
The Influence of Brand Image, Product Quality, and Price on Customer Satisfaction (A Study at Warung Seblak Neng Otot, Garut Regency)

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Abstract:

This study aims to analyze the influence of *brand image*, *product quality*, and *price* on customer satisfaction at Warung *Seblak* Neng Otot in Garut Regency. The research background is based on the rapid growth of the spicy culinary business, especially *Seblak*, as well as the importance of differentiation through effective marketing strategies. This study uses a quantitative approach with a survey method through a questionnaire administered to 200 respondents. The data were analyzed using validity, reliability, exploratory factor analysis (EFA), and multiple linear regression tests, complemented by classical assumption tests. The results showed that simultaneously, *brand image*, *product quality*, and *price* had a significant effect on customer satisfaction ($R^2 = 0.684$). However, partially, only *brand image* and *price* had a significant effect, while *product quality* did not. *Brand image* had the most dominant influence ($\beta = 0.452$), followed by *price* ($\beta = 0.333$). These findings confirm the importance of building a strong brand perception and setting prices commensurate with the product's value in creating customer satisfaction, especially in the competitive culinary MSME sector. The practical implications of this research encourage business actors to focus on strengthening brand identity and value-based pricing strategies as the key to long-term success.

Keywords: Brand Image; Product Quality; Price

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INTRODUCTION

Culinary is one of the aspects of culture that continues to develop and has an important role in the global economy (Vishwakarma, Jaiswal, & Verma, 2025). Food is not only a basic human need but also part of cultural identity, tourist attractions, and promising business sectors. According to data from the Central Statistics Agency, the culinary business or food and beverage supply business in Indonesia in 2023 amounted to 4.85 million businesses, an increase of around 21.13 percent compared to 2016, when there were 4.01 million businesses. Based on the division of business groups, there are 24.75 percent of restaurant businesses, 14.55 percent of businesses providing mobile food and beverages, and 3.48 percent of food service businesses (Phasuk, 2017).

One of the spicy foods that people love is *Seblak*, a typical Sundanese *culinary* that is increasingly popular in Indonesia (Putra, 2023; Sari, 2025). The dish consists of wet crackers cooked with various additional ingredients such as noodles, meatballs, sausages, eggs, chicken breasts, and vegetables, resulting in a distinctive savory and spicy flavor (Sharma, 2020). The uniqueness of *Seblak* lies in the spicy sensation and chewy texture it offers (Dewi & Tjen, 2024). The main spices include garlic, *kencur*, and chili, which create an appetizing aroma and taste (Rohmah, Yulistiani, & Wicaksono, 2025).

Initially, *Seblak* was just simple traditional food and was consumed by people in the countryside, especially in the West Java area (Wardana & Setiarto, 2024). This dish is made from soaked crackers and cooked with potluck spices (Bhatt, 2022; Lim, 2024). However, over time, *Seblak* has undergone many innovations and developed into one of the contemporary *culinary* delights that is loved by various circles (Rawal, 2025; Zulkifali, Apriyanto, Shariff, & Zahari, 2025). Today, *Seblak* is not only popular in its home area, Bandung, but has also spread to various regions in Indonesia and has become a favorite among spicy *culinary* lovers (Hermawanti, 2023).

One of the regions that also felt this *Seblak* trend was Garut. In this city, *Seblak* is increasingly popular as a *culinary* trend with many stalls that present their own characteristics (Khairatun, 2020; Yumaningtyas & Greece, 2025). Its popularity is supported by the Garut people's penchant for spicy food, which is influenced by the cool climate in the area (Manggong & Krisnawati, 2021; Wijaya, 2019). Cold weather makes spicy dishes such as *Seblak* a favorite choice for warming the body (Yuliana, 2024).

Seblak Neng Otot is present in Garut City as a *Seblak* *culinary* business with a modern concept without losing its authentic taste. To attract a wider market, this business packs *Seblak* with a more attractive appearance and implements digital-based and offline marketing strategies. Using social media, collaboration with influencers, and customer loyalty programs, *Seblak Neng Otot* has managed to expand its consumer reach. This competitive advantage is further strengthened using quality raw materials, innovation in flavor variants, and an effective distribution system.



