THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION, IN RESTAURANTS WOLFGANG'S STEAKHOUSE JAKARTA

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Abstract

This study aims to analyze how Brand Image and Product Quality effect Customer Loyalty through Customer Satisfaction at Wolfgang's Steak House restaurant. The population in this study were customers of Wolfgang's Steak restaurant by taking samples through the purposive sampling method with certain considerations with transaction criteria more than 2 times a total of 204 respondents who became customers of Wolfgang's Steak House restaurant. The author uses a quantitative descriptive method, through SPSS 25 programming. It was found that brand image and product quality have a direct effect both on satisfaction and on loyalty; Brand image has a direct and indirect effect both on Customer Satisfaction and on Customer Loyalty; Product Quality has a direct effect on Customer Satisfaction and Customer Loyalty, but does not rely indirectly on loyalty with Customer Satisfaction mediation.

Keywords : Brand Image, customer satisfaction, Product quality, Customer loyalty.

INTRODUCTION

Wolfgang's Steakhouse is an American classic Steakhouse founded by Mr. Wolfgang's Zwiener. After dedicating more than 4 decades as a headwaiter at Peter Luger steakhouse, in 2004, Mr. Wolfgang's Zwiener opened Wolfgang's steakhouse which first time on Park Avenue, New York,   Wolfgang's steakhouse serves the most authentic and original flavors of dried steaks using only Prime-level   USDA (United States Department of Agriculture) beef for every steak lover and food lover..

Efforts to increase customer satisfaction in wolfgang's steakhouse are by providing a good brand image in the eyes of consumers. Firmansyah, 2019), *Brand image* is a representation of the overall perception of the brand and is formed from past information and experiences towards the brand, so that if a consumer has a positive image of a brand,

it will be more likely to make a purchase. The results of previous research showed that Brand Image has a positive effect on Customer Loyalty (Rusandy, 2018)

In addition to the Brand Image, there are ways that the Company must do in order to attract the attention of consumers, one of which is with satisfactory product quality. According to Kotler & Armstrong, (2008), product quality is one of the main positioning tools of marketers where the quality of this product has a direct impact on performance products or services. Previous research show that Product Quality has a positive effect on Customer Loyalty (Hardi Dewantoro *et al*., 2021).

According to Firmansyah (2019), which concludes that customer loyalty as part of human activities is always changing according to the environmental and social influences in which they are located   . But the consumer behavior that is expected to continue to exist for the company is loyalty, loyalty means that customers continue to make purchases periodically. The results showed that Customer Loyalty has a positive effect on customer satisfaction (Dewi kurniawati, 2014).

With a good Brand Image and satisfactory Product Quality so that it affects the customer satisfaction factor. Therefore, companies must prioritize satisfaction from customers to make quality products so that the products sold are products that make customers satisfied. According to Gerson, (2020) the definition of customer satisfaction is when a product or service meets or exceeds customer expectations, usually customers feel satisfied. Syafarudin's research, (2021), show that Customer Satisfaction has a positive effect on Customer Loyalty.

Wolfgang's Steakhouse marketing activities focus on customer satisfaction to be more targeted in getting customer loyalty because potential customers will consider various factors such as brand image and product quality so that customers feel happy and prefer to come to Wolfgang's Steakhouse Jakarta. Based on the above background, the researcher tried to decipher how much influence brand image, product quality, customer satisfaction, is. The purpose of this study is to determine how brand image variables and product quality impact customer loyalty through customer decisions in restaurants Wolfgang's Steakhouse Jakarta.

Theoretical Review and Hypothesis Development
Brand Image

Forming an image is not easy, so when it is formed it will be difficult to change it. The image that is formed must also be clear and have advantages when compared to its competitors. Alma, (2018), stated that, *brand image* is an association that appears in the minds of consumers when remembering a certain brand that where it can make consumers have a positive or negative perception of the brand. Keller, (2013), put forward the brand dimensions of association depending on three factors namely: *Strenght* (strength), *Favorability* (excellence), *Uniqueness* (uniqueness).

