

Analysis of the Effect of Atmospherics, Food Quality, Service Quality and Other Customer on Brand Preference through Brand Image, Customer Satisfaction, and Brand Trust of Sushi Tei Restaurant Consumers at Galaxy Mall Surabaya



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ABSTRACT: Food is the main basic need that must be met at all times by humans. By looking at the current developments in the era of globalization, it can be concluded that the business in the culinary field tends to continue to increase, therefore many new business actors have emerged who are trying to enter the culinary business. Furthermore, the effects of globalization have also led to the entry of foreign cultures into Indonesia, including Japanese culture. Currently, many Japanese restaurants are present in various cities in Indonesia, including in the city of Surabaya, one of which is Sushi Tei restaurant. Sushi Tei was founded in 1994 in Singapore. Until now, Sushi Tei already has outlets spread across several countries. This study aims to determine how the influence of Atmospherics, Food Quality, Service Quality, and Other Customers on Brand Preference through Brand Image, Customer Satisfaction, and Brand Trust. This study uses quantitative research with Structural Equation Model (SEM) analysis techniques and AMOS 22.0 software. Data was collected by distributing online questionnaires to 165 respondents with the characteristics of male and female respondents aged 18-60 years, having visited Sushi Tei at least 2 times in the last two years, and had interacted with restaurant waiters. The results showed that the Atmospherics variable had no significant effect on Brand Image with a regression coefficient of 0.054; Atmospherics variable has no significant effect on Customer Satisfaction with a regression coefficient of 0.035; Food Quality variable has a significant effect on Brand Image with a regression coefficient of 0.808; Food Quality variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.306; Service Quality variable has no significant effect on Brand Image with a regression coefficient of 0.032; Service Quality variable has no significant effect on Customer Satisfaction with a regression coefficient of 0.148; Other Customer variables have no significant effect on Brand Image with a regression coefficient of 0.064; Other Customer variables have no significant effect on Customer Satisfaction with a regression coefficient of 0.339; Brand Image variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.209; Brand Image variable has no significant effect on Brand Trust with a regression coefficient of 0.345; Customer Satisfaction variable has a significant effect on Brand Trust with a regression coefficient of 0.610; Brand Trust variable has a significant effect on Brand Preference with a regression coefficient of 0.666.

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

I. INTRODUCTION

Food is the main basic need that must be met at all times by humans. In fact, the right to obtain food has become one of the human rights in order to maintain the continuity of life with its function, namely to provide nutrition for human growth. Previously, food was only to complete the needs of four healthy five perfect. However, along with the development of the 2021 times, the function of food is not only as a provider of nutrients to the body, but also as a life gratification such as delicious food and also as a lifestyle. Many people also start to make food as a part of self-actualization. (www.bulog.co.id, downloaded on the 26th July 2021)

By looking at the current developments in the era of globalization, it can be concluded that the culinary business tends to continue to increase, therefore many new business actors have emerged who are trying to explore the culinary business which is

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proven to increase every day. Kementerian Perindustrian (Kemenperin) projects that the growth of the food and beverage industry will reach 5-6 percent in the second quarter of 2021. Previously, in the first quarter of 2021, this sector only grew 2.4 percent. (www.Ekonomi.bisnis.com, downloaded on July 26, 2021). The increasing number of business people entering the culinary world has made culinary developments in Indonesia more diverse. Various kinds of food are offered ranging from traditional food, fast food, as well as food from abroad, such as food from Japan. Furthermore, the effects of globalization have also led to the entry of foreign cultures into Indonesia, including Japanese culture, which is already quite well known and has more or less influenced the lifestyle of Indonesians. One of the significant influences is in terms of food (Silaen, 2018). Japanese food is one of the most popular foods in the community. Based on a survey conducted by JETRO in 2013 of 3000 people, it shows that 83% (2,490 people) choose Japanese food as their favorite foreign food because Japanese food is considered to have a delicious and healthy taste (Wibisono, 2017). Japanese food has its own distinctive sensation, which is not only delicious but also presents awards and does not forget its nutritional value, and represents its culture and traditions so as to attract consumers to (Husain & Madjid, 2017). With the characteristics possessed by this Japanese food, making Japanese restaurants increasingly in demand by culinary lovers in Indonesia.

Currently, many Japanese restaurants are present in various cities in Indonesia, including in the city of Surabaya. This is because Japanese food has a unique characteristic, namely Japanese food is unique in the presentation of food and has a distinctive taste and contains a fairly high nutritional value. This can also be seen from the increasing number of Japanese restaurants located in malls, hotels, and those with their own buildings, such as Ichiban Sushi, Marugame Udon, Hanamasa, Sushi Tei, Kintan Shaburi and others. This proves that Japanese restaurants are quite in demand by the citizens of Surabaya.

II. LITERATURE REVIEW

Atmospherics

According to research by Hu et al (2009); Line et al.,(2016); Ostrowski et al., (1993) stated that positive customer experiences with restaurant atmospheric not only affect satisfaction and trust, but also significantly help develop brand image. Baker et al. (1994) also showed a significant effect of service firm atmospheric in enhancing brand image and stimulating purchasing behavior. In terms of the restaurant industry, Stevens et al. (1995) pointed out the importance of atmospheric in the aspect of service quality provided by restaurants. They found that the quality of atmospheric, service and food were indicators that had a significant effect on brand image.

