

**ANALYSIS OF SERVICE QUALITY AND BRAND IMAGE WITH THE
MEDIATION OF EMOTIONAL EXPERIENCE VARIABLES ON THE IMPACT
OF CUSTOMER LOYALTY IN INFORMAL RESTAURANTS IN NORTH
JAKARTA**



Mercya Mollisca Gunawan¹

Universitas Pelita Harapan, Tangerang, Indonesia

01541210122@student.uph.edu

Patricia Hermawan²

Universitas Pelita Harapan, Tangerang, Indonesia

01541210071@student.uph.edu

Vasco A. H. Goeltom³

Universitas Pelita Harapan, Tangerang, Indonesia

vasco.goeltom@uph.edu

V. Nonot Yuliantoro⁴

Universitas Pelita Harapan, Tangerang, Indonesia

nonot.yuliantoro@uph.edu

Abstract

This study aims to analyze the effect of service quality and brand image on customer loyalty in informal restaurants in North Jakarta, using emotional experience as a mediating variable. This study was conducted at informal restaurants in the Pantai Indah Kapuk (PIK) area, which is one of the main culinary destinations. The research method uses a quantitative approach with the PLS-SEM analysis tool. Data were collected from 200 respondents through a questionnaire measured using a Likert scale of 1-5. The results of the study indicate that service quality and brand image have a significant positive effect on customer loyalty, both directly and through emotional experience. This study provides academic contributions in expanding studies related to customer loyalty in the culinary sector, as well as practical recommendations for industry players to improve customer emotional experiences to strengthen loyalty.

Keywords: Service Quality, Brand Image, Emotional Experience, Customer Loyalty, Informal Restaurants

INTRODUCTION

Customer loyalty is a valuable asset for any business, including the cafe industry. According to (Tsalatsa, 2021), loyal customers not only provide stable income but also act as effective brand ambassadors through word-of-mouth marketing. They tend to be more tolerant of price increases and more receptive to new products or services offered. Retaining existing customers is much lower than the cost of acquiring new customers (Alamsyah & Safitri, 2024). Understanding the factors that influence customer loyalty, such as service quality and customer satisfaction, is critical to the long-term success of a café. By developing the right strategy to increase customer loyalty, cafes can build a sustainable competitive advantage in an increasingly competitive market (Batubara & Nasution, 2023).

In this context, customer loyalty is closely related to the quality of service provided. According to (Naini et al., 2022), service quality is a concept that refers to a company's ability to provide services that meet or even exceed customer expectations. Service quality involves several main dimensions, such as (1) tangible, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy. These dimensions play an important role in ensuring that the services provided are not only accurate and guaranteed but also provide comfort and trust to customers. Good service quality creates a positive impression that can improve the overall customer experience and vice versa (Buana et al, 2023). Fast, responsive, friendly service, and attention to customer needs in particular can increase satisfaction. Satisfied customers tend to be more loyal, make repeat visits, and recommend restaurants to others. Good service quality is a key factor in maintaining and increasing customer loyalty.

In this regard, emotional experience not only bridges the relationship between variables but also becomes a determining factor in creating customer loyalty in the food and beverage industry (Sibuea et al, 2022). According to research (Subagja & Aprillia, 2022), the emotional experience resulting from interactions with a brand or restaurant can create a strong emotional attachment between customers and the brand. Positive emotions experienced by customers, such as joy, warmth, or satisfaction when interacting with the service or atmosphere of a restaurant, encourage them to return and become loyal. This is in line with the idea that loyalty is not only influenced by rational aspects such as service quality

and brand image but also by the emotional connection established through experiences that touch the customer's feelings (Chintia et al., 2022).

Emotional experiences are not just emotions that are aroused during interactions with restaurants but exist only rationally. In previous research, (Subagja & Aprillia, 2022) finding emotional experiences can bridge service quality with brand image toward customer loyalty. This shows that although service quality and brand image are needed, their influence is stronger with the presence of positive emotional experiences.

The phenomenon of the birth and development of restaurants in Indonesia is quite rapid, especially in big cities, one example is DKI Jakarta. DKI Jakarta has the most skyscrapers in Indonesia. Jakarta is not only a metropolitan city but also a center of government and industry, due to its rapid development and significantly increased regional funds for development and other improvements (Rifai, 2019).

