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Abstract: The purpose of this study is to examine is there influence of brand image to customer satisfaction on Pizza Hut Alam Sutera. The approach used in this research is quantitative approach with explanatory type and the method for data collection used in this research is survey by distributing questionnaires to students of Bina Nusantara Alam Sutera University with 100 respondents. The result of this research shows that there is influence of brand image to customer satisfaction with result of equal to 67.3% with unidirectional relationship. So, it can be concluded that the brand image has a strong influence on customer satisfaction.

Index Terms: Brand image, Customer satisfaction, Quantitative Explanative.

1 Introduction

In this day and age, the influence of foreign cultures in Indonesia is increasingly felt with the presence of globalization. According to [1] globalization is a process that places the community to reach one another or connect to each other in all aspects of their lives, both in aspects of culture, economy, politics, technology, and environment. In the process, globalization has contributed to the spread of foreign cultures that occur rapidly through means of technology, information and communication. Globalization has had a positive influence on Indonesia such as science, lifestyle, art, music, and foreign food. One example is pizza. With the influence of globalization coming into Indonesia and participating in influencing food types, many businesses try to do food business, both Indonesian specialties and foreign foods such as sushi, pasta, steak and pizza. Lola, Arfianto and Zihan (2017) said that the food and beverage industry has an important role in economic growth in Indonesia, therefore the food and beverage industry sector is one of the few sectors that are the government’s priority in encouraging industry as a driver of the national economy. As this is proven by the words of the Minister of Industry, Airlangga Hartarto, who revealed that the industrial subsector is expected to grow the highest and become one of the influences of Indonesia’s economic growth, one of which is the food and beverage industry. Then in 2015, the growth of the national food and beverage industry reached 8.16%, which was higher than the growth of the non-oil and gas industry which amounted to 5.21%. In 2016, the growth of the food and beverage industry reached 8.2-8.5%. While in 2017, the Ministry of Industry targeted the growth of the food and beverage industry to reach 7.5% to 7.8%. The food and beverage industry is also an industry that can absorb quite a lot of labor. The number of direct workers according to BPS in 2013 was 4,267,275 workers.

In addition to workers who work directly in the food and beverage industry, this industry also creates indirect labor in its distribution chain, including the raw material industry (suppliers), distributors, advertising agencies, and marketing and merchant chains (Lola, Arfianto and Zihan, 2017). With the competition in the food industry that will continue to increase with the passage of time, food industry players must be able to attract and reach the hearts of consumers in various ways so they can excel with competitors in the same field such as making new innovations in their products, improving service quality and others in order to retain consumers, reach consumers and earn profits. By providing the best service, of course consumers will feel their own satisfaction and industry players can give their company image in the eyes of consumers. [2] defines "Public relations is all forms of planned communication, both in and out, between an organization with all its audiences in order to achieve specific goals based on mutual understanding", and according to Rosady Ruslan (2001) one of the objectives of public relations is as follows: Growing a positive corporate image for the external public or the community and consumers, which will be related to the x variable in this research, the brand image. Brand image according to [3] has a definition as a perception of a brand as reflected by brand associations contained in the minds of consumers. Therefore, service, quality, products produced by food industry players must be taken into account and always be improved so that they can achieve customer satisfaction. When a positive image has been achieved by the food industry, the possibility for consumers to use or consume the same brand on an ongoing basis will be greater because of the positive image that has been formed in the minds of each consumer. One of the companies that engaged in the food industry is Pizza Hut. Pizza Hut is the first franchise restaurant to serve pizza for the first time in Indonesia in 1984.
From the chart above it can be concluded that Pizza Hut has more stores than competitors in the same industry, namely Domino’s Pizza and Papa Ron’s Pizza. The number of Pizza Hut stores spread in Jakarta and other provinces in Indonesia amounts to 241, while the number of Domino’s Pizza stores in Jakarta and other provinces in Indonesia amounts to 100, and Papa Ron’s Pizza in Jakarta and other provinces only amounts to 34. From the description above it can be concluded that Pizza Hut is a market leader in this field of Italian specialty pizza. With more stores that spread across several provinces in Indonesia, Pizza Hut already has its own positive image in the minds of consumers, so there is demand for Pizza Hut to open store branches in various parts of the region. The focus of this research is Pizza Hut Alam Sutera store because Alam Sutera itself is one of the best property developers, which won the award as the best innovation in sustainable development at the 2014 Indocemnt Awards, which means that Alam Sutera is one of the properties that is in accordance with the science of communication that will continue to grow in line with the times. The object of this research is Bina Nusantara Alam Sutera University students from various departments who have consumed Pizza Hut more than twice. Since the target market of Pizza Hut itself is productive age (15-55 years old), this research can be used as a reference for Pizza Hut to improve its performance and quality as the object of this research is in accordance with the target market of Pizza Hut itself. Judging from the age of Pizza Hut which has been 34 years old, Pizza Hut still stands and innovates until now, so it can be concluded that there is satisfaction from consumers or society. This is in accordance with the dependent variable used in this research, customer satisfaction. This research was made to examine whether brand image has an influence on customer satisfaction. Based on the background above, the problem formulation that can be elaborated is as follows: As explained above, Pizza Hut has its own brand image in the minds of consumers. Therefore, this research will examine whether the brand image of Pizza Hut has an influence on customer satisfaction. Identification of problems from this research are: (1) Does the brand image affect the customer satisfaction of Pizza Hut customers? (2) How big is the influence of brand image on customer satisfaction? Goals: (1) To find out the effect of brand image on the customer satisfaction at Pizza Hut Alam Sutera; and (2) to find out how big the influence of brand image on customer satisfaction at Pizza Hut Alam Sutera. To modify the running headings, select View | Header and Footer. Click inside the text box to type the name of the journal the article is being submitted to and the manuscript identification number. Click the forward arrow in the pop-up tool bar to modify the header or footer on subsequent pages.

