ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

The Impact Of Mcdonald's Brand Image Towards Customer Satisfaction And Customer Loyalty Of Pup Students

Bolima, Rosalinda B., Gonzales, Princess Fermel V., Moria, Princess Joy J., and Nartea, Mecmack A**.**

College of Business Administration, Polytechnic University of the Philippines

Anonas St. Sta. Mesa, Manila

Email: mackharvester@gmail.com

ABSTRACT

The objective of this paper is to determine the impact of McDonald's brand image towards customer satisfaction and customer loyalty. Brand image, customer satisfaction and customer loyalty are important to businesses as they impart in generation of sales. The research used descriptive data and linear regression analyses to describe the characteristics of the gathered data and predict its changes. A total of 337 college students of Polytechnic University of the Philippines (PUP) were surveyed.

This study concluded that brand image has a great impact towards customer satisfaction and customer loyalty. Customers are satisfied with the favorability, strength and uniqueness of brand association. Six out of seven hypotheses were significant and accepted which means; there is a positive impact of favorability of brand association with customer satisfaction; there is a positive impact in strength of brand association with customer satisfaction; there is a positive impact in uniqueness of brand association with customer satisfaction; there is a positive impact in favorability of brand association with customer loyalty; there is a positive impact in strength of brand association with customer loyalty; and there is a positive impact in customer satisfaction with customer loyalty.

Key words: Brand Image, Customer Loyalty, Customer Satisfaction

INTRODUCTION

Brand image, customer loyalty and customer satisfaction are essential to the success of a business. One of the leading fast food chains in the country is McDonald's, its success in the Philippines has started on 1981. This research aims to determine how brand image of McDonald's influence the market in attaining customers' loyalty and satisfaction. This study will conduct a survey to assess the following: the influence of McDonald's brand image to customer satisfaction, the impact of McDonald's brand image to customer loyalty, and the relationship of customer satisfaction and customer loyalty.

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

Based on the study of Andreani et al. (2011), the strength of brand association has a positive impact on customer loyalty and customer satisfaction. Also, customer satisfaction and customer loyalty have a direct relationship to each other. The said study used the theories of Keller (2003), whom suggests an approach to measure the brand image through Multi-Dimensional Scaling (MDS). The elements of brand image are also discussed in the said study, these are favorability of brand association, strength of brand association, and uniqueness of brand association. In another article, Upamannyu (2014) surveyed 250 respondents and concluded that there is a strong relationship between customer satisfaction and brand image as well as the relationship of brand image and loyalty intention. However, customer satisfaction and loyalty intention found to be of a little weak. The results indicate that in order to achieve customer loyalty, marketers should focus on the strengths and benefits of brand image. In addition, business organizations consider brand image as one of the reasons why companies are successful, by creating and imprinting the brand in the minds of its customers. According to Zameer et al. (2015), a brand is successful when a customer enables to differentiate the brand from its direct competitors. Brand image is developed with the means of consistent advertising campaign and direct product pricing.

In the business world, it is important to create an image that represents the company since this instills to the customers' minds. Brand image plays a vital role as it is a key factor in the purchasing behavior of the consumers. Aside from that, customer satisfaction also has a great influence in consumer's buying behavior. Both brand image and customer satisfaction give reason for a consumer to repurchase and be satisfied with the same brand, creating customer loyalty. With this, the problem is formulated as to how brand image will affect the customers' loyalty and customers' satisfaction.

This research utilize descriptive data and linear regression analyses. These measures are used to gather data and facts about the relationship of brand image to customer loyalty and customer satisfaction. The researchers conduct a survey about McDonald's brand image to the students of Polytechnic University of the Philippines. Most of the surveyed students are under the College of Business Administration. A total of 337 students have participated in the said survey. The chosen respondents are ideal since students from this school came from different cities and are customers of McDonald's.

