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## Exploring Customer Loyalty from an Image and Satisfaction Perspective: A Case Study of Traditional Culinary in Yogyakarta

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**Abstract:** This study aims to examine and analyze the effect of Cognitive Image, Unique Image, and Affective Image on Customer Loyalty through Satisfaction as a mediating variable among visitors of Mie Jowo Mbah Gito in Yogyakarta. The population in this study consists of the community or customers of Mie Jowo Mbah Gito who have made at least two purchases in the last six months, with a sample size of 110 based on the Heir formula. This research is a quantitative study with data collection using a survey method. Data analysis is performed using Partial Least Squares (PLS) 4. The results of the study show that: 1) Affective Image has a significant positive effect on customer satisfaction, meaning that improving affective Image can increase customer satisfaction. 2) Affective Image also has a significant effect on customer loyalty, indicating that a good affective Image can enhance customer loyalty. 3) Customer satisfaction has a significant positive effect on customer loyalty, meaning that the higher the customer satisfaction, the higher the loyalty level. 4) Cognitive Image has a significant positive effect on customer satisfaction, meaning that a strong cognitive Image can improve customer satisfaction. 5) Cognitive Image also has a significant positive effect on customer loyalty, indicating that strong belief in cognitive Image will strengthen customer loyalty. 6) Unique Image has a significant positive effect on customer satisfaction, meaning that a good unique Image can increase customer satisfaction. 7) Unique Image also has a significant positive effect on customer loyalty, indicating that a strong unique Image can enhance customer loyalty. 8) Customer satisfaction mediates the effect of cognitive Image on customer loyalty. 9) Customer satisfaction also mediates the effect of unique Image on customer loyalty. 10) Customer satisfaction mediates the effect of affective Image on customer loyalty. This study provides an important contribution in understanding the relationship between the Image formed by Mie Jowo Mbah Gito and customer satisfaction and loyalty.

**Keywords:** Cognitive Image, Unique Image, Affective Image, Customer Loyalty, Satisfaction

## INTRODUCTION

Food has emerged as a means of tourist attraction to introduce local culture. Therefore, the presence of local food in each region is considered important in the development of culinary tourism in each region. The Special Region of Yogyakarta is one of the regions with a diversity of local food offerings that are thick with cultural elements. One of the culturally based local food offerings in Yogyakarta that has survived to this day is Javanese Noodles. One of the Bakmi Jawa restaurants that is included in the top 10 tourist and culinary attractions in DI Yogyakarta Province is Warung Bakmi Mbah Gito (Yogyakarta City Tourism Office, 2019). This restaurant is built with a thick traditional Javanese feel. Visitors will feel the atmosphere of an authentic Joglo house, complete with classic ornaments that decorate every corner. Teak wood tables and chairs, woven bamboo chandeliers, and walls decorated with old photos give a deep nostalgic feel.

The phenomenon in this study is explained that Mbah Gito Javanese Noodle Shop is a traditional noodle stall, but it is famous for its customers who continue to arrive and increase. Every day Bakmie Mbah Gito is always crowded with customers from inside and outside the island of Java. With the limited space that is not spacious and not strategic, customers still come to buy the food served there. The uniqueness of Mie Jowo Mbah Gito is that the building is dominated by wood giving the impression of being in a traditional Javanese hut, this building used to be a former cowshed. Although it looks simple, the spacious dining room provides comfort for visitors. Those who have tried Bakmie Mbah Gito will give their reviews on social media. The phenomenon of Mbah Gito Noodles as a traditional culinary destination is also supported by the role of social media.

## Theoretical Studies

### Customer Loyalty

Customer loyalty will be the key to success not only in the short term but competitive advantage on an ongoing basis. This is because customer loyalty has strategic value for the company. The rewards of loyalty are long-term and cumulative. So the longer a customer's loyalty, the greater the profit that the company can get from a consumer (Tjiptono, 2017). Customer loyalty can be identified as repeat purchases, which was later expanded by Zahara et al., (2020). Based on the explanation above, it is concluded that Customer Loyalty is the key to long-term success because it has strategic value for the company. This loyalty is cumulative, the longer it lasts, the greater the profit obtained.

### Cognitive Image

Cognitive *Image* according to Coban in Hanif (2018) explains the beliefs and information that a person has about a destination. There are six dimensions of Cognitive *Image*, namely *tourist traditions*, *basic facilities*, *cultural attractions*, *accessibility* and *tourism substructures (access)*, *natural environment*, and *economic factors (variety and economical factors)*. Cognitive *Image* according to Hallman (2018) is a belief that consists of knowledge about a destination that focuses on physical characteristics or attributes. In conclusion, cognitive *image* is an image formed by existing information about a destination, which influences how individuals assess and decide to visit the place.

### Unique Image

Unique *Image* is something that explores the uniqueness of a place/region which is an attraction to attract people who come or see. Unique imagery is related to the uniqueness of a tourist attraction. A tourist object certainly has different levels of uniqueness. This uniqueness is what provides an attraction for tourists to visit a tourist attraction, Fatimah (2019). The more unique or different the attraction of a tourist attraction will give a high image to the tourist

object in question. This is because the uniqueness of its own cannot be replaced by other tourist attractions. According to Fatimah (2019) *Unique Image*, which is related to the characteristics of a destination consisting of the natural environment, the attractiveness of a destination and local attractions in the destination. From the above conclusion, it means that *Unique Image* describes the uniqueness of a tourist destination that is an attraction for visitors. This uniqueness includes the natural environment, the attraction of the destination, and local attractions that cannot be replaced by any other place. The more unique a destination is, the higher its image in the eyes of tourists.

### **Affective Image**

Affective Image is more based on feelings than on beliefs and knowledge about objects. Schiffman and Kanuk (2020) stated that consumers' emotions or feelings about certain products or brands are an affective component of certain attitudes.

