

Customer Satisfaction in Mediating the Influence of Customer Value on Brand Image

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Abstract: The objective of this study is to examine, elucidate, and evaluate the impact of customer value on customer satisfaction, as well as the impact of customer value and customer satisfaction on brand image. This study aims to examine the impact of customer value on brand image by means of customer satisfaction in café eateries in Malang. The study sample consisted of 130 participants who were clients of Cafe Resto in Malang City and were selected as responders for the investigation. The process of gathering research data through the utilization of questionnaires. The analysis methodology employs the Structural Equation Model (SEM) with the utilization of PLS (Partial *et al.*) software. The findings of the study indicate that there is a positive correlation between customer value and customer happiness in café restaurants located in the city of Malang. The brand image of cafe restaurants in the city of Malang is positively influenced by customer value and customer happiness. The brand image of café restaurants in Malang is influenced by customer value, which is mediated by customer satisfaction. The enhancement of brand image for cafe restaurants in Malang City is contingent upon the provision of good customer value and the attainment of high levels of customer satisfaction. Consequently, this will result in an increased consumer interest in patronizing these establishments.

Keywords: Customer Value, Customer Satisfaction, Brand Image.

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1. INTRODUCTION

The positioning concept focuses on positioning an image in customers' minds so that the image can be different from that of competitors. Customers more easily remember it, which can even become top of mind. Ries & Trout (2001) explain that positioning helps companies build a strong brand image by choosing the correct position in customers' minds. By placing the image in a different position in customers' minds, companies can differentiate their image from competitors and form a strong perception. And unique about their image. The positioning concept has significantly influenced brand image, and positioning helps to determine brand image characteristics such as values, benefits and attributes that will be conveyed to customers (Ries & Trout, 2001).

Café restaurants that realize the importance of ensuring business continuity maintain their brand image. According to Keller (1993), brand image includes the overall perception of customers' associations, beliefs and emotions about a business. Overall, Keller (1993)

emphasizes the importance of brand image as a critical element in developing and managing business success. Kotler & Keller (2016) customer satisfaction can be measured by the level of customer desire to reuse your product or service (repurchase), how often they recommend your product or service to other respondents (word of mouth), and how often they recommend the product or service. You actively contact other respondents (referrals) as research by Martenson (2007) shows that customer satisfaction has a significant and positive effect on the brand image even on different objects. Food quality attributes significantly affect customer satisfaction (Rozekhi *et al.*, 2016).

To win in increasingly tight business competition requires Cafe Resto to try hard to satisfy customers by knowing what customers' needs and desires are. Apart from that, a café restaurant is a service business, so the superior values required by customers must be met or provided. The superior values required are conceptualized as customer values (Naumann, 1995) in service quality, product quality and competitive

prices, becoming value needs that must be met. Customers will assess the advantages provided if the quality of service, product quality, and price provided are different from competitors, resulting in a positive assessment from customers then customers will feel satisfied as previous research on customer value, such as research by Almohaimmeed (2017) found that restaurant service quality influences customer satisfaction.

This study investigates the impact of quality factors, including product quality, service quality, and restaurant environment quality, on the formation of restaurant image and subsequent customer satisfaction. The study conducted by Ryu *et al.*, (2012) presents noteworthy findings as it demonstrates a positive and significant relationship between quality factors (including product quality, service quality, and restaurant environment quality) and restaurant image. Similarly, Hanaysha's (2016) research reveals a significant and positive impact of food quality, price, and restaurant environment on customer satisfaction. The study conducted by Latief (2016) has demonstrated a noteworthy and favorable relationship between product quality and customer happiness. In a previous study conducted by Haery *et al.*, (2014), the researchers investigated the impact of restaurant meal quality on the perception and contentment of patrons. The findings of the study regarding the caliber of food served at a restaurant have a substantial and favorable impact on the perception and reputation of the café establishment.

