

The Influence of Product Attributes, Price, and Image on Customer Loyalty

Customer loyalty,
Image, and
Reputation

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ABSTRACT

This study aims to examine the influence of product attributes, price, and brand image on customer loyalty at Sundanese restaurants in Bandung City. The study was conducted in 2024 with a quantitative approach, making Sundanese restaurant customers the focus of observation. Primary data were collected through a 5-point Likert scale-based questionnaire with a simple random sampling technique from 200 respondents. The analysis was carried out using the Structural Equation Modeling (SEM) method with LISREL software. The results showed that product attributes and price did not have a significant effect on customer loyalty. On the contrary, brand image plays an important role in shaping loyalty, with brand reputation as the main factor. These findings indicate that in the context of Sundanese restaurants, customer perceptions of brand image, especially reputation, determine loyalty more than product quality or price. This study enriches the marketing literature related to the role of brand image and provides guidance for Sundanese restaurant managers to prioritize strengthening brand reputation in order to increase customer loyalty amidst the competition in the culinary industry. Further research can explore other factors such as service quality to deepen understanding of customer loyalty.

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Keywords: Customer Loyalty, Image, Product Attributes, Price, Reputation.

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh atribut produk, harga, dan citra merek terhadap loyalitas pelanggan pada rumah makan Sunda di Kota Bandung. Penelitian ini dilakukan pada tahun 2024 dengan pendekatan kuantitatif, dengan menjadikan pelanggan rumah makan Sunda sebagai fokus pengamatan. Data primer dikumpulkan melalui kuesioner berbasis skala likert 5 poin dengan teknik simple random sampling dari 200 responden. Analisis dilakukan dengan metode Structural Equation Modeling (SEM) dengan software LISREL. Hasil penelitian menunjukkan bahwa atribut produk dan harga tidak memiliki pengaruh yang signifikan terhadap loyalitas pelanggan. Sebaliknya, citra merek memegang peranan penting dalam membentuk loyalitas, dengan reputasi merek sebagai faktor utamanya. Temuan ini menunjukkan bahwa dalam konteks rumah makan Sunda, persepsi pelanggan terhadap citra merek, khususnya reputasi, lebih menentukan loyalitas dibandingkan kualitas produk atau harga. Penelitian ini memperkaya literatur pemasaran terkait peran citra merek dan memberikan arahan bagi pengelola rumah makan Sunda untuk lebih mengutamakan penguatan reputasi merek guna meningkatkan loyalitas pelanggan di tengah persaingan industri kuliner. Penelitian selanjutnya dapat mengeksplorasi faktor lain seperti kualitas layanan untuk memperdalam pemahaman tentang loyalitas pelanggan.

Kata kunci: Loyalitas Pelanggan, Citra, Atribut Produk, Harga, Reputasi.

INTRODUCTION

Bandung is famous for its diverse culinary tourism ranging from restaurants, eateries, franchise restaurants, cafes, food courts, and bars to catering services. This creativity also colors the development of the culinary industry in the city of Bandung, which is marked by the many restaurants and the emergence of new cafes, especially in the city center. This development is also marked by the many food festivals and bazaars. Rafdinal and

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Suhartanto (2022) studied the role of food quality, physical environment quality, and emotional value in shaping customer loyalty in ethnic restaurants in Bandung. The study found that food quality and physical environment directly affect loyalty, while service quality has an indirect effect through perceived value. Research by Suhartanto et al. (2021) shows that experiential marketing and service quality significantly affect customer satisfaction and loyalty in ethnic restaurants. This approach emphasizes the importance of creating a pleasant and memorable customer experience to foster loyalty (Riyadi, 2022; Sunarya & Jamaludin, 2022; Indarto et al., 2022). Hidayat et al. (2022) found that perceptions of price fairness, product quality, and service quality significantly influence customer satisfaction and loyalty at local fast food restaurants in Indonesia.

Danurdara (2021) and Azis and Wibowo (2021) found that service quality has a positive effect on customer satisfaction in the food and beverage industry in Bandung, which ultimately increases customer loyalty. This finding is supported by Kurniawan et al. (2021), which shows that the implementation of a relationship marketing strategy is positively correlated with customer loyalty at Blackpepper Resto and Café Bandung. However, food quality was not found to have a significant effect on loyalty, indicating that there are other factors that are more dominant in shaping customer loyalty. Mulyawan et al. (2022) studied local fast food restaurants in Indonesia and found that food quality, service quality, and price fairness directly affect customer loyalty through customer satisfaction. On the other hand, the number of restaurants in Bandung City has increased significantly, from 782 units in 2018 to 1,234 units in 2021, with a spike of around 440 units in the 2019–2020 period (Tiannisabri & Saphiranti, 2024). One sector that has experienced rapid growth is the traditional culinary business.

