

THE INFLUENCE OF SERVICESCAPE ON CUSTOMER SATISFACTION MEDIATED BY BRAND IMAGE (STUDY OF MIE GACOAN CONSUMER IN DENPASAR CITY)

Kadek Hery Krista Yana¹, Gede Suparna²

Udayana University, Indonesia

E-mail: kristayana13@gmail.com¹, gede_suparna@unud.ac.id²

ABSTRACT

The success of a business does not escape the attention of customer satisfaction factors. Customer dissatisfaction with a product will usually lead to complaints. One of the companies that received these complaints was Mie Gacoan in Denpasar City. Based on a total of 100 assessments of Mie Gacoan in Denpasar City, it can be seen that the majority of consumers gave one star. The meaning of giving one star is that consumers feel that the environment provided is very bad, two stars are not good, three stars are quite good, four stars are good, and five stars are very good. There are factors that need to be considered in overcoming customer dissatisfaction, one of which is servicescape. This research aims to explain the influence of servicescape on customer satisfaction which is mediated by brand image. The number of samples taken was 130 respondents, with a non-probability sampling technique and the method used was purposive sampling. The data collection method is a survey by distributing questionnaires. The analysis technique used is path analysis using the SPSS program. The research results show that servicescape has a positive and significant effect on customer satisfaction. These results show that a good and quality servicescape can increase the satisfaction felt by customers. Brand image also has a positive and significant effect on customer satisfaction, which means that the stronger the brand image, the higher the customer satisfaction. Brand image is also able to partially mediate the effect of servicescape on customer satisfaction.

Keywords: Servicescape, Brand Image, Customer Satisfaction

Introduction

In the current era of globalization, the business world is experiencing very rapid development, one of which is in the culinary field. The development of the culinary business in Indonesia, one of which occurs in Bali, can be seen from the increasing number of restaurants and restaurants from year to year. Quoted from (DestinAsian., 2022), the Central Statistics Agency (BPS) shows that the restaurant population in Bali in 2020 increased by 13% compared to the previous year and in 2021 it increased by 20% compared to 2020.

One culinary business that is experiencing rapid growth is Mie Gacoan. Mie Gacoan is a business that offers noodle variants as its main product. This restaurant was first established in 2016 in Malang City. (Timmandala, 2023) mentioned that currently, Mie Gacoan outlets have more than 100 branches throughout Indonesia. The existence of this data is proof that

the growth of Mie Gacoan is very fast. One area that has many outlets is Bali. Dewata (2023) states that in 2023 the number of Gacoan Noodle outlets in Bali amounted to 16 units.

The success of a business does not escape the attention of customer satisfaction factors. Customer satisfaction is the level of a person's feelings, happiness, or disappointment after comparing the performance or results that have been felt with their expectations (Tjiptono, 2014). As a result, when a customer is dissatisfied, it is likely that the customer will not make a purchase back to the company. (Alma, 2016) states that the causes of dissatisfaction or complaints include: expectations that do not match, service during the process is not satisfactory, employee behavior is unsatisfactory, and the atmosphere and conditions of the environmental area do not support.

Customer dissatisfaction with a product will usually lead to a complaint. Complaints from consumers can improve and improve the quality of both products and services provided so that they can better satisfy their consumers (Suharyono, 2015). One of the companies that received the complaint was Mie Gacoan in Denpasar City, which received complaints from consumers who had visited the restaurant. The complaint was conveyed through a review on Google Maps at several branches of Mie Gacoan by giving stars on a scale of one to five depending on whether the customer was satisfied or not. In addition to giving stars, these customers also provide comments about their experience shopping directly at the restaurant. These comments and assessments are mostly about the services and physical environment provided by Mie Gacoan. The following is data summarized by researchers regarding the assessment of Mie Gacoan on Google Maps reviews about the environment provided. Researchers took the 20 most relevant assessments from each Gacoan Noodle outlet in Denpasar City so that the total data obtained was 100 assessments.