The Affective Model says that individual customers' assessments of a product are not solely based on regional calculations but also based on the level of aspiration, *learning behavior*, specific emotions (satisfaction, reluctance), mood (*mood*) and others. Meanwhile, according to (Artuger et al., 2019) is a description of a person's emotions or feelings, namely tourists regarding a destination.

### **Customer Satisfaction**

According to Irawan (2021) Customer satisfaction is a customer's feeling in response to the product or service that has been consumed. Kotler and Keller (2020) say customer satisfaction is satisfaction reflecting a person's perceived assessment of product performance in relation to expectations. If the performance is far from expectations, customers are disappointed. If the performance meets expectations, the customer is satisfied. If it exceeds expectations, customers are happy. Bahrudin (2019), stated that customer satisfaction is the evaluation of choices caused by certain purchasing decisions and experience in using or consuming goods or services. Based on some of the definitions from the experts above, it can be concluded that customer satisfaction is a result of a comparison between expectations for performance obtained in using a product or service.

Based on the Literature Review, Previous Research and Framework of Thought, the following hypotheses can be formulated:

H1 : Cognitive *Image* affects Customer Satisfaction.

H2: Unique *Image* has an effect on Customer Satisfaction.

H3 : Affective *Image* affects Customer Satisfaction.

H4 : Cognitive *Image* Affects Customer Loyalty

H5 : Unique *Image* Affects Customer Loyalty.

H6 : Affective *Image* affects Customer Loyalty.

H7 : Customer Satisfaction affects Customer Loyalty.

H8: Customer Satisfaction has a significant effect as a mediator in the influence of Cognitive *Image* on Customer Loyalty.

H9 : Customer Satisfaction is influential in mediating the influence of Unique *Image* on Customer Loyalty.

H10: Customer Satisfaction is influential in mediating the influence of Affective *Image* on Customer Loyalty.

### **METHOD**

This research process will begin in March 2024 - December 2024. The object of this study is the community or customers of mbah gito noodles who have made purchases at least 2 times in the last 6 months and the research was carried out directly to the place in conducting a survey.

The research design used by the author is a causal analysis method using questionnaires and survey research methods which are part of quantitative research. The number of respondents needed is 110 respondents, which is obtained from the number of indicators multiplied by 5, namely  $(22 \times 5 = 110)$ . (Hair et al., 2021). This research uses a data collection method by distributing questionnaires or surveys through google forms and processing the data with the PLS application.

## RESULTS AND DISCUSSION

**Characteristics of Respondents.** The respondents in this study are customers who have visited Mie Jowo Mbah Gito more than twice. The majority of respondents are female. The majority of respondents are domiciled on the island of Java.

### Descriptive Respondent Answers

The Cognitive *Image* variable that has the highest mean value is found in the statement "The atmosphere at jowo mbah gito noodles feels comfortable and pleasant." which is 4.43 with a standard deviation value of 0.513, while the lowest mean value is found in the statement "The price paid to eat at jowo mbah gito noodles is proportional to the experience obtained." which is 4.20 with a standard deviation value of 0.630.

The Unique *Image* variable that has the highest mean value is found in the statement "The uniqueness of the design of the place where Jowo Mbah Gito noodles make it easy to recognize and remember." which is 4.37 with a standard deviation value of 0.520, while the lowest mean value is found in the statement "Mie jowo mbah gito has a story or early history that makes my visit more interesting" which is 4.24 with a standard deviation value of 0.542.

The Affective *Image* variable that has the highest mean value is found in the statement "The atmosphere and atmosphere in jowo mbah gito noodles makes me feel comfortable and want to come back again" which is 4.22 with a standard deviation value of 0.652, while the lowest mean value is in the statement "I feel that jowo mbah gito noodles have a strong emotional appeal and affect my feelings positively." which is 4.18 with a standard deviation value by 0.525.

The customer satisfaction variable that has the highest mean value is found in the statement "I feel that mie jowo mbah gito is an excellent choice to recommend to others based on my personal experience" which is 4.28 with a standard deviation value of 0.507, while the lowest mean value is found in the statement "Waiting time to get food after ordering as expected" which is 4.19 with a value of 4.19 The standard deviation is 0.531. The customer loyalty variable that has the highest mean value is found in the statement "My satisfaction with jowo mbah gito noodles makes me constantly recommend this place to the people around me" which is 4.24 with a standard deviation value of 0.587, while the lowest mean value is found in the statement "The service and experience I received at jowo mbah gito noodles makes me reluctant to switch to another place to eat" which is 3.78 with a standard deviation value of 0.998.

**Convergent Validity**

Table 1. Convergent Validity test results

| Variable              | Indicators | Outer Loading | Information |
|-----------------------|------------|---------------|-------------|
| Affective Image       | AI1        | 0,849         | Valid       |
|                       | AI2        | 0,876         | Valid       |
|                       | AI3        | 0,791         | Valid       |
| Cognitive Image       | KI1        | 0,812         | Valid       |
|                       | KI2        | 0,747         | Valid       |
|                       | KI3        | 0,688         | Valid       |
|                       | KI4        | 0,823         | Valid       |
|                       | KI5        | 0,809         | Valid       |
| Customer Satisfaction | KP1        | 0,849         | Valid       |
|                       | KP2        | 0,895         | Valid       |
|                       | KP3        | 0,874         | Valid       |
| Customer Loyalty      | LP1        | 0,870         | Valid       |
|                       | LP2        | 0,896         | Valid       |
|                       | LP3        | 0,887         | Valid       |
|                       | LP4        | -0,133        | Invalid     |
|                       | LP5        | 0,741         | Valid       |
| Unique Image          | UI1        | 0,796         | Valid       |
|                       | UI2        | 0,696         | Valid       |
|                       | UI3        | 0,743         | Valid       |
|                       | UI4        | 0,917         | Valid       |
|                       | UI5        | 0,867         | Valid       |
|                       | UI6        | 0,820         | Valid       |

