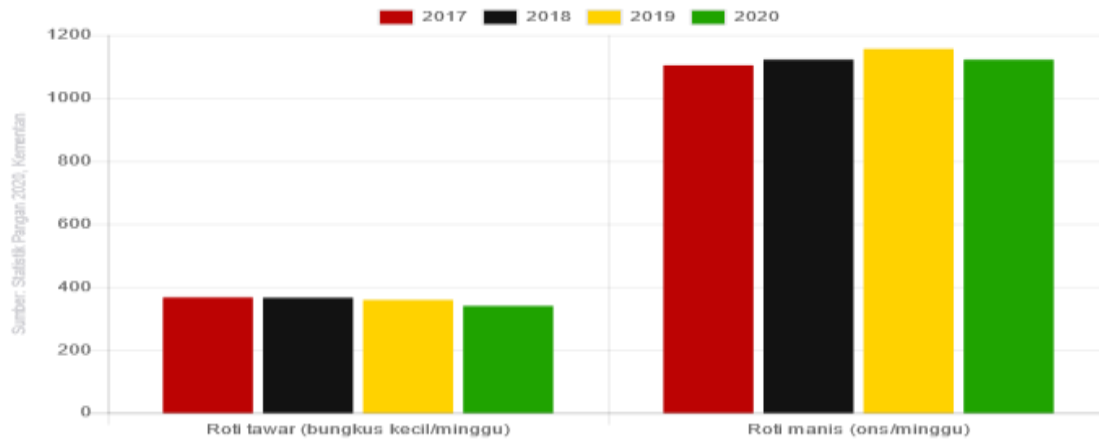


Figure 1. Bread Consumption Level per Week

It can be seen in Figure 1 that the consumption level of white and sweet bread per week from 2017-2020 is increasing. As for Ambon City itself, the

level of consumption of white and sweet bread can be seen in the following table:

Table 1. Bread Consumption Level in Ambon City

Type of Food	Year 2020	Year 2021	Year 2022
Rose Bread	1,011	1,017	0,956
Sweet Bread and Other Breads	3,391	3,601	3,680

Source: Central Bureau of Statistics (2022)

Data from the Central Bureau of Statistics (2022), shows that the consumption level of white bread fluctuated from 2020-2022, while that of sweet bread increased in the same years.

One of the famous local bread products in Ambon City is Roti Galala. The first Roti Galala factory was established around the 1960s and since 2005 it has moved to the Dua Nona shop which is located at Jl. Kapten Piere Tendean, Galala Village. In line with the development of the bakery industry, there is competition between Roti Galala as one of the pioneers of local bread products with other bread products and this has an impact on decreasing consumer satisfaction which also has an impact on the formation of consumer brand love for Roti Galala products. So this research is more focused on analyzing the effect of customer satisfaction on the formation of brand love for local products Roti Galala in Ambon City.

Research that hypothesizes the effect of customer satisfaction on brand love has been conducted by several previous researchers, for example by (Nawaz et al., 2020) and (Ghafoor et al., 2012), the two researchers tested the effect of customer satisfaction on brand love without any antecedent variables on customer satisfaction. Meanwhile, research (Y. J. Kim et al., 2021) uses an antecedent to customer satisfaction, namely experiential value. What distinguishes this study from previous research is that customer satisfaction is measured using different antecedents, namely product quality, price fairness, brand experience, and brand image. These four variables were chosen because there are inconsistencies (research gaps) in some previous research results. The second difference is that previous research was conducted on product or service categories that require high consideration, while this study took a category of

bread products that generally rarely require high consideration. This is in accordance with (Carroll & Ahuvia, 2006), which states that brand love can be associated with all product categories, both hedonic product categories, high-tech product categories and other product categories. By understanding this, the company can design a more appropriate marketing strategy (Acim; Febriansyah; Tabelessy, 2023). So that the purpose of this study is to explore the effect of product quality, price fairness, brand experience and brand image on customer satisfaction to create brand love for local products Roti Galala in Ambon City. This research is expected to contribute to the field of marketing management theory development and provide managerial implications for the Roti Galala company in developing marketing strategies in order to maintain brand love from consumers.