Based on a total of 100 assessments of Gacoan Noodles in Denpasar City, it can be seen that consumers predominantly give one star. The meaning of giving one star is that consumers feel the environment provided is very bad, two stars are not good, three stars are quite good, four stars are good, and five stars are very good. So it can be concluded that consumers are mostly dissatisfied with the service environment provided when visiting and shopping at the Gacoan Noodle restaurant.

There are factors that need to be considered in overcoming customer dissatisfaction, one of which is servicescape. Customer satisfaction can be built through servicescape, where the environment where the service delivery is located has an important role in shaping the service experience and strengthening or reducing customer satisfaction (Lupiyoadi, 2013). Servicescape here has a relationship with customer satisfaction because this servicescape concept can influence consumer perceptions so that consumers feel satisfied (Vonika, 2020). This statement is in line with the results of research conducted by (Djunaidi & Subagyo, 2020) which states that servicescape has a significant effect on customer satisfaction. In addition, there are other factors that affect customer satisfaction, namely product quality, service, purchase experience, price, and brand reputation (Kotler, 2018). The results of this study state that the servicescape variable affects customer satisfaction by 39.5%, and the remaining 60.4% is influenced by other variables not examined in the study. Servicescape is the environment where the service delivery is located (Lupiyoadi, 2013).

The atmosphere and conditions of a quality business environment will certainly make customers feel comfortable and satisfied. When the customer is satisfied, the customer will tend to come back to the company. A quality servicescape will also create a good impression for consumers so that they will talk about the company positively. This statement is supported by research conducted by (Wahyupudin, 2022) which states that servicescape has a positive and significant effect on electronic word of mouth. This statement is supported by research conducted by (Kiroyan, 2019) and (Juliana, 2021) regarding service quality and servicescape which affect customer satisfaction. The results of this study state that servicescape has a significant effect on customer satisfaction. However, there are studies that get different results such as research conducted by (Sahanggamu, 2015) who conducted research on the effect of service quality, servicescape, and trust on satisfaction. The results of this study state that servicescape has no significant effect on customer satisfaction. From some of the research results described above, it can be seen that there are differences in results that support this research.

In this study, researchers used a mediating variable, namely the brand image variable. According to (Kotler, 2018), brand Image is a consumer perception of a brand that acts as a reflection of the associations that exist in the consumer's mind. Brand image is related to attitudes in the form of beliefs and preferences for a brand (Saputra, 2020). Brand image has a role in marketing a company because it has the potential to influence consumer perceptions and expectations about the goods or services offered and ultimately affect consumer satisfaction. Apart from influencing customer satisfaction, brand image is also influenced by the quality of the service environment. This statement is supported by research from (Subroto, 2021) which states that the servicescape variable has a positive and significant effect on brand image.

Brand image in previous studies has been widely used as a mediating variable, one of which is research conducted by (Candra, 2019) with the title *The Role of Brand Image Mediates the Effect of Electronic Word Of Mouth on Purchase Intention*. The result obtained from this previous study is that the brand image variable plays a role in mediating the effect of electronic word of mouth on purchase intentio. Based on this explanation, researchers are interested in conducting research on the effect of servicescape variables on customer satisfaction which is mediated by brand image variables. Researchers conducted research on Gacoan Noodle outlets in Denpasar City. Based on data from Dewata (2023), the number of Gacoan Noodle outlets in Denpasar City is 5 units out of a total of 16 units in Bali and one of the largest when compared to other districts. This research aims to explain the influence of servicescape on customer satisfaction which is mediated by brand image.

Research Method

Research using a quantitative approach is associative. The variables in this study are servicescape as the independent variable, customer satisfaction as the second dependent variable, and brand image as the first dependent variable as well as the mediating variable. This research data is based on the population that will be taken as a sample. The method of determining the sample in this study is nonprobability sampling.

The research location is in Denpasar City. Denpasar City was chosen because Denpasar City is one of the cities with the most Gacoan Noodle outlets in Bali after Badung Regency. The object of this research is consumer behavior, especially the satisfaction felt by consumers which is influenced by servicescape and mediated by brand image. The data collection method used in this research is the survey method. Data from respondents was obtained using a questionnaire distributed via a Google form. The distribution of questionnaires will be carried out online through WhatsApp and Instagram social media. Respondents who have filled out the questionnaire are also expected to spread the questionnaire online to their closest people until they get the predetermined number of respondents. The questionnaire will use a Likert scale. The use of a Likert scale is intended so that respondents provide a checklist as an answer and for each question will be given a score of one to five.

