The Journal Gastronomy Tourism

Journal homepage:
https://ejournal.upi.edu/index.php/gastur/index

Customer Perceptions of Bakery and Restaurant Brand Image

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ABSTRACT

The research objective of customer perception of brand image is to understand how brands are seen, perceived, and interpreted by consumers or target audiences. This research aims to explore the perceptions, associations, and images associated with the brand in the minds of consumers. Identifying brand image is very important because it can help companies or organizations. The number of business competitors in the same field can also be a problem. The method used is descriptive research using probability sampling and simple random sampling techniques. In this study the population was 5,489 people, with a significance of 10%, a sample of 100 respondents was obtained using slovin formula. The results showed that 16.4% of respondents had a positive view of the superiority of brand associations, while around 61.8% of respondents had a negative view, 22% of respondents were neutral. As for the strength of brand association, 13.7% of respondents have a positive view, 68.3% of respondents have a negative view, 14.7% of respondents have a positive view of the uniqueness of the Resto & Bakery brand association, while around 68.6% of respondents have a negative view. Association Advantage is still lacking, Resto & Bakery can consider strategies that focus on improving customer experience, clearer brand communication, and strengthening elements that generate positive associations with the brand. The strength of the Brand Association is not yet strong, Resto & Bakery can consider strategies that focus more on strengthening brand elements, improving service or product quality, and conducting more effective brand communication to customers. Uniqueness of Brand Association is still lacking, can focus efforts on communicating and highlighting the elements that make their brand unique and different from competitors, and invite customers to experience that uniqueness firsthand.

ARTICLE INFO

1. INTRODUCTION

The development of the tourism industry after the COVID-19 pandemic has shown several trends that may continue or change in the coming years, entering the second month of 2023, foreign tourist visits in Indonesia reached 701.93 thousand visits. Despite a decrease of 4.62 percent compared to January 2023 (month-to-month), the revival of the tourism sector is increasingly felt. This is in line with the control of the Covid-19 pandemic and the temporary closure (BPS, 2023).

One of the facilities supporting tourism is a restaurant. According to the Minister of Tourism and Creative Economy No.11 of 2014, Restaurant is a business of providing food and beverage services equipped with equipment and equipment for the process of making, storing and serving in a fixed place that is not moving with the aim of making a profit and / or profit. The word restaurant comes from the French 'restaurer' which means "restorer of energy" or return of energy. According to Barrows, Powers, and Reynolds (2012) a restaurant is any public place that sells food. As of now, restaurant don't as it were center on the variables of nourishment and drinks supporting calculate such as appearance should be well-thought-out to attain the concept of a eatery. The uniqueness of the eatery might gotten to be a quality and pull in guests (Ramadhan, 2021).

Director General of Agro Industry of the Ministry of Industry, Putu Juli Ardika, said that in 2022 there will be an increase of 3.68% in terms of growth in the restaurant and restaurant industry sector, this figure is an increase from 2021 which only amounted to 2.95%. However, there are several things that must be considered when we have a business such as a restaurant, one of which is the Brand Image of a company. According to Kotler & Keller (2016), brand image is the perception and belief of consumers which is reflected in the associations that occur in consumers' memories. Brand image indicators include the superiority of brand associations, the strength of brand associations, and the uniqueness of brand associations. Besides, consumer can keep in mind a brand well and sound recognizable to shoppers (Fajri, *et al.*, 2021).

Lampu Satu Subang Restaurant is one of the restaurants in Subang that has been established since 2014. This restaurant can be used as an alternative to gather with friends and family, meet clients, and relax. The products offered are very diverse. However, the problem faced is that Resto & Bakery Lampu Satu Subang is not as good as when it was originally launched. The number of business competitors in the same field can also be a problem. The following is data on competitor restaurants.