Kotler and Armstrong define product quality as the ability of a product to perform its functions, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes (Tabelessy, 2020). Kotler and Keller define consumer satisfaction as a person's feelings of pleasure or disappointment resulting from comparing perceived product or service performance with expectations (Tabelessy, 2021a). In addition, (Bitner, M.J., Zeithaml, 2003) states that customer satisfaction is an evaluation of a product or service, where the product or service has met the needs and expectations of consumers.

Thus, if the quality of the product offered exceeds consumer expectations, it will create and even increase customer satisfaction (Tabelessy, 2023). This concept is proven by (Satrio Sudarso & Susanto Sukiman, 2022), which shows that product quality has a positive and significant effect on customer satisfaction at Hisana Fried Chicken Surabaya Restaurant. (Kencana, 2018) also proved this concept by finding that product quality has a positive and significant effect on customer satisfaction at Giant Fried Chicken Citra Raya. The alignment between the concept and the results of previous research is opposed by (Zakirin, 2021) which indicates that product quality has no influence on customer satisfaction. Based on the theory and results of previous research, the first hypothesis (H1) in this study is that product quality has a significant influence on consumer satisfaction of local products Roti Galala in Ambon City.

Apart from product quality, price fairness is also a factor that affects customer satisfaction. In (Javed et al., 2021) it is stated that price is what consumers pay to get goods or services so that their usefulness is measured based on this price. In addition, in (Tabelessy, 2021b; Tehuayo, 2021) it is stated that price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of owning or using the product or service. In other words, consumers will consider the quality of goods or services from what is paid. Consumer consideration of this price is what is called price fairness (Hasan, 2022). Thus, the more reasonable the price perceived by consumers will create customer satisfaction. This statement is supported by (Achmad et al., 2021), which confirms that price fairness has a positive and significant effect on Grab Bike customer satisfaction. No different from the findings above, (Sofiana & Prihandono, 2019) confirms that price fairness affects Indihome customer satisfaction. Contrary to some previous research, (Asy'ari & Karsudjono, 2021), found the result that price fairness did not have a significant effect on customer satisfaction. Based on theory and the results of previous research, the second hypothesis (H2) in this study is that price fairness has a significant effect on customer satisfaction for local products Roti Galala in Ambon City.

Another factor that also affects consumer satisfaction is brand experience. Brand experience is the sensations, feelings, cognitions, and behavioral responses generated by brand-related stimuli (Drennan et al., 2015). So if the stimuli to the brand felt by consumers exceed their expectations, there will be customer satisfaction. This can be proven by (Reza et al., 2021) who found that brand experience has a direct and meaningful impact on customer satisfaction of Ayandeh Branch Bank in Tehran. Similarly, (BaŞer et al., 2016) stated that brand experience directly and positively affects consumer satisfaction of MBA students at Bliġi Istanbul University. Based on these facts, it can be said that the higher the brand experience felt by consumers, the higher consumer satisfaction. However, these facts are very different from (Moreira et al., 2017) which proves that brand experience has no direct relationship with satisfaction. Based on theory and the results of previous research, the third hypothesis (H3) in this study is that brand experience has a

significant influence on consumer satisfaction with local products Roti Galala in Ambon City.

Brand image is also one of the factors that influence customer satisfaction. According to (Adhikari & Panda, 2019), brand image plays a role in explaining products and differentiating products sold by companies compared to their competitors. (Keller, 1993) states that brand image is defined as the perception of the brand, as expressed by the brand associations stored in the minds of buyers. So that if the brand perception felt by consumers exceeds their expectations, these consumers will feel satisfied. The relationship between brand image and customer satisfaction can be proven by (S. M. Dam & Dam, 2021) asserts that brand image has a positive impact on supermarket customer satisfaction in Vietnam. In addition (T. C. Dam, 2020) states that brand image has a positive effect on customer satisfaction of fast food restaurants in Vietnam. The same opinion is also by (Al-Msallam, 2015) which also proves that brand image builds customer satisfaction in the hospitality industry. The results of this study confirm that the better the brand image perceived by consumers will increase customer satisfaction. But (Rusmahafi & Wulandari, 2020) has another view, namely that brand image has no significant effect on customer satisfaction. Based on the theory and results of previous research, the fourth hypothesis (H4) in this study is that brand image has a significant influence on consumer satisfaction of local products Roti Galala in Ambon City.