Figure 1. Muscle Profile

Source : Company Profile

As can be seen from the image above, *Seblak Neng Otot* is a *culinary* business that continues to grow with strong branding and a targeted marketing strategy. With the slogan "Stop the Bleeding!" (Deliciously Spicy), this business has collaborated with Garut Techno Park to expand its reach and innovate in products. The huge market potential, especially among generation X and Z women, is a promising growth opportunity. The target market for this

business includes the national level (TAM 22.49%), West Java province (SAM 23%), and the city of Garut (SOM 28%). In addition, the support of a customer database of 15,000 "Ototers" strengthens relationships with customers and opens up wider marketing opportunities.

The development of *Seblak* Neng Omuscle from 2022 to 2024 is also accelerating. Starting from two outlets in Sukagalih, Garut in 2022, this business continues to expand by opening branches in Karangpawitan, Panawuan, Cimahi, and South Tangerang. In addition to developing a network of outlets, *Seblak* Neng Otot also presents instant products that allow customers to enjoy *Seblak* anytime and anywhere. This business expansion is further strengthened by digital marketing strategies through various e-commerce platforms and social media, making *Seblak* Neng Otot even more competitive in the Indonesian culinary industry.

In the midst of the rapid growth of the *Seblak* business in Garut, the competition is getting tighter with the presence of various competitors such as *Seblak* Teh Rena, *Seblak* Mewek Hampor, and *Seblak* Buffet Si Ibu which offer a variety of flavors, unique concepts, and presentation innovations, while the price of *Seblak* varies between IDR 10,000 – IDR 30,000 depending on the topping. In this competition, product quality and brand image are important elements to win customers' hearts. *Seblak* Neng Otot excels with quality ingredients, consistent taste, and strong brand identity through the slogan "Ngeunah Ngajeletot!", active promotion on social media, and the "Ototers" community that strengthens customer loyalty. This is in line with the opinion of Tjahjaningasih (2013) that brand image helps differentiate products and encourage purchase decisions. Iriani and Wijayanto (2013) emphasized that the strength, benefits, and uniqueness of brand associations form a positive perception reflected in the 15,000 customers of *Seblak* Neng Otot. However, according to Fitriani and Haryanto (2020), product quality also plays an important role in shaping customer satisfaction, supported by Kotler and Keller (2016) and Tjiptono (2008) who stated that quality reflects the product's ability to meet consumer needs. However, a study by Mariansyah and Syarif (2020) found that product quality is not always significant to satisfaction, indicating that there is a research gap that needs to be studied further. On the other hand, price quality has a significant effect on customer satisfaction (Kotler & Keller, 2016; Tjiptono, 2015), where prices that match the benefits will strengthen the perception of value and encourage customer loyalty.

Some previous research supports the relationship between price quality and consumer satisfaction. Research by Purnomo (2017) shows that competitive prices that are in line with consumer expectations have a positive impact on customer satisfaction. Similar results were also found in the research of which stated that consumers prefer products with prices that reflect the quality and benefits obtained (Wahyuni & Kurniawati, 2019). However, research by Mariansyah and Syarif (2020) showed different results, where prices did not have a significant influence on consumer satisfaction in certain market segments.

In the context of the culinary business, especially at Warung *Seblak* Neng Otot, price quality is one of the main factors in determining customer satisfaction. *Seblak* Neng Otot offers competitive prices with portions and distinctive flavors that meet the expectations of its consumers. If the price given is considered to be in accordance with the quality of the product, customers will feel satisfied and are more likely to return to buy the product. Therefore, research on the influence of product quality and price quality on consumer satisfaction is

important to understand the factors that affect customer loyalty and business sustainability in an increasingly competitive culinary industry.