2 RESEARCH METHOD

2.1 Method of Collecting Data
This research uses a survey method by utilizing questionnaires to collect data. The survey method is a research method using a questionnaire as an instrument for collecting data. Questionnaire is a list of questions that must be filled out by the respondent. Questionnaires can be filled out by respondents without assistance or with the presence of researchers [4]. This research uses exploratory survey research, which is a survey technique that is used to find out why a particular situation or condition occurs or something that affects the occurrence of something. Research is done by distributing questionnaires to respondents who are Bina Nusantara Alam Sutera University students batch 2018-2021.

Population
Population is a region of generalization, object or subject that has certain characteristics that have been determined to be studied and then drawn conclusions. The population in this research is students of Bina Nusantara Alam Sutera University batch 2018-2021 from all departments who had consumed Pizza Hut in Alam Sutera more than twice, men and women of various ages. According to the data obtained from the company, the number of students of Bina Nusantara Alam Sutera University batch 2018-2021 from all departments is 6,500 students.

Sample
The sample is a representative of the population studied. This research uses probability sampling technique with a simple random technique. The formula that can be used to determine the number of samples that need to be taken is to use the Taro Yamane or Slovin formula. In this sampling, the error rate is 10% [4]. The formulas used are as follows:

\[ n = \frac{N}{N + d^2} + 1 \]

Notes:
- \( n \) = number of sample
- \( N \) = number of population
- \( d^2 \) = precision set (10%)

In order to get more accurate data, the sample to be used is as many as 100 respondents.

2.2 Data Collection Techniques
Data collection techniques are the most strategic steps in research as the main purpose of the research is to obtain data [5]. According to Juliansyah, the method used in this research for data collection is a questionnaire. According to [6], questionnaire consists of three parts: the title of the questionnaire, the introduction containing the objectives, or the instructions for filling out the questionnaire, and the items of questions that contain opinions and facts.

2.3 Types and Data Sources
Primary data is data obtained from first hand by researchers relating to variables of interest for specific research purposes. Primary data sources are individual respondents, focus groups, or even the internet can also be a primary data source if questionnaires are disseminated via the internet. Secondary data is data that refers to information collected from existing
sources. Secondary data sources are company records, documentation, government publications, industry analysis by the media, websites, the internet and so on.

**Method of Collecting Data**

1. Questionnaire The method used for data collection in this research is a questionnaire. According to [6], questionnaire consists of three parts, namely: the title of the questionnaire, the introduction containing the objectives, or the instructions for filling out the questionnaire, and the items of questions that contain opinions and facts. Likert Scale This research uses a questionnaire with Likert scale. Likert scale is a scale that can be used for opinions and attitudes of someone about a particular object or phenomenon that is the object of research. Likert scale has two forms of questions, namely: positive and negative questions. Positive questions are scored 5, 4, 3, 2, and 1; while the negative question is given a score of 1, 2, 3, 4, and 5.