Consumer satisfaction obtained from several variables that precede it (antecedent) will have an impact on forming brand love for the product. Brand love according to (Carroll & Ahuvia, 2006), is an emotional passion for consumer satisfaction with a particular brand. After consumers consume and experience a high level of satisfaction that can affect consumers' love for the brand, consumers will become more loyal to the brand or spread positive words about the brand to various parties. The relationship between consumer satisfaction and brand love is proven by (Kumar et al., 2021) who found that consumer satisfaction is positively related to local food brand love. The same thing is also by (Y. J. Kim et al., 2021) which shows that consumer satisfaction is important for driving brand love. Similarly, (Noran Nidhamldeen Ezzulddin KHAYYAT, 2021) states that directly and indirectly customer satisfaction affects brand love. Based on

the theory and results of previous research, the fifth hypothesis (H5) in this study is that customer satisfaction has a significant influence on brand love for local products Roti Galala in Ambon City.

## **METHODS**

### **Type of Research**

The type of research used is explanatory research. According to (George, T. & Merkus, 2022) explanatory research is a research method that studies why something happens, ascertains how or why certain phenomena occur, and predicts future events through the formulation of hypotheses.

### **Sample and Data Collection**

To achieve the research objectives, a convenience sampling technique was used using a questionnaire, which was distributed directly to respondents, namely consumers who consume local products Roti Galala in Ambon City. Data collection was carried out during January 2023. The number of samples in this study were 251 respondents.

### **Research Instruments**

This study uses several variables which are described through indicators and statement items in the questionnaire. The variables to be measured are based on previous studies. Namely, the product quality variable uses 3 statements based on (Hong, 2020), the price fairness variable uses 3 statements based on (Konuk, 2019), the brand experience variable uses 4 statements based on (Brakus et al., 2009), the brand image variable uses 4 statements based on (S. M. Dam & Dam, 2021), and the consumer satisfaction variable uses 3 statements based on (Gök et al., 2019), and the brand love variable uses 4 statements based on (Kumar et al., 2021).

These variables were measured using a 5-point Likert scale, ranging from 1= "strongly disagree" to 5 = "strongly agree". In addition, the identity of the respondents (gender, age, education level, and income level).

### **Data Analysis Technique**

The GESCA analysis technique was used to test the hypothesis in this study because it conceptually describes the causal relationship

between the variables studied, namely: product quality with customer satisfaction, price fairness with customer satisfaction, brand experience with customer satisfaction, brand image with customer satisfaction, and customer satisfaction with brand love. Another reason for using GESCA is that after the questionnaires are collected and tabulated, there is no normal distribution in the data, so it is suitable to use GESCA because it does not require the assumption of multivariate normality (Cho et al., 2019; Tabelessy et al., 2023). The Web application GESCA version 1.5 by (Hwang, H., Jung, K., & Kim, 2019) was used in this study as well as building the model with the gesca R syntax method (Heungsun Hwang, Kwanghee Jung, 2019) based on the R Package guide for gesca (S. Kim et al., 2017).

## RESULTS

### Respondent Profile

The results of data processing for the respondent profile show that the majority of respondents are women at 143 people (57%), with an age between 42-49 years of 93 people (37,1%), and an undergraduate education level of 106 respondents (42,2%), and an income level between Rp. 2.700.000-Rp. 3.700000 of 86 people (34,3%).

### Model Fit Evaluation

The results of data processing in building a model with the gesca R syntax method with Web GESCA version 1,5 are presented before evaluating the fit model, as follows:

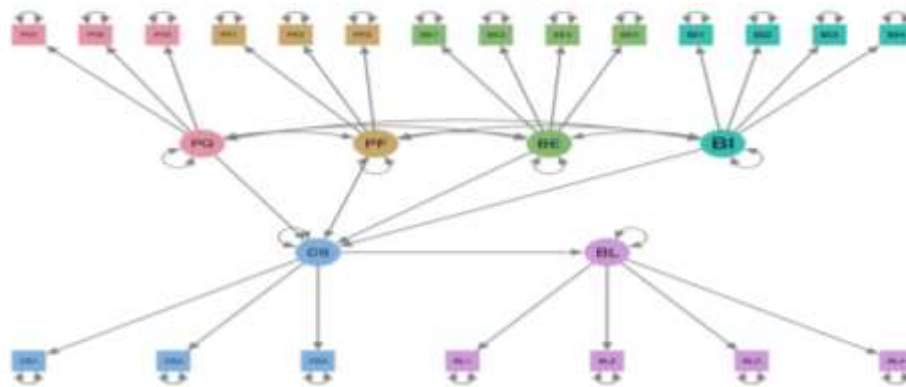


Figure 2. Research Model

Table 2. Model Fit Measurement

Criteria	Measure	Std. Error	95%CI_LB	95%CI_UB
FIT	0,5803	0,0153	0,5511	0,6105
AFIT	0,5765	0,0154	0,5471	0,6070
GFI	0,9846	0,0023	0,9800	0,9888

Source: Data Processing Results, 2023

The results of the overall model evaluation in GESCA can be seen in table 2, by looking at the FIT, AFIT, and GFI values (Cho et al., 2020; Heungsun Hwang, Kwanghee Jung, 2019; S. Kim et al., 2017). The FIT and AFIT values of 0,5803 and 0,5765 indicate that the model in this study explains 58,03% and 54,65% of the variation in the data. The sample in this study amounted to 251 respondents, so

the GFI value guideline is  $\geq 0,93$ , so the model is said to be fit (Cho et al., 2020). The GFI test results in table 2 show a value of 0,9846 which indicates that this research model is fit.

## Evaluation of Measurement Model

Table 3. Component Loading Test Results

Indicator	Estimate	Std. Error	95%CI_LB	95%CI_UB
PQ1	0,7566	0,0402	0,6647	0,8260
PQ2	0,8808	0,0163	0,8455	0,9091
PQ3	0,8899	0,0140	0,8581	0,9145
PF1	0,8608	0,0210	0,8104	0,8975
PF2	0,8851	0,0148	0,8527	0,9118
PF3	0,8533	0,0187	0,8146	0,8873
BE1	0,8620	0,0213	0,8136	0,9002
BE2	0,7901	0,0319	0,7205	0,8465
BE3	0,8616	0,0207	0,8159	0,8973
BE4	0,8069	0,0271	0,7471	0,8559
BI1	0,8266	0,0251	0,7725	0,8698
BI2	0,8224	0,0288	0,7603	0,8705
BI3	0,7710	0,0345	0,6943	0,8293
BI4	0,7581	0,0323	0,6869	0,8161
CS1	0,8770	0,0216	0,8277	0,9112
CS2	0,8367	0,0273	0,7754	0,8813
CS3	0,8766	0,0191	0,8323	0,9075
BL1	0,8681	0,0200	0,8208	0,9014
BL2	0,8442	0,0195	0,8012	0,8765
BL3	0,8540	0,1920	0,8127	0,8892
BL4	0,8180	0,0238	0,7684	0,8613

Source: Data Processing Results, 2023

The requirement for good convergent validity is seen from the estimate value  $> 0,5$  (Ngatno, 2019). The results of testing component loading in table 3 with SE and CI values at 95%, it is

concluded that all indicators to measure this research variable have good convergent validity because all estimate values are greater than required.

Table 4. Results of Discriminant Validity and Reliability Testing

Variable	Average Variance Extracted (AVE)	Cronbach's Alpha	Dillon-Goldsteins's Rho
PQ	0,7134	0,7967	0,8814
PF	0,7508	0,8339	0,9004
BE	0,6902	0,8502	0,8990
BI	0,6322	0,8055	0,8729
CS	0,7459	0,8296	0,8980
BL	0,7162	0,8678	0,9098

Source: Data Processing Results, 2023

Good reliability requirements are seen from the Cronbach's Alpha and Dillon Goldstein's Rho values > 0.6 (Ngatno, 2019). Based on the results in table 4, it shows that all variables in this study have

good reliability because all Cronbach's Alpha and Dillon Goldstein's Rho values are greater than required.

### Structural Model Evaluation

Table 5. R-Square Testing Results

Variable	R-Square
Customer Satisfaction (CS)	0,5301
Brand Love (BL)	0,3533

Source: Data Processing Results, 2023

Table 5 shows the results of the R-Square test, it can be seen that customer satisfaction can be explained by product quality, price fairness, brand

experience and brand image by 0,5301 (53,01%). Meanwhile, brand love can be explained by customer satisfaction of 0,3533 (35,33%).