The aforementioned studies have presented an occasion to examine the intermediary function of customer happiness in impacting service quality, product quality, and price with regards to brand image. According to Naumann's (1995) conceptualization, the elements of service quality, product quality, and pricing collectively constitute the customer value provided to customers. Consequently, customer satisfaction serves as a mediating factor in the relationship between customer value and brand image. The scholarly investigations conducted by Saleem and Raja (2014) and Akbar and Am (2021) posit customer satisfaction as a mediator in the relationship between service quality and brand image. Their findings indicate that service quality has a direct and significant positive impact on both customer satisfaction and brand image. Furthermore, customer satisfaction is found to positively influence brand image. In contrast to prior studies, Boon-Liat and Rashid (2013) shown that service quality has a substantial impact on customer satisfaction and exerts effect on the overall image of the organization.

2. THEORETICAL FOUNDATIONS AND HYPOTHESIS DEVELOPMENT

2.1 Positioning Theory

The positioning concept introduced by Ries & Trout (2001) has significantly influenced brand image. Positioning helps companies determine the characteristics of their brand, such as the values, benefits,

and attributes that will be conveyed to customers. According to Kotler (1980), positioning is designing products and marketing mixes to create a specific impression in customers' minds. Customers will understand and appreciate what the company is doing to differentiate itself from competitors. According to Kotler & Keller (2016), the meaning is to find the correct position in the market after determining the segmentation strategy used. The five perspectives most frequently identified in positioning are competition, empty slots, customer perception, differentiation and competitive advantage (Saqib, 2021). Saqib's (2021) review confirms that although there is a large body of established literature, there needs to be a coherent definition of positioning and no shared agreement among marketing scholars and practitioners about the true meaning of the concept.

2.2 Brand Image

According to Keller (1993), brand image is the customer's perception of the brand. Keller's (1993) study discusses the concept of brand image and how to build a strong brand image. In this study, Keller's (1993) brand image consists of three main components, namely attributes, benefits and attitudes as image indicators. Keller (1993) states that building a solid brand image requires consistency in these three components: attributes consistent with the benefits desired by customers, and the resulting positive attitude must be consistent with the expected benefits. In Keller's (1993) study, brand image is also considered a factor influencing customer purchasing decisions. Aaker (1996) developed a brand identity planning model emphasizing three leading brand image indicators: attributes, benefits, and attitudes. Aaker (1996) added two additional indicators: brand culture and personality. Armstrong (2010) developed a persuasion knowledge model emphasizing three brand image indicators: attributes, benefits, and attitudes.

2.3 Customer Satisfaction

Customer satisfaction is the satisfaction level of customer happiness or displeasure regarding comparing their expectations before using a product or service and the experience they get after using the product or service (Kotler & Keller, 2016). Kotler & Armstrong (2016) emphasize that customer satisfaction is the result of comparing customer expectations and the experience gained after using a company's products or services. According to Kotler & Armstrong (2016), indicators of customer satisfaction that can be measured include three things, namely: repurchase, word of mouth, and referrals. Several other experts also conveyed indicators of customer satisfaction, namely indicators of customer interest in reusing services, communicating positive things to other respondents and recommending them to other parties, including Oliver (1999), Anderson *et al.*, (1994), Anderson & Sullivan (1993), Fornell (1992), Aaker (1991), Reichheld & Sasser (1990), convey three indicators of customer satisfaction that are similar to

those presented by Kotler & Armstrong (2016), namely repurchase, word -of- mouth (WOM) positive, and recommend.

2.4 Customer Value

Customer value is an evaluation of the results of comparing the respondents' perceptions of the results of the service, quality, and benefits provided with the sacrifices paid (Yang & Peterson, 2004). Customer value is two-way communication between a customer and a company, and this relationship can be created after the customer respondent assesses a product and service offered (Butz & Goodstein, 1996). In 1995, Michael J. Naumann developed the concept that customer value can be influenced by three main factors: product quality, service quality, and price. The customer value aspects, namely interactivity, relativism, affectivity, and foundation in the consumption experience, are closely related to the other three aspects. These aspects compose an interconnected system of related aspects that overlap and combine to form a new phenomenon, customer value (B. Holbrook, 2002). Kotler & Armstrong (2016) explain that customer value consists of the benefits the customer obtains from the product or service offered minus the costs the customer incurs to obtain these benefits. Malthouse *et al.*, (2013) stated that customer value has three dimensions: functional, experiential, and symbolic. Aaker (1991) said that a strong brand can create high customer value by creating positive perceptions in customers regarding the product quality, service quality and price offered by the brand. Lovelock & and Wright (2010) stated that product and service quality are the main factors in creating customer value. However, other factors such as brand, price and customer experience influence customer value. Porter (1985) said that companies must create value for customers to win the competition and that this value can be increased through product quality, operational efficiency, and good customer service.