A study by Saraswati and Prasetyo (2021) at Richeese Factory Bandung found that service quality has a positive effect on customer satisfaction and loyalty, with satisfaction as a significant mediating variable. Meanwhile, research at Rumah Makan Bu Imas showed that location, price, and service quality have a significant effect on customer intention to revisit (Sutriani et al., 2024; Saputra et al., 2024; Ardhana et al., 2024; Afiftama & Nasir, 2024). However, to date there has been no research that specifically examines the effect of price fairness and service quality on customer loyalty in the context of traditional restaurants in Bandung, especially considering the role of customer satisfaction as a mediating variable. This gap is relevant to study, given the rapid development of the traditional culinary sector in the city, as well as the importance of understanding the factors that shape loyalty in facing increasingly competitive business competition.

Previous research results Bagram and Khan (2012), Puspaningrum (2018), Al Amrie et al. (2021) and Haris (2023) product attributes have a significant effect on customer loyalty at one of the fast food outlets. The findings of Mandira et al. (2018) stated that price contributes to customer loyalty through customer satisfaction. Price contributes directly to customer loyalty (Wantara & Tambrin, 2019; Subaebasni et al., 2019; Puspitaweni et al., 2021). Huang et al. (2020), Singh et al. (2021), and Dam and Dam (2021), found that brand image affects customer loyalty. However, there is inconsistency in the research results and the studies above do not all examine Sundanese restaurants specifically. To address this gap, this study aims to examine the effect of product attributes, price, and image on customer loyalty at Sundanese restaurants in Bandung.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Product Attributes and Customer Loyalty

In today's catering industry, it is important to have a deeper understanding of product attributes that are relevant to consumers and tableware (Cho et al., 2020; Krippes et al., 2024). Choi et al. (2015) define product attributes as product components that are needed to perform functions according to consumer expectations in meeting their basic needs (Cahyani & Iriani, 2018; Symmank, 2018). Malekpour et al. (2022) also divide food product attributes into two categories, namely intrinsic attributes and extrinsic attributes. Al Amrie et al. (2021), product attributes in cafes are measured based on characteristics,

affordable prices, comfortable atmosphere, attractive and quality products, appropriate prices, and product appeal.

Cha and Seo (2020), customers with high brand loyalty tend to respond positively to the brand and are reluctant to switch to other brands. The concept of customer loyalty has been widely discussed in the literature with various definitions (Dam & Dam, 2021). Al Amrie et al. (2021) stated that customer loyalty to a cafe is measured through several indicators, such as recommending to others, not moving to another cafe, returning, inviting friends or family, and consistently buying cafe products. Meanwhile, Ryu and Han (2011) mentioned three indicators of loyalty, namely the desire to return, recommend to others, and the desire to spend more money than planned. Haris (2023) found that product attributes have a significant effect on customer loyalty in fast food restaurants. Puspaningrum (2018) also stated that product attributes directly affect customer loyalty. Bagram and Khan (2012) stated that product attributes are the main factor in shaping customer loyalty.

H1: Product attributes have a significant effect on customer loyalty.

Price and Customer Loyalty

Price is one of the important factors in forming customer loyalty. According to Kotler and Keller (2016), price is an element of the marketing mix that generates revenue, while other elements generate costs. Price reflects the value that the company wants to convey to the market through its products or brands (Ferdiansyah & Sudarso, 2024; Sujana & Yusni, 2024). Kotler and Armstrong (2016) define price as the amount of money requested for a product or service. More broadly, price is the total value given by consumers to obtain the benefits of owning or using a product. Price measurements include the suitability of price to quality, benefits provided, lower prices than competitors, and the presence of additional facilities (Cahyani & Iriani, 2018). Ratnawati (2021) measures price based on affordability, suitability to product quality, competitiveness, and suitability to benefits.

According to Mandira et al. (2018), price has an indirect effect on loyalty through customer satisfaction. This means that when customers feel that the price paid is in accordance with the quality and benefits of the product or service received, they will feel satisfied and motivated to remain loyal. This satisfaction is a bridge that strengthens the long-term relationship between customers and service providers. Meanwhile, several other studies such as Wantara and Tambrin (2019), Subaebasni et al. (2019), and Puspitaweni et al. (2021) found that price can also have a direct effect on loyalty without going through satisfaction. Thus, proper price management is a crucial strategy in maintaining customer loyalty, especially in the midst of increasingly fierce competition (Siddiqi et al., 2024).