In the observations that have been conducted, the varying patterns of visits between weekends and weekdays in informal restaurants located in North Jakarta illustrate the unique dynamics that restaurants in the area often face. The restaurants observed showed a striking difference in the number of visitors, with a significant decrease on weekdays compared to the surge in visitors seen on weekends. These restaurants experienced changes in the composition of visitors, where visitors on weekdays tend to be dominated by office workers or students, while on weekends more families or groups of friends come to spend time together.

The phenomenon that occurs in the PIK area is a special highlight in this study. PIK has developed rapidly into a favorite culinary destination that attracts visitors from various circles, both local and tourists. With the rapid growth of aesthetic restaurants and cafes in this area, there are major challenges that must be faced in terms of customer loyalty. The increase in the number of restaurants per year in 2022 by 891 in North Jakarta, with 379 restaurants in the Penjaringan District area, competition between restaurants is getting tighter and many customers tend to move to new places that are more interesting or have a fresher concept.

Customer loyalty in PIK is formed not only from rational aspects such as food quality or service quality but also from the emotional experience offered. People in general who visit

this location often want a perfect culinary experience for their visitors, including the restaurant atmosphere, attractive interior design, and personal interaction with staff. Understanding the factors that influence customer loyalty such as service quality, brand image, and emotional experience is essential to help restaurants in PIK remain competitive. Therefore, the customer loyalty variable was chosen to be studied in depth to understand the dynamics that occur in the PIK area.

Visitors on weekdays tend to be dominated by office workers and students who prioritize accessibility and efficiency of service, while visitors on weekends are more likely to be families or groups of friends who are looking for a relaxed atmosphere to spend time together. This difference in visitation patterns reflects the importance of restaurants adjusting services and promotions according to the characteristics of visitors on weekdays and weekends. From the results of this interview, it can be concluded that increasing menu variety, restaurant atmosphere, and seating capacity are key areas that restaurants can improve to better satisfy customers and increase their loyalty amidst increasingly tight competition in North Jakarta, especially in the Pantai Indah Kapuk area.

Thus, informal restaurants should focus on strengthening their brand image by consistently providing satisfying customer experiences to maintain and enhance their customer loyalty because loyal customers tend to repurchase products, recommend the place to others, and stay there despite temptations from competitors (Ariyani & Kurniawan, 2022). In the context of informal restaurants such as cafes, good service quality, fair prices, and comfortable environments also greatly affect customer satisfaction, which can ultimately drive their loyalty. Observing the cafe, this study shows that creating a positive experience through brand image and good service quality can strengthen customer loyalty (Ali et al., 2021).

REVIEW OF LITERATURE

Theory of Planned Behavior

Theory of Planned Behavior (Ajzen, 1991) is one of the most widely used theories in understanding and predicting human behavior in various contexts, including consumer behavior. This theory states that a person's behavior is driven by the intention to act.

Quality of Service

Service quality refers to the restaurant's ability to meet or even exceed customer expectations. In the model (SERVQUAL), service quality can be understood as customer perception of the difference between their expectations and the experience received. High service quality is reflected in the organization's ability to meet or exceed customer expectations (Parasuraman et al., 1988).

Brand image

Brand image refers to the perceptions and associations that customers have towards a restaurant based on their experiences and interactions. According to (Keller, 1993), brand image is the customer's knowledge about a brand, which is formed from the perceptions and associations that customers have towards the brand. He proposed that brand image consists of two main components, namely brand awareness and brand image.

Emotional Experience

Emotional experience is a state felt by customers while interacting with a product or service. According to (Bagozzi et al., 2014). Emotional experiences can be seen as the result of interactions between individuals and the environment, which then form affective or emotional perceptions within customers.

Customer Loyalty

Customer loyalty is an important concept in marketing that describes a customer's commitment to continue using a particular product or service. According to (Oliver, 1999), customer loyalty not only includes repeat purchase behavior but also involves affective and cognitive dimensions that develop over time.

RESEARCH METHOD

Research Design

In this study, quantitative methods were used to test the hypotheses that had been formulated. According to (Creswell & Creswell, 2018), the quantitative approach is a research approach that uses numerical data to analyze relationships or influences between variables. This approach involves structured and systematic measurements, often conducted through surveys or experiments, to answer research questions and test hypotheses

objectively. Researchers focus on results that can be calculated and interpreted statistically, to find patterns or relationships that can be generalized.