According to the description above, today's customers are not only looking for good food, but also considering the value they get from each purchase. Therefore, the combination of product quality, reasonable prices, and a positive brand image will be key in maintaining customer loyalty and expanding market share. However, to remain competitive in the dynamic culinary market, this business must continue to evaluate and develop the quality of its products in order to meet the diverse preferences of customers. In addition, price quality must also be considered to remain competitive without sacrificing the quality of raw materials or services. Therefore, the researcher and owner of the *Seblak Neng Omuscle* stall will conduct a research entitled *The Influence of Brand Image, Product Quality, and Price Quality on Customer Satisfaction (Study at the Seblak Neng Otot Warung, Garut Regency)*.

RESEARCH METHODS

The object of this research is Warung *Seblak Neng Otot* in Garut City which is the place where an analysis was carried out on the influence of brand image, product quality, and price on customer satisfaction. Garut City was chosen because it is known as a fast-growing traditional culinary area, while Warung *Seblak Neng Otot* is a popular Sundanese food business. The research was conducted from February to May 2025 with a quantitative approach. The research population consisted of all consumers of Warung *Seblak Neng Otot* who had experienced the *Seblak* product firsthand, while the samples were taken using the non-probability sampling method of incidental sampling. Based on 20 research indicators, the minimum number of samples was determined to be 200 respondents in accordance with the recommendations of Hair et al. (2017).

The variables in this study consist of brand image (X1), product quality (X2), and price (X3) as independent variables, and customer satisfaction (Y) as dependent variables. All variables are measured with indicators adopted from relevant theories such as Kotler, Keller, and Tjiptono, using the Likert scale. Data was obtained through questionnaires as a primary data source and analyzed through two main stages, namely exploratory factor analysis (EFA) to test the validity, reliability, and unidimensionality of variables, and multiple linear regression to test the influence of each variable on customer satisfaction. Validity was tested through correlation significance, reliability through Cronbach's Alpha, while the EFA assessed factor structure using the KMO and Bartlett's Test. Multiple linear regression is complemented by classical assumption tests (normality, heteroscedasticity, multicollinearity), as well as F-tests, t-tests, and R^2 analyses to measure the strength and significance of the model.

RESULTS OF RESEARCH AND DISCUSSION

Reliability Test

The reliability test was carried out to determine the extent to which the questionnaire instruments in this study were consistent and reliable. The test was carried out using *Cronbach's Alpha* method, where a value above 0.70 indicates that the instrument is reliable. This test is applied to all variables, namely Brand Image, Product Quality, Price, and Customer

Satisfaction. The results of this reliability test are the basis for proceeding to the next stage of data analysis.

Table 1. Variable Reliability Test

Variabel	Cronbach's Alpha	Number of Items	Information
Brand Image	0.876	5	Reliable
Product Quality	0.905	8	Reliable
Price	0.901	4	Reliable
Customer Satisfaction	0.825	3	Reliable

source: processed data

Based on the results of SPSS data processing, all variables in this study showed a Cronbach's Alpha value above 0.70, which means that the questionnaire instrument has high reliability and good internal consistency. The product quality variable had the highest value of 0.905, followed by the variable price (0.901), brand image (0.876), and customer satisfaction (0.825). Thus, all instruments were declared feasible for use in further analyses such as validity and regression tests.

Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) was conducted in this study to evaluate the structure of the indicators and ensure that each item in the questionnaire actually measures the construct in question. The EFA procedure begins with data feasibility testing through the KMO (Kaiser-Meyer-Olkin) test and Bartlett's Test of Sphericity, which aims to assess whether the data is suitable for further analysis. Furthermore, the factor extraction process is carried out using the Principal Component Analysis (PCA) method to identify the number of factors based on an eigenvalue greater than 1. After the factor is extracted, rotation is carried out with the varimax method so that the structure of the factor becomes clearer and can be interpreted better. Interpretation is carried out by paying attention to the value of factor loading, where an item with a value of ≥ 0.5 is considered valid as an indicator in a factor. Through this analysis, it can be ensured that the research instrument has good construct validity and is suitable for use in further testing.