Result and Discussion

Describing the responses of respondents regarding the variables used in this study, carried out by classifying the average score of respondents' answers on the measurement scale that has been determined into five categories. The category is formulated in an interval range obtained from the highest limit value minus the lowest limit value and then divided by the total value used $(5-1): 5 = 0,80$. The five categories in more detail can be seen in Table 1.

Table 1
Variable Description Measurement Criteria

Measurement Scale	Servicescape	Brand Image	Customer Satisfaction
1,00 – 1,80	Very Bad	Very Weak	Very Dissatisfied
1,81 – 2,60	Bad	Weak	Not Satisfied
2,61 – 3,40	Fairly Good	Moderately Strong	Moderately Satisfied
3,41 – 4,20	Good	Strong	Satisfied
4,21 – 5,00	Very Good	Very Strong	Very Satisfied

Servicescape

The servicescape variable in this study is an independent variable symbolized as variable X. This variable is measured using four indicators which are derived into question items. These questions were answered by respondents through distributing questionnaires using a Likert scale. The results of respondents' responses to this variable can be seen in more detail in Table 2.

Based on Table 2, it can be seen that the average value of the overall servicescape variable is 2, which means it falls into the very good criteria. This value means that the servicescape provided by Mie Gacoan to customers is considered very good by customers who have visited.

Table 2
Respondent's Answers to Servicescape Variables

No	Question	Respondent's Answers (people)					Total	Average	Criteria
		1	2	3	4	5			

1	Clean service environment that is comfortable for customers	0	2	7	66	55	564	4,34	Very good
2	Neat arrangement of the dining area	0	2	20	56	52	548	4,22	Very good
3	Provision of signs such as cashier signs, dining signs, toilet signs, and other signs that make it easier for customers when they are at Mie Gacoan.	0	2	24	56	48	540	4,15	Good
4	Gacoan noodles provide complete tableware for customers.	0	3	21	54	52	545	4,20	Good
Average								4,23	Very good

Source: Primary data processed, 2024

The order of respondents' answers regarding the servicescape variable which has the highest to lowest average is as follows:

- 1) The statement that has the highest value in the servicescape variable is "The service environment is clean so that it is comfortable for customers" with an average value of 4.34. This value is classified as a very good criterion and means that in general customers consider the service environment of Mie Gacoan to be clean and make them feel comfortable at Mie Gacoan. This is evidenced by the presence of janitors who are active in cleaning the surrounding environment and dining tables when they have finished being used by customers.
- 2) The statement that has the second highest value in the servicescape variable is "Neat arrangement of places to eat" with an average value of 4.22. This value is classified as a very good criterion and means that in general customers consider the arrangement of the place to eat Mie Gacoan to be good and neat. This can happen because employees always clean and tidy up the place to eat after being used by customers. In addition, Mie Gacoan also provides a large dining area by Mie Gacoan so that Mie Gacoan is easy to arrange their dining area.
- 3) The statement that has a value below the average and is the second lowest value in the servicescape variable is "Mie Gacoan provides complete equipment for customers" with an average value of 4.20. This value shows that consumers think that Mie Gacoan does not provide complete tableware. This is evidenced by only providing chopsticks as cutlery. While not everyone can use chopsticks and many still need spoons and forks as their cutlery.
- 4) The statement that has the lowest value in the servicescape variable is "Procurement of signs such as cashier signs, dining signs, toilet signs, and other signs that make it easier for customers when they are at Mie Gacoan" with an average value of 4.15. This value shows that the procurement of placemarks on Gacoan noodles does not make it easier for

consumers when at Gacoan Noodles. This is evidenced by the presence of a toilet sign that is less large and a queue distance sign that has faded on the floor so that it will confuse customers when they are at Mie Gacoan.