H2: Price has a significant effect on customer loyalty.

Image and Customer Loyalty

In Dam and Dam (2021), brand image is an important topic in marketing literature because it plays a role in differentiating companies and is a powerful marketing tool. The study of brand image is recognized as a central element in marketing and advertising, as well as being the basis for solving tactical marketing mix problems and building long-term brand equity. Brand image is a major asset that can increase customer satisfaction and build loyalty to a product. Customer loyalty and brand image have a reciprocal relationship. Putri and Nilowardono (2021) measure brand image through three indicators: recognition, reputation, and emotional closeness. Therefore, brand image needs to be supported by other marketing elements to create strong loyalty (Masrurroh et al., 2024; Gazi et al., 2024).

However, Abbas et al. (2021) emphasized that the relationship between brand image and customer loyalty is not direct, but is mediated by customer satisfaction and brand

awareness. This means that a good brand image must be accompanied by positive experiences and consumer understanding of the brand in order to encourage loyalty. Meanwhile, Indarto et al. (2022) found that brand image did not have a significant effect on loyalty, indicating that other factors such as product quality, price, or satisfaction have a more dominant role. Brand image plays an important role in shaping customer loyalty, as stated by Huang et al. (2020), Dam and Dam (2021), and Singh et al. (2021). A positive brand image can create a strong perception in the minds of customers, thereby increasing trust and the desire to continue using the same product or service.

H3: Brand Image has a significant effect on customer loyalty.

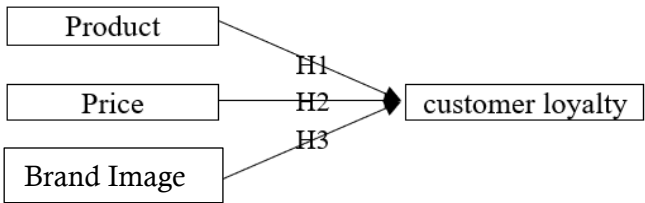


Figure 1. Research framework

Figure 1 shows a research framework that describes the relationship between three independent variables—product attributes, price, and brand image with the dependent variable, namely customer loyalty. This framework is based on the assumption that customer loyalty in the culinary business, especially Sundanese restaurants in Bandung City, is influenced by the quality of the products offered, customer perceptions of price, and the brand image attached to the restaurant. The first hypothesis states that product attributes, such as taste, uniqueness of the menu, and quality of presentation, have a significant effect on loyalty. The second hypothesis asserts that prices that are in accordance with the quality and value of the product will increase customer loyalty. Meanwhile, the third hypothesis states that a positive brand image can encourage customers to remain loyal. Overall, this framework provides a strong theoretical basis for testing the extent to which these three factors can influence customer loyalty simultaneously or partially.

RESEARCH METHOD

This study uses a quantitative approach to examine the relationship between product attributes, price, and brand image on customer loyalty at Sundanese restaurants in Bandung City. The study was conducted in 2024 with observation units in the form of culinary customers from four selected Sundanese restaurants, namely Warung Nasi Imas, Ampera Restaurant, Ciganea Restaurant, and Cibiuk Restaurant. The selection of these restaurants was based on the popularity and representation of Sundanese cuisine in Bandung, which is known as a city with rich culinary tourism. Data were collected through primary data using a questionnaire designed based on a 5-point Likert scale, where respondents were asked to rate statements. This questionnaire includes indicators to measure product attributes (e.g, menu variety, product quality), price (affordability, suitability to quality), brand image (recognition, reputation, affinity), and customer loyalty (desire to return, recommendations, resistance to competitors).

The questionnaire has been tested for validity and reliability before being distributed to ensure measurement accuracy. The study population was all customers of Sundanese restaurants in Bandung City, with a sample of 200 respondents selected using a simple random sampling technique. This technique was chosen to ensure that each customer has an equal chance of being selected, so that the results can represent the population in general. This sample size was determined based on the Structural Equation Modeling (SEM) guidelines, which recommend a minimum sample size of 5-10 times the number of indicators measured. Data were analyzed using the SEM method with LISREL software version 8.7. SEM was chosen because of its ability to test complex relationships

between latent variables (product attributes, price, brand image, and customer loyalty) simultaneously. Process analysis includes evaluating model measurements to ensure construct validity and reliability (with criteria for loading factor > 0.5 , AVE > 0.5 , and CR > 0.7) and testing the structural model for the hypothesis. The feasibility model was tested using Goodness of Fit indicators such as Chi-Square, RMSEA, GFI, AGFI, NFI, PNFI, and PGFI. This approach allows the study to produce significant and reliable findings regarding the factors that influence customer loyalty.