H1: Atmospheric has a significant effect on Brand Image

The results of research by Berry et al., (2006) stated that atmospheric as a very important factor, the atmosphere is very influential in the restaurant arrangement considering that a positive first impression is a significant opportunity to create customer satisfaction. The quality of atmospheric is also an important predictor that has a positive influence on customer perceived value (customer satisfaction). Finally, many researchers have studied how perceived restaurant atmosphere affects diner satisfaction. For example, Liu and Jang (2009) found that interior design, decoration and aroma (atmospheric) significantly affect restaurant customer satisfaction. Several studies have claimed that the atmosphere of a company is important to attract customers because they sometimes go to a restaurant just to feel the atmosphere (Ryu et al., 2012).

H2: Atmospheric has a significant effect on Customer Satisfaction

Food Quality

The research results of Tse et al. (2002) found that busy restaurants tend to signal high food quality and convey a favorable brand image for Chinese restaurants in Hong Kong, implying a positive relationship between food quality and brand image. Ryu et al. (2008) reported that food quality, service quality, interior design and decoration, restaurant location, and waiting time are the main drivers of restaurant brand image. Therefore, maintaining food quality and good service is the most important part of maintaining a restaurant's brand image. When an organization has a high quality brand image, it should not be a problem positioning its own product or brand at a premium level (Kim et al., 2013). Therefore, food quality is a key driver for the success of tourism branding and positively influences perceived brand image (Atilgan et al., 2003; Herstein et al., 2014).

H3: Food Quality has a significant effect on Brand Image

According to the research results of Ha and Jang, (2010); Namkung and Jang (2007); Sulek and Hensley (2004) mention that of all aspects of the consumer experience with restaurants, food quality is the most important factor to know and the choice of consumers from the aspect of customer satisfaction with restaurants. In particular, all of these attributes represent influential

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aspects in customer attitudes and behavior. In a study by Ryu et al. (2012) regarding the relationship between three parts of quality (food, service, physical environment), price, satisfaction and behavioral intention in fast-casual restaurants, the findings show that food quality is a significant determinant of customer satisfaction. Thus, food quality has been considered as some of the most significant aspects in customer assessment of fast food service quality and a key factor in increasing customer satisfaction (Wu and Mohi, 2015).

H4: Food Quality has a significant effect on Customer Satisfaction

Service Quality

Selnes research (1993) shows that service quality affects the general evaluation of a brand. Similarly, the research results of Ostrowski et al. (1993) argue that a positive experience over time following several other positive experiences will ultimately have a positive effect on brand image. In the restaurant industry, consumers' judgments about a restaurant's brand image tend to reflect the cumulative consumption experience of the customer. Among the many components, one of which is the consumer consumption experience which is the service quality of the restaurant, which makes it a prominent element. Thus, it makes sense to obtain research results that restaurant service quality directly affects brand image perceptions. Booms and Bitner (1982) from their research stated that the service scape (service quality) of a company has a large impact on the intention to revisit customers and the restaurant brand image. Nguyen and LeBlanc (1998) also show that service quality is a very significant factor in building a company's brand image. They state that the higher the level of service quality received by customers from a company, the higher the brand image of the organization will be implanted in the minds of customers.

H5: Service Quality has a significant effect on Brand Image

Based on the research results of Wilson et al. (2012), the relationship between service quality and customer satisfaction shows a significant relationship. This is also in accordance with research conducted by Rahhal (2015), Service Quality has a positive and significant effect on Customer Satisfaction. In terms of the fast food industry, according to the research results of Heung et al. (2000), Jain and Gupta (2004), Qin and Prybutok (2009), and Khan et al. (2013), price, product quality and service quality are directly related to customer satisfaction because the perceived service quality factor plays the most important role in overall customer satisfaction. Research from Susskind and Chan, (2000); Mattila and Wirtz, (2001) also support the statement that Service Quality is a key factor in Customer Satisfaction. In another study on Customer Satisfaction with Service Quality in Korean restaurants, high quality service was found to have a positive effect on Customer Satisfaction (Ha and Jang, 2010). Ladhari et al. (2011) identified that there is a positive and significant correlation between the dimensions of Service Quality and Customer Satisfaction as a whole.

H6: Service Quality has a significant effect on Customer Satisfaction

Other Customer

Jang et al (2015) support the theory that other customers in service settings have been found to significantly influence customer behavior and corporate brand image. The research of Shao et al., (2017) also finds that Other Customers have a significant effect on Brand Image. In their research, Shao et al., (2017) discusses the effect of Other Customer's clothing on a service company and finds the fact that the dress code of service personnel at service meetings affects customer perceptions of the service company.

H7: Other Customers have a significant effect on Brand Image

Based on the results of previous studies by Miao et al. (2011) ; Wu and Mattila (2013) stated that the presence of other customers in the service room has a significant influence on customer satisfaction. In relation to these findings, one of the factors that influence the emotional experience of the work that has been sought to be served is for example, the number of people in the restaurant (Hwang et al., 2012), customer appearance (Choi and Mattila, 2016), and behavior. other customers affect customer satisfaction (Miao et al., 2011). Therefore, according to the research of Wu and Liang, (2009), sharing the same environment with other customers during service delivery significantly affects customer satisfaction based on their research through emotional experiences in the restaurant industry.