According to Gerson, (2020), customer satisfaction is when a product or service meets or exceeds customer expectations, usually customers feel satisfied. Based on the results of research by Mahsyar & Surapati, (2020), it proves that brand image has a significant effect on customer satisfaction.

Customer loyalty is someone who has become accustomed to buying the products offered and interacts frequently (makes purchases) over a period of time, while remaining faithfully following all company offerings (Rifai, 2017) Based on Kusuma's research, (2021), proved that the existence of a brand image has a significant effect on customer loyalty. In addition   , based on the results of research by Badriyah *et al*., (2020), proved that brand image has an indirect effect   on loyalty through satisfaction.

H_1 : Brand image influence customer satisfaction at   Wolfgang's Steakhouse Jakarta Restaurant.

H_3 : Brand image influence customer loyalty at Wolfgang's Steakhouse Jakarta Restaurant.

H_6: Brand image influence customer loyalty through customer satisfaction at Wolfgang's Steakhouse Jakarta restaurant.

Product Quality

According to Wahyuni *et al*, (2021), the notion of quality is that quality is an important aspect for the development of the company. Nowadays, most consumers are starting to make quality the main parameter in making choices about a product/service. In a   general sense , a product is something offered by a company to its consumers, both *tangible* and unreal (*intangible*) to meet the needs of or desire (Bob , 2013). According to Kotler & Armstrong, (2008), product quality is one of the main positioning tools of marketers where the quality of this product has a direct impact on performance products or services. Valclavik Christian, (2008), says the quality of food has subjective aspects consisting of appearance, texture, taste, and aroma.

Maulana & Sunaryo, (2018), prove that product quality has a significant effect on customer satisfaction. In this case, Customer loyalty is someone who has become accustomed to buying the products offered and interacts frequently (makes purchases) over   a certain period of time , by staying faithful to follow all the company's offers (Natalia, 2010). The results of the research of Zardi *et al.* , (2019), proves that product quality has a significant effect on customer loyalty. In addition, based on the research Rahmatulah & Razak, (2019), proved that product quality has an indirect effect   on loyalty through satisfaction.

H_2 : Product quality influence customer satisfaction at Wolfgang's Steakhouse Jakarta Restaurant.

H_4 : Product quality influence customer loyalty at Wolfgang's Steakhouse Restaurant Jakarta.

H_7 : Product quality indirectly influence customer loyalty through customer satisfaction at Wolfgang's Steakhouse Jakarta restaurant.

Customer Loyalty

Firmansyah, (2019), explains that literally loyal means faithful, or loyalty can be interpreted as a loyalty. Loyalty here is taken without coercion but arises from one's own consciousness of the past. Therefore   , loyalty is one of the things that affects the progress of a business, when consumers have a commitment to the products we sell , consumers will be loyal to the products we have. Which   cannot be influenced by anything, however,   the company must also   pay attention to the quality of the   products sold. In order to maintain the   trust of customers who are already loyal. Griffin, (2016), posits that a   customer is someone who becomes accustomed to buying a product from us. The habit is formed through frequent purchases and interactions   over   a period of time. So we can conclude that the customer is different from the buyer, the buyer has minimal   interaction with the seller and only occasionally makes a transaction but the customer   have a strong relationship   with the seller and make recurring purchases. And what is certain is that true customers will grow with the passage of time. This is also corroborated by a statement from Firmansyah, 2019), which concludes that customer loyalty as part of human activities is always changing according to with the environmental and social influences in which they are located. But the   consumer behavior that is expected to continue to exist for the company is loyalty, loyalty means that customers continue to   make   purchases periodically. According to   Gerson, (2020), the definition of customer satisfaction is when a product or service meets or exceeds customer

expectations, usually customers feel satisfied. Research by Nugraheni *et al*, (2019),
proves that customer satisfaction has a significant effect   on customer loyalty.