Table 6. Path Coefficients Testing Results

Hypothesis	Estimate	Std. Error	95%CI_LB	95%CI_UB	Noted
PQ ~ CS	0,1501	0,0641	0,0238	0,2798	Accepted
PF ~ CS	0,1255	0,0500	0,0328	0,2323	Accepted
BE ~ CS	0,5316	0,0720	0,3787	0,6650	Accepted
BI ~ CS	0,1274	0,0609	0,0086	0,2430	Accepted
CS ~ BL	0,5944	0,0505	0,4873	0,6851	Accepted

Source: Data Processing Results, 2023

Table 6 shows the results of testing the proposed hypotheses, with SE and 95% CI levels proving that this study accepts the first hypothesis (H1), namely product quality has a positive and significant effect on customer satisfaction; accepts the second hypothesis (H2), namely price fairness has a positive and significant effect on customer satisfaction; accepts the third hypothesis (H3), namely brand experience has a positive and significant effect on customer satisfaction; accepts the fourth hypothesis (H4), namely brand image has a positive and significant effect on customer satisfaction; and accepts the fifth hypothesis (H5), namely customer satisfaction has a positive and significant effect on brand love.

## DISCUSSION

### The Effect of Product Quality on Consumer Satisfaction

The results of data analysis show that product quality has a positive and significant effect on consumer satisfaction of local products Roti Galala in Ambon City, as evidenced by the estimate value of 0,1501. This finding shows that the taste that suits consumer tastes, the aroma of fragrant bread, and different qualities make the quality of Roti Galala products exceed consumer expectations so that consumers feel satisfied. This is in line with the opinion of (Bitner, M.J., Zeithaml, 2003) stating that consumer satisfaction is an evaluation of a product or service, where the product or service has met consumer needs and expectations. Thus, Roti Galala is the right choice for fulfilling consumer needs when consuming bread. These results are supported by

research from (Satrio Sudarso & Susanto Sukiman, 2022) and (Kencana, 2018).

### **The Effect of Price Fairness on Consumer Satisfaction**

The results of data analysis show that price fairness has a positive and significant influence on consumer satisfaction of local products Roti Galala in Ambon City, as evidenced by the estimate value of 0,1255. This finding shows that the price of this bread is in accordance with its usefulness and it is perceived that the price of bread is very reasonable including reasonable, fair and acceptable. This is in accordance with the opinion of (Javed et al., 2021) and (Hasan, 2022) that price is what consumers pay to get goods or services so that their usefulness is measured based on this price. The comparison between the usefulness and reasonableness of this price has succeeded in exceeding consumer expectations and causing consumer satisfaction. This result is supported by research from (Achmad et al., 2021) and (Sofiana & Prihandono, 2019).

### **The Effect of Brand Experience on Consumer Satisfaction**

The results of data analysis show that brand experience has a positive and significant influence on consumer satisfaction of local products Roti Galala in Ambon City, as evidenced by the estimate value of 0,5316. This finding confirms that consumers will prefer the Roti Galala brand because of the brand experience with this bread that has long been formed based on the emotional connection created. The existence of the Roti Galala brand which has long been recognized by consumers creates its own stimuli and impressions and is in accordance with the opinion of (Drennan et al., 2015). So that the more consumers gain brand experience with the Roti Galala brand, it will lead to customer satisfaction. These results are supported by research from (Reza et al., 2021) and (Başer et al., 2016).

### **The Effect of Brand Image on Consumer Satisfaction**

The results of data analysis show that brand image has a positive and significant influence on consumer satisfaction of local products Roti Galala in Ambon City, as evidenced by the estimate value

of 0,1274. This finding indicates that the Roti Galala brand image has a good reputation so that it is attractive for consumption. This good Roti Galala brand image has made it a superior differentiator compared to other bread brands so that it is in accordance with the opinion of (Adhikari & Panda, 2019) which states that brand image is a differentiator between the products sold by the company compared to its competitors. These results also prove that a good brand image has been felt by consumers so that consumers feel satisfied. These results are supported by research from (S. M. Dam & Dam, 2021), (T. C. Dam, 2020), and (Al-Msallam, 2015).