LITERATURE REVIEW

In the current competitive business domain, the brand image of an organization is significant like products or services advertised. The greater part of the business associations considers a brand picture as a powerful resource for their prosperity. A trusted and perceived brand personality gives certainty for clients to utilize the products offered by that brand. In this manner, the triumphant associations consistently make a solid effort to manufacture solid brand and speak to it in a reliable and clear way (Neupane, 2015). In addition to that, Saleem and Raja (2014) set that brand image is an impression of a brand held in purchaser memory.

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

They included that, in a basic word, brand image is essentially what comes into the buyers' mind when a brand is put in front of the client. As such, it implies that when the clients assess a brand name, they spontaneously think about the highlights of a brand. In order to draw new clients and retain the current clients for any association, the brand image is significant as a result of the way that the clients consistently look for branded items or services in this current aggressive market condition. It is hence, the organizations are confronting intense difficulties in keeping up and enhancing customer loyalty, brand image and client dedication (Neupane, 2015).

Building a positive brand image can impact repeat purchase in light of the fact that a solid brand image can prompt to customer loyalty. Pimentel and Heckler (2013) found that brand image has an aberrant effect on loyalty by means of customer satisfaction. Besides, brand image could have both immediate and indirect effects for loyalty. Nevertheless, brand image can be absolutely seen as an indicator of customer loyalty. Therefore, in the service business setting, a positive brand image appears to animate customer loyalty. It is acknowledged that positive brand image adds to enhance customer loyalty and furthermore, customer faithfulness has incredible roles in building solid brand image of an organization. Brand image in this way is essential for organizations to gain lifetime customer dependability which prompts rigging up organizational effectiveness. Palacio, Meneses, and Perez, (2012) additionally demonstrated the predominant job of brand image in foreseeing customer satisfaction in the hospitality business. Additionally, the harmoniousness between the brand image and customers' self-image would improve customer satisfaction and customers' inclination for the brand. Besides, the key significance of customer satisfaction for associations is significantly more featured. In a competitive marketplace where organizations go after customers like in the service industry; customer satisfaction is viewed as a key differentiator and progressively has turned into a key component of business technique. It is basic for organizations to successfully oversee customer satisfaction.

Customer satisfaction is a general mental state which is about the desire for emotions and experience from shopping behavior. Cacioppo (2010) noted that retail customer satisfaction is dictated by customer service, brand variety, store condition, convenient location and shopping accommodation. Retail customer satisfaction relies upon area, product quality, solidity, and procedure and staff services. While, Wan and Schell (2013) acclaimed that customer satisfaction resulted from the estimation of products and services as per the customer's past encounters just as the general assessment on the consuming background. They showed that an enterprise providing a great service quality could truly fulfill the different needs of customers, and customer satisfaction was the general assessment of the product and the service dependent on the customer's past encounters. According to Mendoza, et.al (2016) the satisfaction is anyway another vital element which must be taken into account when determining the total loyalty of the clients towards their administration providers. In banks, the clients question themselves about the degree of the administrations and choose about the absence of significance given to them and decide about repurchasing in the wake of utilizing the services. Kapferer (2011) also noticed that there were numerous dimensions in

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

estimating customer satisfaction, including cost of merchandise, service effectiveness, frame of mind of the attendant, overall execution of the organization, and the closeness to the ideal organization.

Customer loyalty implies the accomplishment of the providers to establish long-term relationship with their customers and furthermore accomplish rewards in communicating with its customer. It is the inclination to pick a specific item over all others because of fulfillment with the product or service. The customer loyalty consistently urges customers to purchase more consistently. The loyalty might be product explicit or it might be company explicit. At the point when a loyal customer purchases same product monotonously then he might be depicted as brand or specific brand loyal (Ranabhat, 2018). According to Ranade (2012), loyalty is the consistent conviction of a customer to the products or services offered by the organization. The loyal customers consistently settle on choices on where to invest their time, cash and exertion. They spend more cash, purchase more, remain longer and educate more individuals regarding the products and providers that they are completely fulfilled. The customer loyalty exists long term just if the providers make the customers feel that they are number one priority in their list. A few customers are naturally faithful to the provider with whom they are doing business. They generally want to remain in long-term association with him. Loyal customers consistently remain with one product or provider and furthermore prescribe the providers or products to others.