H8: Other Customers have a significant effect on Customer Satisfaction

Brand Image

Ryu et al. (2008) revealed their findings that the brand image perceived by customers of a product has a significant influence on customer satisfaction. Castro et al. (2007) found that brand image influences future tourist behavior through service quality and customer satisfaction. Ryu et al. (2008) examined the relationship between overall restaurant brand image, customer perceived

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value, customer satisfaction, and behavioral intentions in the restaurant industry. They argue that the overall brand image of a restaurant is a significant determinant of customer perceived value and customer satisfaction. Lai et al. (2009) revealed that brand image affects customer satisfaction and customer perception value. In particular, for the restaurant industry, brand image is a significant predictor of customer satisfaction (Jin et al., 2012; Ryu et al., 2012).

H9: Brand Image has a significant effect on Customer Satisfaction

In line with this study, De Matos and Rossi (2008) obtained research results which stated that the higher the Brand Image, the more likely customers will believe in the brand (brand trust). While the importance of Brand Image in influencing Brand Trust has been conceptually proposed by scholars (De Matos and Rossi, 2008; Van Doorn et al., 2010), previous empirical research failed to demonstrate this relationship (Hapsari et al., 2017). Yarmen et al. (2016) showed that the Brand Trust owned by the patient was significantly influenced by the hospital's brand image. In the field of restaurant studies, Ryu et al.,(2008) found a significant effect on restaurant brand image on customer brand trust.

H10: Brand Image has a significant effect on Brand Trust

Customer Satisfaction

The results of research by Han and Ryu (2009) found that customer satisfaction positively affects brand trust in the restaurant industry. Hyun (2010) also stated the results of his research that customer satisfaction either directly or indirectly can have an impact on brand trust. This study provides support for satisfaction influencing trust through satisfaction. On the other hand, Jani and Han (2011) did not find a significant effect of customer satisfaction on commitment but stated that the effect can be obtained significantly through brand trust because satisfaction has an impact on trust that the brand will keep its promises as stated in promotion (Ballester and Aleman, 1999). Similarly, the involvement of customer satisfaction with store personnel has become a very strong factor due to its strong influence on brand trust (Brodie et al., 2011).

H11: Customer Satisfaction has a significant effect on Brand Trust

Brand Trust

Bart et al., (2005); Chinomona, (2013) has examined the influence of Customer Satisfaction on Brand Preference which illustrates that the experience of a brand-literature experience, Brand Trust and consumer satisfaction as elements of Brand Preference that have a significant effect. The results of research by Chiou and Droge, (2006); Hsu et al., (2012); Sirdeshmukh et al., (2002) stated that the most significant behavioral outcomes of Brand Trust were Brand Preference, brand attachment, and brand loyalty.