2.5 Research Hypothesis

Customers expect their problems to be solved by using or consuming cafe products. Customer needs for a product can be met if the product is of good quality. Customer needs for cafe restaurant service products are the quality of the restaurant service and the food and beverage products offered and served. It is common for discussions about quality to be related to price. Therefore, it is like two sides of a coin: quality (service and product) and price. Naumann stated these three components as customer value: product, service and price (customer value triad). Malik (2012) and Ryu *et al.*, (2012), by including the influence of price, have proven that customer value (service quality, product quality and price) influences customer satisfaction. Based on this description, the first research hypothesis was formulated.

H1: Customer value has a significant and positive effect on customer satisfaction.

Several studies show that service and product quality are components of customer value, apart from directly influencing customer satisfaction and brand image (Haery & Badiezadeh, 2014). However, there is research to the contrary, namely that service quality, product quality, price and environment influence the image and, subsequently, customer satisfaction (Sabir *et al.*, 2014; Koshki *et al.*, 2014; Ryu *et al.*, 2012). Based on this description, the second research hypothesis was formulated.

H2: Customer value has a significant and positive effect on brand image.

Martenson's (2007) research proves that customers who feel satisfied after consuming or using a product will be impressed with the brand, either the product or the company brand. Customers will not hesitate to say positive things about a product or company to other respondents, and customers will want to buy again and refer others to use or consume the product. Systematically, product brands that provide satisfaction will impress and make them the most memorable when you need the product. Based on this description, the third research hypothesis was formulated.

H3: Customer satisfaction has a significant and positive effect on brand image

Cheng & Rashid (2013). Saleem & Raja (2014) and Setyadi & Ali (2017) place customer satisfaction in mediating the influence of service quality on brand image that service quality directly affects customer satisfaction and brand image significantly and positively, and Customer satisfaction positively influences brand image. However, in other studies, Malik (2012), Ryu, Lee, & Kim (2012), and Koshki *et al.*, (2014) found different results, namely that it was not customer satisfaction as a mediator but brand image that influenced customer satisfaction. The inconsistent mediating role between customer satisfaction and brand image needs to be re-examined by presenting allegations:

H4: Customer value has a significant effect on the brand image through customer satisfaction

3. RESEARCH METHODS

Based on data analysis methods, research includes survey research. The type of research data is quantified qualitative data. The research was conducted in Malang with the consideration that Malang is an industrial, tourism and educational city as well as a city with regional expansion, so it needs culinary facilities as the research population: the infinite number of café and restaurant customers in Malang City. Research sample: respondents who had purchased and are currently purchasing and enjoying café restaurant products when the research was conducted. Sampling used a simple random sampling method, guided by the opinion of Hair Jr. *et al.*, (2019) that the sample is 5 - 10 times the number of indicators observed, so the sample size is $10 \times 13 = 130$. Statement items are measured using a Likert

scale with the following criteria: Score 1 = Strongly Disagree; Score 2 = Disagree; Score 3 = Neutral; Score 4 = Agree; and Score 5 = Strongly Agree. Research data was obtained from primary sources by distributing questionnaires to café restaurant customers in Malang City. The sampling technique uses purposive random sampling.

3.1 EMPIRICAL RESEARCH DAN DISCUSSION

The characteristics of the respondents were reviewed based on the gender of the respondents. Around 52.3% of the respondents were male, and around 47.7% were female, so it can be explained that the majority of respondents during the research, the majority of customers were male. The characteristics of the respondents were reviewed based on the age of the respondents. It was found that around 6.9% of respondents were aged 17 - 22 years, around 16.9% of respondents were aged 23 - 28 years, around 24.6% of respondents were aged 29-34 years, and around 16.9% of respondents were aged 35 - 40 years. Around 34.6% of respondents were over 40, indicating that most were in the adult age group. Many adult respondents visit the Resto Cafe.