Table 1. Competing Restaurants of Lampu Satu Subang

No	Restaurant Name	Address
1	Widia Cupcake Caffe	Blok Kopti Jalan Camar No.53, Dangdeur, Kec. Subang, Kabupaten Subang, Jawa Barat 41211
2	Pastry'ku By Widia	Jl. Pejuang 45, Karanganyar, Kec. Subang, Kabupaten Subang, Jawa Barat 41211
3	D'Chantha Coffe & Flowers	Jalan Suraji No.8, Cigadung, Kec. Subang, Kabupaten Subang, Jawa Barat 41211
4	Follow Mie	Jl. Otto Iskandardinata No.38, Karanganyar, Kec. Subang, Kabupaten Subang, Jawa Barat 41211
5	Delipel Cake Subang	Jalan Kh Agus Salim &, Gg. Jenaka, Cigadung, Kec. Subang, Kabupaten Subang, Jawa Barat 41211

Source: jabarprov.go.id, 2023

The problem is also reinforced by the unfavorable reviews that the author has found about lamp one on social media. For this reason, a preliminary survey was conducted to see the real problems.
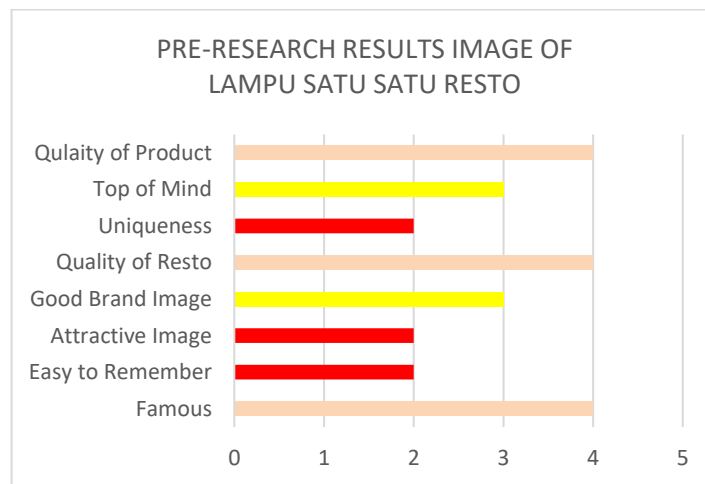
Figures 1. Pre-research Result
Source: Based On The Author's Data, 2023

The percentage agreeing on the good Brand Image and its supporting indicators is very minimal, the rest of them say they disagree with the superiority of the Brand Image owned by Resto & Bakery Lampu Satu Subang.

The problem identification in this study is to find out how the superiority of brand association, the strength of brand image and the uniqueness of the brand image of the restaurant and bakery Lampu Satu Subang according to consumers. While the research objective is to find out the perception of each brand image indicator in the eyes of consumers.

2. LITERATUR REVIEW

2.1 Consumer Perception

Perception is a process that a consumer goes through to select, organize, and interpret certain information to form certain meanings about a product or brand. According to Kotler and Keller (2009), consumer perception is the process by which we select, organize, and translate input information to create a meaningful picture of the world. Meanwhile, according to Solomon in Syahputra (2014) perception is the process of how stimuli are selected, organized, and interpreted.

Perception formation according to Kotler and Keller (2009) goes through the following stages:

a. Selective attention, is the process by which a consumer gets a stimulus and ignores other stimuli.

b. Selective distortion occurs when consumers change or replace information that conflicts with their feelings or beliefs, in this case consumers have a tendency to process information into a personal understanding.

c. Selective Retention It is a process in which a consumer only remembers information that supports one's personal feelings and beliefs. Consumers will release all the inconsistent information they have received.

2.2 Brand Image

Brand image has played a critical part in recognizing among companies and a capable showcasing instrument (Park & Park, 2019). Brand image typically influences customer expectations and consequently their satisfaction with a product or service (Irfan & Hariani, 2022). Brand image identification refers to the process by which consumers recognize, perceive, and form images or perceptions about a brand or brand. Brand image is a mental picture formed in the minds of consumers based on experiences, perceptions, associations, and information related to the brand.