H12: Brand Trust has a significant effect on Brand Preference

Research Model

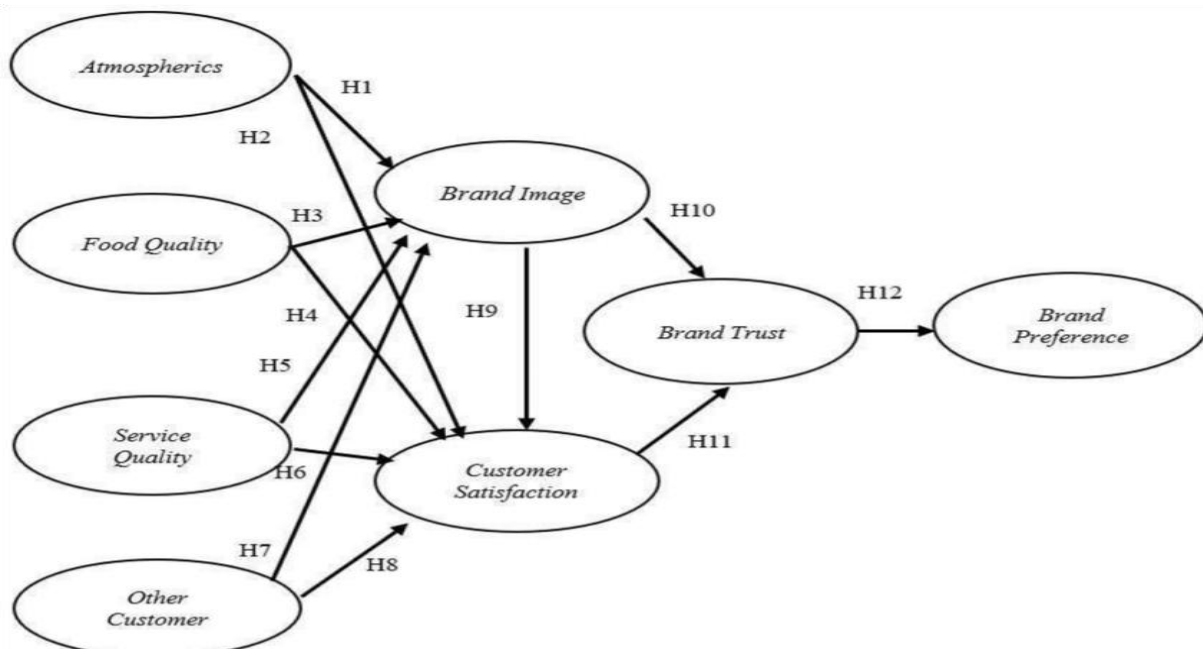


Figure 2.1 Research Model

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III. RESEARCH METHODS

This research is causal because it is a causal relationship, therefore there are independent variables (influence) and dependent variables (influenced) (Sugiyono, 2012). The research method used in this study is a quantitative method, which uses data in the form of numbers as analysis material to explain what you want to know (Kasiram, 2008). According to Jonathan Sarwono (2006), quantitative research methods are scientific research that is systematically arranged related to parts and phenomena and their relationship to a variable. Quantitative research methods are used to examine a particular population or sample, in general the sampling technique is done randomly, while the data collection uses research instruments, quantitative/statistical data analysis is used in order to test hypotheses and solve problems that have been identified in the previous chapter (Sugiyono, 2013). The quantitative method was chosen because the results of the analysis are very accurate when applied according to the rules, can measure the interaction of the relationship between two or more variables and can simplify the reality of complex and complicated problems in a model (Syamrilaode, 2011). The method used in this study refers more to references that can carry out simultaneous analysis processes related to the multi-variable research model, namely the Structural Equation Model (SEM) using AMOS 20.0 software. This research model is expected to be able to explain the interaction of the relationship between variables in order to understand the factors that influence the brand preference of Sushi Tei Galaxy Mall Surabaya consumers as well as make an implication whose results will approach the requirements of a measurement that will be described through a research design. The population that will be used in this study are all Sushi Tei Galaxy Mall Surabaya customers. It is assumed that consumers have good knowledge about the services that have been provided by Sushi Tei Galaxy Mall Surabaya so that they can create brand preferences. In addition, consumers at that age are assumed to be able to think well in filling out questionnaires, so that the data obtained are valid. The sampling technique that the researcher will use is non-probability sampling. The choice of this technique is because the total population of the object under study is unknown. There are various techniques in non-probability sampling, one of which is snowball sampling which was chosen by the researcher in this study. Snowball sampling is a sampling technique that is initially small in number, then this sample is distributed to friends who have the research sample criteria to be used as samples and so on, so that the number of samples is increasing because it is spread through the initial sample. (<https://www.statistikian.com>, downloaded on 11 August 2021). The application of the snowball sampling technique in this study was carried out by distributing questionnaires to a Sushi Tei Galaxy Mall Surabaya customer, and asking for his help in distributing the questionnaire to his friends who are also Sushi Tei Galaxy Mall Surabaya customers. The application of the snowball sampling technique in this study was carried out by distributing questionnaires to be distributed to Sushi Tei Galaxy Mall Surabaya customers who were selected as samples. The area used as a place for distributing questionnaires is the city of Surabaya, so that the respondents selected are in accordance with what is expected.