This research Multivariate analysis aims to find the influence of various variables on an object simultaneously. These variables are interrelated with at least one dependent variable and more than one independent variable (Creswell & Creswell, 2018).

The method used in this research is a survey. According to (Creswell & Creswell, 2018) survey is a research method used to obtain an overview of trends, attitudes, or opinions of a group (population) based on data from a small portion of it (sample). Associative techniques are used to test the formulated hypothesis. Associative hypothesis testing is the process of testing the relationship or association between two or more variables. The associative hypothesis aims to determine whether there is a relationship, correlation, or influence between the variables, and how strong the relationship is.

According to (Creswell & Creswell, 2018), some surveys can be conducted with two approaches, namely cross-sectional, where data is collected only once, or longitudinal, where data is taken over time. Data collection can be done by mail, telephone, internet, direct interviews, or in groups, with the selection of methods considering advantages, costs, and convenience. In this study, the cross-sectional method was used as a time dimension for this study, where the cross-sectional is a type of observational research that collects data from a population at a certain point in time. This approach is used to measure the relationship between variables or certain conditions at the same time.

Sampling Determination Method

This research uses the method of non-probability sampling with a purposive sampling approach. According to (Sugiyono, 2021) purposive sampling is a sampling method that is selected based on certain characteristics that are relevant to the research objectives. This technique is used to ensure that the selected sample has characteristics or experiences that are relevant to the problem being studied. This study focuses on restaurant customer loyalty, so only consumers who have visited informal restaurants (cafes) in Pantai Indah Kapuk (PIK) were selected as samples for this study. In purposive sampling, samples are not selected randomly but are adjusted to the needs of the study so that the information obtained from the sample is in accordance with the variables to be studied.

In the research, it was explained that purposive sampling is very useful for obtaining samples that are relevant to the research context so that the research results have special significance to the population that is the focus of the research. Purposive sampling helps to obtain specific samples, but this method still has limitations in terms of external validity, so the results are difficult to generalize to a wider population (Andrade, 2021). The form of purposive sampling technique that researchers use to collect data is a questionnaire. Data collection was carried out from October 2024 to November 2024.

Determining the sample size in research using PLS-SEM can use the method inverse square root in (Kock & Hadaya, 2018). The use of Kock and Hadaya's theory was chosen because of the limited time and resources available in this study. This study focuses on guests, this approach provides flexibility in determining an efficient sample size.

RESULTS AND DISCUSSION

Structural Model Testing (Inner Model)