RESULTS

Model evaluation in Structural Equation Modeling (SEM) aims to test the extent to which the model built is in accordance with empirical data. One of the measures used is the chi-square distribution (χ^2) as shown in Table 1. A small and insignificant chi-square value indicates that the model has a good fit. In addition, other indicators such as RMSEA, CFI, and TLI are also used to strengthen the results of the model evaluation. If all indicators show values that meet the eligibility criteria, then the model can be declared valid and can be used for hypothesis testing.

Table 1. Goodness of Fit

Degree of Fit	Value	Adjustable Degree of Fit	Description
Absolute Fit Test			
Chi Square	124.58	P -value > 0.05	Fit
Normed Chi Square (χ^2/df)	P -value = 0.59357		
Goodness of Fit Index (GFI)	0.96	> 0.80	Fit
Root Mean Square Error of Approximation (RMSEA)	0.000	RMSEA < 0.05 (close-fit)	Fit
Incremental Fit Measures			
Adjusted Goodness of Fit Index (AGFI)	0.94	AGFI > 0.8	Fit
Normed Fit Index (NFI)	0.95	NFI > 0.90	Fit
Parsimonious Fit Measures			
Parsimonious Normed Fit Index (PNFI)	0.92	PNFI > 0.80	Fit
Parsimonious GFI (PGFI)	0.82	PGFI > 0.80	Fit

The Chi-Square value measures the suitability of the model with a p value = 0.59357 greater than 0.05, with other suitability tests, namely Goodness of Fit Indices (GFI) and Adjusted Goodness of Fit Index (AGFI) each more than 0.90, and Root Mean Square Error of Approximation (RMSEA) less than 0.05, so it can be concluded that the research model is appropriate or supported by empirical conditions. Based on the information presented in Table 1, it is known that each question item (indicator) against its construct (variable) has a loading factor of more than 0.50 as shown in Figure 2. In addition, all question items used to explain the construct indicators have a t value greater than the critical t of 1.96, so it can be concluded that all question items used to measure the construct can explain well (valid). Based on the information presented in Table 1, it is known that all constructs have a composite reliability greater than the critical value of 0.7 and an AVE value > 0.50 , so it can be concluded that all constructs are reliable.