Some aspects related to brand image identification include:

a. Brand Recognition. Brand image identification begins with consumers recognizing the brand and being able to distinguish it from other brands in the market. This involves visual recognition of the brand, such as the logo, packaging design, or other brand identity elements.

b. Brand Associations. Brand image is also formed through the associations associated with the brand. Consumers may associate a brand with certain attributes, characteristics, values, or benefits. For example, a luxury car brand may be associated with attributes such as prestige, quality, or technological superiority.

c. Perceived Quality. Brand image identification also involves consumer perceptions of the quality of the product or service associated with the brand. Consumers may form a brand image based on the brand's reputation, personal experience, or other people's reviews of the quality of the products or services offered.

d. Brand image. Brand image includes emotional or psychological images associated with the brand. Consumers can form perceptions about the brand that reflect the brand's personality, associated lifestyle, or the values the brand represents. Brand image can influence consumer preference and loyalty.

e. Differentiation Brand image identification also involves understanding what makes the brand different or unique compared to competing brands. Consumers need to be able to differentiate and identify the added value or advantages possessed by the brand in the relevant context.

Brand image identification is not only influenced by what the company communicates in the marketing strategy, but is also shaped by individual perceptions, experiences, and interactions with the brand. Companies need to understand the identification of the desired brand image and seek to influence consumer perceptions through consistent and relevant marketing strategies.

In every product sold on the market, it must have its own image in the eyes of consumers, which is deliberately created by marketers to differentiate it from competitors Kotler and Keller (2016). Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images associated with a brand. These associations can be conceptualized based on type, support, strength, and uniqueness.

Types of brand associations include attributes, benefits, and attitudes. Attributes consist of product-related attributes, such as price, user, and usage image. Benefits include functional benefits, symbolic benefits, and experiential benefits (Shimp, 2003). A product that can maintain its image to be better than competitors will get a place in the minds of consumers so that it will always be remembered.

According to Aaker (2018) Brand is "a distinguishing name and / or symbol (such as a logo, stamp, or packaging) with the intention of identifying goods or services from a seller or a certain group of sellers, thereby making it easier to distinguish goods and services

produced by competitors." These brands compete in the minds of consumers to be the best. According to Kartajaya (2010 in Putri and Suasana 2018), defines a brand as "an asset that creates value for customers by increasing satisfaction and appreciating quality."

Kotler (2010) states the definition of image "as a set of beliefs, ideas, and impressions that a person has of an object. The object in question can be a person, group of people, organization or something else. If the object is an organization then all beliefs, ideas and impressions of the organization from a person is an image." Marlien (2014) argues that corporate image is the image of an organization as a whole, so it is not just an image of products and services. The company's image should be based on people's knowledge and experience. Eva & Widya (2021) state that this brand image is "a representation of a brand that is born from consumer memory." Meanwhile, according to Wulandari (2013) concluded that this brand image is "a set of brand associations that create a belief and are embedded in the minds of consumers." It can be concluded that Brand Image is the result of consumer perceptions of a particular brand, which is based on considerations and comparisons with several other brands, in the same type of product.

According to Kotler and Keller (2016), brand image indicators can be seen from:
a. The superiority of brand association, one of the factors forming brand image is product excellence, where the product excels in competition.
b. The strength of brand association, every valuable brand has a soul, a special personality is a fundamental obligation for brand owners to reveal, socialize the soul / personality in a form of advertising, or other forms of promotional and marketing activities. That is what will continue to be a link between the product / brand with the customer. thus the brand will be quickly recognized and will be maintained in the midst of rampant competition. Building the popularity of a brand into a well-known brand is not easy. However, popularity is one of the keys that can form a brand image in customers.
c. Uniqueness of brand association, is the uniqueness of the product.

2.3. Brand Association Advantage

Brand image is one of the important elements in a company in an effort to increase competitive advantage. Competitive advantage is a situation where a brand has something higher or superior to competitors. From the description of the indicators above, it can also be seen that there are three points that can be used as a measuring tool for customer satisfaction.