Table 2. Results of Factor Analysis

Variabel	SME	Chi-Square (Bartlett)	df	Sig.	Factors Formed	% Variance Explained	Number of Indicators	Range Loading Factor	Range of Communalities
Brand Image	0,874	476,487	10	0,000	1	59,15%	5	0,693 – 0,849	0,481 – 0,721
Product Quality	0,910	854,750	28	0,000	1	54,95%	8	0,689 – 0,814	0,475 – 0,663
Price	0,830	510,161	6	0,000	1	70,09%	4	0,760 – 0,890	0,577 – 0,792
Customer Satisfaction	0,695	239,527	3	0,000	1	63,13%	3	0,663 – 0,879	0,439 – 0,773

source: processed data

The following is a summary of the results of factor analysis for all variables: All variables (Brand Image, Product Quality, Price, and Customer Satisfaction) were declared

eligible for Exploratory Factor Analysis (EFA) based on the SME test with a value of > 0.60 and Bartlett's Test of Sphericity ($p < 0.05$). Each variable forms one main factor with an eigenvalue of > 1 and a variance contribution of more than 50%, indicating a strong construct dimension. The MSA value on all indicators is above 0.50, indicating good sample adequacy. The loading factor of all items is also high (range 0.663–0.890), so all indicators are valid in measuring the construct in question and none are eliminated from the analysis.

Classic Assumption Test

Before performing linear regression analysis, it is important to ensure that the data used meets *the classical assumptions test*. The classical assumption test aims to test whether the regression model built is BLUE (*Best Linear Unbiased Estimator*), which has the best, linear, and unbiased estimation properties. This test is also necessary so that the results of the regression analysis are valid and can be interpreted correctly. Some of the assumptions tested include: no *multicollinearity*, no symptoms of *heteroscedasticity*, normal distributed data (*normality*), and no *autocorrelation* between residuals. If all these assumptions are met, then the regression model used is declared feasible and can provide accurate parameter estimates.

Residual Normality Test

The residual normality test was performed to determine whether the residual data in the regression model was distributed normally. This test is important because one of the basic assumptions in classical linear regression is that residuals must follow normal distributions. If the residual is normally distributed, then the results of the regression parameter estimation can be considered valid for statistical testing. Residual normality can be tested through chart analysis such as *Normal P-P Plot*.

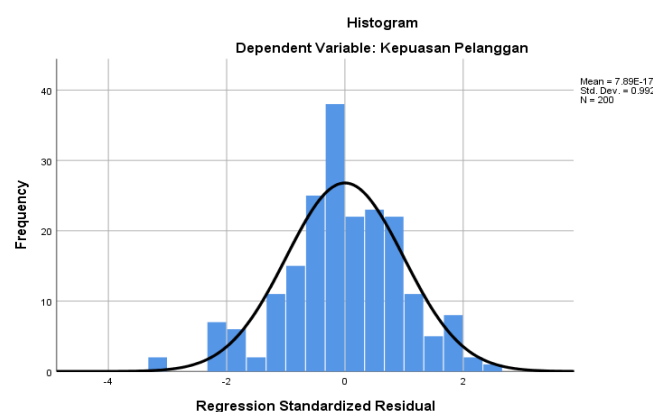


Figure 2. Residual Normality Test
Source : SPSS Data Processing Results

The histogram shows the spread of the *residual standardized regression to the Customer Satisfaction variable*. The *bell-shaped curve* is quite symmetrical and follows a normal distribution pattern, where most of the residual is concentrated around the value of 0 and spread proportionally to the left and right.

The *mean* value of 7.896E-17 (close to zero) and the *standard deviation* of 0.992 (close to 1) also indicate that the residual is within the range of the normalization standard. This shows that there are no significant deviations from the residual normality assumption.

Thus, it can be concluded that the residuals in this regression model *are normally distributed*, so that the assumption of normality has been met. The regression model can be continued to the next test because these results support the validity of the inferential statistical test to be used.