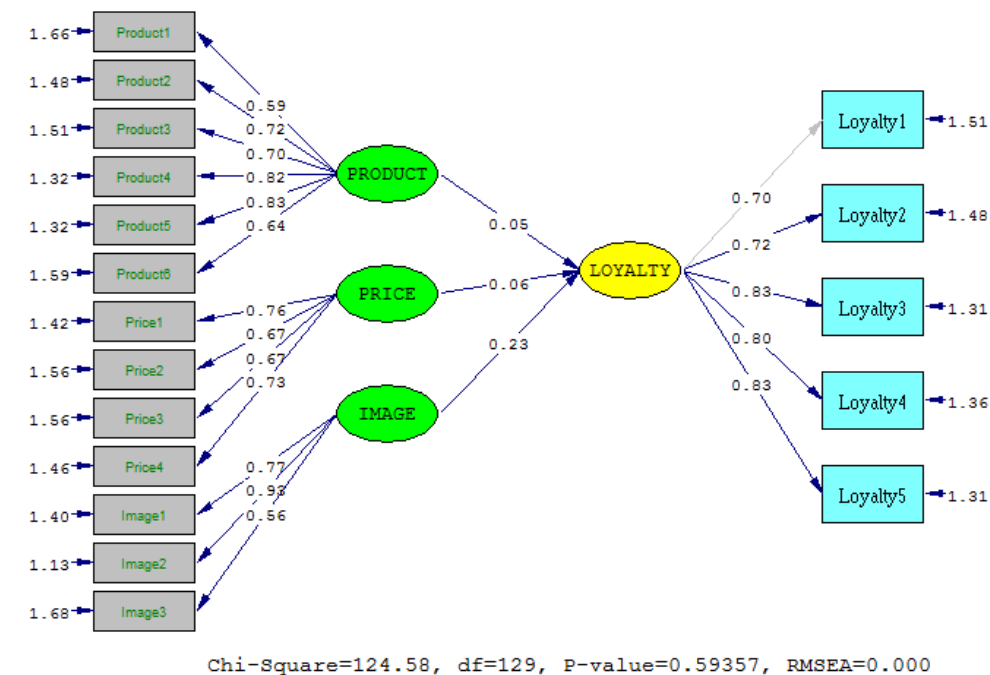


Figure 2. Research Model Evaluation

Table 2. Validity test

Variable	Indicator	Loading Factor	t-value	Prob.	AVE	Conclusion
Product Attributes	Has distinctive characteristics	0.59	6.14	0.000	0.521	Valid
	Nice place	0.72	7.63	0.000		
	Comfortable vibes	0.70	7.41	0.000		
	Menu variation	0.82	8.82	0.000		
	Product quality	0.83	8.86	0.000		
	Product attractiveness	0.64	6.79	0.000		
Price	Price affordability	0.76	6.90	0.000	0.502	Valid
	Price match with product quality	0.67	6.16	0.000		
	Price competitiveness	0.67	6.16	0.000		
	Price match with benefits	0.73	6.69	0.000		
Brand Image	Brand recognition	0.77	6.35	0.000	0.732	Valid
	Brand reputation	0.93	6.91	0.000		
	Brand affinity	0.86	5.23	0.000		
Customer Loyalty	Recommend to others	0.70	—	0.000	0.605	Valid
	Will not move to another restaurant	0.72	5.54	0.000		
	Customers will come back to visit	0.83	5.93	0.000		
	Come back with friends/family	0.80	5.84	0.000		
	Willing to spend more than planned	0.83	5.92	0.000		

The validity test results in Table 2 indicate that all variables and their respective indicators meet acceptable validity criteria. Each indicator's loading factor ranges from 0.59 to 0.93, all statistically significant with p-values of 0.000 and t-values well above the critical threshold, confirming strong indicator reliability. The Average Variance Extracted (AVE) values for all constructs exceed the minimum recommended threshold of 0.50, with Product Attributes at 0.521, Price at 0.502, Brand Image at 0.732, and Customer Loyalty at 0.605. This suggests that each latent variable explains a substantial portion of variance in its indicators, affirming convergent validity. Although one indicator under Product Attributes has a slightly lower loading factor (0.59), it remains acceptable given the overall construct reliability. These findings validate the measurement model's adequacy for capturing the underlying constructs, supporting the robustness of subsequent structural analysis in this study.

Table 3. Reliability test

Variable	Number of Items	Construct Reliability	Remarks
Product Attributes	6	0.866	Reliable
Price	4	0.801	Reliable
Brand Image	3	0.891	Reliable
Customer Loyalty	5	0.884	Reliable

The reliability test results presented in Table 3 demonstrate that all constructs in the study exhibit strong internal consistency. Each variable's Cronbach's alpha value exceeds the widely accepted threshold of 0.70, indicating that the measurement items reliably represent their respective constructs. Specifically, Product Attributes show a Cronbach's alpha of 0.866 across six items, Price has 0.801 for four items, Brand Image reaches a high value of 0.891 with three items, and Customer Loyalty shows 0.884 across five items. These values confirm that the survey instruments are consistent and dependable in capturing the intended dimensions. High reliability is crucial for ensuring that the results of the study are stable and reproducible. Therefore, the instruments used for measuring product attributes, price, brand image, and customer loyalty are validated as reliable tools, providing confidence in the data quality and subsequent analyses based on these variables.

Table 4. Hypothesis Testing Results

Hypothesis	Path Coefficients	T statistics	P Values	R ²	Description
H1 Product-> Customer Loyalty	0.053	0.620	0.536	0.003	Not Significant
H2 Price -> Customer Loyalty	0.062	0.660	0.510	0.004	Not Significant
H3 Image -> Customer Loyalty	0.230	2.360	0.019	0.053	Significant

Based on the results of the hypothesis testing presented in Table 4, it can be explained that only the Image variable has a significant influence on Customer Loyalty. This is indicated by the t-statistic value of 2.360 (greater than 1.96) and the P value of 0.019 (smaller than 0.05), which means that the third hypothesis (H3) is accepted. The path coefficient value of 0.230 indicates that increasing perceptions of brand image will encourage increased customer loyalty. The R² value of 0.053 indicates that the Image variable is able to explain 5.3% of the variation in customer loyalty. Meanwhile, the Product Attributes and Price variables do not show a significant influence on customer loyalty, indicated by the t-statistic values of 0.620 and 0.660, respectively, and the P values of 0.536 and 0.510, respectively—both exceeding the significance threshold of 0.05. Thus, the first (H1) and second (H2) hypotheses are rejected. This finding shows that in the context of Sundanese culinary restaurants in Bandung City perceptions of brand image play a greater role in forming customer loyalty than product attributes or price.