The characteristics of respondents were reviewed based on education level. It was found that around 10% of respondents had a high school education, around 18.5% had a diploma, around 48.5% had a bachelor's degree, and around 23.1% of respondents had a postgraduate education. This shows that most of the Resto Cafe customers are highly educated intellectuals. The characteristics of respondents based on type of work are presented in Table 6. Around 6.2% of respondents are civil servants, 10% of respondents are TNI/Polri, around 36.9% of respondents are entrepreneurs, 32.3% of respondents are private employees, 7.7% respondents are lecturers and 6.9% of respondents have other jobs, such as brokers, investors, and some are still high school students and students. This shows that most of the Cafe Resto customers work as educators.

Respondent characteristics were reviewed based on Purchase Frequency. It was found that 3.8% of respondents had an income of less than IDR 3 million. Around 6.9% of respondents had an income of between IDR 3 – IDR 5.9 million, 25.4% of respondents had an income of IDR 6 million – 8.9 million, 48% of respondents had an income of IDR 9 million – IDR 11.9 million, and 35% of respondents had an income of more than IDR 12 million, indicating that most of the Resto Cafe's customers have incomes above IDR 9 million. This is normal because the market share for the Resto Cafe is in the upper middle class. Suppose the characteristics of respondents are reviewed based on Purchase Frequency. In that case, it is known that around 3.8% of respondents have only enjoyed a meal at a Resto Cafe once, and around 36.9% of respondents have enjoyed a Resto Cafe meal 2 - 5 times. Around 59.2 respondents have enjoyed more than Five foods at the Resto Cafe 5 times, showing that most of the Resto Cafe customers have frequently made purchases more than five times.

3.2 Validity test

Convergent validity assesses the extent to which reflective indicators accurately capture latent variables, as evidenced by the loading factor values associated with each indicator variable. The loading factor provides an indication of the degree of association between the indicator and the construct. A valid indicator is characterized by a loading factor value that exceeds 0.70. Based on Figure 1, the three dimensions of the exogenous latent construct of Customer Value, namely: Product Quality has a loading factor value of 0.987 > 0.7 and p-value 0.000 < 0.05; Service Quality 0.989 > 0.7 and p-value 0.000 < 0.05; and Price 0.970 > 0.7 and p-value 0.000 < 0.05 shows that the three dimensions are valid or can truly reflect customer value. Customer value can be measured through respondents' perceptions of product quality, service quality and price.