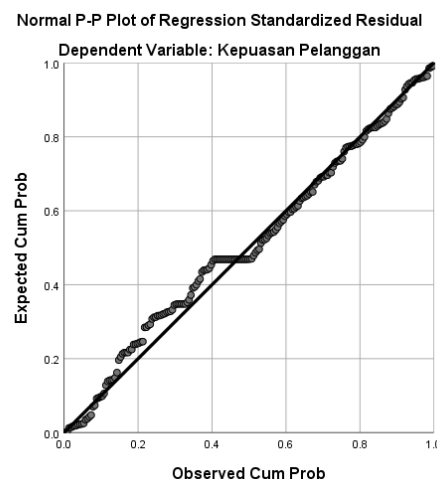


Figure 3. Data Processing Results P-P Plot of Regression Standardized Residual

Source : SPSS Data Processing Results

To strengthen the results of the residual normality test, additional *analysis was carried out* using the *Normal P-P Plot of Regression Standardized Residual* graph for the dependent variable *Customer Satisfaction*. In this graph, the data points representing the residual mostly follow a diagonal line (a theoretical normal line) consistently. This fairly tight and parallel spread to the diagonal line indicates that the residual data does not deviate significantly from the normal distribution.

Normal P-P Plots are visual methods used to *support* the findings of the histogram in identifying residual distributions. When the dots are close to or follow a straight line, it indicates that the residual tends to be normally distributed. Thus, the results of this *Normal P-P Plot* reinforce the results of the previous histogram and show that the regression model has met the residual normality assumption, making it feasible for use in further regression testing.

Heteroscedasticity Test

The heteroscedasticity test was performed to find out whether in the regression model there was an unevenness of variance from the residual at all levels of independent variable values. The basic assumption in classical linear regression requires that the residual has a constant variance or is *homoscedasticity*. If there is a difference in variance (called *heteroscedasticity*), then the results of regression estimation can be inefficient and unreliable.

This test can be done with a graph approach, such as a *scatterplot*, or using statistical tests such as the *Glejser test* or *Spearman's rank correlation*. If the pattern of dots on the

scatterplot is scattered randomly without forming a specific pattern, then the model is said to be free of the symptoms of heteroscedasticity.

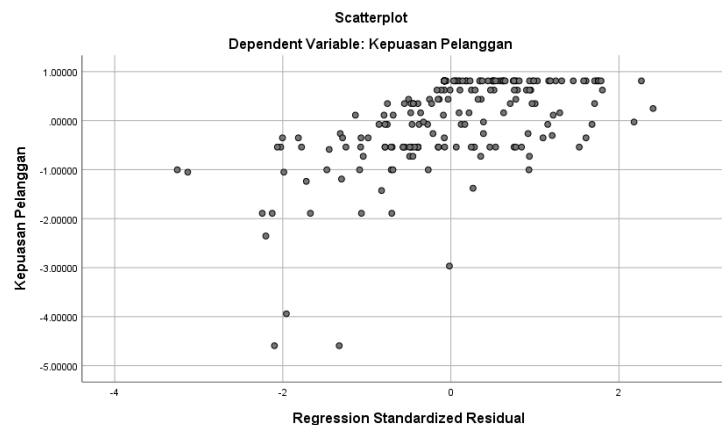


Figure 4. Scatterplot Graphics

Source : SPSS Data Processing Results

The scatterplot shows the relationship between *the residual standardized regression* and the dependent variable *Customer Satisfaction*. Based on the pattern of the scattering of the dots on the graph, it appears that the residual dots are scattered randomly and do not form a specific pattern such as constricting, spreading wide, or forming a curved line. This random distribution pattern is an indication that there are no symptoms of heteroscedasticity in the regression model. Thus, it can be concluded that the regression model satisfies the assumption of *homoskedasticity*, meaning that the residual variance is constant at each level of independent variables. These results support that the regression model is worthy of use for further analysis because it has fulfilled one of the important classical assumptions.

Multicollinearity Test

The multicollinearity test was performed to find out if there is a high relationship between independent variables in the regression model. Multicollinearity can lead to inaccuracies in the estimation of regression coefficients. This test is generally seen from the value of *Tolerance* and *Variance Inflation Factor (VIF)*. If the *VIF* value is < 10 and the *Tolerance* > 0.10 , then the model is declared free of multicollinearity problems.