IV. RESULTS AND DISCUSSION

Results

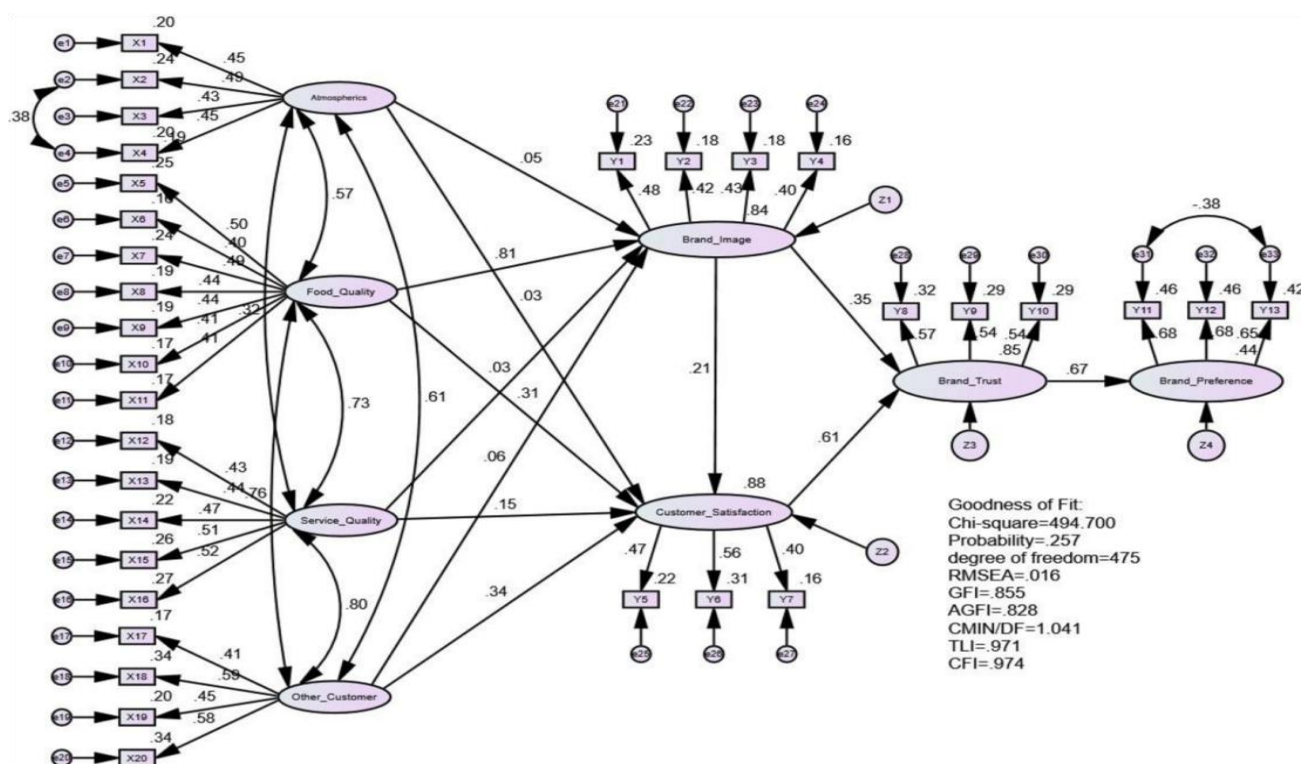


Figure 4.1 Full Structural Model

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Table 4.1 Regression Weight Full Structural Equation Model

			Estimate	S.E.	C.R.	P	Std. Estimate
Brand_Image	<---	Atmospherics	.067	.401	.168	.867	.054
Brand_Image	<---	Food_Quality	1.019	.484	2.107	.035	.808
Brand_Image	<---	Service_Quality	.032	.490	.066	.947	.032
Brand_Image	<---	Other_Customer	.056	.502	.112	.911	.064
Customer_Satisfaction	<---	Atmospherics	.033	.278	.119	.905	.035
Customer_Satisfaction	<---	Food_Quality	.295	.666	2.043	.038	.306
Customer_Satisfaction	<---	Service_Quality	.114	.336	.339	.735	.148
Customer_Satisfaction	<---	Other_Customer	.229	.321	.713	.476	.339
Customer_Satisfaction	<---	Brand_Image	.160	.549	2.091	.041	.209
Brand_Trust	<---	Customer_Satisfaction	.824	.630	2.309	.191	.610
Brand_Trust	<---	Brand_Image	.357	.496	.721	.471	.345
Brand_Preference	<---	Brand_Trust	.851	.176	4.824	***	.666
X16	<---	Service_Quality	1.000				.518
X15	<---	Service_Quality	.995	.227	4.378	***	.506
X14	<---	Service_Quality	.921	.221	4.176	***	.474
X13	<---	Service_Quality	.846	.217	3.902	***	.439
X12	<---	Service_Quality	.921	.235	3.912	***	.428
X11	<---	Food_Quality	1.000				.413
X10	<---	Food_Quality	1.112	.308	3.612	***	.411
X9	<---	Food_Quality	.938	.255	3.687	***	.439
X8	<---	Food_Quality	.969	.265	3.653	***	.438
X7	<---	Food_Quality	1.078	.268	4.014	***	.491
X6	<---	Food_Quality	1.044	.296	3.525	***	.401
X5	<---	Food_Quality	1.083	.270	4.011	***	.499
X4	<---	Atmospherics	1.000				.447
X3	<---	Atmospherics	.968	.342	2.833	.005	.433
X2	<---	Atmospherics	1.084	.393	2.758	.006	.491
X1	<---	Atmospherics	1.319	.411	3.210	.001	.446
X20	<---	Other_Customer	1.083	.263	4.123	***	.582
X19	<---	Other_Customer	.781	.216	3.608	***	.453
X18	<---	Other_Customer	.995	.241	4.123	***	.587
X17	<---	Other_Customer	1.000				.407
Y1	<---	Brand_Image	1.000				.476
Y2	<---	Brand_Image	.856	.219	3.909	***	.423
Y3	<---	Brand_Image	.804	.210	3.829	***	.430
Y4	<---	Brand_Image	.897	.245	3.665	***	.402
Y7	<---	Customer_Satisfaction	1.000				.401
Y6	<---	Customer_Satisfaction	1.446	.351	4.122	***	.560
Y5	<---	Customer_Satisfaction	1.078	.279	3.868	***	.468
Y8	<---	Brand_Trust	1.000				.568
Y9	<---	Brand_Trust	1.031	.208	4.966	***	.542
Y10	<---	Brand_Trust	1.001	.190	5.276	***	.542
Y11	<---	Brand_Preference	1.000				.680
Y12	<---	Brand_Preference	1.019	.195	5.231	***	.680
Y13	<---	Brand_Preference	.907	.174	5.223	***	.652

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Table 4.2 Hypothesis Test Results

Hypothesis	Analysis
H1 : Atmospheric has a significant effect on Brand Image	Rejected
H2 : Atmospheric has a significant effect on Customer Satisfaction	Rejected
H3 : Food Quality has a significant effect on Brand Image	Accepted
H4 : Food Quality has a significant effect on Customer Satisfaction	Accepted
H5 : Service Quality has a significant effect on Brand Image	Rejected
H6 : Service Quality has a significant effect on Customer Satisfaction	Rejected
H7 : Other Customers have a significant effect on Brand Image	Rejected
H8 : Other Customers have a significant effect on Customer Satisfaction	Rejected
H9 : Brand Image has a significant effect on Customer Satisfaction	Accepted
H10: Brand Image has a significant effect on Brand Trust	Rejected
H11: Customer Satisfaction has a significant effect on Brand Trust	Accepted
H12: Brand Trust has a significant effect on Brand Preference	Accepted