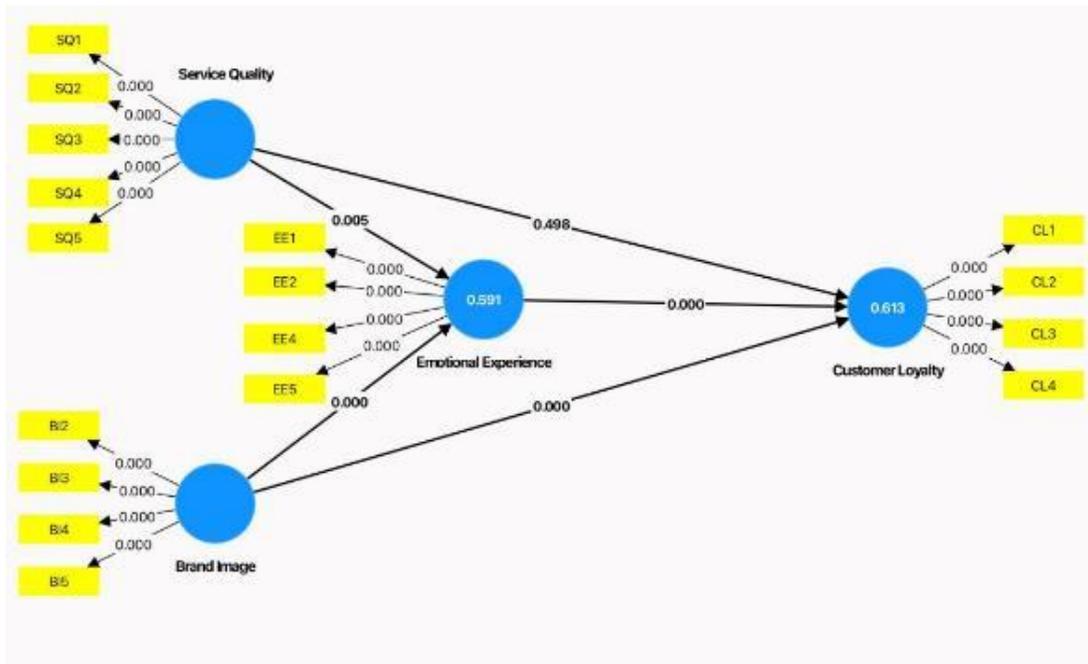


Figure 1.
Inner Model

Source: Data Processing Results (2024)

Variance Inflation Factor (VIF)

Variance Inflation Factor (VIF) is a measure used in regression analysis to evaluate the level of multicollinearity among independent variables in a regression model. Multicollinearity occurs when there is a high level of correlation between two or more independent variables in a regression model, which can result in difficult interpretation of regression results and unstable estimates. The higher the VIF value, the higher the level of multicollinearity. If the VIF value exceeds 5, this indicates significant multicollinearity, and it is necessary to consider removing the variable from the model, while if the value is below 3, it indicates no collinearity (Hair et al., 2022).

Table 1.
Evaluation of Collinearity Values

	VIF
BI2	1,426
BI3	1,565
BI4	1,718
BI5	1,758
CL1	2.196
CL2	1,831
CL3	2.102
CL4	1,934
EE1	1,885
EE2	1,688
EE4	1,956
EE5	1,796
SQ1	1,795
SQ2	1,593
SQ3	1,779
SQ4	1,590
SQ5	1,444

Source: Data Processing Results (2024)

Based on the table above, it can be said that the results of the Variance Inflation Factor (VIF) test value stated that no numbers exceeded three, meaning that there was no significant multicollinearity or no problems. Variance Inflation Factor (VIF) is an important tool to ensure the reliability of a regression model by detecting collinearity problems before making decisions based on the model.

Analysis of the Determination Coefficient R-square (R²) and f²

The R-square (R²) test is used to measure the extent to which the model that has been created fits the observed data. There are three categories in the R-square (R²) value, namely, > 0.75 equals a strong model, > 0.50 equals a moderate model, and > 0.25 equals a weak model.

Table 2.
R-Square Value

Variables	R-square
Customer Loyalty	0.613

Source: Data Processing Results (2024)

The R-square value for the customer loyalty variable is 0.613, or in other words, as much as 61.3% of the variation in the customer loyalty variable is influenced by other variables in this model including service quality, brand image, and emotional experience. While the remaining 38.7% is influenced by other factors outside the model. Thus, it can be seen that this research model is included in the moderate model category.

Next, the f² effect test was conducted in Partial Least Squares Structural Equation Modeling (PLS-SEM) which was used to assess the influence of one independent latent variable on the dependent latent variable in the structural model. The f² value was interpreted based on Cohen's (1988) guidelines to determine the size of the effect: (f² ≥ 0.02 is considered a small effect), (f² ≥ 0.15 is considered a medium effect), and (f² ≥ 0.35 is considered a large effect).

Table 3.
F-Square Value

	Brand Image	Customer Loyalty	Emotional Experience	Quality of Service
Brand Image		0.130	0.764	
Customer Loyalty				
Emotional Experience		0.254		
Quality of Service		0,000	0.075	

Source: Data Processing Results (2024)

Based on the table above, Brand Image has a significant effect on customer loyalty with an f² value of 0.130, indicating a small effect. In addition, Brand Image also affects emotional experience with an f² value of 0.764, which is included in the large effect category,

making it one of the most dominant variables in the model. Emotional experience has a significant effect on customer loyalty with an f^2 value of 0.254, indicating a moderate effect. In contrast, service quality does not affect customer loyalty ($f^2 = 0.000$) and only has a small effect on emotional experience ($f^2 = 0.075$).