DISCUSSION

The results of the first hypothesis test in this study indicate that product attributes do not have a significant effect on customer loyalty, this is contrary to the findings of Bagram and Khan (2012), Puspaningrum (2018), Al Amrie et al. (2021), and Haris (2023). This shows that in certain contexts, such as restaurants with similar traditional menus, product attributes may not be strong enough to form loyalty without clear differentiation or other added value. This discrepancy is caused by the characteristics of consumers of Sundanese culinary restaurants in Bandung City who tend to consider other aspects such as brand image or the overall dining experience. Product homogeneity between Sundanese restaurants can also be a factor, where customers do not see striking differences in terms of products so that they are not the main determinants of loyalty.

The results of the second hypothesis test show that price does not have a significant effect on customer loyalty, this is contrary to the results of research by Wantara and Tambrin (2019), Subaebasni et al. (2019), and Puspitaweni et al. (2021) which stated that price has a significant effect on customer loyalty. When the price is considered in

accordance with market standards and is not a prominent differentiator, then its contribution to loyalty is minimal. This difference in findings may occur because customer perceptions of prices are relatively homogeneous between Sundanese culinary restaurants in Bandung City, so price is not the main factor in determining loyalty. Consumers may focus more on other aspects such as atmosphere, service quality, or restaurant image.

The results of the study showed that of the three independent variables tested—product attributes, price, and brand image only brand image had a significant influence on customer loyalty at Sundanese restaurants in Bandung. This finding is in line with the results of research by Huang et al. (2020), Singh et al. (2021), and Dam and Dam (2021), which emphasized the important role of brand image in shaping customer loyalty. In this context, brand image is not just a visual identity, but rather a customer perception formed through brand experience and communication. Of the three indicators of brand recognition image, brand reputation, and brand affinity brand reputation has the highest loading factor. This shows that brand reputation is the main factor in shaping the image of Sundanese restaurants and contributes dominantly to influencing customer loyalty. A good reputation creates trust and a positive impression that encourages customers to return and recommend the restaurant to others (Riyadi et al., 2024; Handayani & Sutawijaya, 2024). Thus, Sundanese restaurant managers need to focus on strengthening their reputation through consistent quality and service in order to maintain customer loyalty in a competitive market.

The importance of reputation is conveyed by Kotler and Keller (2016) because it helps differentiate a company or product from its competitors. A strong reputation allows a company to win customer loyalty, which plays an important role in maintaining competitive advantage. In this case, reputation makes the most dominant contribution in shaping the image of a Sundanese restaurant because a good reputation creates consumer trust in the quality of food, service, and dining experience. Consumers tend to choose restaurants that are known for their consistent quality standards, especially if the restaurant has a widely known positive reputation. Consumers who have a positive experience with a Sundanese restaurant brand will tend to be loyal. A good reputation ensures that customers return, which ultimately strengthens the brand image.

CONCLUSION

This study examines the influence of product attributes, price, and brand image on customer loyalty at Sundanese restaurants in Bandung City. The results of the analysis show that only brand image has a significant influence on customer loyalty, while product attributes and price do not show a significant influence. This disparity can be explained by the characteristics of Sundanese restaurant consumers who may prioritize the image and reputation aspects of the restaurant rather than product or price differences, especially since products and prices among Sundanese restaurants tend to be homogeneous or similar. Of the three brand image indicators, brand recognition, reputation, and brand reputation affinity provide the most dominant contribution in shaping the image of Sundanese restaurants. A good reputation creates trust and a positive impression that encourages customers to return and recommend the restaurant to others. This is in accordance with marketing theory that places reputation as the main element in winning customer loyalty and maintaining competitive advantage in the market. Thus, Sundanese restaurant managers must focus on strengthening their reputation through consistent product and service quality. These findings emphasize the importance of brand image management as a primary strategy in retaining customers in the competitive culinary industry. For future research, it is recommended to explore other factors that may influence loyalty, such as service quality or emotional engagement, which may provide deeper insights into customer behavior. Examining emotional engagement or customer experience may offer a more comprehensive understanding of how intangible elements drive loyalty in traditional culinary environments.

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