According to Beard (2014), customer satisfaction is an estimation of how well the products or services established by an organization meet the expectations of a customer. It is a marketing term that analyzes the desires for the customers' needs by the products and services gave by the organization and the great customer satisfaction includes different factors, for example, the quality of the item, the nature of the service provided, the environment of the area where product or service is bought and the cost of the product or service. Customer satisfaction is significant in light of the fact that it gives metric in the business that can be utilized to oversee and improve the business just as leads the customer loyalty. In addition to that, AI-Maslam (2015) stated that customer satisfaction and customer loyalty are the different sides of same coin. Without one, another can't go appropriately and easily. The fulfilled customers lead to customer loyalty of the business. The connection between customer loyalty and customer satisfaction is that customer loyalty will go high when satisfaction achieves a specific level and customer loyalty will drop when satisfaction drops. On the off chance that the customers are happy with the products or services, at that point they will convey purchasing persistently and will likewise spread positive encounters to other people, which help to increment both sales and profitability of the company.

The researchers utilized the questionnaire used in a study of Andreani et al. (2011). From the literatures they gathered, they used the three factors forming the brand image which are the favorability, strength and uniqueness of brand association (Keller, 2003), and compare the influence of each to customer satisfaction and customer loyalty. The hypothesis formed is as follows:

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

H1: There is a positive influence in favorability of brand association with customer satisfaction.

H2: There is positive influence in strength of brand association with customer satisfaction.

H3: There is positive influence in uniqueness of brand association with customer satisfaction.

H4: There is a positive influence in favorability of brand association with customer loyalty.

H5: There is a positive influence in strength of brand association with customer loyalty.

H6: There is a positive influence in uniqueness of brand association with customer loyalty.

H7: There is a positive influence in customer satisfaction with customer loyalty.

METHOD AND MATERIALS

Sampling

This paper is a quantitative research which used hypothesis testing to generate conclusions. The research aims to know the influence of brand image, customer loyalty and customer satisfaction on one another. The population involved are the customers of McDonald’s who know and consume their products and services, aged 18 years to 26 years old. A probability sampling technique is used, specifically random sampling which gives an equal chance of each individual to be included in the sample. Cochran formula was used to get the sample size of the total population. Students from Polytechnic University of the Philippines were chosen as the respondents since they are from different cities.

Data Collection

Survey questionnaires are used in gathering data and fact to determine the influence of brand image, customer loyalty and customer satisfaction on each other. Structured questions are provided by using a Likert scale, questions are derived from an existing study. The researchers distributed three hundred thirty-seven (337) questionnaires to the College of Business Administration students. Fifty-six (56) students from Entrepreneurship answered the questionnaire, and seventy-eight (78) of it are from Office Administration, while Human Resource Management and Marketing Management are given 101 questionnaires and 102 survey questionnaires, respectively. The respondents are customers who are familiar and consume the products and services provided by McDonald’s. They are also instructed not leave any questions unanswered. The researchers will proceed in tabulating and processing the data. Then, continue to give interpretation and analysis of data.

Measurement

1. Validity and Reliability Testing
   Questions used are already tested, the previous researchers utilized Statistical Packet for Social Science (SPSS) program. This statistical tool is used to analyze survey data

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

and measures the questionnaires' validity and reliability. Validity refers to a test whether the measure it claims to be is reasonable and acceptable or not. While, reliability pertains to the stable and consistent results of data over time. The researchers will be able to use it, since it is reliable.