Classical Assumption Test

Before conducting hypothesis testing in this study, the classical assumption test was carried out first. The purpose of this classical assumption test is to provide certainty that the equation in the regression model has accuracy in estimation, is unbiased, and is consistent. In the classical assumption test, there are three methods, namely the normality test, multicollinearity test, and heteroscedasticity test.

Normality test

The normality test is a test conducted to determine whether the residuals of the regression model made are normally distributed or not. To find out, it is necessary to do the Kolmogorov-Smirnov test. In this test, the Asymp. Sig. coefficient value will be obtained. (2-tailed) coefficient. If the value is greater than 0.05, then the data can be said to be normally distributed and vice versa. The results of the normality test in this study can be seen in Table 3.

Table 3
Normality Test Results

Equation	Asymp.Sig.(2-tailed)
Model 1	0,200
Model 2	0,200

Source: Primary data processed, 2024

Based on the data in Table 3, it can be seen that the value of Asymp.Sig. (2-tailed) value in equation 1 and equation 2 is the same value, which is 0.200. this means that the model 1 and model 2 equations are normally distributed because of the value of Asymp.Sig. (2-tailed) is more than the alpha value of 0.05.

Multicollinearity test

A multicollinearity test is conducted to determine whether, in the regression equation model, there is a correlation between independent variables or not. The correlation can be seen from the tolerance value and variance factor (VIF). If the tolerance value is more than 0.1 and the variance factor (VIF) value is less than 10, the equation is said to have no multicollinearity. The results of the multicollinearity test in this study can be seen in Tables 4 and 5.

Table 4
Multicollinearity Test Results in Equation 1

Variable	Tolerance	VIF
Servicescape	1,000	1,000

Source: Primary data processed, 2024

Based on Table 4, it can be seen that the tolerance value of equation 1 is 1.000 and the VIF value is 1.000. This means that in regression equation model 1 there are no multicollinearity symptoms because the tolerance value is more than 0.1 and the VIF value is less than 10.

Table 5
Multicollinearity Test Results in Equation 2

Variable	Tolerance	VIF
Servicescape	0,511	1,959
Brand Image	0,511	1,959

Source: Primary data processed, 2024

Based on the data in Table 5 which shows the tolerance and VIF values in equation 2, the tolerance value is 0.511 and the VIF value is 1.959 on the servicescape and brand image variables. This value means that there are no multicollinearity symptoms in the regression equation model 2 because the tolerance value is more than 0.1 and the VIF value is less than 10.

Heteroscedasticity test

The heteroscedasticity test in this study was carried out to determine whether, in the regression equation model, there was an inequality of variance between observations. This heteroscedasticity test is carried out with the Glejser test. To find out whether the equation occurs in symptoms of heteroscedasticity can be done by comparing the significance value. If the significance value is more than 0.05 then there are no symptoms of heteroscedasticity and vice versa. The results of the heteroscedasticity test can be seen in Table 6 and Table 7.

Table 6
Heteroscedasticity Test Results in Equation 1

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0,117	0,769		-0,152	0,880
Servicescape	0,079	0,045	0,153	1,741	0,084

Source: Primary data processed, 2024

Based on the data in Table 6, it can be seen that the significance value of the servicescape variable is 0.084. This means that there is no influence between the independent variables on the absolute residual and there are no symptoms of heteroscedasticity in equation 1 because the significance value is greater than the value of 0.05.

Table 7
Heteroscedasticity Test Results in Equation 2

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

(Constant)	0,994	0,696		1,427	0,156
Servicescape	0,079	0,052	0,188	1,527	0,129
Brand Image	-0,064	0,044	-0,177	-1,439	0,153

Source: Primary data processed, 2024

Based on the data in Table 7, it can be seen that the significance value of the servicescape variable is 0.129 and the brand image variable is 0.153. This means that there is no influence between the independent variables on the absolute residual and there are no symptoms of heteroscedasticity in equation 2 because the significance value is greater than the value of 0.05.