### **The Effect of Consumer Satisfaction on Brand Love**

The results of data analysis show that customer satisfaction has a positive and significant influence on brand love for local products Roti Galala in Ambon City, as evidenced by the estimate value of 0,5944. This finding emphasizes that customer satisfaction, which is preceded (antecedent) by product quality, price fairness, brand experience, and brand image, has formed a sense of brand love for Roti Galala. This is in accordance with the opinion of (Carroll & Ahuvia, 2006), namely a high level of satisfaction will affect consumers' love for a particular brand. Roti Galala as one of the leading bread products in Ambon City has gained the love of its consumers because it has succeeded in providing satisfaction since it was first established. The results of this study are supported by research from (Kumar et al., 2021), (Y. J. Kim et al., 2021), and (Noran Nidhamldeen Ezzulddin KHAYYAT, 2021).

## **CONCLUSION**

The current study shows a positive and significant influence between product quality, price fairness, brand experience, brand image as antecedents of customer satisfaction in forming brand love for local products Roti Galala which is supported by previous research. Therefore, it is necessary to pay attention to the importance of product quality, price fairness, brand experience, brand image that affect customer satisfaction in forming brand love for local products Roti Galala in

Ambon City. If product quality, price fairness, brand experience, brand image increase, then consumers tend to have a positive attitude towards satisfaction. Finally, this finding confirms that consumer satisfaction can shape brand love for local products Roti Galala in Ambon City or in other words, higher consumer satisfaction will foster high brand love for local products Roti Galala in Ambon City.

It is recommended for the Roti Galala company to promote this product through an online platform. Although this research makes a contribution, it has several limitations. This study only analyzes the influence between product quality, price fairness, brand experience, brand image, consumer satisfaction and brand love. Therefore, future research is expected to analyze other factors in the research model, such as consumer trust, packaging design, and other factors.

## REFERENCES

- Achmad, G. N., Nisha, A. N., Yusniar, & Ridwan, M. (2021). Service Quality, Brand Image and Price Fairness Impact on the Customer Satisfaction and Loyalty Towards Grab Bike. *Business and Accounting Research (IJEBA) Peer Reviewed-International Journal*, 5(3), 1067–1077. <https://jurnal.stie-aas.ac.id/index.php/IJEBA>
- Acim; Febriansyah; Tabelessy, W. (2023). *Strategi Pemasaran dari Tradisional ke Digital* (M. . Dr. Eko Suncaka (ed.)). Sulur Pustaka.
- Adhikari, K., & Panda, R. K. (2019). The role of consumer-brand engagement towards driving brand loyalty: Mediating effect of relationship quality. *Journal of Modelling in Management*, 14(4), 987–1005. <https://doi.org/10.1108/JM2-03-2019-0067>
- Al-Msallam, S. (2015). Customer Satisfaction and Brand Loyalty in the Hotel Industry. *European Scientific Journal*, 1(9), 1857–7881.
- Asy'ari, A. H., & Karsudjono, A. J. (2021). Pengaruh Kualitas Produk, Price fairness, Citra Merek dan Kepercayaan Merek Terhadap Kepuasan Pelanggan Handphone Merek Samsung di Banjarmasin. *Al-KALAM Jurnal Komunikasi, Bisnis Dan Manajemen*, 8(1), 1. <https://doi.org/10.31602/al-kalam.v8i1.4154>
- Başer, İ. U., Cintamür, İ. G., & Arslan, F. M. (2016). Examining the Effect of Brand Experience on Consumer Satisfaction, Brand Trust and Brand Loyalty. *İktisadi ve İdari Bilimler Dergisi*, 37(2), 101. <https://doi.org/10.14780/iibd.51125>
- Bitner, M.J., Zeithaml, V. . (2003). *Service Marketing* (third ed.). Tata McGraw Hill.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Cho, G., Hwang, H., Sarstedt, M., & Ringle, C. M. (2020). Cutoff criteria for overall model fit indexes in generalized structured component analysis. *Journal of Marketing Analytics*, 8(4), 189–202. <https://doi.org/10.1057/s41270-020-00089-1>
- Cho, G., Jung, K., & Hwang, H. (2019). Out-of-bag Prediction Error: A Cross Validation Index for Generalized Structured Component Analysis. *Multivariate Behavioral Research*, 54(4), 505–513. <https://doi.org/10.1080/00273171.2018.1540340>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Dam, T. C. (2020). The Impact of Customer Satisfaction, Brand Image on Brand Love and Brand Loyalty. *Jour of Adv Research in Dynamical & Control Systems*, 12(06), 3151–3159.
- Drennan, J., Bianchi, C., Cacho-Elizondo, S.,