2. Descriptive Data Analysis
   Descriptive analysis is utilized to describe the characteristics of the data gathered in both text and figures. It is used to find out the relationships of the three variables.
3. Top Two Boxes and Bottom Two Analysis
   The Top / Bottom analysis uses the highest and lowest scores from the Likert scale. This usually used reporting and analyzing scale questions, which is ideal for Likert scales.
4. Linear Regression Analysis
   Linear regression is statistical technique used to predict the relationship between an independent variable and dependent variable. In this case, brand image is the independent variable, dependent variable is customer loyalty and customer satisfaction is a mediating variable. Also, regression analysis is used to forecast outcomes of dependent variable and foresee impact of changes.

RESULTS

Respondent's Profile Description

There are a total of 337 respondents who participate in the research study. The respondents are from the courses under the College of Business Administration (337 respondents). Most of them are females (259 respondents), aged between 18-20 years old (322 respondents) and a full-time student (317 respondents). They usually come at McDonald's with their friends (176 respondents) and spent Php100-Php200 (185 respondents).

Research Description

Descriptive statistics are used to analyzed the gathered data and describe how it were collected. It is also a summary statistic that describes the collection of information quantitatively. The research used weighted mean to interpret the data gathered. The interpretation of the weighted mean depends on the equivalent number of means. If the weighted mean is 0 to 1, then it is interpreted as strongly disagree. If it is 1.1 to 2, it is disagree and if it is 2.1 to 3, it is neutral. It is interpreted as agree when weighted mean range from 3.1 to 4. Then, strongly agree for 4.1 to 5 weighted mean.

Table 1. Weighted Mean and Interpretation of the Respondents towards Favorability of Brand Association

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

	Weighted Mean	Interpretation
"McDo" is a familiar name of McDonald's	4.79	Strongly Agree
McDonald's "M" logo in yellow color is easy to remember.	4.68	Strongly Agree
McDonald's is a fast food restaurant.	4.71	Strongly Agree
Ronald McDonald's is McDonald's icon.	4.35	Strongly Agree

Table 1 shows that the respondents strongly agree for the favorability of brand association of McDonald's. Majority of the respondents strongly agree that "Mcdo" is a familiar name for McDonald's. They also strongly agreed that the yellow logo "M" of McDonald's is easy to remember. The respondents strongly agree that McDonald's is a fast food restaurant and they also recognized Ronald McDonald's as McDonald's icon.

Table 2. Weighted Mean and Interpretation of the Respondents towards Strength of Brand Association

	Weighted Mean	Interpretation
McDonald's product packaging is interesting.	3.78	Agree
McDonald's burgers are various.	3.79	Agree
McDonald's ice cream is various.	3.79	Agree
McDonald's product prices are affordable.	3.90	Agree

Table 2 shows that the strength of brand association of McDonald's has been agreed by the respondents. The respondents agree that the packaging of the products of McDonald's is interesting. Majority of the respondents agree that McDonald's burgers and ice creams are various. Also, they agree that the prices of McDonald's products are affordable.

Table 3. Weighted Mean and Interpretation of the Respondents towards Uniqueness of Brand Association

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

	Weighted Mean	Interpretation
Special packages offered at special time (e.g. breakfast menu)	3.96	Agree
Big Mac is a mainstay burger of McDonald’s.	3.72	Agree

Table 3 shows that majority of the respondents agree for the uniqueness of brand association of McDonald’s. The respondents agree that McDonald’s offers special packages at special time. Also, the majority of the respondents agree that the mainstay burger of McDonald’s is Big Mac.

Table 4. Weighted Mean and Interpretation of the Respondents towards Customer Satisfaction

	Weighted Mean	Interpretation
McDonald’s products are in accordance with its brand image.	3.99	Agree
Customers are satisfied with McDonald’s brand.	4.12	Strongly Agree
Customers are satisfied with McDonald’s service.	3.88	Agree

Table 4 shows that the respondents agree and strongly agree for the customer satisfaction of McDonald’s. Majority of the respondents agree that McDonald’s products are in accordance with its brand image. Also, respondents strongly agree that the customers are satisfied with McDonald’s brand. They also agree that the customers are satisfied with McDonald’s service.