Brand association advantage is a factor that gives a brand a competitive advantage in market competition. Brand associations include images, perceptions, and emotional relationships that form in the minds of consumers when they interact with the brand. The following are some of the advantages of brand association:
a. Strong identity. Strong brand associations allow consumers to easily identify and remember the brand. A consistent and self-differentiating brand identity can create better brand recognition among competitors, thereby increasing brand awareness.
b. Trust and credibility. If a brand has positive associations with quality, reliability, and customer satisfaction, consumers will tend to trust the brand. The trust built helps create long-term relationships with customers and increase brand loyalty.
c. Differentiation from competitors. Brand associations that are unique and different from competitors can help create a strong position in the market. If consumers associate the brand with certain advantages, such as product quality, innovation, or superior customer service, the brand will have a significant competitive advantage.

d. Emotions and emotional ties. Positive brand associations that relate to consumers' emotions can influence their preferences and purchasing decisions. Brands that are able to build emotional bonds with consumers tend to trigger higher loyalty and bring long-term benefits to the brand.

e. High brand equity. Strong and positive brand associations can help create high brand equity. Brand equity includes the financial and non-financial values associated with the brand, such as brand awareness, consumer loyalty, and brand preference. Brands with high equity are better able to face competition, influence prices and market share, and create expansion opportunities.

f. Customer support and satisfaction. Positive brand associations can also increase customer support and customer satisfaction. Consumers tend to choose brands that they believe will provide positive experiences, good product quality, and satisfactory customer service. High customer support and satisfaction can contribute to a positive brand image and a successful brand. The prominence of brand associations may vary depending on the industry, market, and consumer preferences. Therefore, brands need to consistently monitor and manage their brand associations to remain relevant and competitive in the ever-changing market.

According to Alfian (2012) Brand Association Advantage is one of the factors forming Brand image, where the product excels in competition. Because of the superior quality (model and comfort) and characteristics that cause a product to have its own attraction for customers. Favorability of brand association is a brand association where customers believe that the attributes and benefits provided by the brand will be able to meet or satisfy their needs and desires so that they form a positive attitude towards the brand. Brand strength is a brand association depending on how it enters the customer's memory and how the process survives as part of the brand image.

2.4 Strength of Brand Association

According to Alfian (2012) The strength of this brand association is a function of the amount of information processing received in the ecoding process. When a customer actively deciphers the meaning of information on a product or service, it will create a stronger association in the customer's memory. The importance of brand associations in customer memory depends on how a brand is considered.

The strength of brand association refers to the level of awareness, perception, and emotional connection formed by consumers towards a brand. It reflects the extent to which the brand can be identified, remembered, and associated with positive attributes by consumers. Brand association strength is built through various factors, including direct experience with the product or service, brand promotion and marketing, brand image, and interaction with the brand in different contexts. Some of the main components that make up the strength of brand associations include:

a. Brand awareness. The level of consumer awareness of the brand and the extent to which the brand is remembered.

b. Brand image. Consumer perceptions of the brand, including the attributes, values, personality, and quality associated with the brand.

c. Brand reputation. Brand reputation built through consumer experience, product or service quality, and positive feedback from customers.

d. Brand advantage. Competitive advantages that are considered unique by consumers and differentiate the brand from competitors.

e. Emotional connection. The level of emotional bond between consumers and the

brand, which can involve factors such as trust, satisfaction, loyalty, and positive affection.

The strength of brand associations is important because it can influence consumer purchasing decisions, brand loyalty and the competitive position of a brand in the market. Brands that have strong association strength are usually better able to influence consumer preferences and maintain a stable market share.

2.5   Uniqueness of Brand Associations

Brand uniqueness according to Alfian (2012) is an association with a brand that inevitably must be divided with other brands. Therefore, competitive advantages must be created that can be used as a reason for customers to choose a particular brand. By positioning the brand more towards the experience or self-benefit of the product image. From the differences that exist, both from products, services, personnel, and channels are expected to provide differences from their competitors, which can provide benefits for producers and customers. Brand uniqueness is important in building a competitive position in a highly competitive market.