- Louriero, S., Guibert, N., & Proud, W. (2015). Examining the role of wine brand love on brand loyalty: A multi-country comparison. *International Journal of Hospitality Management*, 49, 47–55. <https://doi.org/10.1016/j.ijhm.2015.04.012>
- George, T. & Merkus, J. (2022). *Explanatory Research | Definition, Guide, & Examples*. <https://www.scribbr.com/methodology/explanatory-research/>
- Ghafoor, M. M., Kashif Iqbal, H., Tariq, U., & Murtaza, F. (2012). Impact of Customer Satisfaction and Brand Image on Brand Loyalty. *Business Innovation & Technology Management*, 002(October), 69–077. <https://doi.org/10.5373/JARDCS/V12I6/S20201280>
- Gök, O., Ersoy, P., & Börühan, G. (2019). The effect of user manual quality on customer satisfaction: the mediating effect of perceived product quality. *Journal of Product and Brand Management*, 28(4), 475–488. <https://doi.org/10.1108/JPBm-10-2018-2054>
- Hasan, A. A.-T. (2022). Perceived value and behavioral intentions toward dining at Chinese restaurants in Bangladesh: the role of self-direction value and price fairness. *South Asian Journal of Marketing*, 3(2), 116–134. <https://doi.org/10.1108/sajm-12-2021-0140>
- Heungsun Hwang, Kwanghee Jung, and S. K. (2019). *Web GeSCA User Manual*. 1–21.
- Hong, P.-T. (2020). The Effect of Bakery Customers Product and Service Quality Factors on Value Perception, Customer Satisfaction and Behavioral Intentions: Focused on Famous Bakery Customers. *The Korean Journal of Franchise Management*, 11(3), 7–18. <https://doi.org/10.21871/kjfm.2020.9.11.3.7>
- Hwang, H., Jung, K., & Kim, S. (2019). *WEB GESCA*. <https://gsca-cpca.shinyapps.io/WEBGESCA/>
- Javed, S., Rashidin, M. S., Zhu, M., Xu, Z., Jian, W., & Zuo, S. (2021). Combined Effects of Drivers and Impact of Customer Satisfaction on Brand Loyalty: The Contingent Effect of Social Trust. *SAGE Open*, 11(1). <https://doi.org/10.1177/21582440211003566>
- Keller, K. L. (1993). Conceptualizing, measuring, managing. *Journal of Marketing*, 57, 1–22.
- Kencana, P. N. (2018). The Effect of Price and Product Quality on Customer Satisfaction. *PINISI Discretion Review*, 2(1), 53. <https://doi.org/10.26858/pdr.v2i1.13230>
- Kim, S., Cardwell, R., & Hwang, H. (2017). Using R Package gesca for generalized structured component analysis. *Behaviormetrika*, 44(1), 3–23. <https://doi.org/10.1007/s41237-016-0002-8>
- Kim, Y. J., Park, J. S., & Jeon, H. M. (2021). Experiential value, satisfaction, brand love, and brand loyalty toward robot barista coffee shop: The moderating effect of generation. *Sustainability (Switzerland)*, 13(21). <https://doi.org/10.3390/su132112029>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50(February), 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kumar, S., Dhir, A., Talwar, S., Chakraborty, D., & Kaur, P. (2021). What drives brand love for natural products? The moderating role of household size. *Journal of Retailing and Consumer Services*, 58(May 2020), 102329. <https://doi.org/10.1016/j.jretconser.2020.102329>
- Moreira, A. C., Silva, P., & Moutinho, V. (2017). The Effects of Brand Experiences on Quality, Satisfaction and Loyalty: An Empirical Study in the Telecommunications Multiple-play Service Market. *Innovar*, 27(64), 23–36. <https://doi.org/10.15446/innovar.v27n64.62366>.ENLACE
- Nawaz, S., Jiang, Y., Alam, F., & Nawaz, M. Z. (2020). Role of Brand Love and Consumers' Demographics in Building Consumer–Brand Relationship. *SAGE Open*, 10(4).