Source : PLS Output, 2024

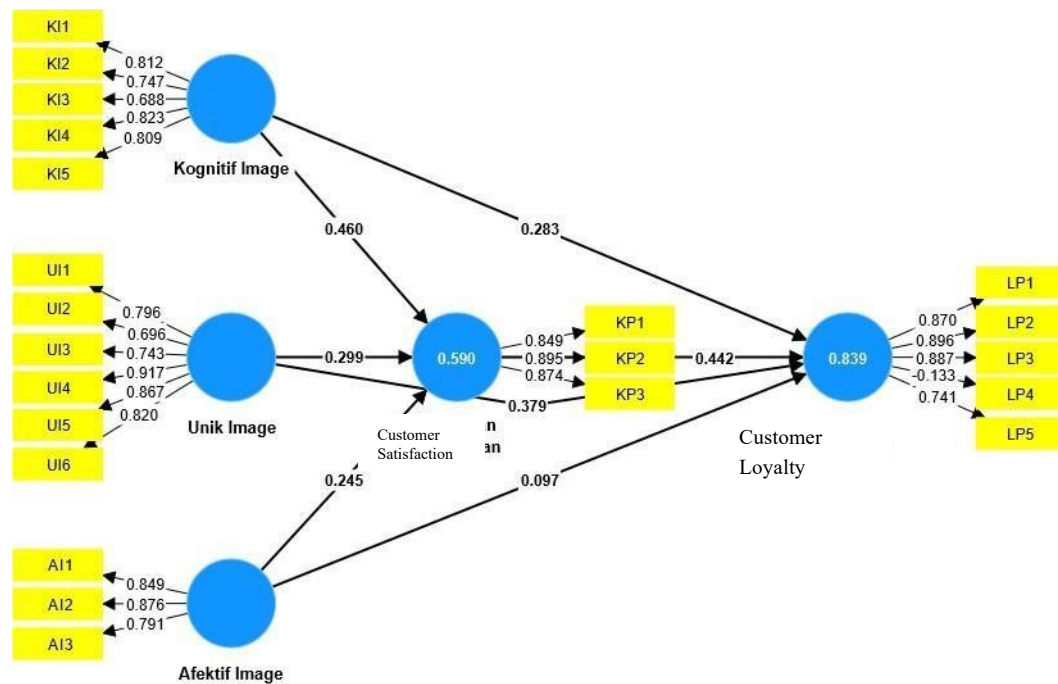


Figure 1. PLS Algorithm Results  
Source: PLS Output, 2024

Based on Table 1 and Figure 1 above, it can be seen that the LP4 indicator has a *loading factor* value of less than 0.50. Therefore, the indicator will be removed from the model. The following are the output results from the removal of the indicator and the recalculation:

Table 2. Convergent Validity *test results* (modified)

| Variable        | Indicators | Outer Loading | Information |
|-----------------|------------|---------------|-------------|
| Affective Image | AI1        | 0,849         | Valid       |
|                 | AI2        | 0,876         | Valid       |
|                 | AI3        | 0,791         | Valid       |
| Cognitive Image | KI1        | 0,812         | Valid       |
|                 | KI2        | 0,748         | Valid       |
|                 | KI3        | 0,687         | Valid       |
|                 | KI4        | 0,823         | Valid       |
|                 | KI5        | 0,809         | Valid       |

| Variable              | Indicators | Outer Loading | Information |
|-----------------------|------------|---------------|-------------|
| Customer Satisfaction | KP1        | 0,849         | Valid       |
|                       | KP2        | 0,896         | Valid       |
|                       | KP3        | 0,874         | Valid       |
| Loyalty Customer      | LP1        | 0,869         | Valid       |
|                       | LP2        | 0,894         | Valid       |
|                       | LP3        | 0,890         | Valid       |

|                     |     |       |       |
|---------------------|-----|-------|-------|
|                     | LP5 | 0,743 | Valid |
| Unique <i>Image</i> | UI1 | 0,796 | Valid |
|                     | UI2 | 0,696 | Valid |
|                     | UI3 | 0,743 | Valid |
|                     | UI4 | 0,917 | Valid |
|                     | UI5 | 0,867 | Valid |
|                     | UI6 | 0,820 | Valid |

Source: PLS Output (2024)

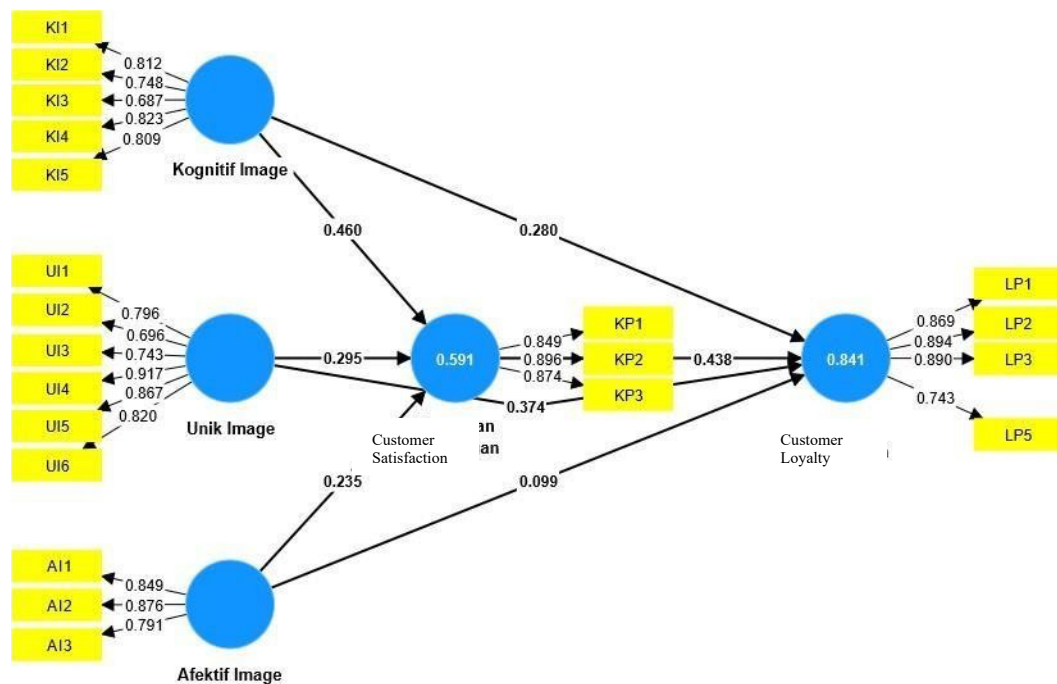


Figure 2. PLS Algorithm Results (modified)

Source: PLS Output 2024

The results of the modification of the *convergent validity* test in Figure 2 and Table 2, it can be seen that all indicators have met *convergent validity* because they have a *loading factor* value above 0.50.