Some factors that can create brand uniqueness include:

a.   Unique Selling Proposition (USP). A USP is a prominent special attribute of a brand that is considered unique and valuable to consumers. USP identifies the advantages that differentiate the brand from its competitors and gives consumers a reason why they should choose the brand.

b.   Product or Service Specialty. Brand uniqueness can also come from the products or services offered by the brand. These can be special features, unique benefits, superior quality, or innovations that set the brand apart from competitors.

c.   Brand Image and Visual Identity. A strong brand image and consistent visual identity can help create brand uniqueness. This involves elements such as logos, slogans, colors, and designs that distinguish the brand and communicate a distinctive message to consumers.

d.   Customer Experience. A brand can create uniqueness through unique and memorable customer experiences. This can include superior customer service, personalized interactions, an easy buying process, or high levels of customer satisfaction.

By having a clear uniqueness, the brand can attract consumer attention, differentiate itself from competitors, and build strong relationships with customers.

3. METHODS

The method used is descriptive research method. According to Sugiyono (2017), the research method is a scientific way to get data with specific purposes and uses. The data used are secondary data and primary data. Secondary data is data that is obtained indirectly from the object or subject of research and is sourced from theories that support research, while primary data is data collected and processed by researchers directly from the subject or object of research.

The research location was carried out at, Resto & Bakery Lampu Subang.

According to Handayani (2020), population is the totality of each element to be studied that has the same characteristics, it can be an individual from a group, event, or something to be studied.

In this study, the research subjects were customers of Resto & Bakery Lampu Satu Subang. The following is visitor data for Resto & Bakery Lampu Satu Subang from January to May 2023.

Tabel 2. Visit data of Resto & Bakery Lampu Satu Subang

No	Month	Number of Visits
1	January	1.053
2	February	924
3	March	1.339
4	April	1.215
5	May	958
	Total	5.489

Source: Internal Data of Resto & Bakery Lampu Satu Subang, 2023

In the table, it can be seen that the number of visitors in this study from January to May 2023 was 5,489 visitors.

According to Handayani (2020), sampling technique is the process of selecting a number of elements from the population under study to be sampled, and understanding the various properties or characters of the subject being sampled, which in the future can be generalized from population elements. In this study, the sampling technique used was probability sampling with the technique taken, namely simple random sampling. The population in this study was 5,489 visitors, the percentage of leeway to be used was 10% using the Slovin formula, a sample of 100 respondents was obtained.

Data collection techniques used observation, interviews, questionnaires/questionnaires, and literature studies.

The measurement scale used by the author is a Likert scale. Likert scale is a research scale used to measure attitudes and opinions. According to Sugiyono (2017) the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

4. RESULTS AND DISCUSSION

4.1 Brand Association Advantages

From the results of processing questionnaires to 100 respondents regarding perceptions of the superiority of the Resto & Bakery Lampu Satu Subang brand association, we can do the following analysis:

a. Positive Acceptance (Agree and Strongly Agree)

From the total of respondents, 1.6% strongly agreed and 14.8% agreed to the statement regarding the primacy of brand associations. The combination of these percentages (1.6% + 14.8%) indicates that about 16.4% of respondents feel positive or agree to the superiority of the brand association. This is the part of the market that accepts and recognizes the value of brand associations in the context of Resto & Bakery Lampu Satu Subang.

b. Netral

A total of 22% of customers expressed a neutral attitude towards the superiority of brand associations. This could indicate that this segment does not have strong views or has limited knowledge about the Resto & Bakery brand association.

c. Negative Acceptance (Disagree and Strongly Disagree)

A total of 25.8% of customers expressed disagreement and 36% expressed strong disagreement towards the prominence of the brand association. The combination of these two percentages (25.8% + 36%) reflects that 61.8% of respondents have a negative view of the brand association. This could be due to dissatisfaction with previous experiences, perceptions about price, quality, or other factors that may influence their

views.

Based on the analysis of the questionnaire results, it can be seen that about 16.4% of respondents have a positive view of the superiority of the Resto & Bakery Lampu Satu Subang brand association, while about 61.8% of respondents have a negative view. The remaining part, 22% of respondents, were neutral towards the brand association. To increase positive perceptions and overcome negative views, Resto & Bakery can consider strategies that focus on improving customer experience, clearer brand communication, and strengthening elements that generate positive associations with the brand.