Q2 Prediction Value and CVPAT

The $Q^2_{predict}$ value ranges from 0 to 1, with values below 0 indicating that the model has no predictive relevance. If the $Q^2_{predict}$ value is greater than 0, the model is considered to have predictive relevance. The range of $Q^2_{predict}$ values from 0 to 0.25 indicates small predictive relevance, values between 0.25 and 0.5 reflect medium predictive relevance and values greater than 0.5 indicate high predictive relevance. The closer to 1 the $Q^2_{predict}$ value, the higher the model's ability to provide consistent predictions even though there are changes in the sample data parameters (Hair et al., 2022). The following are the calculation results with PLS prediction in this study:

Table 4.

Predictive Relevance Value ($Q^2_{predict}$)

Indicator	$Q^2_{predict}$	Predictive Power
CL1	0.410	Medium Predictive Relevance
CL2	0.282	Medium Predictive Relevance
CL3	0.363	Medium Predictive Relevance
CL4	0.319	Medium Predictive Relevance
EE1	0.422	Medium Predictive Relevance
EE2	0.378	Medium Predictive Relevance
EE4	0.328	Medium Predictive Relevance
EE5	0.374	Medium Predictive Relevance

Source: Data Processing Results (2024)

Based on the table above, it can be seen that all indicators calculated using PLS Predict have $Q^2_{predict}$ values that are in the range of 0.25 to 0.5, which indicates medium predictive relevance. This means that the model has quite good predictive ability, although it does not show very strong predictions.

Next in PLS-SEM analysis, the current approach to evaluate the predictive ability of the model is through Cross-Validated Predictive Ability (CVPAT). The Cross-Validated Predictive Ability Test (CVPAT) procedure involves the process of comparing the error value from the bootstrapping results with the error from the out-sample in stages according to a certain algorithm.

CVPAT is conducted through two stages of assessment based on the specified benchmark. The first stage involves comparing the PLS-SEM model results with the indicator average (IA) value, while the second stage compares it with the linear model (LM) value. If the error value from the bootstrapping results is smaller than the benchmark, the difference, called the average loss difference, can be negative. This negative value is expected because it indicates that the model has a smaller error. If the average loss difference of the entire model consistently shows a negative value, this indicates that the model has predictive ability that is in accordance with expectations. The following are the CVPAT results in this study:

Table 5.
Cross-Validated Predictive Ability (CVPAT) Value

Construct	PLS-SEM vs. Indicator Average (IA)		PLS-SEM vs. Linear Model (LM)	
	Average Loss Difference	P-Value	Average Loss Difference	P-Value
Customer Loyalty	-0.177	0,000	-0.004	0.623
Emotional Experience	-0.149	0,000	-0.012	0.091
Overall Model	-0.163	0,000	-0.008	0.175

Source: Data Processing Results (2024)

Based on the results of the Cross-Validated Predictive Ability Test (CVPAT) analysis in this study, it can be seen that the PLS-SEM method has varying performance in reducing the average loss rate in the tested constructs, both compared to the Indicator Average (IA) and the Linear Model (LM). In customer loyalty, the PLS-SEM method provides a difference in the average loss of -0.177 (p-value = 0.000) compared to IA, which is statistically significant indicating the superiority of PLS-SEM in predicting the construct. However, when compared to LM, the difference in the average loss of -0.004 is not significant (p-value

= 0.623), indicating that the performance of PLS-SEM against LM is less than optimal in predicting customer loyalty.

Emotional experience shows a difference in the average loss of -0.149 (p-value = 0.000) when compared to IA, which is statistically significant, confirming that PLS-SEM is more efficient in predicting emotional experience than IA. However, the comparison with LM shows a difference in the average loss of -0.012, which is not significant (p-value = 0.091), thus indicating that the performance of PLS-SEM against LM in this construct is still limited.

Overall, the PLS-SEM model produced a mean loss difference of -0.163 (p-value = 0.000) compared to IA, which was statistically significant. However, the comparison with LM showed a mean loss difference of -0.008 (p-value = 0.175), which was not significant. This indicates that although PLS-SEM is superior to IA, its performance against LM still needs to be improved in this study. Thus, these results illustrate that the PLS-SEM method has advantages in predicting inter-construct variables compared to IA, but is less optimal when compared to LM.