Table 5. Weighted Mean and Interpretation of the Respondents towards Customer Loyalty

	Weighted Mean	Interpretation
Customers will repurchase McDonald’s products.	4.18	Strongly Agree
Customers will recommend McDonald’s to others.	4.01	Agree
Customers will not be easily influenced to switch to another brand.	3.29	Agree

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

Table 5 shows that respondents agree and strongly agree for the customer loyalty of McDonald's. Majority of the respondents strongly agree that the customers will repurchase McDonald's products. Also, the respondents agree that the customers will recommend McDonald's to others like friends or family and that the customers will not be easily influenced to switch to another brand.

This research used the 'two boxes' approaches. The 'top two boxes' approach is composed of two top answers in 5-point scale; strongly agree = 5 and agree = 4. In contrast, the 'bottom two' approach is composed of two bottom answers in 5-point scale; 2 = disagree and 1 = strongly disagree.

Table 6. Top Two Boxes of Customer Satisfaction

Indicators	Top Two Boxes (%)	Neutral (%)	Bottom Two Boxes (%)
McDonald's products are in accordance with its brand image.	78.04	20.47	1.48
Customers are satisfied with McDonald's brand.	82.49	15.13	2.37
Customers are satisfied with McDonald's service.	72.40	24.33	3.26

Table 7. Top Two Boxes of Customer Loyalty

Indicators	Top Two Boxes (%)	Neutral (%)	Bottom Two Boxes (%)
Customers will repurchase McDonald's products.	83.38	14.84	1.78
Customers will recommend McDonald's to others.	71.51	26.11	2.37
Customers will not be easily influenced to switch to another brand.	37.09	48.66	14.24

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

The result of the Top and Bottom Two Boxes analysis is shown in Table 6 and 7. Table 6 shows that the majority of the respondents are satisfied with the brand image and services of McDonald's. For Table 7, it shows that the majority of the respondents will continue to purchase and recommend McDonald's products to others. Some respondents answered neutral if customers will not be easily influenced to switch to another brand.

This research used Linear Regression Analysis to measure and analyze the data that is being collected. Linear Regression Analysis is used to model the value of a dependent variable based on its linear relationship to independent variable.

Table 8. Path Coefficient of Linear Regression

	Unstandardized Coefficients		Standardized Coefficients	$T_{Statistic}$	P_{value}	Significance
	B	Standard Error	Beta			
Favorability → Satisfaction	.229	.054	.191	4.214	.000	Significant
Strength → Satisfaction	.349	0.53	.354	6.618	.000	Significant
Uniqueness → Satisfaction	.233	0.44	.273	5.278	.000	Significant
Favorability → Loyalty	.165	.067	.128	2.477	.014	Significant
Strength → Loyalty	.440	.065	.415	6.797	.000	Significant
Uniqueness → Loyalty	.061	.054	.066	1.123	.262	Not Significant
Satisfaction → Loyalty	.663	0.46	.616	14.303	.000	Significant

Table 9. Hypotheses Testing

Hypothesis	Statement	$T_{Statistic}$	P_{value}	Remarks
H_1	There is a positive influence in favorability of brand association with customer satisfaction.	4.214	.000	Accepted
H_2	There is positive influence in strength of brand association with customer satisfaction.	6.618	.000	Accepted
H_3	There is positive influence in uniqueness of brand association with customer satisfaction.	5.278	.000	Accepted
H_4	There is a positive influence in favorability of brand association with customer loyalty.	2.477	.014	Accepted
H_5	There is a positive influence in strength of brand association with customer loyalty.	6.797	.000	Accepted
H_6	There is a positive influence in uniqueness of brand association with customer loyalty.	1.123	.262	Rejected
H_7	There is a positive influence in customer satisfaction with customer loyalty.	14.303	.000	Accepted

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

From Table 8 and 9, favorability of brand association has a significant effect on customer satisfaction. This means that hypothesis H_1 can be accepted. Customers are satisfied with the name, logo, service of McDonald's and the customers can easily recognize McDonald's by their logo and icon.