Table 3. Results of *Discriminant Validity* Test (*Cross loadings*)

|     | Affective<br><i>Image</i> | Customer<br>Satisfaction | Cognitive<br><i>Image</i> | Customer<br>Loyalty | Unique<br><i>Image</i> |
|-----|---------------------------|--------------------------|---------------------------|---------------------|------------------------|
| AI1 | 0,849                     | 0,562                    | 0,725                     | 0,741               | 0,742                  |
| AI2 | 0,876                     | 0,606                    | 0,630                     | 0,610               | 0,613                  |
| AI3 | 0,791                     | 0,533                    | 0,525                     | 0,565               | 0,573                  |
| KI1 | 0,500                     | 0,529                    | 0,812                     | 0,710               | 0,643                  |
| KI2 | 0,570                     | 0,659                    | 0,748                     | 0,639               | 0,633                  |
| KI3 | 0,644                     | 0,541                    | 0,687                     | 0,544               | 0,605                  |
| KI4 | 0,609                     | 0,607                    | 0,823                     | 0,766               | 0,803                  |
| KI5 | 0,613                     | 0,563                    | 0,809                     | 0,693               | 0,680                  |

|     |       |       |       |       |       |
|-----|-------|-------|-------|-------|-------|
| KP1 | 0,634 | 0,849 | 0,632 | 0,699 | 0,652 |
| KP2 | 0,574 | 0,896 | 0,699 | 0,686 | 0,622 |
| KP3 | 0,559 | 0,874 | 0,623 | 0,674 | 0,579 |
| LP1 | 0,747 | 0,679 | 0,820 | 0,869 | 0,762 |
| LP2 | 0,680 | 0,646 | 0,733 | 0,894 | 0,736 |
| LP3 | 0,600 | 0,681 | 0,780 | 0,890 | 0,787 |
| LP5 | 0,574 | 0,674 | 0,604 | 0,743 | 0,675 |
| UI1 | 0,650 | 0,488 | 0,666 | 0,700 | 0,796 |
| UI2 | 0,575 | 0,597 | 0,611 | 0,584 | 0,696 |
| UI3 | 0,559 | 0,528 | 0,629 | 0,573 | 0,743 |
| UI4 | 0,736 | 0,663 | 0,799 | 0,821 | 0,917 |
| UI5 | 0,627 | 0,581 | 0,747 | 0,770 | 0,867 |
| UI6 | 0,585 | 0,577 | 0,750 | 0,750 | 0,820 |

Source: PLS Output, 2024

From Table 3, it can be seen that the correlation of the *Affective Image* construct with its indicators (AI1 of 0.849, AI2 of 0.876, and AI3 of 0.791) is higher than the correlation of the *Affective Image* indicator with other constructs, then the correlation of the *Cognitive Image* construct with its indicators (KI1 of 0.812, KI2 of 0.748, KI3 of 0.687, KI4 of 0.823, and KI5 of 0.809) proves that the indicator is higher compared to the correlation of the *Cognitive Image* indicator with other constructs, then the correlation of the *Customer Satisfaction* construct with the indicators (KP1 is 0.849, KP2 is 0.896, and KP3 is 0.874), this means that the indicator is higher than the correlation of the *Customer Satisfaction* indicator with other constructs, then the correlation of the *Customer Loyalty* construct with the indicator (LP1 is 0.869, LP2 is 0.894, LP3 is 0.890, and LP5 is 0.743) this means that this means the indicator is higher than the correlation of the *Customer Loyalty* indicator with other constructs, then the correlation of the *Unique Image* construct with the indicator (UI1 is 0.796, UI2 is 0.696, UI3 is 0.743, UI4 is 0.917, UI5 is 0.867, and UI6 is 0.820), this means that the indicator is higher than the correlation of the *Unique Image* indicator with other constructs.

Another method to see *discriminant validity* is to look at the *square root value of average variance extracted* (AVE) of each construct with the correlation between the construct and other constructs in the model, then it can be said to have a *good discriminant validity* value.

Table 4. AVE Test Results

| Variable                     | AVE   |
|------------------------------|-------|
| <i>Affective Image</i>       | 0,705 |
| <i>Customer Satisfaction</i> | 0,762 |
| <i>Cognitive Image</i>       | 0,604 |
| <i>Customer Loyalty</i>      | 0,724 |
| <i>Unique Image</i>          | 0,656 |

Source: PLS Output, 2024

Table 5. Discriminant Validity Test Results (Fornell Lacker Criterium)

|                       | Affective Image | Customer Satisfaction | Cognitive Image | Customer Loyalty | Unique Image |
|-----------------------|-----------------|-----------------------|-----------------|------------------|--------------|
| Affective Image       | 0,839           |                       |                 |                  |              |
| Customer Satisfaction | 0,675           | 0,873                 |                 |                  |              |
| Cognitive Image       | 0,753           | 0,747                 | 0,777           |                  |              |
| Customer Loyalty      | 0,766           | 0,786                 | 0,748           | 0,851            |              |
| Unique Image          | 0,770           | 0,709                 | 0,769           | 0,771            | 0,810        |

Source: PLS Output, 2024

From Tables 4 and 5 it can be concluded that the square root of *the average variance extracted* ( $\sqrt{AVE}$ ) for each construct is greater than the correlation between one construct and another construct in the model. Based on the AVE value based on the table above, it can be concluded that the construct in the estimated model meets *the discriminant validity criteria*.