Discussion of Research Results

The effect of servicescape on customer satisfaction

After hypothesis testing, the results show that the first hypothesis is accepted. The first hypothesis states that servicescape has a positive and significant effect on customer satisfaction. This means that when servicescape increases, it will have an impact on increasing customer satisfaction. This discussion confirms that consumers of Mie Gacoan in Denpasar City who feel good and quality servicescape from Mie Gacoan, tend to feel more satisfied.

Customer satisfaction can be built through the physical environment of a company. Factors that can be considered are the environmental conditions of the service, neat layout, symbols that make it easy for customers, to the equipment provided for customers. Mie Gacoan always provides a clean, comfortable, and neatly arranged environment to increase the value of the servicescape itself so that customers feel satisfied. When consumers are satisfied, they will tend to make repeat purchases and even recommend the company to their closest people.

These results are in line with the results of research conducted by (Kiroyan, 2019) and (Juliana, 2021) which state that servicescape has a significant effect on customer satisfaction. These results are also the same as the results of research from (Firdaus, 2023) which state that there is a positive and significant effect of servicescape variables on customer satisfaction. Research by Haryati & Purbaningrum (2022) also got the same results, namely servicescape has a positive and significant effect on customer satisfaction.

The influence of servicescape on brand image

The results of testing the second hypothesis in this study state that servicescape has a positive and significant effect on a brand image or state that the second hypothesis is accepted. This means that when the servicescape increases, the brand image will be stronger. This discussion confirms that the good servicescape felt by Gacoan Noodle consumers in Denpasar City tends to strengthen the brand image of the Gacoan Noodle.

Building a strong brand image can be done by providing quality servicescape to customers. Things that need to be maintained are comfortable environmental conditions, arrangements, and some equipment provided for customers. Mie Gacoan has provided a comfortable, clean, and tidy environment for customers to increase the value of the servicescape. The quality of the servicescape provided by Mie Gacoan will make consumers talk about the brand positively so that it will strengthen the brand image of Mie Gacoan.

These results are in line with the results of research conducted by (Subroto, 2021) regarding the effect of promotion and servicescape on stay decisions through brand image.

The results of this study state that the servicescape variable has a positive and significant effect on a brand image or brand image. These results are also the same as the research conducted by (Gani, 2023). The results of his research state that the relationship between servicescape and brand image is positive, which means that increasing servicescape will make the brand image stronger. (Kurmiawan, 2018) and (Ayunisa, 2016) in their research also get the same results, namely servicescape has a positive effect on brand image.

The effect of brand image on customer satisfaction

The results of testing the third hypothesis in this study state that brand image has a positive and significant effect on customer satisfaction or state that the third hypothesis is accepted. This means that when the brand image is stronger, the customers will be more satisfied. This discussion confirms that the strong brand image of Mie Gacoan in Denpasar City tends to increase customer satisfaction.

Building customer satisfaction can be done by strengthening the brand image of the company. Indicators of brand image must be considered by companies such as the ease of recognizing the brand, highlighting uniqueness and strength, and having a good reputation. Mie Gacoan has a strong image in the community, especially the ease of recognizing the Mie Gacoan brand. Mie Gacoan has a different logo and has a slogan that is not owned by its competitors so it is easy to recognize. This gives Mie Gacoan a strong brand image so that it will increase customer satisfaction.

These results are in line with the results of research conducted by (Anggelina, 2019) regarding the role of customer value in mediating the influence of brand image and service quality on customer satisfaction, finding that brand image has a positive and significant effect on customer satisfaction. These results are the same as research from (Muzakqi, 2024) which states that brand image has a positive and significant effect on customer satisfaction. Putra (2021) in research also got the same results, namely brand image has a positive and significant effect on satisfaction. This is in line with research conducted by (Santana, 2020) which found that brand image has a positive effect on customer satisfaction. Research from (Erawan, 2020) also has similar results, namely that brand image has a positive and significant effect on customer satisfaction.