DISCUSSION

H1: Atmospheric has no significant effect on Brand Image

Atmospheric is formed by four indicators, namely an attractive interior design, a clean dining area, employees are neatly dressed and have well-supported facilities. While the Brand Image is formed by four indicators, namely the restaurant has a fashionable image, has a trendy image, has a good reputation and is a familiar restaurant brand. The estimated parameter between Atmospheric and Brand Image shows insignificant results in a positive direction with a value of C.R = 0.168 and a regression coefficient of 0.054 with an acceptable hypothesis standard, namely C.R. ± 2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 1 (H1) is rejected. This is because when Sushi Tei Galaxy Mall customers see that the environmental conditions of Sushi Tei Galaxy Mall are clean and comfortable and the facilities provided are also supportive, it will create a positive perception of the brand. So that when the environmental conditions created by Sushi Tei Galaxy Mall are getting better, it will improve the brand image of Sushi Tei.

H2: Atmospheric has no significant effect on Customer Satisfaction

Atmospheric is formed by four indicators, namely an attractive interior design, a clean dining area, employees are neatly dressed and have well-supported facilities. While Customer Satisfaction is formed by three indicators, namely feeling satisfied overall, the restaurant creates a good mood and enjoys yourself while in the restaurant. The estimated parameter between Atmospheric and Customer Satisfaction showed insignificant results in a positive direction with a C.R value = 0.119 and a regression coefficient of 0.035 with an acceptable standard hypothesis, namely C.R. ± 2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 2 (H2) is rejected. This is because when Sushi Tei Galaxy Mall customers see that the environmental conditions of Sushi Tei Galaxy Mall are clean and comfortable and the facilities provided are also supportive, it will create customer satisfaction. So that when the environmental conditions created by Sushi Tei Galaxy Mall are getting better, it will increase the satisfaction of their customers.

H3: Food Quality has a significant effect on Brand Image

Food Quality is formed by seven indicators, namely the food served is delicious, the food is nutritious, offers various types of menus, the food is fresh, the aroma and appearance of the food is attractive. While the Brand Image is formed by four indicators, namely the restaurant has a fashionable image, has a trendy image, has a good reputation and is a familiar restaurant brand. The estimated parameter between Food Quality and Brand Image shows significant results in a positive direction with a value of C.R = 2.107 and a regression coefficient of 0.808 with an acceptable standard hypothesis, namely C.R. ± 2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 3 (H3) is accepted. This is because, when Sushi Tei Galaxy Mall customers feel that the quality of the food served is quality food and looks fresh, it will create a positive perception of the brand. So when the better the quality of the food served by Sushi Tei Galaxy Mall, it will improve the brand image of Sushi Tei.

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H4: Food Quality has a significant effect on Customer Satisfaction

Food Quality is formed by seven indicators, namely the food served is delicious, the food is nutritious, offers various types of menus, the food is fresh, the aroma and appearance of the food is attractive. While Customer Satisfaction is formed by three indicators, namely feeling satisfied overall, the restaurant creates a good mood and enjoys yourself while in the restaurant. The estimated parameter between Food Quality and Customer Satisfaction showed insignificant results in a positive direction with a value of $C.R = 2.043$ and a regression coefficient of 0.306 with an acceptable standard of hypothesis, namely $C.R. \pm 2.00$ with a significance level of <0.05 (5%), it can be said that hypothesis 4 (H4) is accepted. This is because, when Sushi Tei Galaxy Mall customers feel that the quality of the food served is quality food and looks fresh, it will create a feeling of satisfaction for the customer. So that when the quality of the food served by Sushi Tei Galaxy Mall is getting better, it will increase the satisfaction of their customers.

H5: Service Quality has a significant effect on Brand Image

Service Quality is formed by five indicators, namely food to order, proper service, fast service, waiters willing to help and feel comfortable in the services provided. While the Brand Image is formed by four indicators, namely the restaurant has a fashionable image, has a trendy image, has a good reputation and is a familiar restaurant brand. The estimated parameter between Service Quality and Brand Image shows insignificant results in a positive direction with a value of $C.R = 0.066$ and a regression coefficient of 0.032 with an acceptable standard hypothesis, namely $C.R. \pm 2.00$ with a significance level of <0.05 (5%), it can be said that hypothesis 5 (H5) is rejected. This is because, when Sushi Tei Galaxy Mall customers get good, fast and appropriate service, it will create a positive perception of the brand. So when the better the quality of service provided by Sushi Tei Galaxy Mall, it will improve the brand image of Sushi Tei.