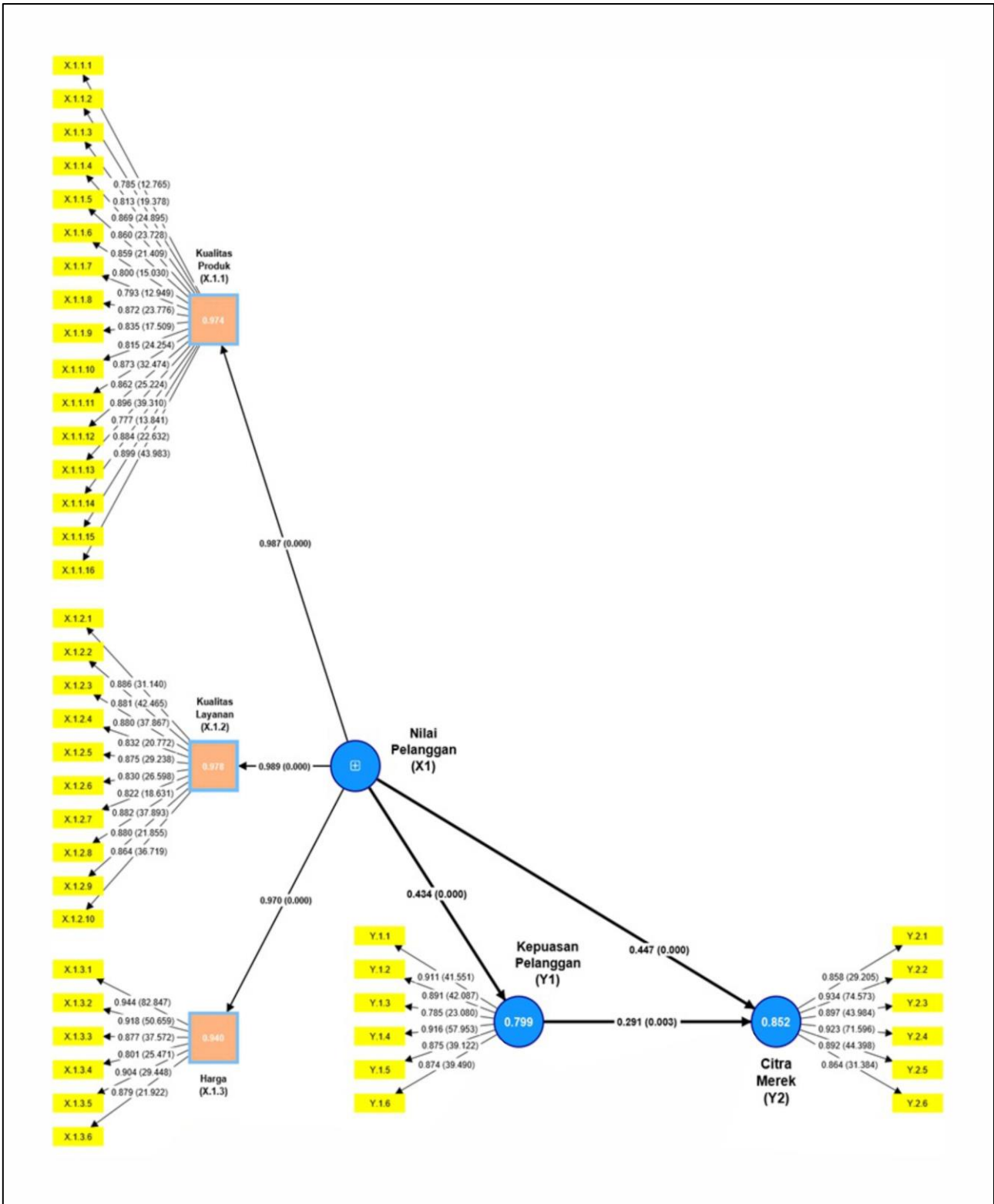


Figure 1: Structural Model

Based on the Loading Factor value shown in Figure 1, all items reflecting Customer Value, Customer Satisfaction and Brand Image are > 0.7 , indicating that the research instrument for measuring Customer Value,

Customer Satisfaction and Brand Image is declared VALID.

Apart from loading factors, convergent validity can also be measured through the Average Variance Extracted (AVE) value as follows:

Table 1 AVE Value

Latent Constructs	Average Variance Extracted (AVE)
Customer Value	0,714
Customer satisfaction	0,768
Brand Image	0,801
At the Dimensional Level of Customer Value	
Product Quality	0,713
Service Quality	0,746
Price	0,789

Source: Processed data, 2023

Based on Table 1, the AVE value for Customer Value is $0.714 > 0.5$; customer satisfaction is $0.768 > 0.5$; and brand image is $0.801 > 0.5$. AVE value of the three dimensions of Customer Value, Product Quality AVE value $0.713 > 0.5$; service quality $0.746 > 0.5$; and price 0.789 . This means that the research instruments for measuring Customer Value, Customer Satisfaction and Brand Image are declared valid.

Based on the analysis results, all cross-loading values for items measuring Customer Value towards the target construct (Customer Value) are higher when compared to cross-loading values for other constructs (Customer Satisfaction and Brand Image). All cross-loading values for items measuring Customer Satisfaction with the intended construct (Customer

Satisfaction) are higher when compared to the cross-loading values for other constructs (Customer Value, Customer Satisfaction, and Brand Image). All cross-loading values for items measuring Brand Image on the intended construct (Brand Image) are higher when compared to cross-loading values on other constructs (Customer Value and Customer Satisfaction). This shows that the outer model for items that reflect customer value, customer satisfaction, and brand image is discriminantly valid.

