THE IMPACT OF BRAND IMAGE ON CUSTOMER SATISFACTION:
A STUDY OF MAXX COFFEE IN SURABAYA

Verina Wijaya
Faculty of Tourism, Hotel and Tourism Business Department
Universitas Ciputra, Indonesia
email : verina.wijaya@ciputra.ac.id
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Abstract. Today, since products and services are so easily replicable, companies face a challenge to differentiate themselves to compete in the market. One of the most effective ways to create difference in the market is by creating a strong brand. A strong brand image is an intangible asset for companies that are difficult to imitate. This study examines the relationship between brand image and customer satisfaction. A hundred customers were used as the research sample, and the data was extracted using online questionnaires distributed to Maxx Coffee customers within Surabaya area. The data was then be analyzed with Linear Regression and be processed using SPSS 20.0. The result indicated that brand image positively affect customer satisfaction at Maxx Coffee brands in Surabaya. However, the results imply that brand image has only little contribution to customer satisfaction.

Keywords : brand image; customer satisfaction; coffeehouse

I. INTRODUCTION

Maxx Coffee, established since 2015, is an original coffee shop chain from Indonesia. Maxx Coffee is a new brand, but is growing fast. It has opened 70 shops in Indonesia, and has five outlets in Surabaya. The rapid growth of coffeehouse retailers in Indonesia is affected by the modern lifestyle in society. In 2014, the numbers of registered coffeehouses in Indonesia reached 200 entrepreneurs compared to 100 entrepreneurs in the previous year (Global Business Guide Indonesia, 2014). However, there is no exact data regarding the amount of the coffeehouse in Surabaya.

In the current development, the theory of customer satisfaction considered as a key to marketing concept. Some researchers believe that customers’ satisfaction could drive a business to the success (Bennett and Rundle-Thiele, 2004). According to Kotler and Keller (2009), satisfaction is the summary feeling resulted from comparing a product performance to the expectation. A customer will be satisfied if the performance matches expectation. On the other side, a customer will be dissatisfied if the performance fails to meet expectation. Martisiute et al. (2010) theorized that the success of a company does not only depend on the ability to attract new customers. Retaining satisfied customers is beneficial because it needs less cost than to attract the new ones. One of the important strategies to achieve customer satisfaction is branding strategy.

A study conducted by Chang & Chieng (2006) is consistent with Davis, Oliver, & Brodie (2000), which states that branding plays an important role in a company because it is connecting the customers and suppliers. Marketing academics and practitioners have acknowledged that nowadays, customers are no longer buy products or services to fulfill their