Many consumers have a negative perception of the statement of the superiority of product quality and service owned by this brand, which means that the quality of products and services is not in accordance with what consumers expect, while one of the components to achieve the Excellence indicator is Differentiation from competitors, namely when consumers associate a brand with certain advantages such as innovative product quality or superior service so that the brand has a significant competitive advantage. However, it turns out that this brand is the opposite so that it cannot be said to be superior to other competitors.

A brand is said to have its own appeal when the brand has a strong Identity. Based on the Advantage Indicator of brand association, a brand can be said to have its own attractiveness if it has a strong identity, which means that consumers can easily remember and identify the brand and a consistent brand identity that has its own appeal can create better brand recognition and awareness than competing brands.

A brand must have high brand equity, which to create this requires strong and positive brand associations that cover several components such as brand awareness, maintaining consumer loyalty, and brand preference. Due to the lack of brand equity for Resto & Bakery Lampu Satu Subang, consumers state that this brand has not achieved this so that it is not the first brand that appears in the minds of consumers.

Consumer perceptions regarding the quality of the products produced are still not as expected. This means that when consumers buy a product from Resto & Bakery Lampu Satu Subang, the product they get has not fulfilled or is not what they expected. Based on the indicator of Brand Association Strength, if you want to have a strong association advantage, a brand must be able to provide high customer support and satisfaction so that it can contribute to a positive brand image and a successful brand.

The average respondent disagreed that Resto & Bakery Lampu Satu Subang excels in product quality and service. The superiority of the products owned by Resto & Bakery Lampu Satu Subang needs to be improved again because Product Excellence is one of the factors shaping perceptions of consumer satisfaction. In the view of consumers, the value of a product is the quality of the product that consumers enjoy by sacrificing a certain amount of money or other resources (Oliver 2010).

4.2 Strength of Brand Association

Based on the data from the processing of questionnaires to 100 respondents regarding perceptions of the strength of the Resto & Bakery Lampu Satu Subang brand association, the following analysis can be taken:

a. Positive Acceptance (Agree and Strongly Agree)

Of the total respondents, 2% strongly agreed and 11.7% agreed to the statement regarding the strength of brand associations. This combined percentage (2% + 11.7%) indicates that around 13.7% of respondents feel positive or agree towards the strength of brand associations. This is the part of the market that accepts and recognizes the

value of brand association strength in the context of Resto & Bakery Lampu Satu Subang.

b. Netral

As many as 18% of customers expressed a neutral attitude towards the strength of brand associations. This could indicate that some respondents do not have a strong view or have limited knowledge about the strength of the Resto & Bakery brand association.

c. Negative Acceptance (Disagree and Strongly Disagree)

A total of 24.7% of customers disagreed and 43.6% strongly disagreed with the strength of the brand association. This combined percentage (24.7% + 43.6%) reflects that 68.3% of respondents have a negative view of the strength of the brand association. This could be due to a weak perception of the brand's value, previous unsatisfactory experiences, or other factors that influence their views.

From the data analysis, it can be seen that around 13.7% of respondents have a positive view of the strength of the brand association of Resto & Bakery Lampu Satu Subang, while around 68.3% of respondents have a negative view. The remaining part, namely 18% of respondents, was neutral towards the strength of the brand association. Negative views can be due to the large number of similar competing restaurants, it can also be caused by lack of promotion, brand marketing, and interaction with the brand. Meanwhile, building the strength of brand associations requires several important factors such as; experience with products/services, brand promotion and marketing, brand image, and interaction with brands in different contexts. In creating good brand association strength, it is necessary that consumer perceptions of brands include attributes, personality values, quality, and brands built through consumer experience, product and service quality must get positive feedback from consumers. Which is inversely proportional to what this brand has.