H_5 : Customer satisfaction influence customer loyalty at   Wolfgang's Steakhouse Jakarta
      restaurant.

Customer Satisfaction

According to Budi, (2013), satisfaction is a feeling of pleasure or disappointment
caused by comparing the perception of the performance (or results) of a product with the
expectations it has . Griffin, (2016) state that a   customer is someone who becomes
accustomed to buying a product from us. The habit is formed through frequent purchases
and interactions over   a period of time. So we can conclude that customers are different
from buyers, buyers have minimal interaction with sellers and only occasionally make
transactions but customers have a relationship that strong against sellers   as well as
making purchases on a recurring basis. And what is certain is that true customers will
grow with the passage of time. According to Firmansyah, (2019), customer satisfaction
is a measurement or indicator of the extent to which customers or users of a company's
products or services are very comparable to products or services received. Factors of
customer satisfaction factors according to Irawan, (2002), are: Product quality, price,
Service Quality, Emotional Factor, and convenience.

Thinking Framework

As a basis for the preparation of research, it is important to know the results of
previous research. The previous research related to Brand Image and Product Quality to
Customer Loyalty through Customer Satisfaction is:
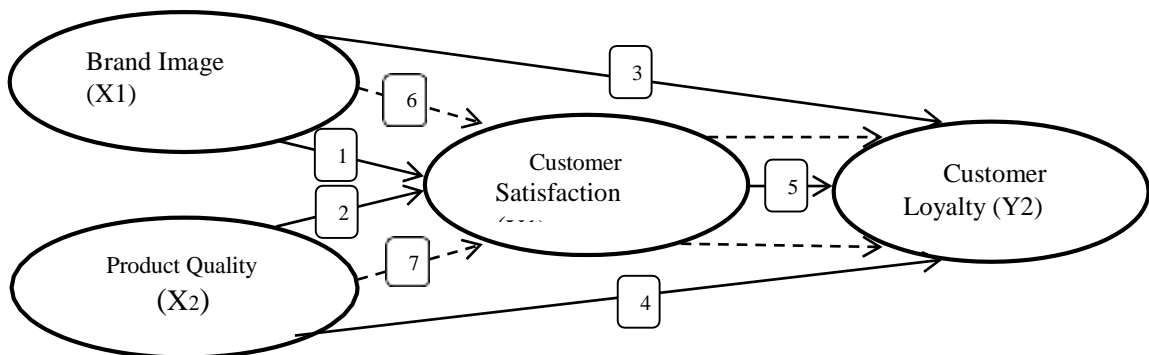

Figure 2 Frame of mind

RESEARCH METHODOLOGY

According to Sugiyono, (2019), research methodology is   basically a scientific
way to obtain data with a specific purpose and use. Researchers intend to examine the
influence of brand image and product quality, on customer loyalty through customer
satisfaction at Restaurant Wolfgang's Steakhouse Jakarta. According to Sugiyono, (2019),
research variables   are everything   in the form of anything   that has been determined
by   the   researcher to be studied so that information about it is obtained then   the
conclusion was drawn. The variables used in this study are independent variables,
Dependent variables(bound), and   mediation variables. As for the definition of   free

variables According to Sugiyono, (2019), free variables are variables that affect or that are the cause of their change or the emergence of dependent variables (bound). The free variables in this study are brand image (X_1), Product quality (X_2), Customer satisfaction (Y_1), Customer Loyalty (Y_2). Another thing according to Sugiyono, (2019), Bound Variables are variables that are influenced or that are a result of free variables. In this study that became the bound variable (Y_2) : Customer loyalty. *Intervening variables* are variables that theoretically affect (strengthen or weaken) the relationship between independent   and dependent variables, but are not measurable.

Research Place and Time

The implementation of this research was carried out in June 2022. This research was conducted at Restaurant Wolfgang's Steakhouse Jakarta.