The effect of servicescape on customer satisfaction mediated by brand image

The results of testing the fourth hypothesis in this study state that servicescape has a positive and significant effect on customer satisfaction mediated by brand image. So, positively and significantly the brand image variable is able to partially mediate the effect of the servicescape variable on customer satisfaction. A strong brand image can be formed by paying attention to servicescape factors ranging from environmental cleanliness and comfort, layout, completeness of signs that help consumers, and other completeness, and of course, will encourage customers to feel more satisfied.

The results of this study are the same as research conducted by (Gani, 2023) regarding the effect of service quality and servicescape on customer satisfaction mediated by brand image. The results of this study state that servicescape mediated by brand image has a significant effect on customer satisfaction. (Lovelock, 2011) state that the physical environment (servicescape) plays an important role in shaping customer perceptions of the

brand. Aspects such as interior design, lighting, and aroma can enhance or damage brand image. Meanwhile, (Kotler, 2018) state that a strong brand image from the company will also help increase consumer satisfaction. Customer satisfaction is strongly influenced by the extent to which the product or service meets or exceeds customer expectations. Based on this statement, it can be concluded that brand image is influenced by servicescape and brand image can affect customer satisfaction so that it can mediate the influence between servicescape on customer satisfaction.

Theoretical implications

The theoretical implications of this study relate to scientific contributions and empirical evidence based on the results of the tests that have been carried out. The results of this study theoretically support and strengthen previous research related to the effect of servicescape variables on customer satisfaction mediated by brand image.

Theoretically, this research also provides an understanding that a quality servicescape and a good brand image will be able to increase customer satisfaction. A good servicescape will certainly be able to improve the image of the company in the eyes of customers and will later affect the satisfaction of these customers. Theoretically, this research is useful for enriching findings and empirical studies on servicescape, brand image, and customer satisfaction. This research can also be used as a basis for further research both in terms of concepts or theories.

Conclusion

Based on the results of the study, it can be concluded that servicescape has a positive and significant effect on customer satisfaction and the brand image of Mie Gacoan. The better the servicescape provided, the more customer satisfaction increases, and the stronger the resulting brand image. The brand image also has a positive and significant effect on customer satisfaction, so the stronger the company's brand image, the higher customer satisfaction. In addition, brand image partially mediates the effect of servicescape on customer satisfaction, meaning that the stronger the brand image, the greater the effect of servicescape on customer satisfaction. Based on this conclusion, it is recommended that the management of Mie Gacoan increase customer satisfaction by paying attention to the company's servicescape and brand image. Suggestions that can be considered include replacing location signs that are small and difficult for customers to see, reinstalling queue signs, and adding other signs that help customers. To improve brand image, Mie Gacoan is advised to make innovations such as adding types of toppings to noodle products, creating different levels of spiciness in accordance with the slogan "Number 1 Spicy Noodle in Indonesia", and adding variants of noodles sold such as boiled noodles.

Bibliography

Alma, B. (2016). *Marketing Management and Service Marketing*. Alfabeta.

Anggelina, N. W. D. R. & R. N. M. (2019). The Role of Customer Value Mediates the Influence of Brand Image and Service Quality on Customer Satisfaction. *E-Journal of Management*. *E-Journal of Management*, 5304–5324.