Because the brand awareness and emotional connection that Resto & Bakery Lampu Satu Subang has is still weak, the awareness and memory of the brand and the trust created by this brand are still low. So the strength of Resto & Bakery Lampu Satu Subang is not yet strong in the minds of consumers. And things that need to be considered to increase the strength of the brand association of Resto & Bakery Lampu Satu Subang, for example by placing the brand position appropriately and implementing the right market strategy so that it can further strengthen brand associations in the minds of consumers.

To increase positive perceptions and reduce negative views, Resto & Bakery can consider strategies that focus more on strengthening brand elements, improving service or product quality, and conducting more effective brand communication to customers.

4.3 Uniqueness of Brand Associations

The results of processing questionnaires to 100 respondents regarding perceptions of the uniqueness of the Resto & Bakery Lampu Satu Subang brand association, we can make the following analysis:

a. Positive Acceptance (Agree and Strongly Agree)

Of the total respondents, 3% strongly agreed and 11.7% agreed to the statement regarding the uniqueness of brand associations. This combined percentage (3% + 11.7%) indicates that around 14.7% of respondents feel positive or agree towards the uniqueness of brand associations. This is the part of the market that accepts and recognizes the value of brand association uniqueness in the context of Resto & Bakery Lampu Satu Subang.

b. Netral

A total of 18.7% of customers expressed a neutral attitude towards the uniqueness of brand associations. This could indicate that some respondents do not have a strong view

or have limited knowledge about the uniqueness of the Resto & Bakery brand association.

c. Negative Acceptance (Disagree and Strongly Disagree)

A total of 20.3% of customers disagreed and 48.3% strongly disagreed with the uniqueness of the brand association. This combined percentage (20.3% + 48.3%) reflects that 68.6% of respondents have a negative view of the uniqueness of the brand association. This could be due to a lack of understanding of the uniqueness of the brand, a weak perception of the value of the uniqueness, or previous experience influencing their views.

From the data analysis, it can be seen that around 14.7% of respondents have a positive view of the uniqueness of the brand association of Resto & Bakery Lampu Satu Subang, while around 68.6% of respondents have a negative view. The remaining part, namely 18.7% of respondents, were neutral towards the uniqueness of the brand association.

The negative view of consumers is because the Unique Selling Proposition (USP) or special attributes that are considered unique, prominent, and valuable to consumers are still considered lacking. So that there is no differentiation between brands and competitors and there is also no special reason for consumers to choose the Resto & Bakery Lampu Satu Subang brand as a unique brand. To achieve this uniqueness, a brand must pay attention to the customer experience, because a brand can create this through unique and memorable services by increasing personalized interactions, superior customer service, and creating high customer satisfaction.

To increase positive perceptions and reduce negative views, Resto & Bakery can focus efforts on communicating and highlighting the elements that make their brand unique and different from competitors, and invite customers to experience that uniqueness firsthand.

e. CONCLUSION

The advantages of the Resto & Bakery Lampu Satu Subang Brand Association are still lacking. Because there are still many consumers who disagree with the advantages possessed by Resto & Bakery Lampu Satu Subang, which could be due to the fact that the advantages they have are not in accordance with the criteria that consumers expect, both in terms of product quality, service quality, attractiveness and conformity to consumer expectations. And this is something that still needs to be considered and improved in order to increase the superiority of the brand association of Resto & Bakery Lampu Satu Subang.

The strength of the Brand Association owned by Resto & Bakery Lampu Satu Subang is not yet strong in the minds of its consumers. This is something that needs to be considered by Resto & Bakery Lampu Satu Subang, because a brand must have strength so that its brand is always remembered and attached to the minds of its consumers so that it can create a good Brand Image which will also have a good effect on purchasing decisions for a product.

The uniqueness of the brand association owned by Resto & Bakery Lampu Satu Subang is still lacking / not unique. Most consumers answered disagreeing with the statement of the uniqueness of Resto & Bakery Lampu Satu Subang. This could be because the brand can still be compared with other brands and there is no differentiation with other competing brands, so that there is no uniqueness or distinctive feature in this brand that can affect buyer loyalty.

f. ACKNOWLEDGMENT

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