Table 1. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)	—	—
Brand Image	0.270	3.700
Product Quality	0.239	4.178
Price	0.280	3.569

a. Dependent Variable: Customer Satisfaction

Source : SPSS Data Processing Results

Based on the output of the multicollinearity test above, the entire *Tolerance* value is above 0.10 and the *Variance Inflation Factor (VIF)* value is below 10. This shows that there are no symptoms of multicollinearity between independent variables in the regression model.

Thus, the model meets the assumption of multicollinearity-free and is worthy of further analysis.

Hypothesis Test

The hypothesis test was carried out using multiple linear regression to determine the influence of brand image, product quality, and price on customer satisfaction. The test results showed that the three independent variables had a significant effect both simultaneously and partially, indicated by a significance value smaller than 0.05.

The determination coefficient value (R^2) indicates that the variables of brand image, product quality, and price are able to explain most of the variation in the customer satisfaction variable. This shows that the regression model used is quite good and feasible to be used in subsequent analysis.

Multiple Linear Regression Analysis

After all the research data has passed the classical assumption test stage, such as the normality test, heteroscedasticity test, and multicollinearity test, the analysis can be continued to the multiple linear regression stage. This analysis aims to find out how much influence independent variables have on dependent variables simultaneously or partially.

Table 2. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	2.159E-16	0.037	—
Brand Image	0.446	0.076	0.452
Product Quality	0.091	0.080	0.093
Price	0.323	0.074	0.333

a. Dependent Variable: Customer Satisfaction

Source : SPSS Data Processing Results

From the results of the data processing, regression equations can be made that illustrate the correlation between the variables

The regression model shows the influence of three independent variables, namely Brand Image, Product Quality, and Price, on Customer Satisfaction. The value of the non-standardized regression coefficient (B) indicates the magnitude of the influence of each variable directly on the dependent variable.

1. Brand Image has a coefficient of 0.446, which means that every 1 unit increase in brand image will increase customer satisfaction by 0.446 units, assuming other variables are constant. This is the greatest influence compared to other variables, which can also be seen from the *Standardized Coefficient Beta* value of 0.452.
2. Product Quality has a coefficient of 0.091, indicating that its effect on customer satisfaction is the lowest, with a *Beta* of only 0.093. This indicates that the quality of the product in this model has a weak contribution compared to the other two variables.
3. The price has a coefficient of 0.323, which means that the price increase (in the sense of a positive perception of a suitable/affordable price) also increases customer satisfaction. A *Beta* value of 0.333 indicates a fairly strong influence after brand image.

The intercept (constant) value of 2.159E-16 is very small and practically close to zero, which means there is no fixed effect on customer satisfaction when all independent variables are zero.

Test F

The F (Simultaneous) test is one of the statistical methods in multiple linear regression that is used to test whether all independent variables in the model together have a significant influence on the dependent variables. This test was performed to test the null (H_0) hypothesis, i.e. that all regression coefficients of independent variables are zero, which means that there is no significant influence simultaneously. If the results of the F test show a significance value less than 0.05, then the null hypothesis is rejected, and it can be concluded that the independent variables collectively affect the dependent variables.

Table 3. F or Simultaneous Test

NEW ERA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	117.570	3	39.190	141.612	.000b
	Residual	54.241	196	.277		
	Total	171.811	199			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price, Brand Image, Product Quality						

Source : SPSS Data Processing Results

The results of the simultaneous F test showed that the F value was calculated as 141.612 with a significance value (Sig.) of 0.000. Since this significance value is much smaller than the significance limit of 0.05, it can be concluded that the null hypothesis is rejected. This means that simultaneously, independent variables consisting of Brand Image, Product Quality, and Price together have a significant effect on Customer Satisfaction.

In addition, the Sum of Squares Regression value of 117,570 is much greater than the Residual of 54,241, which also reinforces that the variation described by the model outweighs the error. This shows that the regression model used is a good model in explaining the relationship between variables.

T test (Partial test)

The t-test was used to determine the influence of each independent variable individually on the dependent variable in a multiple linear regression model. This test aims to test whether each regression coefficient differs significantly from zero, so that it can be concluded that the variable has an influence on the bound variable. Decision making was carried out by comparing the significance value (Sig.) to the significance level of 0.05. If the Sig. value < 0.05 , then the independent variable has a significant partial effect on the dependent variable.