3.3 Reliability Test

Reliability testing is carried out in two ways, namely based on Cronbach's Alpha and Composite Reliability values as follows:

Table 2 Cronbach's Alpha and Composite Reliability Values

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
Customer Value	0,987	0,987	0,988	Reliable
Customer satisfaction	0,939	0,941	0,952	Reliable
Brand Image	0,950	0,954	0,960	Reliable

Source: Processed data, 2023

The assessment of the dependability of research instruments used to measure reflective indicators can be conducted by use statistical techniques such as Cronbach's Alpha and Composite Reliability values. An instrument can be deemed reliable if it satisfies the condition of having a Cronbach's alpha coefficient more than 0.6 and a composite reliability value over 0.8. According to the data shown in Table 2, it can be observed that all Cronbach's alpha values for the constructs of Customer Value, customer happiness, and brand image exceed the threshold of 0.6. Additionally,

both the Composite Reliability (rho_a) and Composite Reliability (rho_c) values surpass the recommended value of 0.8. The reliability of the research instrument utilized for assessing Customer Value, Customer Satisfaction, and Brand Image was affirmed.

3.4 R Square (R2)

The R-Square value appears in Figure 1. Namely, the number listed on the blue construction symbol can also be seen in Table 3 below:

	R-square	R-square adjusted
Customer satisfaction	0,799	0,796
Brand Image	0,852	0,849

Source: Processed data, 2023

The R-Square score of 0.799 suggests that approximately 79.9% of the variance in customer satisfaction at Café Resto can be accounted for by customer value. Regarding the residual portion, it should be noted that 20.1% of the total variance is attributable to unaccounted exogenous latent components that were not included in the scope of this particular study. In the context of the structural model, the coefficient of determination pertaining to the endogenous construct is classified as high, as it exceeds 67%. The influence of customer value on customer satisfaction at Café Resto is significant. The R-Square coefficient for Brand Image is 0.852, suggesting that Customer Value and Customer Satisfaction account for 85.2% of the variance in Café Resto's Brand Image. Regarding the residual portion, it should be noted that 14.8% of the variance is attributable to unaccounted exogenous latent components that were not included in the scope of this study. In this particular structural model, it is established that the coefficient of determination pertaining to the endogenous construct

falls inside the robust classification. The brand image of Café Resto is significantly impacted by customer value and satisfaction.

3.5 Hypothesis test

This section will address two key aspects within hypothesis testing: the estimation of route coefficients, which indicate the direction and magnitude of influences, and the utilization of t-statistics or p-values to determine the significance of the relationships between exogenous and endogenous constructs. A significant influence of the exogenous construct on the endogenous construct can be established when the t-statistics value exceeds 1.96, which corresponds to the normal Z-score value $\alpha = 0.05$, and the p-value is less than 0.05. Alternatively, when the t-statistic is less than 1.96 (which represents the average Z-score value at a significance level of $\alpha = 0.05$) and the p-value exceeds 0.05, it can be concluded that the impact of the exogenous construct on the endogenous construct is not statistically significant.

Relationship between Constructs Latent	Original sample (O)	T statistics (O/STDEV)	P values	Conclusion
Direct Influence				
Customer Value -> Customer satisfaction	0,434	3,893	0,000	Positive & Significant
Customer Value -> Brand Image	0,447	4,929	0,000	Positive & Significant
Customer satisfaction -> Brand Image	0,291	2,964	0,003	Positive & Significant
Indirect Influence				
Customer Value -> Customer satisfaction -> Brand Image	0,126	2,266	0,023	Positive & Significant

Source: Processed data, 2023

Based on the primary structural model formed, customer value has a positive coefficient of 0.434, meaning customer value has a positive effect on customer satisfaction. The increase in customer satisfaction for every 1 unit increase in customer value is 0.434 units. Based on the t-test results, the t-statistics value is $3.893 > 1.96$, and the p-value is $0.00 < 0.05$, indicating a significant effect. The research hypothesis H1, which suspects that customer satisfaction has a significant and positive effect on customer satisfaction, has been statistically tested.

Meanwhile, based on the primary structural model of the path formed, customer value has a positive coefficient of 0.447. The increase in brand image for every 1 unit increase in customer value is 0.447 units. Based on the t-test results, the t-statistics value of $4.929 > 1.96$ and the p-value of $0.000 < 0.05$ indicate a significant effect. Customer value has a positive and significant effect on brand image. The research hypothesis H2, which suspects that Customer Value has a significant and positive effect on brand image, has been statistically tested.

Based on the primary structural model on the path formed, customer satisfaction has a positive coefficient of 0.291, meaning customer satisfaction positively affects brand image. The increase in brand image for every 1 unit increase in customer satisfaction is 0.291 units. Based on the t-test results, the t-statistics value of $2.964 > 1.96$ and the p-value of $0.003 < 0.05$ indicate a significant effect. Customer satisfaction has a positive and significant effect on brand image. The research hypothesis H3, which suspects that "Customer satisfaction has a significant and positive effect on brand image", was statistically tested.