Strength of brand association has a significant effect on customer satisfaction thus the hypothesis H_2 can be accepted. It can imply that customers are satisfied with McDonald's product appearance, product variations and affordable prices.

Uniqueness of brand association has a significant effect on customer satisfaction and that means hypothesis H_3 can be accepted. Customers are satisfied with McDonald's special products like breakfast menu and Big Mac.

Favorability of brand association has a significant effect on customer loyalty thus hypothesis H_4 can be accepted. Customers are able to distinguish McDonald's brand with other brands, acknowledging the logo and can influence them to be loyal on McDonald's.

Strength of brand association has a significant effect on customer loyalty which means that hypothesis H_5 can be accepted. Customers are loyal to McDonald's because they have attractive product appearance, various burgers and ice cream and affordable prices.

Uniqueness of brand association is not significant on customer loyalty thus hypothesis H_6 cannot be accepted. McDonald's offers unique products like breakfast menu and Big Mac burger but it doesn't make the customer loyal to them.

Customer satisfaction has a significant influence on customer loyalty therefore hypothesis H_7 can be accepted. This shows that customers who are satisfied with the products and services of McDonald's tend to be loyal to them and able to continue purchasing McDonald's product and recommend it to others like friends and family.

DISCUSSION

Out of the seven hypotheses, six are significant and accepted. This concludes that there is a positive impact of brand image towards customer satisfaction and customer loyalty. In the study of Andreani et al. (2011), only three of these hypotheses were proven that brand image has a positive influence towards customers' satisfaction and loyalty. The results have change through time, McDonald's brand image has now more influence to customer loyalty and customer satisfaction.

Brand Image and customer satisfaction has a strong relationship. Customers are satisfied with McDonald's product appearance and its services. In line with this, Cacioppo (2010) noted

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

that retail customer satisfaction is dictated by customer service, brand variety, store condition, convenient location and shopping accommodation. This is also supported by the study of Palacio, Meneses, and Perez (2012) which concludes that the harmoniousness between the brand image and customers' self-image would improve customer satisfaction and customers' inclination for the brand.

There is a positive impact of brand image towards customer loyalty. McDonald’s brand, product variations and its affordable prices make their customers loyal. Pimentel and Heckler (2013) also said that in the service business setting, a positive brand image appears to animate customer loyalty and also acknowledged that positive brand image adds to enhance customer loyalty.

Customer satisfaction and customer loyalty has a positive relationship. This is in contrast with Upamannyu (2014) which states that there is a weak relationship between customer satisfaction and customer loyalty. However, this is supported by AI-Maslam (2015) which concludes that the connection between customer loyalty and customer satisfaction is that customer loyalty will go high when satisfaction achieves a specific level and customer loyalty will drop when satisfaction drops. In line with this, Andreani et al. (2011) also found that there is positive influence of customer satisfaction with customer loyalty.

CONCLUSION

As entrepreneurs build business, they aim for success in the long run. One of the marketing objectives they must focus on is building the brand image. Brand image has great influence towards customer satisfaction and customer loyalty, these impart inthe generation of sales of businesses.

Among the seven hypotheses, six of them are accepted and significant. They are H1 (There is a positive influence in favorability of brand association with customer satisfaction.); H2 (There is positive influence in strength of brand association with customer satisfaction.); H3 (There is positive influence in uniqueness of brand association with customer satisfaction.); H4 (There is a positive influence in favorability of brand association with customer loyalty.); H5 (There is a positive influence in strength of brand association with customer loyalty.); and H7 (There is a positive influence in customer satisfaction with customer loyalty). The only rejected hypothesis is H6 (There is a positive influence in uniqueness of brand association with customer loyalty).