Table 4. T test (Partial test)

		Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	2,159E-16	.037		.000	1.000	
	Brand Image	.446	.076	.452	5.855	.000	.270 3.700
	Product Quality	.091	.080	.093	1.133	.258	.239 4.178
	Price	.323	.074	.333	4.387	.000	.280 3.569

a. Dependent Variable: Customer Satisfaction

Source : SPSS Data Processing Results

The t-test was performed to determine the influence of each independent variable of Brand Image, Product Quality, and Price on Customer Satisfaction partially in a multiple linear regression model. The number of respondents in this study was 200 people, so the degree of freedom (df) was calculated by the formula $N - k - 1 = 200 - 3 - 1 = 196$. Based on the distribution t with $df = 196$ and a significance level of 0.05 (*two-tailed*), the table t-value of 1.972 was obtained. A variable is said to have a significant effect if the value of t is calculated $>$ t of the table and the significance value is < 0.05 . Based on the results of the regression analysis:

1. The Brand Image has a t-count value of 5.855 and a significance of 0.000. Because $5.855 > 1.972$ and the value of $\text{sig.} < 0.05$, it can be concluded that Brand Image has a significant partial effect on Customer Satisfaction. A *Beta* value of 0.452 indicates that this variable exerts the most dominant influence in the model.
2. Product Quality shows a calculated t-value of 1.133 with a significance value of 0.258. Because $1,133 < 1,972$ and $\text{sig.} > 0.05$, then Product Quality does not have a partial significant effect on Customer Satisfaction.
3. The price has a t calculation of 4.387 and a significance of 0.000. Because $4,387 > 1,972$ and the value of $\text{sig.} < 0.05$, then the Price has a significant effect partially on Customer Satisfaction.

Coefficient Determination Analysis

This analysis is used to determine the magnitude of the influence of independent variables on dependent variables. This determination coefficient can be calculated using the formula $Kd = r^2 \times 100\%$ Where: Kd = Determination Coefficient r = Correlation Coefficient. The following are attached below the test results:

Table 5. Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827a	.684	.679	.52606135
a. Predictors: (Constant), Price, Brand Image, Product Quality				
b. Dependent Variable: Customer Satisfaction				

Source : SPSS Data Processing Results

The *Model Summary* table shows that an *R* value of 0.827 indicates a very strong correlation between independent variables (Brand Image, Product Quality, and Price) and dependent variables (Customer Satisfaction). An *R-Square* (R^2) value of 0.684 means that 68.4% of the variation in customer satisfaction can be explained by all three independent variables in the model. Meanwhile, the remaining 31.6% is explained by factors outside of this regression model. The *Adjusted R Square* value of 0.679 is slightly lower than the pure *R Square*. This is an adjustment for the number of independent variables and sample sizes, which shows that after correction, the model still accounts for about 67.9% variation in customer satisfaction. A *Standard Error of the Estimate* value of 0.526 indicates the average deviation or standard error of the model's prediction to the actual value of customer satisfaction. The smaller this value, the better the model is at predicting the dependent variable.

CONCLUSION

This study, based on multiple linear regression analysis of 200 respondents, found that brand image and price significantly influence customer satisfaction at Warung Seblak Neng Otot in Garut City, while product quality alone did not have a significant partial effect. However, collectively, brand image, product quality, and price accounted for 67.9% of the variation in customer satisfaction, highlighting the dominant role of emotional brand perceptions and price value over objective product quality. For local culinary businesses, this suggests that building a strong brand image and managing price perceptions strategically are crucial for long-term customer loyalty, even though maintaining product quality is essential for meeting basic expectations. Managers should thus focus on strengthening brand identity and aligning price communication with product benefits, supported by integrated marketing strategies that combine imagery, pricing, and digital communication. Future research could explore how emotional, symbolic, and cultural factors uniquely shape customer satisfaction in traditional food industries to further develop context-specific satisfaction theories.

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