Table 6. Composite Reliability &amp; Cronbach's Alpha Test Results

| Variable              | Cronbach Alpha's | Composite Reliability | Information |
|-----------------------|------------------|-----------------------|-------------|
| Affective Image       | 0,790            | 0,877                 | Reliable    |
| Customer Satisfaction | 0,844            | 0,906                 | Reliable    |
| Cognitive Image       | 0,835            | 0,884                 | Reliable    |
| Customer Loyalty      | 0,871            | 0,913                 | Reliable    |
| Unique Image          | 0,893            | 0,919                 | Reliable    |

Source: PLS Output, 2024

Based on Table 6, the results of the *composite reliability* and *cronbach's alpha* tests showed satisfactory values, because all latent variables had a *composite reliability* value and *Cronbach's alpha*  $\geq 0.70$ . This means that all latent variables are said to be reliable.

### Structural Model or Hypothesis Test (Inner Model)

Table 7. R2 Value of Endogenous Variables

| Endogenous Variable   | R-square |
|-----------------------|----------|
| Customer Satisfaction | 0,591    |
| Customer Loyalty      | 0,841    |

Source: PLS Output, 2024

The structural model indicates that the model on the Customer Satisfaction variable and the Customer Loyalty variable can be said to be strong because it has a value above 0.67. The model of the influence of independent latent variables (*Affective Image*, *Cognitive Image* and *Unique Image*) on Customer Satisfaction gives an R-square value of 0.591 which can be interpreted as the variability of the Customer Satisfaction construct which can be explained by the variability of the constructs *Affective Image*, *Cognitive Image* and *Unique Image* 59.1% while 40.9% were explained by other variables outside the study. Customer Loyalty has an R-Square value of 0.841, so it can be interpreted that the variability of the Customer Loyalty construct which can be explained by the variability of the constructs of *Affective Image*, *Cognitive Image*, *Unique Image* and Customer Satisfaction is 84.1% while 15.9% is explained by other variables outside the research.

*Goodness of Fit Testing* The structural model on the inner model uses a predictive-relevance (Q2) value.

$$Q2 = 1 - (1 - R1)(1 - Rp)$$

$$Q2 = 1 - (1 - 0.591)(1 - 0.841)$$

$$Q2 = 1 - (0.409)(0.159)$$

$$Q2 = 0.9349$$

The results of the calculation above show a *predictive-relevance* value of 0.9349, which is greater than 0 (zero). That means that 93.49% of Customer Satisfaction and Customer Loyalty (dependent variables) are explained by the independent variables used. Thus the model is said to be feasible to have relevant predictive values.

Table 8. Hypothesis Testing Results

|                                                 | <i>Original Sample</i> | <i>Standard Deviation</i> | <i>T-Statistics</i> | <i>P Values</i> | Information            |
|-------------------------------------------------|------------------------|---------------------------|---------------------|-----------------|------------------------|
| <i>Affective Image</i> -> Customer Satisfaction | 0,235                  | 0,101                     | 2,326               | 0,015           | Positive - Significant |
| <i>Affective Image</i> -> Customer Loyalty      | 0,099                  | 0,099                     | 1,004               | 0,315           | Insignificant          |
| Customer Satisfaction -> Customer Loyalty       | 0,438                  | 0,125                     | 3,497               | 0,000           | Positive - Significant |
| <i>Cognitive Image</i> -> Customer Satisfaction | 0,460                  | 0,125                     | 3,677               | 0,000           | Positive - Significant |
| <i>Cognitive Image</i> -> Customer Loyalty      | 0,280                  | 0,113                     | 2,473               | 0,010           | Positive - Significant |
| <i>Unique Image</i> -> Customer Satisfaction    | 0,295                  | 0,111                     | 2,669               | 0,004           | Positive - Significant |
| <i>Unique Image</i> -> Customer Loyalty         | 0,374                  | 0,122                     | 3,065               | 0,000           | Positive - Significant |

| Mediation                                                                 |       |       |       |       |                      |
|---------------------------------------------------------------------------|-------|-------|-------|-------|----------------------|
| Cognitive <i>Image</i> -><br>Customer Satisfaction<br>-> Customer Loyalty | 0,109 | 0,099 | 1,104 | 0,270 | Partial<br>Mediation |
| Unique <i>Image</i> -><br>Customer Satisfaction<br>-> Customer Loyalty    | 0,232 | 0,112 | 2,066 | 0,028 | Partial<br>Mediation |
| Affective <i>Image</i> -><br>Customer Satisfaction<br>-> Customer Loyalty | 0,254 | 0,116 | 2,188 | 0,020 | Full Mediation       |