PLS Predict

In calculating predictive power, PLS prediction calculation is carried out by comparing the prediction results of the PLS model with the linear model (Shmueli et al., 2019). If all PLS RMSE values are smaller than RMSE LM, then the model has high predictive power. If only a small part of the PLS RMSE values is smaller than RMSE LM, then the model is considered to have medium predictive power. However, if no PLS RMSE value is smaller than RMSE LM, then the model is categorized as having low predictive power. Here are the PLS Predict results:

Table 6.
PLS Predict Value

	PLS-SEM_RMSE		RMSE LM
CL1	0.600	<	0.606
CL2	0.481	>	0.475
CL3	0.577	<	0.581
CL4	0.619	<	0.626
EE1	0.467	<	0.486
EE2	0.439	<	0.459

	PLS-SEM_RMSE		RMSE LM
EE4	0.569	>	0.561
EE5	0.523	<	0.543

Source: Data Processing Results (2024)

Based on the table above, it shows a comparison of the Root Mean Square Error (RMSE) values between the PLS-SEM model and the Linear Regression (LM) model for various indicators in this study. RMSE is a measure used to evaluate the accuracy of model predictions, where lower values indicate better predictions.

Based on the results of the PLS Predict calculation, it can be seen that the PLS-SEM model shows a lower RMSE value compared to the Linear Regression (LM) model for most indicators, indicating the predictive superiority of PLS-SEM. In customer loyalty (CL), indicators CL1, CL3, and CL4 have lower RMSE in PLS-SEM compared to LM (CL1: $0.600 < 0.606$; CL3: $0.577 < 0.581$; CL4: $0.619 < 0.626$), indicating that the PLS-SEM model is more accurate in predicting customer loyalty than the LM model. However, for the CL2 indicator, the RMSE in PLS-SEM is higher than LM ($0.481 > 0.475$), which indicates that the LM model provides slightly better predictions for this indicator.

In emotional experience (EE), indicators EE1, EE2, and EE5 show that PLS-SEM has a lower RMSE compared to LM (EE1: $0.467 < 0.486$; EE2: $0.439 < 0.459$; EE5: $0.523 < 0.543$), indicating the superiority of the PLS-SEM model in predicting emotional experience. However, in indicator EE4, the RMSE in PLS-SEM is higher than that of LM ($0.569 > 0.561$), indicating that the LM model is slightly better in predicting emotional experience in this indicator.

Overall, the results of this analysis indicate that PLS-SEM is more effective in predicting most of the variables tested in this study. However, there are some indicators where LM provides better predictions, such as CL2 and EE4. Therefore, although PLS-SEM tends to provide more accurate results for most indicators, the LM model is not always inferior in every indicator and can be superior in some conditions.

Hypothesis Testing

In this study, researchers conducted hypothesis testing to evaluate the relationship between variables in the research model. The T-statistic value must be greater than the T table value of 1.65251 and the P-value must be less than 0.05 with a confidence level of 95%

(Hair et al., 2017). The following are the results of the T-statistic value, P-value, and original sample in hypothesis testing.

Table 7.
Hypothesis Testing Results

Hypothesis	Standardized Path Coefficient	Confidence Interval		t Value	ρ Value	Decision
		5%	95%			
H1: Service Quality has a positive effect on the Emotional Experience of Customers at informal restaurants in North Jakarta.	0.221	0.103	0.356	2,859	0.002	Supported
H2: Brand image has a positive effect on the emotional experience of customers of informal restaurants in North Jakarta.	0.651	0.548	0.737	11,277	0,000	Supported
H3: Emotional experience has a positive effect on customer loyalty in informal restaurants in North Jakarta.	0.559	0.420	0.676	7,158	0,000	Supported
H4: Service quality has a positive effect on customer loyalty in informal restaurants in North Jakarta.	0.027	-0.051	0.117	0.537	0.296	Not Supported
H5: Brand image has a positive effect on customer loyalty of informal restaurants in North Jakarta.	0.303	0.181	0.428	4,021	0,000	Supported
H6: Emotional experience mediates the relationship between Service quality and customer loyalty of informal restaurants in North Jakarta.	0.123	0.060	0.194	3,024	0.001	Supported
H8: Emotional experience mediates the	0.364	0.249	0.472	5,377	0,000	Supported

relationship between Brand Image and customer loyalty of informal restaurants in North Jakarta.						
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Source: Data Processing Results (2024)

Based on the table above, the results of the analysis of the hypothesis testing can be seen as follows:

H1: Service Quality has a significant positive effect on the Emotional Experience of Customers at informal restaurants in North Jakarta.