Population and Sample

The population of this study were consumers who decided to pay a visit to Restaurant Wolfgang's Steakhouse in   June 2022. The sample used in this study is *purposive sampling*, which is a sample determination technique with certain considerations with transaction criteria more than 2 times. With a total of 204 respondents.

Data Collection Methods

The data collected in this study will be used to solve existing problems so that these data must be truly trustworthy and accurate. The data used in this study were obtained through the kuequestionnaire method, namely, data collection techniques carried out by giving a set of questions or written questions to respondents to answer, (Sugiyono, 2016). According to Sugiyono, (2016) , the likert scale is a scale used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. Instrumentd tests are carried out with validity and reliability tests. Of the 32 questions made, all of them have a significant value *p value* < 0.05, so the statement on the questionnaire is said to be valid or has measured what should be measured. While the Cronbach's Alpha value of the four variables has a value of > 0.7. Then all four variables are declared reliable. The data analysis method used in this study is a classical assumption test (normality test, multicholinearity test, hetesdeskedasity test and linearity test).   While hypothesis testing includes path analysis, MSI transformation, Sobel test, direct influence, indirect influence, path coefficient and coefficient of determination (R^2).

Results and Discussion

In this study, the description of respondents' characteristics was described based on gender, age, occupation, and the number of visits processed using SPSS version 2.5. Based on the primary data collected, the respondent profile was obtained as follows :

Table 1. Demographics of Respondents

No.	Information	Category	Number of Respondents	Percentage (%)
1	Gender	Male	70	34,3%
		Woman	134	65,7%
2	Work	Student	46	22,5%
		Entrepreneur	44	21,6%
		Private Employees	67	32,8%

		PNS/ASN	47	23%
3	Visit	2 Times	82	40,2%
		2 – 5 Times	75	36,8%
		> 5 Times	47	23%

Source : Primary Data that has been processed, 2022

Female sex is more dominant, namely as many as 134 people with a percentage of 65.7% who eat on the spot at Wolfgang's Steakhouse Restaurant. Based on the respondents' jobs, the highest score in consumers who were more dominant in visiting Wolfgang's Steakhouse Restaurant was consumers who had the status of private employees as many as 67 respondents, namely 32.8%. Characteristics of Respondents Based on Frequency number of visits. Respondents numbered 82 respondents and it can be concluded that the presentation of the frequency of the number of visits to eat at Wolfgang's Steakhouse Restaurant lebih made many visits 2 times, namely as many as 40.2% of respondents.

Normality Test

The data normality test aims to test whether in a regression model, the disruptive or residual variables have a normal distribution Here are the normality test results:

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		204	204
Normal Parameters[a,b]	Mean	,0000000	,0000000
	Std. Deviation	2,29307006	3,16457251
Most Extreme Differences	Absolute	,043	,059
	Positive	,043	,036
	Negative	-,037	-,059
Statistical Test		,043	,059
Asymp. Sig. (2-tailed)		,200[c,d]	,079[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source : Primary Data that has been processed, 2022