Source: PLS Output, 2024

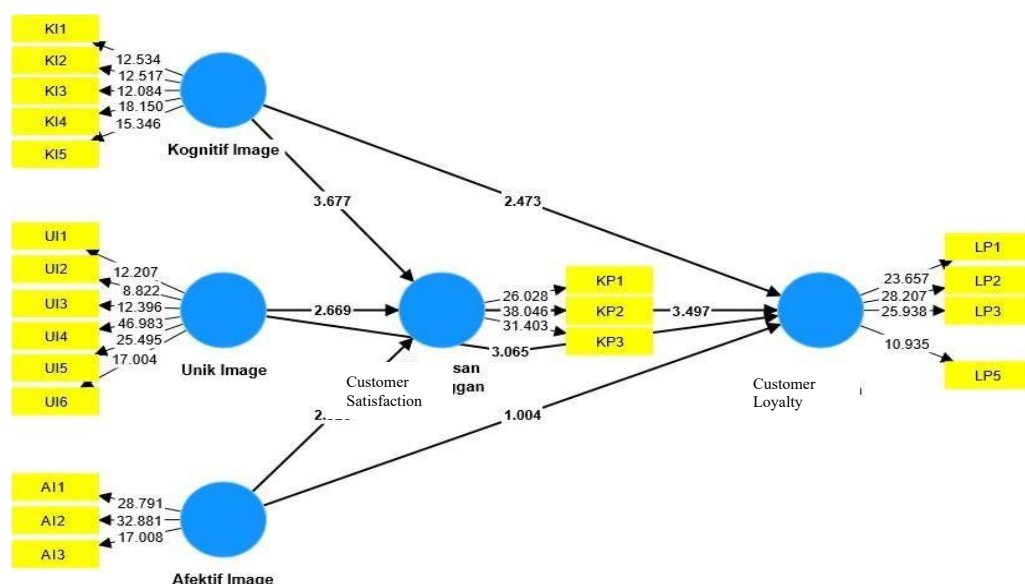


Figure 3. Bootstrapping Test Results  
Source: PLS Output, 2024

## Discussion

### 1. The Affective Influence of *Image* on Customer Satisfaction

Based on the hypothesis test in this study, the results of the *T-statistical* value of 2.326, the *original sample* value of 0.235, and the *P value* of 0.015 were obtained. The *T-statistical* value is greater than the *T-table* value of 1.96, the value of the *original sample* shows a positive value, and the value of *P values* shows a value of less than 0.05, this result shows that Affective *Image* has a significant positive effect on Customer Satisfaction. These findings indicate that customers' emotional perceptions of Mie Jowo Mbah Gito have an important contribution in shaping overall satisfaction. Customers feel emotional closeness through the traditional atmosphere, hospitality of service, and nostalgic feel offered by the restaurant, thus creating a pleasant dining experience and improving the mood. Positive emotions built through affective images encourage visitors not only to return to visit, but also to recommend to others as a form of satisfaction.

These results are consistent with research by Marganingsih (2020) which shows that affective images are able to strengthen customer satisfaction, especially in the context of services that rely on emotional experiences. Affective image is considered an important stimulus that affects the evaluation of customer affection towards a brand or place of business.

However, the results of this study differ from the findings of Han, J., & Hyun, S. S. (2017) in the *International Journal of Contemporary Hospitality Management*, which revealed that affective image does not always have a significant effect on customer satisfaction, especially in more rational or utilitarian consumers. In such cases, satisfaction is more influenced by functional aspects such as service quality and operational efficiency, rather than emotional aspects. This inconsistency can be explained by the cultural context and type of business. In the context of Mie Jowo Mbah Gito, which carries the concept of local culture and the authenticity of the traditional Javanese atmosphere, affective image becomes more dominant because it touches the emotional side and inner experience of consumers. This means that the affective influence of image is highly contextual and can vary depending on the type of business and the preferences of the target market.

## **2. The Affective Influence of *Image* on Customer Loyalty**

Based on the hypothesis test in this study, the results of the T-statistical value of 1.004, the original sample value of 0.099, and the P value of 0.315 were obtained. The T-statistical value is smaller than the T-table value of 1.96, the value of the original sample indicates a positive value, and the value of P values shows a value of more than 0.05. These findings show that even though consumers feel an emotional attachment to Mie Jowo Mbah Gito, it is not strong enough to drive long-term loyalty. This means that a pleasurable emotional experience does not necessarily result in an ongoing commitment, especially in a highly competitive and easily displaceable food industry by new preferences.

Consumers, especially younger generations, tend to pursue variety, new experiences, and functional aspects such as taste and price. Emotional appeals such as traditional ambience or cultural memories are not necessarily able to retain customers if they are not backed by a sustained competitive advantage. Loyalty in this context is more influenced by cumulative satisfaction, consistency of service, and utilitarian value that customers get. This result is in line with Hidayatullah's (2020) research which states that affective image does not have a significant effect on customer loyalty because loyalty tends to be influenced by rational dimensions such as repetitive perception of quality and satisfaction, not just momentary emotional aspects.

However, these results differ from the findings of Chen & Phou (2013) in the *International Journal of Hospitality Management*, which found that affective image has a significant influence on customer loyalty, especially in the context of experiential marketing, such as thematic restaurants or culinary destinations. They explain that emotional attachment can build a sense of belonging and create an "emotional attachment" that plays an important role in encouraging loyalty. This difference in results can be explained from the context and market segmentation aspects. In Mie Jowo Mbah Gito, even though there is a positive affection, loyalty is not automatically formed if there is no loyalty strengthening strategy such as membership programs, menu innovations, or quality consistency. This means that affective image needs to be strengthened by other factors to create stable loyalty.

## **3. The Effect of Customer Satisfaction on Customer Loyalty**

Based on the hypothesis test in this study, the results of the T-statistical value of 3.497, the original sample value of 0.438, and the P value of 0.000 were obtained. The T-statistical value is greater than the T-table value of 1.96, the original sample value indicates a positive value, and the P value indicates a value less than 0.05. These results confirm that the higher the level of customer satisfaction with their experience at Mie Jowo Mbah Gito, the more likely

they are to come back to buy, revisit, and recommend the place to others. The satisfaction formed from the compatibility between expectations and the reality of the service, the tastes, and the traditional nuances presented, strengthens the positive perception of consumers towards the brand as a whole.

In theory, this supports the concept in Expectation-Confirmation Theory (Oliver, 1997), which states that satisfaction obtained after consumption can be the main predictor of customer loyalty. Satisfied consumers will form repetitive emotional attachments and behaviors to the brand, including the decision not to move to a competitor despite other alternatives. These findings are consistent with research by Supertini et al., (2020) which states that high levels of satisfaction have a direct influence on customer loyalty, especially in the experience-based food service sector. They found that even satisfied customers could still move on to competitors if they found a more attractive, innovative, or price-advantaged offering. In the context of Mie Jowo Mbah Gito, this is an important warning that satisfaction must be maintained consistently and followed by customer retention strategies, such as personal service, loyalty programs, and menu innovation.