<table>
<thead>
<tr>
<th>Alternative Answers</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree (SA)</td>
<td>5</td>
</tr>
<tr>
<td>Agree (A)</td>
<td>4</td>
</tr>
<tr>
<td>Neutral (N)</td>
<td>3</td>
</tr>
<tr>
<td>Disagree (D)</td>
<td>2</td>
</tr>
<tr>
<td>Strongly Disagree (SD)</td>
<td>1</td>
</tr>
</tbody>
</table>

*Table. 3.1 likert scale*
*Source: [7].*

2. Simple Linear Regression Analysis
According to Sugiyono (2015), regression analysis is carried out if the relationship of two variables is a causal or functional relationship. The impact of using regression tests can be used to decide whether the rise and fall of the state of the independent variable can affect the state of the dependent variable and vice versa.

**Research Hypothesis**

For Goal 1

Hₐ : Brand Image has an influence on customer satisfaction of Pizza Hut brand

H₀ : Brand Image does not have an influence on customer satisfaction of Pizza Hut brand

For Goal 2

To measure how big is the relationship between brand image and customer satisfaction on Pizza Hut brand

**3 SECTIONS**

**3.1 Respondents’ Profile**

Researcher took respondents from students of Bina Nusantara Alam Sutera University batch 2018-2021 from all majors using the Slovin formula of a total of 6,500 students. This sampling uses an error rate of 10% so there are 100 respondents. The profile details can be seen in table 1.

<table>
<thead>
<tr>
<th>Characteristic Demography</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>32 persons</td>
<td>32 %</td>
</tr>
<tr>
<td>Female</td>
<td>68 persons</td>
<td>68 %</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17-22 years old</td>
<td>71 persons</td>
<td>71%</td>
</tr>
<tr>
<td>23-27 years old</td>
<td>26 persons</td>
<td>26%</td>
</tr>
<tr>
<td>&gt;28 years old</td>
<td>3 persons</td>
<td>3%</td>
</tr>
<tr>
<td>Had consumed Pizza Hut Alam Sutera more than twice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>100 persons</td>
<td>100 %</td>
</tr>
<tr>
<td>No</td>
<td>0 persons</td>
<td>0 %</td>
</tr>
<tr>
<td>The frequency of visiting Pizza Hut</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-3 times a week</td>
<td>17 persons</td>
<td>17 %</td>
</tr>
<tr>
<td>1-3 times a month</td>
<td>73 persons</td>
<td>73 %</td>
</tr>
<tr>
<td>1-3 times a year</td>
<td>10 persons</td>
<td>10 %</td>
</tr>
</tbody>
</table>

*Table 1 respondents’s profile*

**3.2 Validity, Reliability and Normality Test Results**

Validity and reliability test in this research used SPSS 23. Researcher tested the validity, reliability and normality of the 18 statements contained in the questionnaire and distributed it to 100 samples. Validity, reliability and normality test of the statements in the questionnaire are needed to measure how valid the instruments used. A questionnaire is said to be reliable if the answers to the statements are consistent or stable over time. The normality test aims to test whether the proposed statement has a normal distribution. When the
results of the three data analysis techniques have been obtained, it can proceed to statistical analysis, namely regression test and correlation test.

3.3 Analysis Result
This study uses SPSS 23 analysis with the method of correlation test statistical analysis and simple linear regression test.

3.4 Simple linear regression test
After all data has met the requirements of data analysis techniques, namely validity, reliability and normality, then a simple regression statistical analysis test will be conducted to measure the effect of brand image on customer satisfaction. The SPSS 23 program is used to help calculate simple regression on the brand image variable on customer satisfaction and the following is a description of the results of a simple regression calculation: Source: SPSS 23 data processing results

From the table above, it can be seen that the square value is 0.573 which means that the brand image variable on the customer satisfaction variable is 0.573 or it can be interpreted that the influence of brand image on customer satisfaction is 0.573 (57.3%) and 42.7% of other factors that influence customer satisfaction are not included in this research.