Based on the results of the normality test using *one sample kolmogrov smirnov* for variables X_1, X_2, and Y_1 obtained significance (*Asymp. Sig.* 2 tailed) of 0.200. While the variables X_1, X_2, Y_1, and Y_2 gained significance (*Asymp. Sig.* 2 tailed) of 0.079. . On such results significance (*Asymp. Sig.* 2 tailed) > 0.05. if significance (*Asymp. Sig.* 2 tailed) > 0.05 then normal distribution. Based on the results of the normality test , it can be concluded that the data has been distributed normally.
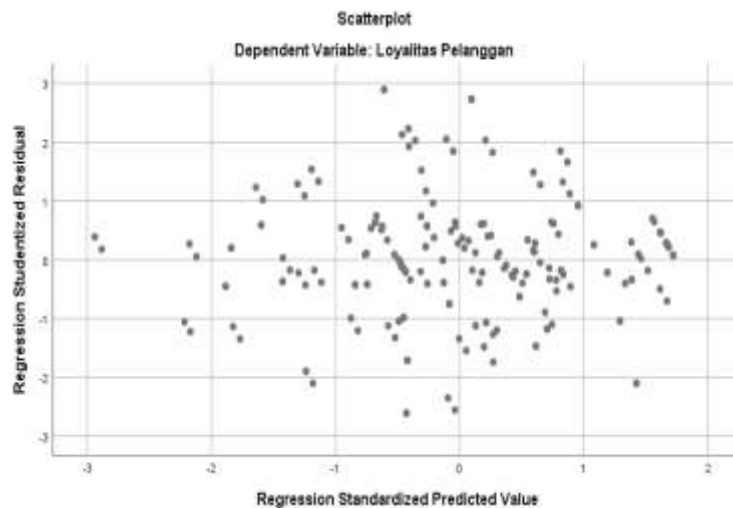
Heteroskedasticity Test

The heteroskedasticity test aims to find out whether in the regression model there is a dissimilarity of variants from one observational residual to another observation. One way that approaches heteroskedasticity is to look at *a scatter graph of*

the plot between the bound variables and their residuals. Here are the results of the heteroskedasticity test:
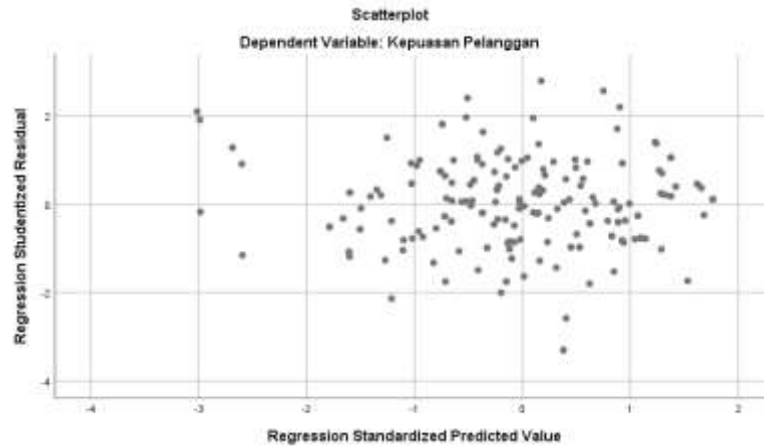
Figure 3. Heteroskedasticity Test
Source : Primary Data that has been processed, 2022

Figure 4. Heteroskedasticity Test
Source : Primary Data that has been processed, 2022

Based on figure 3, it can be seen that if the dots spread above and below the number 0 on the Y axis without forming a certain pattern, heteroskedasticity does not occur. So it can be concluded that heteroskedasticity does not occur in the regression model so that the regression model is feasible to be used to dedicate customer satisfaction based on dependent variables as well as brand image and product quality as an independent variable. Meanwhile, based on figure 4, it can be seen that if the dots spread above and below the number 0 on the Y axis without forming a certain pattern, heteroskedasticity does not occur. So it can be concluded that there is no heteroskedasticity in the regression model so that the regression model is feasible to use to dedicate customer loyalty based on dependent variables as well as brand image, product quality, and customer satisfaction as independent variables.

Multicollinearity Test

The data multicollinearity test aims to test whether the regression model found a correlation between free variables (Independent). A good regression model should not have tolerance between free variables.

Table 5. Multicollinearity Test

Substructures	Collinearity Statistics		Conclusion
	Tolerance	VIF	
1	,611	1,637	No Multicollinearity Occurs
	,611	1,637	No Multicollinearity Occurs
2	,157	6,379	No Multicollinearity Occurs
	,564	1,772	No Multicollinearity Occurs
	,145	6,877	No Multicollinearity Occurs

Dependent Variables :
Customer Loyalty
Customer Satisfaction
Source : Processing spss data

Based on the results of the multicollinearity test, the variables of brand image and product quality as independent variables with customer satisfaction as the dependent variable as well as variables of brand image, product quality, and   customer satisfaction as an independent variable with customer loyalty as a dependent variable each free variable has a *collinearity statistics* VIF of no more than 10. When the VIF result is no more than 10 then it is concluded that there is no multicollinearity between the free variables in the regression model . So it can be concluded that all the variables in this study are free of multicollinearity.