#### **4. The Influence of Cognitive *Image* on Customer Satisfaction**

Based on the hypothesis test in this study, the results of the T-statistical value of 3.677, the original sample value of 0.460, and the P value of 0.000 were obtained. The T-statistical value is greater than the T-table value of 1.96, the original sample value indicates a positive value, and the P value indicates a value less than 0.05. These findings indicate that consumers' perceptions of the rational and factual elements of Mie Jowo Mbah Gito—such as staff professionalism, cleanliness, traditional cooking processes, and authentic atmosphere—contribute strongly to shaping their satisfaction. In theory, these results are in line with the concept of Cognitive Image in the study of service marketing, which is consumer perception formed based on a logical assessment of tangible and service attributes. When this perception is positive, it reinforces customers' evaluations of their experience, thereby increasing overall satisfaction.

In the context of Mie Jowo Mbah Gito, the perception that this place is well managed, presents authentic tastes, and presents a strong Javanese cultural atmosphere has succeeded in meeting the rational expectations of consumers. This finding is also strengthened by Utami et al. (2020) who prove that cognitive image plays an important role in shaping customer satisfaction in the service sector, especially local restaurants that highlight cultural aspects and direct service. In certain contexts, rational perception alone is not enough to build satisfaction if it is not balanced with strong emotional involvement. These differences can occur due to differences in context and customer characteristics. In restaurants with strong cultural concepts such as Mie Jowo Mbah Gito, customers tend to combine rational and emotional judgment at the same time, so that cognitive image is an important aspect in creating satisfaction.

#### **5. The Influence of Cognitive *Image* on Customer Loyalty**

Based on the hypothesis test in this study, the results of the T-statistical value were 2.473, the original sample value was 0.280, and the P value was 0.010. The T-statistical value is greater than the T-table value of 1.96, the original sample value indicates a positive value, and the P value indicates a value less than 0.05. These findings provide empirical evidence that customers' rational perceptions of the functional elements of Mie Jowo Mbah Gito, such as price matching with service quality, location comfort, and authentic dining experience, have a real contribution to building long-term loyalty. Conceptually, cognitive image reflects a customer's evaluation of aspects that can be objectively measured, such as economic value, ease of access, and service quality. When this perception is positive and meets expectations, customers not only feel satisfied, but also develop behavioral attachment, which is the desire to

keep coming back, as well as attitude attachment, which is the readiness to recommend to others and reject offers from competitors.

In the context of Mie Jowo Mbah Gito, cognitive values such as fair prices, friendly service, and consistent uniqueness of traditional dishes strengthen positive perceptions of consumers. As a result, even though there are many choices of similar places to eat in Yogyakarta, customers still show loyalty because the experience received is considered to have value for money and reflects comparative advantage. These results support the findings of Siyanto (2019) who affirm that a strong cognitive image plays an important role in shaping loyalty, especially in the service industry where customer evaluations are based on directly perceived quality. Furthermore, these findings reinforce the attitude-behavior model approach, which states that customer loyalty is formed from a consistent set of positive perceptions of the attributes of a brand or place of business, both in the emotional and cognitive dimensions.

## **6. Image's Unique Influence on Customer Satisfaction**

Based on the hypothesis test in this study, the results of the T-statistic value were 2.669, the original sample value was 0.295, and the P value was 0.004. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P value shows a value less than 0.05, this result shows that Unique Image has a significant positive effect on Customer Satisfaction. This is because the uniqueness of the menu at Mie Jowo Mbah Gito is a reason to visit this place again and the uniqueness of the design of the place makes it easy to recognize and remember, so consumers consider Mie Jowo Mbah Gito as an excellent choice to recommend to friends or close relatives. The results of this study support the research of Khotimah et al., (2023) who stated that unique images have a significant positive effect on customer satisfaction.

## **7. Image's Unique Influence on Customer Loyalty**

Based on the hypothesis test in this study, the results of the T-statistical value were 3.065, the original sample value was 0.374, and the P value was 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P value shows a value of less than 0.05, this result shows that Unique Image has a significant positive effect on Customer Loyalty. This is because Mie Jowo Mbah Gito has an aesthetic element that makes consumers want to spend more time there, and the name Mie Jowo Mbah Gito is already famous so that it is easy to be recognized by others, besides that the staff at Mie Jowo Mbah Gito is responsive to the needs and desires of consumers during visits that make consumers want to return to the place. The results of this study are in line with research conducted by Desi (2022) which found that unique images have a significant positive effect on customer loyalty.

## **8. The Influence of Cognitive *Image* on Customer Loyalty through Customer Satisfaction**

The test results showed that Customer Satisfaction was not able to significantly mediate the influence of Cognitive Image on Customer Loyalty, as shown by a T-statistic value of 1.104 ( $< 1.96$ ), an original sample of 0.109 (positive), and a P-value of 0.270 ( $> 0.05$ ). This means that despite positive relationship tendencies, there is not statistically strong enough evidence to conclude that satisfaction acts as a significant mediator in the relationship. These findings indicate that the cognitive influence of image on customer loyalty is independent of satisfaction levels, or in other words, customer loyalty to Mie Jowo Mbah Gito is more likely to be formed directly from cognitive perception without the need to go through explicitly perceived satisfaction. Theoretically, these results contradict the basic assumptions in the cognitive-affective-behavioral model, which states that cognitive perception shapes satisfaction

(affection), which ultimately results in loyalty (behavior). The insignificance of mediation can be caused by several factors, including: (a) Consumers tend to immediately show loyalty on the basis of rational judgment to functional aspects (such as price, quality, and comfort), without the need to go through affective experiences of satisfaction. (b) The level of perceived satisfaction is not strong enough to be a bridge between cognitive judgment and loyal behavior. (c) There are other variables that are more dominant in mediating the relationship, such as perceived value or customer engagement. These results show that loyalty enhancement strategies are not enough just through satisfaction based on cognitive imagery, but rather a hands-on approach that reinforces functional value and direct customer engagement, for example through loyalty programs, service differentiation, or rewards for repeat purchases. This research is supported by Kuo et al., (2009).