Hypothesis
Ha : Brand Image has an influence on customer satisfaction of Pizza Hut brand
Ho : Brand Image does not have an influence on customer satisfaction of Pizza Hut brand

Decision Making Basis
Sig> 0.05 then Ho is accepted and Ha is rejected
Sig <0.05 then Ho is rejected and Ha is accepted

Result
Sig = 0.000 < 0.05 so Ho is rejected and Ha is accepted

Conclusion
From the results of hypothesis testing above, it can be concluded that brand image has an influence on customer satisfaction at Pizza Hut Alam Sutera.

3.5 Correlation Test
The Correlation Coefficient Test is used to test the hypothesis of how strong the relationship is between one independent variable and one dependent variable. Correlation tests were carried out using Pearson Product Moment analysis. Using SPSS 23, the correlation testing output is found as follows: Decision making basis:

From the table above, there can be seen the results of a simple regression coefficients calculated using the SPSS 23.0 program which can be described as: Constant value is 15.021. This means the value of customer satisfaction when the brand image is 0 is 15.021. Then, a simple regression equation can be described as follows:

\[ Y = a + bx \]
\[ Y = 15.021 + 0.603X \]

Then the regression coefficient value is 0.603, where every 1% increase in the brand image (x) level, customer satisfaction (y) will increase by 0.603. It can be concluded that the influence between the brand image on customer satisfaction is positive. From the coefficients table above, hypotheses can also be described as follows:

Hypothesis
Ha : Brand Image has an influence on customer satisfaction of Pizza Hut brand
Ho : Brand Image does not have an influence on customer satisfaction of Pizza Hut brand

Decision Making Basis
Sig> 0.05 then Ho is accepted and Ha is rejected
Sig <0.05 then Ho is rejected and Ha is accepted

Result
Sig = 0.000 < 0.05 so Ho is rejected and Ha is accepted

Conclusion
From the results of hypothesis testing above, it can be concluded that brand image has an influence on customer satisfaction at Pizza Hut Alam Sutera.
From the results of the table above, it is known that the significance value of the brand image variable with the customer satisfaction variable is 0.000, which is <0.05. It can be said that there is a relationship between brand image and customer satisfaction. With the Pearson correlation output value is 0.757, referring to the Pearson correlation value 0.80 - 0.100 which is a very strong relationship. The level of relationship between brand image and customer satisfaction is a very strong. The Pearson value seen is 0.757 (+), meaning that brand image is positively related to customer satisfaction.

3.6 Effect of brand image on customer satisfaction
From the results of data processing that has been carried out, it can be represented from 100 respondents, the dominant ones are respondents aged 17-22 years and in this research the respondents must have the criteria of already consumed Pizza Hut more than twice. Referring to the previous journal written by Dewi Kurniawati, Suharyono, and Andriani Kusumawati entitled Influence of brand image and product quality on customer satisfaction and loyalty (Study on KFC Kawi Malang branch) in which this research had 116 respondents of KFC Malang branch customers. One of the results of this research states that brand image has an effect on customer satisfaction of 51.6% and has a recommendation that every company must have a good brand image and must continue to improve a good brand image product quality. Building a good brand image will affect customer satisfaction and customer loyalty. On the results of statistical tests and validity test on the brand image and customer satisfaction variable, all statements are valid because the r count is greater than the r table. The reliability test of each variable is also said to be very reliable because cronbach's alpha is greater than 0.600 so that it can be used for further research. In the normality test, this variable can be categorized as normal because it has a significance value of 0.200 which is greater than 0.05, so it can be concluded that the data presented is normally distributed. From the results of this research it can be concluded that brand image has a significant effect on customer satisfaction, where every 1% increase in brand image (x), customer satisfaction (y) will increase by 0.603 which can be seen in regression testing coefficients. Brand image also has a big influence on customer satisfaction changes as much as 57.3%. There are 42.7% of other factors that influence customer satisfaction outside of this research.