Linearity Test

The linearity test aims to find out whether the data we have corresponds to a linear line or not (whether the relationship between the variables to be analyzed follows a straight line or not).

Table 6. Linearity Test

Variable		Sum of Squares	Df	Mean Square	F	Sig.
Customer Satisfaction (Y1)* Brand Image (X1)	Linearity	6184,697	1	6184,697	2700,104	000
Customer Satisfaction (Y1) * Product Quality (X2)	Linearity	3180,276	1	3180,276	1144,969	,000
Customer Loyalty (Y2)* Brand Image (X1)	Linearity	3685,641	1	3685,641	2733,452	,000
Customer Loyalty (Y2)* Product Quality (X2)	Linearity	1993,975	1	1993,975	870,919	,000
Customer Loyalty (Y2) * Customer Satisfaction (Y1)	Linearity	4177,191	1	4177,191	37554,523	,000

Source: SPSS 25 for windows (processed by author)

Based on the results of the linearity test , it can be known that all variables have a significance value *from linearity* smaller than   0.05. Then it can be concluded that all variables have linear relationships so that the assumption of linearity is met.

Analysis of the Effect of Brand Image and Product Quality on Customer Loyalty

Path coefficients use *standardized* regression coefficients. The results of the regression analysis of the influence of brand image and product quality on customer satisfaction can be seen in the table below:

Table 7. Model Summary Substructure 1

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,924[a]	,855	,853	2,30445

a.   Predictors: (Constant), Product Quality, Brand Image

Source :SPSS 25 for windows (processed author)

Based on table 7, shows R^2 (R Square) of 0.855. The value of R^2 can be used in the calculation of e_1. e_1 is a variable of customer loyalty that is not explained by the brand image and product quality.

Magnitude $e_1 = \sqrt{1 - R^2} = \sqrt{1 - 0{,}855} = \sqrt{0{,}145} = = 0.380$

Table 9. Customer Satisfaction Regression Analysis

Coefficients[a]

Type		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3,739	1,398		-2,674	,008
	Brand Image	1,477	,061	,830	24,132	,000
	Product Quality	,203	,050	,140	4,075	,000

a. Dependent Variable: Customer Satisfaction

Source :SPSS 25 for windows (processed author)

Based on table 9, the regression equation can be known as follows:
Customer Satisfaction = 0.830 Brand Image + 0.140 Product Quality + 0.380 **(1)**
So that the equation can be seen that if the brand image increases, customer satisfaction will increase. And if the quality of the product improves then customer satisfaction will increase. And the influence is positive, where the brand image contributes the most to Customer Satisfaction.

Analysis of the Effect of Brand Image, Product Quality, and Customer Loyalty on Customer Satisfaction

The results of the regression of the influence   of brand image,   product quality, and customer satisfaction on customer loyalty can be seen in the table below:

Table 10. Model Summary Substructure 2

Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,965[a]	,931	,930	1,25120

a.   Predictors: (Constant), Customer Satisfaction, Product Quality, Brand Image

Source :SPSS 25 for windows (processed author)

Table 10 shows R^2 (R Square) of 0.931. The value of R^2 can be used in the calculation of e_2. e_2 is a variable of customer satisfaction that is not explained by the brand image, product quality, and customer loyalty.