### **9. Image's Unique Influence on Customer Loyalty through Customer Satisfaction**

Based on the hypothesis test in this study, the results of the T-statistic value were 2.066, the original sample value was 0.232, and the P value was 0.028. The T-statistical value is greater than the T-table value of 1.96, the original sample value indicates a Positive value, and the P value indicates a value of less than 0.05. These results show that customers' perception of the uniqueness of Mie Jowo Mbah Gito not only creates a positive impression, but also encourages the creation of satisfaction, which in turn builds long-term loyalty to the brand.

The unique image in this context reflects the customer's perception of the distinctive or authentic aspects of the restaurant, such as the traditional interior, cooking methods with a wood stove, and a strong impression of Javanese culture. This uniqueness is a differentiator that creates an unusual dining experience, resulting in emotional and psychological satisfaction. These findings are in line with several recent studies, including research by Ariska & Asuyanto (2022) which examined the context of local coffee shops and found that the uniqueness of places and services encourages customer satisfaction, which in turn increases loyalty. Unique images are a key element in differentiating services and creating a memorable customer experience. Pertiwi, & Nugroho, (2021), in their research on the traditional culinary industry, stated that the uniqueness of the dish and the local atmosphere significantly affect satisfaction, leading to customer loyalty. Putra & Fadillah (2020) also stated that the uniqueness of a brand or culinary destination has an indirect impact on loyalty through satisfaction, especially in the younger generation who are looking for an authentic and different experience.

### **10. The Affective Influence of *Image* on Customer Loyalty through Customer Satisfaction**

Based on the hypothesis test in this study, the results of the T-statistical value were 2.188, the original sample value was 0.254, and the P value was 0.020. The T-statistical value is greater than the T-table value of 1.96, the original sample value indicates a Positive value, and the P value indicates a value of less than 0.05. These results prove that customer satisfaction plays a significant mediator in the relationship between emotional perception (affective image) and customer loyal behavior. Affective image reflects the emotional reaction of consumers to a brand or place of business, such as a sense of comfort, happiness, nostalgia, or intimacy created through the atmosphere, service, and overall experience. In the context of Mie Jowo Mbah Gito, the typical Javanese atmosphere, cultural nuances, and pleasant dining experience form a strong emotional perception in the minds of consumers. It is this perception that then evokes a sense of emotional satisfaction, and that satisfaction becomes an important driver for loyalty, such as the decision to revisit or recommend to others. These findings are consistent with previous research that showed that affective image can affect customer loyalty indirectly through satisfaction (Nurhidayati & Adiwibowo, 2023; Wulandari & Setiawan, 2021; Yuliani & Lestari, 2020).

## CONCLUSION

Based on the results of a study conducted on visitors to Mie Jowo Mbah Gito in Yogyakarta, it can be concluded that Affective Image has a positive and significant influence on customer satisfaction, which shows that the better the emotional image that customers feel, the higher the level of satisfaction they feel. In addition, Affective Image has also been proven to have a positive and significant effect on customer loyalty, which means that a pleasant emotional experience is able to encourage customer attachment to keep coming back and recommending the restaurant.

Furthermore, customer satisfaction has a positive and significant effect on customer loyalty, indicating that the higher the satisfaction obtained by consumers from the service and dining experience at Mie Jowo Mbah Gito, the stronger the loyalty formed. Similarly, Cognitive Image has a significant positive effect on customer satisfaction, which means that when customers have a positive rational assessment of aspects such as service quality, uniqueness of the cooking process, and professionalism of staff, their satisfaction will increase.

Furthermore, Cognitive Image also has a significant positive effect on customer loyalty, which shows that a strong and convincing perception of the rational superiority of Mie Jowo Mbah Gito also strengthens customer commitment to remain loyal. In addition, Unique Image has proven to have a significant positive effect on customer satisfaction, which indicates that unique aspects such as traditional atmosphere, Javanese interiors, and authentic presentation methods create a satisfying experience. Unique Image also has a significant effect on customer loyalty, showing that consistent and memorable uniqueness can strengthen customer loyalty.

In the context of the role of mediation, the results of this study also prove that customer satisfaction is able to significantly mediate the relationship between Cognitive Image and customer loyalty, as well as mediate the influence of Unique Image on customer loyalty, and mediate the relationship of Affective Image on customer loyalty. Thus, it can be concluded that customer satisfaction is a key element that bridges the relationship between brand image (whether cognitive, affective, or unique) and the formation of sustainable customer loyalty.

**Suggestion.** Based on the findings of the research, there are several strategic recommendations that can be implemented by Mie Jowo Mbah Gito in Yogyakarta to increase customer satisfaction and loyalty. First, regarding the Affective Image aspect, it is suggested that Mie Jowo Mbah Gito strengthen emotional appeal through marketing communication strategies that touch feelings, such as advertisements or social media content that displays a warm atmosphere, Javanese cultural values, and a happy dining experience. The emphasis on this emotional element is important because consumers show a positive response to experiences that touch on the affective aspect.

Second, in terms of Cognitive Image, Mie Jowo Mbah Gito needs to maintain and improve the professionalism of staff, because courteous, friendly, and consistently trained direct interaction is one of the main factors that shape customer satisfaction. Therefore, periodic training in terms of customer service, work ethic, and communication is essential to build a positive perception of the rational side of consumers. Third, related to Unique Image, it is suggested that Mie Jowo Mbah Gito continue to develop the aspects of uniqueness that are its main attraction, both in terms of the visual of the place, the presentation process, and the traditional culinary identity. In the context of takeaway services, restaurants can highlight uniqueness through distinctive packaging design and depict the image of Javanese culture, so that a unique experience is still felt even when not consumed on the spot.

For future researchers, it is recommended to extend the research object to other traditional culinary brands so that the results can be generalized more widely, as well as consider other variables such as *customer engagement* or *perceived value* as additional factors that can affect customer loyalty. Given the limitations of this study, it is also important to re-evaluate the indicators used so that future research can provide more comprehensive and in-depth results.

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