3.7 How big is the influence of brand image on customer satisfaction
In the correlation test, it can be concluded that the brand image (x) dependent variable has a significant relationship with customer satisfaction where the influence of the brand image is strong. The relationship produced can be said to be strong because the correlation value is 0.757 which can be seen from the correlation test in chapter 4.4.4. The relationship of this variable is also said to be in the same direction because the pearson correlation value is positive. So that if the value of the brand image variable rises, the customer satisfaction variable value will also increase. Vice versa, if the value of the brand image variable decreases, the customer satisfaction variable value will also decrease. According to Rangkuti in Sangadji and Sopiah (2013), one of the benefits of a brand is that the company's image can be fostered by a good name or brand, while Kotler and Armstrong (2010) stated that customer satisfaction is the extent to which the performance of a product that is felt to match the expectations of buyers which means that in shaping the image of a company, maintaining a good name is one of the main factors. A strong brand can form a distinctive experience when consumers interact or use the brand, which is in accordance with the results of this research that brand image has influence. The results of this research indicate that the relationship between brand image and customer satisfaction produced is very strong and shows that there is high influence between the brand image and customer satisfaction.

4 Conclusion and Suggestion

4.1 Statistic Conclusion
From the results of the research that has been done and calculated statistically by the data processing using the SPSS 23.0 program, the statistical conclusions are obtained as follows: Validity test of brand image and customer satisfaction are declared valid because each question has a r count that is greater than the r table where r table amounts to 0.165. The reliability test on brand image variable has a Cronbach's Alpha value of 0.825 which is greater than 0.600. This means brand image variable is declared reliable as well as the customer satisfaction variable which has a Cronbach's Alpha value of 0.836 which is greater than 0.600. One simple Kolmogorov-Smirnov normality test in this research can be said to be normally distributed because of the significance value of 0.200> 0.05. To see the influence between brand image (x) and customer satisfaction (y), a simple linear regression analysis of 57.3% is carried out in which there are 42.7% of other factors which were not examined in this research. To find out how big the relationship between brand image variable and customer satisfaction is, an analysis of the correlation coefficient was used where the value of Pearson Correlation is 0.757. This means that the relationship between brand image and customer satisfaction is very strong and in the same direction.

4.2 Research Conclusion
Some conclusions from the research can be concluded as follows: To find out the influence between brand image (x) and customer satisfaction (y) variables, it can be seen from a simple linear regression analysis where there is an influence between brand image and customer satisfaction at Pizza Hut Alam Sutera. In a simple regression test it can be seen that the brand image has an influence of 57.3% and there are other factors of 42.7% which were not examined in this study. The results of this analysis prove that there is an influence between the brand image and customer satisfaction. To find out the relationship between brand image (x) and customer satisfaction (y) variables, it can be seen from the results of the correlation test where there is a very strong relationship between the brand image and customer satisfaction variables with the value of Pearson Correlation worth 0.757. If the brand image value increases, the value of customer satisfaction will also experience an increase. Vice versa, if the brand image value decreases, the value of customer satisfaction will also decrease.

4.3 Suggestions
Here are some suggestions from this research, namely:
Academic Suggestions
For further research, it is recommended to examine the effect of brand image on other variables other than customer satisfaction. Conducting this research using other methods such as qualitative method. Further research is suggested to further deepen the concept of brand image and customer satisfaction.

Practical Suggestions
Judging from the index analysis of brand image variables with the lowest result statement in number 2 with a percentage of 65.6%, the researcher thinks Pizza Hut’s tagline “Sharing together at Pizza Hut” makes people interested in coming to Pizza Hut. So, it is recommended for Pizza Hut to try to promote its tagline so that consumers will be more interested. Then, the index analysis of brand image variables with the highest results statement is found in number 3 and 8 with a percentage of 79.6% which in the researcher’s opinion, salads at Pizza Hut is one of the superior products that are different from its competitors, which means that Pizza Hut is advised to maintain the quality of the ads presented by Pizza Hut and continue to improve the quality of their salads so that they can always reach consumer expectations for Pizza Hut. Judging from the index analysis of customer satisfaction variable with the lowest statement of results with a percentage of 75% which states that the quality of service provided by Pizza Hut is in line with expectations both online and offline, which means Pizza Hut is recommended to improve service quality in order to reach customer expectations. The highest result with highest percentage is in number 6 with a percentage of 79.2% which states that the price offered by Pizza Hut is in accordance with the satisfaction obtained. It is recommended for Pizza Hut to continue to maintain the prices offered in order to continue to create customer satisfaction with Pizza Hut.

4.4 General Suggestions
The public must be able to be critical in assessing the services of a company as a whole because in that assessment, the image of a company will be formed and can also be used as a reference to improve the service strategy of the company.

REFERENCES