Magnitude $e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0{,}931} = = \sqrt{0{,}069} = 0.262$

Table 11. Customer Loyalty Regression Analysis

Coefficients^a

Type		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,055	,773		,071	,943
	Brand Image	,174	,066	,125	2,646	,009
	Product Quality	,058	,028	,051	2,064	,040
	Customer Satisfaction	,638	,038	,815	16,669	,000

a.   Dependent Variable: Customer Loyalty

Based on table 11, the regression equation can be known as follows:

Customer Loyalty = 0.125 Brand Image + 0.051 Product Quality + 0.815   Customer Satisfaction + 0.262

From the similarities above, it can be seen that   the influence of brand image   product quality and   customer satisfaction is positive on customer loyalty, where customer satisfaction contributes the most compared to other variables.
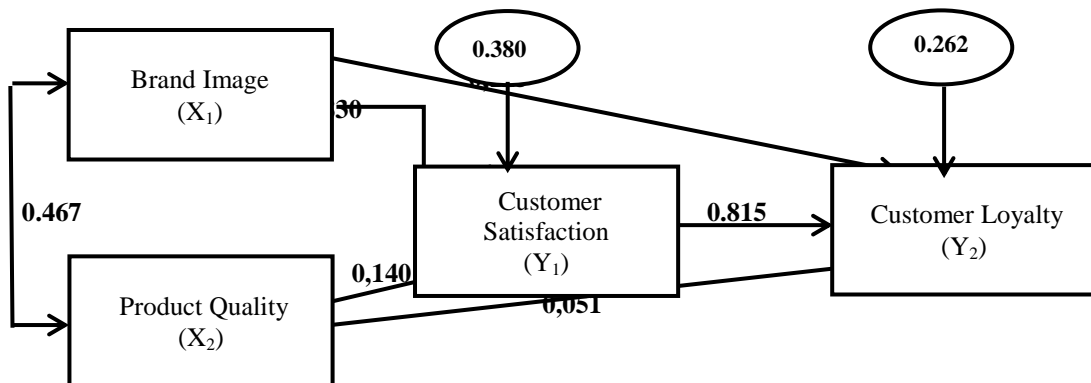
Figure 5. Path Diagram

Table 12. Relationships Between Path Construct Variables

Influence Between Variables	Coefficient	Std. Error	T	Total	Significant	Conclusion
Immediately						
Brand Image to Customer Satisfaction	0,830	0,061	24,132	0,830	0,000	H_1 accepted
Product Quality against Customer Satisfaction.	0,140	0,050	4,050	0,140	0,000	H_2 accepted
Brand Image of Customer Loyalty	0,125	0,066	2,646	0,125	0,009	H_3 accepted
PRoduk Quality to Customer Loyalty	0,051	0,028	2,064	0,051	0,040	H_4 accepted
Customer Satisfaction.with P Customer 's Loyalty	0,815	0,638	16,669	0,815	0,000	H_5 received

Indirect						
Brand Image to Customer Loyalty through Customer Satisfaction	0,261	0,073	6,406	0,261	0,000	H$_6$ received
Product Quality to Customer Loyalty through Customer Satisfaction.	0,033	0,037	1,277	0,033	0,203	H$_7$ rejected

Source :SPSS 25 for windows (processed by author)

The results of the analysis showed with a significance criterion limit of 0.05, it was found that the brand image had a direct and indirect effect both on Customer Satisfaction and on Customer Loyalty; Product Quality has a direct effect on Customer Satisfaction and Customer Loyalty, but does not rely indirectly on loyalty with Customer Satisfaction mediation. And Customer Satisfaction directly affects Customer Loyalty.