H6: Service Quality has a significant effect on Customer Satisfaction

Service Quality is formed by five indicators, namely food to order, proper service, fast service, waiters willing to help and feel comfortable in the services provided. While Customer Satisfaction is formed by three indicators, namely feeling satisfied overall, the restaurant creates a good mood and enjoys yourself while in the restaurant. The estimated parameter between Service Quality and Customer Satisfaction showed insignificant results in a positive direction with a value of $C.R = 0.339$ and a regression coefficient of 0.148 with an acceptable standard of hypothesis, namely $C.R. \pm 2.00$ with a significance level of <0.05 (5%), it can be said that hypothesis 6 (H6) is rejected. This is because, when Sushi Tei Galaxy Mall customers get good, fast and precise service, it will create a feeling of satisfaction for the customer. So when the better the quality of service provided by Sushi Tei Galaxy Mall, it will increase the satisfaction of their customers.

H7: Other Customers have a significant effect on Brand Image

Other Customers are formed by four indicators, namely being able to accept the level of crowd, the appearance of other customers is good, can accept the average age of restaurant diners and feel the way other customers behave is appropriate. While the Brand Image is formed by four indicators, namely the restaurant has a fashionable image, has a trendy image, has a good reputation and is a familiar restaurant brand. The estimated parameter between Other Customers and Brand Image shows insignificant results in a positive direction with a value of $C.R = 0.112$ and a regression coefficient of 0.064 with an acceptable standard hypothesis, namely $C.R. \pm 2.00$ with a significance level of <0.05 (5%), it can be said that hypothesis 7 (H7) is rejected. This is because, when the crowd level of the Sushi Tei Galaxy Mall restaurant is acceptable and the behavior of other customers is good, it will create a positive perception of the brand. So that when the behavior of other customers from the Sushi Tei Galaxy Mall restaurant is getting better, it will improve the brand image of Sushi Tei.

H8: Other Customers have a significant effect on Customer Satisfaction

Other Customers are formed by four indicators, namely being able to accept the level of crowd, the appearance of other customers is good, can accept the average age of restaurant diners and feel the way other customers behave is appropriate. While Customer Satisfaction is formed by three indicators, namely feeling satisfied overall, the restaurant creates a good mood and enjoys yourself while in the restaurant. The estimated parameter between Other Customers and Customer Satisfaction showed insignificant results in a positive direction with a value of $C.R = 0.713$ and a regression coefficient of 0.339 with the standard hypothesis being accepted, namely $C.R. \pm 2.00$ with a significance level of <0.05 (5%), it can be said that hypothesis 8 (H8) is rejected. This is because, when the level of crowds from the Sushi Tei Galaxy Mall restaurant is acceptable and the behavior of other customers is good, it will create a feeling of satisfaction for the customer. So that when the behavior of other customers from the Sushi Tei Galaxy Mall restaurant is getting better, it will increase the satisfaction of their customers.

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H9: Brand Image has a significant effect on Customer Satisfaction

Brand Image is formed by four indicators, namely the restaurant has a fashionable image, has a trendy image, has a good reputation and is a familiar restaurant brand. While Customer Satisfaction is formed by three indicators, namely feeling satisfied overall, the restaurant creates a good mood and enjoys yourself while in the restaurant. The estimation parameter between Brand Image and Customer Satisfaction shows insignificant results towards positive with a value of $C.R = 2.091$ and a regression coefficient of 0.209 with an acceptable standard of hypothesis, namely $C.R. \pm 2.00$ with a significance level of <0.05 (5%), it can be said that hypothesis 9 (H9) is accepted. This is because, when the reputation of the Sushi Tei Galaxy Mall restaurant is good for its quality and has a fashionable and trendy image so that it is known by many people, it will create a feeling of satisfaction for customers. So when the better the brand image of the Sushi Tei Galaxy Mall restaurant, it will increase the satisfaction of their customers.

H10: Brand Image has a significant effect on Brand Trust

Brand Image is formed by four indicators, namely the restaurant has a fashionable image, has a trendy image, has a good reputation and is a familiar restaurant brand. While Brand Trust is formed by three indicators, namely believing that the restaurant is reliable, believing that the restaurant guarantees customer satisfaction and trusting the restaurant as a whole. The estimated parameter between Brand Image and Brand Trust showed insignificant results in a positive direction with a value of $C.R = 0.721$ and a regression coefficient of 0.345 with an acceptable standard hypothesis, namely $C.R. \pm 2.00$ with a significance level of <0.05 (5%), it can be said that hypothesis 10 (H10) is rejected. This is because, when the reputation of Sushi Tei Galaxy Mall restaurant is good for its quality and has a fashionable and trendy image so that it is known by many people, it will create a sense of trust in customers. So when the better the brand image of the Sushi Tei Galaxy Mall restaurant, it will increase the trust of their customers.

H11: Customer Satisfaction has a significant effect on Brand Trust

Customer Satisfaction is formed by three indicators, namely feeling satisfied overall, the restaurant makes a good mood and enjoying yourself while in the restaurant. While Brand Trust is formed by three indicators, namely believing that the restaurant is reliable, believing that the restaurant guarantees customer satisfaction and trusting the restaurant as a whole. The estimated parameter between Customer Satisfaction and Brand Trust shows significant results in a positive direction with a value of $C.R = 2.309$ and a regression coefficient of 0.610 with an acceptable standard of hypothesis, namely $C.R. \pm 2.00$ with a significance level of <0.05 (5%), it can be said that hypothesis 11 (H11) is accepted. This is because, when Sushi Tei Galaxy Mall customers are satisfied with the service and food provided, it will create a feeling of trust in the customer. So that when consumers are more satisfied with the Sushi Tei Galaxy Mall restaurant, it will increase trust in their customers' brands.