As for the indirect influence, Customer Value on Brand Image through Customer Satisfaction has a positive value of 0.126. Although the indirect path coefficient value is still lower than the direct influence of customer value on brand image of 0.447, this indirect effect is classified as significant, as evidenced by the t-statistics value of $2.266 > 1.96$ and the p-value of $0.023 < 0.05$. Customer satisfaction as an intervening variable can genuinely mediate the influence of customer value on brand image. The research hypothesis H4, which suspects that Customer Value significantly affects the brand image through customer satisfaction, is statistically tested. The direct influence of Customer Value on brand image is also significant, so the type of mediation formed is partial mediation.

4. DISCUSSION

4.1 Description of Customer Value, Customer Satisfaction, and Brand Image

Customer value is an evaluation of a comparison of a person's perception of the results of the service, quality and benefits provided with the sacrifices paid (Yang & Peterson, 2004). Customer value is two-way communication between a customer and a company, and this relationship can be created after a customer assesses a product and service offered (Butz & Goodstein, 1996). Referring to Naumann (1995), the indicators used to measure customer value are reflected in 3 (three) dimensions: product quality, service quality and price. The research findings show that the service quality indicator has a mean value of Service Quality Indicator Score of 4.08, higher than the product quality indicator (4.05) and price (4.02).

The second indicator of customer value with high contribution is the product quality indicator (mean score 4.05). The third indicator of customer value is the price indicator, which has an average score of 4.02. The results of this research align with what Lovelock and Wright (2010) stated: product quality and service quality are the main factors in creating customer value. However, other factors such as brand, price and customer experience influence customer value.

The research findings show that the customer satisfaction variable has a mean score of 4.10. The more customers recommend, the more satisfied the customer

is with the café product (Kotler & Armstrong, 2016). Furthermore, the average indicator score that says positive things is 4.07. By understanding more complete customer satisfaction indicators, restaurant cafes can improve marketing and customer service strategies to achieve higher customer satisfaction and increase business growth.

The research findings are that the average brand image variable is 4.10. The brand attribute indicator has the highest average score of 4.11, which is reflected in the question. The name and logo of this café restaurant are easy for me to remember. The average brand benefit indicator score is 4.10. The average cafe restaurant capability indicator score is 4.09. Building a solid and consistent brand image is an essential strategy in marketing and branding.

4.2 Customer Value Influences Customer Satisfaction

Customer value describes the relative preference for a specific customer's strong product or service attributes evaluated subjectively. The aforementioned values encompass efficiency, excellence, prestige, self-esteem, play, aesthetics, ethics, and spirituality. Customer value refers to the strategic approach adopted by a firm that takes into account the desires and perceived benefits of consumers in relation to a product or service. The findings of the study indicate that there is a notable and positive correlation between customer value and customer satisfaction. According to the participants of this study, the advantages obtained by customers have the potential to enhance their faith in cellular operators. Customers express a sense of contentment with the services rendered, which has the potential to foster additional customer satisfaction. The primary objective of the café is to provide client satisfaction, and it is imperative to consistently uphold this goal. Previous studies have examined the concept of customer value and its impact on satisfaction. Notable contributions in this area include the works of Cahyono *et al.*, (2023), Indahsari *et al.*, (2023), Kuswibowo (2022), Oktavia and Indriyani (2022), Mutaqien and Prabandari (2020), Hasfar *et al.*, (2020), Ambarsari and Rini (2019), Yulisetiari and Prahasta (2019), Mbango (2019), Zahra and Lutfie (2017), and Sugiati *et al.*, (2013). These studies have collectively demonstrated that customer value has a significant positive effect on satisfaction. The findings of this study provide additional support for the notion that customer-perceived value plays a crucial role in determining customer happiness (Ryu *et al.*, 2012). This finding presents a discrepancy with the assertion made by Teas and Sanjeev (1993) that customer value is compromised when there is a rise in price, leading to a greater financial burden for customers.