Based on the results, this conclude that brand image has a positive influence towards customer satisfaction and customer loyalty. Customers are satisfied with the favorability, strength and uniqueness of brand association. The name, logo, icon, brand and service gives satisfaction to the customers as well as its interesting packaging, affordable products and special packages. Also, customers tend to be loyal because of favorability and strength of

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

brand association. Loyal customers consider the name, logo, icon, brand, interesting packaging, affordable products, and service in repurchasing the same brand. Although brand image has strong influence on customer loyalty, the uniqueness of brand association does not guarantee customers to be loyal.

Brand image gives great impact towards customer satisfaction and customer loyalty. Businesses should give more attention in creating brand image and in imprinting it to their customer's mind. These variables can generate sales for the business and will help them in the long run.

REFERENCES

AI-Maslam, S. (2015). Journal of Marketing and Consumer Research. Available at: https://www.researchgate.net/publication/277328346_The_Relationship_between_Customer_Satisfaction_and_Customer_Loyalty_in_the_Banking_Sector_in_Syria.

Andreani, Fransisca et. al. (2012). The Impact of Brand Image, Customer Loyalty with Customer Satisfaction as A Mediator in Mcdonald's. In Research Gate. Retrieved from https://www.researchgate.net/publication/267784984_The_Impact_of_Brand_image_Towards_Loyalty_with_Satisfaction_as_A_Mediator_in_McDonald's.

Beard, R. (2014). Customer Satisfaction. Available at: http://blog.clientheartbeat.com/why-customersatisfaction-is-important.

Kapferer, J. N. (2011). The roots of brand loyalty decline: An international comparison. Ivey Business Journal, 69(4), 1–6.

Mendoza, L. M., Mundin, H. C., &Sugui, J. M. (2016). Http://lpulaguna.edu.ph/wp-content/uploads/2017/03/Perceived-Levels-of-Customers-Satisfaction-and-Loyalty-of-the-Bank-of-the-Philippine-Islands-Carmelray-Park-II.pdf (Master's thesis). September

Neupane, R. (2015). The effects of brand image on customer satisfaction and loyalty intention in retail super market chain uk. In International Journal of Social Sciences and Management A Rapid Publishing Journal. Retrieved from ijssm.org › vol_2 › Neupane_2.1.pdf

Palacio, A. B., Meneses, G. D., & Perez, P. J. P. (2012). The configuration of the university image and its relationship with satisfaction of students. Journal of Education Administration, 40(5), 486–505

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

Ranabhat, D. (2018, March). Customer loyalty in business views of students of Centria University of Applied Sciences. In Centria University of Applied Sciences. Retrieved from https://www.theseus.fi/bitstream/handle/10024/142883/Ranabhat%20Durga%20.pdf

Ranade, K. (2012). Customer Loyalty-What is it? How Can You Measure and Manage it?. Available at: http://www.loyaltyresearch.com/insights/customer-loyalty-what-is-it-how-can-you-measure-andmanage-it

Saleem, H., & Raja, N. S. (2014). The impact of service quality on customer satisfaction, customer loyalty. Middle-East Journal of Scientific Research, 19(5), 706-711.

Upamanyu, Nischay Kumar (2014). Effect of Customer Satisfaction on Brand Image & Loyalty Intention: A Study of Cosmetic Product. In Research Gate. Retrieved from https://www.researchgate.net/publication/260074617_Effect_of_Customer_Satisfaction_on_Brand_Image_Loyalty_Intention_A_Study_of_Cosmetic_Product.

Wan, H. H. & Schell, R. (2013). Reassessing Corporate Image – An Examination of How Image Bridges Symbolic Relationships with Behavioural Relationships. Journal of Public Relations Research, 19(1), 25-45.