H12: Brand Trust has a significant effect on Brand Preference

Brand Trust is formed by three indicators, namely believing that the restaurant is reliable, believing that the restaurant guarantees customer satisfaction and trusting the restaurant as a whole. While the Brand Preference is formed by three indicators, namely this restaurant is a good choice, this restaurant meets my needs, and is more interested in this restaurant than its competitors. The estimated parameter between Brand Trust and Brand Preference shows significant results in a positive direction with a value of $C.R = 4.824$ and a regression coefficient of 0.666 with an acceptable standard of hypothesis, namely $C.R. \pm 2.00$ with a significance level of <0.05 (5%), it can be said that hypothesis 12 (H12) is accepted. This is because, when Sushi Tei Galaxy Mall customers have confidence in Sushi Tei Galaxy Mall restaurant for their dining satisfaction, it will create a high preference for choosing Sushi Tei Galaxy Mall as a dining place. So that when consumers increasingly trust the Sushi Tei restaurant, Galaxy Mall will increase their preference for Sushi Tei restaurants.

V. CONCLUSION

This model was developed in order to research the Brand Preference of Sushi Tei Galaxy Mall restaurant in Surabaya. This research model is formed from the relationship of influence between Atmospheric, Food Quality, Service Quality, Other Customers, on Brand Preference through Brand Image, Customer Satisfaction, and Brand Trust.

Analysis of the Effect of Atmospherics, Food Quality, Service Quality and Other Customer on Brand Preference through Brand Image, Customer Satisfaction, and Brand Trust of Sushi Tei Restaurant Consumers at Galaxy Mall Surabaya

Table 5.1 Managerial Implications

Research Now	Managerial Implications
Atmospherics is one of the elements that has an influence in the process to improve the Brand Image and Customer Satisfaction	<ul style="list-style-type: none"> - Improve the design of the room to be more elegant and with the addition of a combination of lighting that can give an elegant and comfortable impression when customers linger in the restaurant area. - The restaurant management needs to ensure that all dining areas in the restaurant are neatly arranged and kept clean. During the current pandemic, maybe hand sanitizer can be provided at every dining table to increase the level of cleanliness while in the restaurant area.
Food Quality is one element that has an influence in the process to improve Brand Image and Customer Satisfaction	<ul style="list-style-type: none"> - Continue to innovate in creating new menus of dishes that are visually attractive and have delicious flavors, such as making seasonal menus - Maintain in using high quality raw materials in order to maintain the quality of food owned by Sushi Tei restaurants.
Service Quality is one element that has an influence in the process to improve Brand Image and Customer Satisfaction	<ul style="list-style-type: none"> - Sushi Tei must periodically evaluate each employee's performance in order to maintain employee performance in serving customers.
Other Customers are one of the elements that have an influence in the process to improve Brand Image and Customer Satisfaction	<ul style="list-style-type: none"> - Sushi Tei can adjust the layout of the dining table in order to maintain the comfort of visitors because it is not too crowded between the diners' tables
Brand Image is one of the elements that has an influence in the process to increase customer Satisfaction and Brand Trust	<ul style="list-style-type: none"> - Sushi Tei needs to periodically carry out promotions through social media in order to increase public awareness of Sushi Tei restaurants. Through this promotion, it can be displayed about the image of Sushi Tei so that it can attract customers to attend Sushi Tei.
Customer Satisfaction is one element that has an influence in the process of increasing Brand Trust	<ul style="list-style-type: none"> - Sushi Tei has the advantage of serving dishes of good quality and raw materials that are still fresh so that they have good nutritional value. And Sushi Tei's side needs to defend it.
Brand Trust is one element that has an influence in the process of increasing Brand Preference	<ul style="list-style-type: none"> - Sushi Tei must strive to ensure the satisfaction that customers will get so that customers believe that Sushi Tei is a restaurant that can solve the problem of customer dissatisfaction with other restaurant services.

RECOMMENDATION

Looking at the results of existing research where there are still many limitations to the research conducted by the author, the recommendations that can be conveyed by the author are as follows:

- 1) Seeing the limitations of the research object that only took respondents, namely Sushi Tei Galaxy Mall customers in Surabaya, it is hoped that future research using the same or modified model can be applied to different objects to get more general results on the factors that affect Brand Preference.
- 2) Further research is expected to complement the existing variables in this research so that it can further enhance the understanding of the factors that influence Brand Preference, such as Price, Digital Marketing, and Location.
- 3) Further research can be developed by connecting the factors that influence Brand Preference based on education level. Future research can also expand the scope of respondents to be studied, or conduct their research in different areas from the current research. So that further research is carried out to provide a broad overview of Brand Preference.

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- 4) In addition, it is also expected not only to use the Structural Equational Model (SEM) but to use Lisrel or SPSS software in further research.

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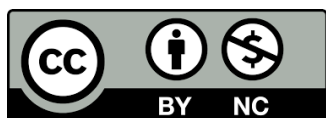
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