4.3 Customer Values Influence Brand Image

Customer value has a significant influence on building a brand image. The cafe's customer value is still quite good based on respondents' responses. This is based on emotional value, which is felt or has positive

affective/emotions that arise from the services provided. Various studies have also been conducted to test customer value, the results of which are that customer value significantly affects brand image. Similar research on customer value (Amani, 2020), (Putra *et al.*, 2019), (Triputranto & Rahayu, 2015) (Ryu *et al.*, 2012) also shows the same results: customer value has a positive effect on the image of the café.

4.4 Customer Satisfaction Influences Brand Image

Customer satisfaction results from the customer's perception of the value obtained in a transaction or relationship where the value is equivalent to the quality obtained compared to the price and acquisition costs. The perception obtained is part of the company's brand image owned by customers. These findings also explain that if a cafe can provide a sense of satisfaction to its customers, then that satisfaction will be realized by a stronger brand image in customers' minds. A more robust brand image will increase customer confidence in using the products they buy.

From the results of this research, the relationship between customer satisfaction and brand image is interrelated, so customers with a positive brand image are more likely to make purchasing decisions. However, having a bad image in customers' minds will negatively impact sales and the product brand's image. The relationship or influence of customer satisfaction on brand image is in line with previous articles including (Hernikasari *et al.*, 2022), (Febrianti *et al.*, 2021), (Amani, 2020), (Putra *et al.*, 2019), (Rana *et al.*, 2017), (Setyadi *et al.*, 2017), (Agussalim M & Ali, 2017), (Triputranto & Rahayu, 2015), (Awan & Rehman, 2014), (Saleem & Raja, 2014), (Upamannyu, 2014), (Amin *et al.*, 2013), (M. E. Malik *et al.*, 2012) that customer satisfaction has a significant and positive effect on brand image. This research does not support the findings (Helen & Emrus, 2017) that customer satisfaction does not affect brand image.

4.5 Customer Value Influences Brand Image Through Customer Satisfaction

The research results show that customer satisfaction can mediate the influence of customer value on brand image. The customer value of the brand image is also significant. Customers feel more satisfied when the service offered is better than the customer anticipated. One factor that can increase market share is customer satisfaction. Good customer value and customer satisfaction will increase the brand image, thereby increasing customer interest in continuing to come. To grow customer interest, it further improves a good brand image. Customer satisfaction and brand image are one of the functions in the service quality component. Satisfaction and a good brand image will provide a positive image, and the results will be profitable for the company. Customer satisfaction as a mediator has also been found (Boon-Liat & Rashid, 2013), (Saleem & Raja, 2014), and Antonius *et al.*,

(2017) place customer satisfaction as mediating the influence of service quality on brand image, which results in service quality having a direct influence on customer satisfaction and brand image significantly and positively, and customer satisfaction positively influencing brand image.

5. CONCLUSION

This research examines, describes and analyzes the influence of customer value on customer satisfaction and the influence of customer value customer satisfaction on brand image. Analyzing the influence of customer value on the brand image through customer satisfaction at café restaurants in Malang. Based on the results of the analysis, it is concluded that customer value has a positive effect on customer satisfaction at café restaurants in Malang. Customer satisfaction can be fulfilled with the value of café service so that customers feel they benefit from the products they get. Customer value has a positive influence on the brand image of cafe restaurants in the city of Malang. The value of cafe customers is felt well by customers, so it positively impacts the cafe's brand image. Customer satisfaction positively affects the brand image of cafe restaurants in Malang City. The level of satisfaction felt by customers means the brand image becomes more vital in customers' minds. Customer value influences brand image through customer satisfaction at café restaurants in Malang. Good customer value, supported by high customer satisfaction, means the brand image of café restaurants in Malang City will improve, so customer interest in coming will be higher.

This research has been carried out according to procedures; however, there are still several limitations, including Further studies that need to be generalized because a more exhaustive study of research objects is still needed. Developing variables is still needed for a broader contribution to developing knowledge, especially regarding brand image. Café restaurants have been able to provide value in their customers' services. Cafés in Malang City must be able to continue to provide the value that customers want and strive to improve services that can maintain customer value in customer perception. Café restaurants in Malang City must continue to pay attention to actions that increase customer satisfaction so that they can retain customers and develop the image of the café in their minds.

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