Based on the Table above in H1, it can be seen that the T-statistic value is 2.859 which exceeds the t table, in addition, the P-Value value is 0.002 where the P-Value is below 0.05. Furthermore, the original sample, 0.221 shows that service quality has a significant positive effect on the emotional experience of informal restaurants in North Jakarta by 0.221. Therefore, researchers can conclude that this one hypothesis is supported.

H2: Brand Image has a significant positive effect on the Emotional Experience of Informal Customers of Restaurants in North Jakarta.

Based on Table in H2, it can be seen that the T-statistic value is 11.277 which exceeds the t table, in addition, the P-Value value is 0.000 where the P-Value is below 0.05. Furthermore, the original sample, 0.651 shows that brand image has a significant positive effect on the emotional experience of informal restaurants in North Jakarta by 0.651. Therefore, researchers can conclude that this second hypothesis is supported.

H3: Emotional experience has a significant positive influence on customer loyalty in informal restaurants in North Jakarta.

Based on Table in H3, it can be seen that the T-statistic value is 7.158 which exceeds the t table, in addition, the P-Value value is 0.000 where the P-Value is below 0.05. Furthermore, the original sample, 0.559 shows that emotional experience has a significant positive effect on customer loyalty of informal restaurants in North Jakarta by 0.559. Therefore, researchers can conclude that this third hypothesis is supported.

H4: Service Quality has a significant positive effect on Customer Loyalty in informal restaurants in North Jakarta.

Based on Table in H4, it can be seen that the T-statistic value is 0.537 which is less than the t table, in addition, the P-value value is 0.296 where the P-value is greater than 0.05. Furthermore, the original sample, of 0.027 indicates that service quality has a positive but insignificant effect on customer loyalty of informal restaurants in North Jakarta of 0.027. Therefore, researchers can conclude that this fourth hypothesis is not supported.

H5: Brand image has a significant positive influence on customer loyalty of informal restaurants in North Jakarta.

Based on Table 22 in H5, it can be seen that the T-statistic value is 4.021 which exceeds the t table, in addition, the P-Value value is 0.000 where the P-Value is below 0.05. Furthermore, the original sample, of 0.303 shows that brand image has a significant positive effect on customer loyalty of informal restaurants in North Jakarta of 0.303. Therefore, researchers can conclude that this fifth hypothesis is supported.

H6: Emotional Experience mediates the relationship between Service Quality and Customer Loyalty of informal restaurants in North Jakarta.

Based on Table 22 in H6, it can be seen that the T-statistic value is 3.024 which exceeds the t table, in addition, the P-Value value is 0.001 where the P-Value is below 0.05. Furthermore, the original sample, of 0.123 shows that emotional experience mediates the relationship between service quality and customer loyalty of informal restaurants in North Jakarta by 0.123. Therefore, researchers can conclude that this sixth hypothesis can be supported.

H7: Emotional Experience mediates the relationship between Brand Image and Customer Loyalty of informal restaurants in North Jakarta.

Based on Table in H7, it can be seen that the T-statistic value is 5.377 which exceeds the t table, in addition, the P-Value value is 0.000 where the P-Value is below 0.05. Furthermore, the original sample, 0.123 shows that emotional experience mediates the relationship between brand image and customer loyalty of informal restaurants in North Jakarta by 0.364. Therefore, researchers can conclude that this sixth hypothesis can be supported.

CONCLUSION

The results of this study reveal a significant relationship between service quality, brand image, and emotional experience on customer loyalty in informal restaurants. The service quality variable shows that indicators such as SQ2 and SQ5 have a high level of importance but their performance still needs to be improved. Other indicators, such as SQ1 and SQ3, have good performance with a lower level of importance so they need to be maintained without being a top priority. In the brand image variable, indicators BI3 and BI5 have high performance and level of importance, indicating that the restaurant's brand image is strong but still requires consistency in brand communication. The emotional experience variable emphasizes the importance of indicators such as EE2 and EE5, while indicators EE1 and EE4 still need attention to create a stronger and more personal emotional experience. Emotional experience is a mediating variable that strengthens the influence of service quality and brand image on customer loyalty.

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