- <https://doi.org/10.1177/2158244020983005>  
Ngatno. (2019). Analisis Data Penelitian Dengan Program GESCA. Penerbit Undip Press.
- Noran Nidhamldeen Ezzulddin KHAYYAT. (2021). *THE EVALUATION OF BRAND LOVE CONCEPT IN TERMS OF ITS REASONS AND OUTCOMES: AN EMPIRICAL STUDY ON BRAND LOVERS OF APPLE*. ISTANBUL AYDIN UNIVERSITY.
- Reza, S., Hosseini, A. S., & ... (2021). The role of brand experience in customer satisfaction and customer loyalty in Ayandeh Bank branches in Tehran. ... *Journal of Marketing ...*, 13(April), 1–11.  
<https://doi.org/10.5897/AJMM2020.0666>
- Rusmahafi, F. A., & Wulandari, R. (2020). The Effect of Brand Image, Service Quality, and Customer Value on Customer Satisfaction. *International Review of Management and Marketing*, 10(4), 68–77.  
<https://doi.org/10.32479/irmm.9939>
- Satrio Sudarso, & Susanto Sukiman. (2022). Analysis of The Influence of Product Quality and Price on Customer Loyalty Through Customer Satisfaction as An Intervening Variable in Restaurants Hisana Fried Chicken Surabaya. *Sinergi : Jurnal Ilmiah Ilmu Manajemen*, 12(2), 63–70.  
<https://doi.org/10.25139/sng.v12i2.5740>
- Sofiana, H., & Prihandono, D. (2019). Management Analysis Journal Customer Satisfaction as the Mediating Influence of Service Recovery, Perceived Quality, and Price Fairness on Indihome Triple Play Services to Customer Loyalty. *Management Analysis Journal*, 8(3).  
<http://maj.unnes.ac.id>
- Tabelessy, W. (2020). Analisis Pengaruh Kualitas Produk, Promosi Dan Desain Terhadap Keputusan Pembelian Smartphone Samsung Di Kota Ambon. *Jurnal Soso-Q*, 8(1), 96–112.  
<https://doi.org/10.30598/sosoq.v8i1.1084>
- Tabelessy, W. (2021a). Analisis Pengaruh Inovasi Produk Dan Promosi Terhadap Keputusan Pembelian Dan Dampaknya Terhadap Kepuasan .... *Soso-Q: Jurnal Manajemen*, 9, 15–27.  
<https://ojs.unpatti.ac.id/index.php/sosoq/article/view/1441>
- Tabelessy, W. (2021b). Pengaruh Desain Produk, Harga, dan Promosi terhadap Keputusan Pembelian pada Usaha Rumahan Buket Bunga Victoria di Kota Ambon. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2(2), 89–97.  
<https://doi.org/10.47747/jnmpsdm.v2i2.274>
- Tabelessy, W. (2023). The Role of Food Quality and Halal Certificates to Improve Consumer Satisfaction and Loyalty. *International Journal of Social Service and Research*, 03(05), 1127–1136.
- Tabelessy, W., Pelupessy, M. M., & Tubalawony, J. (2023). *ProBisnis : Journal of Management Optimization of Consumer Satisfaction and Its Impact on KFC Kakialy Customer Loyalty*. 14(2), 299–305.
- Tehuayo, E. (2021). Analisis Pengaruh Harga, Kualitas Produk dan Kualitas Promosi terhadap Keputusan Pembelian Kerajinan Kulit Kerang Mutiara di Desa Batu Merah Kota Ambon. *Jurnal Pendidikan Tambusai*, 5(3), 8168–8180.  
<https://www.jptam.org/index.php/jptam/article/view/2317>
- Zakirin, M. (2021). Influence of Product Quality, Service Quality and Completeness on Customer Satisfaction on Mie Sopyonyo Producer. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 281–294.  
<https://doi.org/10.37715/rmbe.v1i2.2434>  
<https://www.alinea.id>