- Ayunisa, F. (2016). The Role of Servicescape in Improving Hotel Image and Revisiting Intention in 5-Star Hotels. *Journal of Service Management and Marketing*, 269–283.
- Candra, B. F. & S. G. (2019). The role of brand image mediates the influence of electronic word of mouth on purchase intent. *E-Journal of Management*, 16–30.
- DestinAsian. (2022). Two Years of Pandemic, Restaurants in Bali Increased by 1004 Units. <https://Destinasian.Co.Id/Dua-Tahun-Pandemi-Restoran-Di-Bali-Justru-Bertambah-1-004-Unit/>. Accessed October 20, 2023.
- Djunaidi & Subagyo, H. (2020). The Influence of Service Scape and Brand Image on Consumer Satisfaction at SK Coffee Lab Kota Kediri. *Journal of Economics of Kadiri University*, 1–18.
- Erawan, P. Y. B., & W. K. I. G. (2020). The Influence of Brand Image on the Word of Mouth Mediated by Customer Satisfaction. *E-Journal of Management*, 3301–3320.
- Firdaus, D. & S. M. (2023). The Effect of Servicescape on Customer Satisfaction at Geprek Benu Palu Restaurant. . . *Journal of Management Science*, Tadulako University, 243–248.
- Gani, R. A., M. H., & H. S. (2023). The Effect of Academic Service Quality and Servicescape on Customer Satisfaction with Brand Image as an Intervening Variable. *Journal of Artha Satya Dharma*, 56–60.
- Juliana, P., A., T. S. T., A. V., & P. W. W. (2021). Service Quality and Servicescape Analysis of Mcdonald's Customer Satisfaction During COVID-19. *Indonesia Journal of Social Sciences*, 275–288.
- Kiroyan, M., L. V. P. K., & K. M. M. (2019). The Influence of Servicescape and Service Quality on Consumer Satisfaction at Sahid Kawanua Manado Hotel. . *EMBA Journal*, 6013–6021.
- Kotler, P. & K. K. L. (2018). *Marketing Management (Ed 12)*. PT Indeks.
- Kurniawan, B. P., & W. W. (2018). The Influence of Service Quality and Online Servicescape on Purchase Decisions Through Brand Image (Case Study on FISIP Undip Students Using GoJek Online Transportation Services). *Journal of Business Administration Sciences*, 155–163.
- Lovelock, C. & W. J. (2011). *Service Marketing: People, Technology, Strategy*. Seventh Edition. Upper Saddle River - Pearson Hall.
- Lupiyoadi, R. (2013). *Service Marketing Management (Theory and Practice) (First Ed)*. Salemba Four.
- Muzakqi, M. R., & Z. A. (2024). The Influence of Service Quality, Servicescape, and Brand Image on Consumer Satisfaction at Burger Bangor Sidoarjo. *MEA Scientific Journal (Management, Economics, and Accounting)*, 1799–1811.

- Sahanggamu, S., M. L., & S. J. (2015). Analysis of Service Quality, Servicescape, and Trust in Customer Satisfaction at Pt. Bank Sinarmas Bitung. *EMBA Journal*, 1084–1095.
- Santana, A. (2020). The Influence of Brand Image on Customer Satisfaction and Loyalty at PT. Brand X in Jakarta. *Journal of Business Management and Entrepreneurship*, 150–155.
- Saputra, I. K. A., & W. K. I. G. N. J. A. (2020). Brand Image, Product Knowledge and Electronic Word of Mouth affect Purchase Intention. *E-Journal of Management*, 1129–1148.
- Subroto, C. N. P., P. T., & F. (2021). The Influence of Promotion and Servicescape on the Decision to Stay Through Brand Image at El Royale Hotel Banyuwangi During the Pandemic. *Journal of Applied Management and Accounting Science*, 28-47.
- Suharyono, F. A. A. N. & K. A. (2015). The Influence of Word Of Mouth on Purchase Decisions and Consumer Satisfaction (Study on Kober Mie Setan Consumers on Jalan Simpang Soekarno-Hatta number 1-2 Malang). *Journal of Business Administration (JAB)*, 1–7.
- Timmandala. (2023). Already 100 Branches Throughout Indonesia, Mie Gacoan Restaurant Prioritizes Local Workers. <https://www.koranmandala.com/lifestyle/107/sudah-100-an-cabang-di-seluruh-indonesia-restoran-mie-gacoan-utamakan-pekerja-warga-lokal/?amp=1>. Accessed October 20, 2023.
- Tjiptono, F. (2014). *Marketing Services-Principles, Application, and Research*. CV Andi.
- Vonika, T., & R. R. (2020). The Influence of Servicescape on Consumer Satisfaction of Uda Fes Culinary's Juanda Branch in Padang City. *EcoGen*, 108–119.
- Wahyupudin, Y., H. T., & S. R. (2022). The Effect of Servicescape on Electronics Word Of Mouth with Visitor Satisfaction as an Intervening Variable. *Journal of Knowledge Management*, 69–75.



licensed under a
Creative Commons Attribution-ShareAlike 4.0 International License