RESULTS
In the research conducted we can see that the brand image and product quality to customer satisfaction of each of them affects customer loyalty at Wolfgang's Steakhouse Restaurant. The results showed, *first.* brand image has a significant effect on customer satisfaction. This   means that the higher the brand image , the more customer satisfaction will increase. Wolfgang's Steahouse Jakarta is a *Fine Dining* Restaurant that has a brand image as a restaurant for the middle and upper class. With the discovery of the influence of Brand Image on Customer Satisfaction at Wolfgang's Steakhouse Restaurant, it shows that the determination of the right Brand Image will affect Customer Satisfaction, with the image of the restaurant as a restaurant the upper middle class, then Customer Satisfaction will increase, of course with the appropriate target market. This result is in line with research by Zarman & Dewi, (2019), which states that brand image has a significant influence. To customer satisfaction. According to Firmansyah, (2019) *Brand image* is a representation of the overall perception of the brand and is formed from past information and   experiences towards the brand , so that if a consumer has a positive image of a brand, it will be more possible to make a purchase. The brand image includes knowledge and trust of the attributes of the brand (cognitive aspects), the consequences of using the brand, and the corresponding use situation, so are the evaluations, feelings and emotions associated with the brand (affective aspects).
Second,   product quality has a significant effect on   customer satisfaction, therefore, the better the   quality of the   product provided, the higher the customer satisfaction.   Based on research by Dwiantari, (2020), which states that product quality has a significant influence on customer satisfaction. Wang, (2013), defining product quality is an important attribute for consumers discussing retail consumers, perceived product quality consumer is the consumer's assessment of the overall advantages or advantages of a product.
Third, that the existence of a brand image has a significant effect on customer loyalty.   Therefore, brand image can be a determinant for consumers to use a product or service continuously *(continue),* because it has high loyalty. This is in line with the research of Cahyani *et al*., (2019), which states that brand image has a significant influence on customer loyalty.
Fourth, product quality has a significant effect on customer loyalty. This gives the meaning that the higher the quality of the product becomes an important factor that influences in the creation of customer loyalty, this is based on research

conducted by Zardi et al., (2019), proving that product quality has a significant effect on customer loyalty,.

Fifth, customer satisfaction has a significant effect on customer loyalty. This means that the more customer satisfaction increases, the higher the customer loyalty factor to return to visit the restaurant, this is in line with research conducted byn Shafira *et al*., (2019.) , proving that customer satisfaction has a positive and significant effect on customer loyalty. According to Gerson (2020), the definition of customer satisfaction is when a product or service meets or exceeds customer expectations, usually customers feel satisfied.

Sixth, Brand image has a significant effect on customer loyalty through customer satisfaction. This   means that the higher the brand image, the customer satisfaction becomes an important factor in customer loyalty. Based on the results of research conducted by Sapitri & Hayani, (2020), it proves that brand image has a significant effect on customer loyalty through customer satisfaction.

Seventh, product quality does not have a significant effect on customer loyalty through customer satisfaction, this is in line with Syafarudin's research, (2021), which proves   that product   quality is has no significant effect on customer loyalty through customer satisfaction.

This result explains that from the consumer experience in tasting the product will result in a consumer's assessment of the quality of the   product. If the quality of the product can satisfy consumers' wishes , consumers will give a positive assessment of the product. With this assessment , consumers will still want to buy the product. Based on such explanations, the brand helps consumers to identify the   quality of the product. Consumers who are always visiting to buy food products of the same brand constantly know that they will get the same quality of products every time. Branding also provides some advantages for the company. The name of the restaurant is the basis where the whole story is about the quality of special products that can be built.

CONCLUSION AND RECOMMENDATION

After completing research on Wolfgang's Steakhouse Restaurant, the authors found the conclusion that brand image has a direct and indirect effect both on Customer Satisfaction and on Customer Loyalty; Product Quality has a direct effect on Customer Satisfaction and Customer Loyalty, but does not rely indirectly on loyalty with Customer Satisfaction mediation. It was found that brand image is the variable that most affects Customer Satisfaction at Wolfgang's Steakhouse and Customer Satisfaction is the variable that contributes the most to Customer Loyalty at Wolfgang's Steakhouse So it is recommended that Wolfgang's Steakhouse can maintain its brand image by adjusting to the quality of the products provided to customers. As for the next researcher, it is recommended that you can develop research using other free variables, such as service quality, price perception, location and so on which may have a positive effect on customer satisfaction.

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