THE EFFECT OF SUSTAINABLE MARKETING ACTIVITIES, CUSTOMER TRUST, CUSTOMER SATISFACTION, PRODUCT QUALITY, AND PRICE ON CUSTOMER LOYALTY MEDIATED BY BRAND IMAGE (RESEARCH ON MSMES IN BATAM CITY)

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Article Information

ABSTRACT

This study aims to analyze the influence of sustainable marketing activities, customer trust, and customer satisfaction on brand image, as well as the influence of product quality, price, and brand image on customer loyalty in culinary MSMEs in the Bengkong area, Batam. A quantitative approach was used by distributing questionnaires to 150 respondents who were active customers of several local cafes. The analysis technique used is Partial Least Square Structural Equation Modeling (PLS-SEM) to test the relationship between variables. The results of the study show that sustainable marketing activities, customer trust, and customer satisfaction have a positive and significant effect on brand image. Furthermore, product quality, price, and brand image have also been proven to have a positive effect on customer loyalty. These findings confirm the importance of strengthening brand image as a mediating variable that is able to bridge customer satisfaction and trust in loyalty. The practical implications of this study provide strategic recommendations for culinary MSME actors to adopt sustainable marketing practices, maintain product quality, and establish a pricing strategy that is in accordance with the value felt by customers. This research is expected to contribute to the development of MSME marketing literature and as a reference in managerial decision-making in the local culinary sector.

Keywords: *brand image, customer loyalty, continuous marketing activities , product quality, structural equation modeling*

INTRODUCTION

In a competitive environment, the culinary business provides high-quality services with a distinctive brand image to achieve customer satisfaction and loyalty. Batam City is known as one of the leading centers of economic growth in Indonesia, with a diversity of business sectors run by MSMEs (Sentoso et al., 2024). Based on data collection by the Batam KUKM Office until April 30, 2025, there are 1,376 culinary business actors and are the largest contributor as much as 80% of other MSME sectors (Batampos.co.id, 2025). One of the famous culinary locations that provides a wide variety of food is in Bengkong, where there are many new cafes with new concepts and unique ideas that attract many customers. Thus, cafes with old concepts will face the loss of customers due to not being able to provide adequate facilities, good service quality, unique and attractive promotions. Cafes in Bengkong are currently in great demand such as "level up" and "next level" because they have a new concept with the beach. The very rapid development of cafes in the city of Batam has fostered very tight competition, not a few cafes have closed as a result of losing customers (Pandya et al., 2023;Alhamdi et al., 2024;Ningtias et al., 2022;Son, 2020).

The purpose of this study is to examine the influence of sustainable marketing activities, customer trust, customer satisfaction, product quality, and price on customer loyalty, especially in culinary MSMEs in Batam City, with brand image acting as a mediating variable. Customer loyalty is an essential element for the success and sustainability of a culinary business operating in a highly dynamic and competitive market environment. As highlighted by customer loyalty is more than just a repeat purchase; It reflects the emotional bond and long-term commitment between consumers and brands, which are often influenced by consistent quality and meaningful customer experiences (Mauladi, 2021).

Brand imagery shows what customers think about the brand and shows how consumers perceive it. This is reflected in the associations they hold in their minds. The literature also shows that brand image is made up of a series of organized and meaningful perceptions . Brand image is an asset that shapes customer confidence in a brand. The accounting dimensions of brand image, such as brand meaning, characteristics, and associations, shape customer perceptions and influence their beliefs about brand value(Neupane, 2020;Mukti, 2022;Monge et al., 2020a;Mauladi, 2021b).

Continuous marketing activities are central to this research, as they represent an evolution in business strategies that align with today's global demands. According to, sustainable marketing involves creating, communicating, and delivering value to customers in a way that maintains or improves environmental and social well-being. For culinary MSMEs, this practice not only differentiates them from competitors but also increases customers' perception of ethical responsibility, which has been shown to have a positive impact on loyalty. In a region like Batam City, where economic and industrial development is prominent, integrating sustainability into marketing can be a strategic advantage(Krishna, 2019).

Customer trust is another important factor studied in this study. Define trust as a party's willingness to be open to the other party based on positive expectations for the other party's behavior. Trust reduces perceived risk and strengthens the emotional connection between customers and brands. Recent findings by show that trust in brands that adopt transparent and

responsible marketing practices significantly increases customer loyalty, especially in emerging markets that often experience trust deficits(Khodadad & Leila, 2020;Kewakuma, 2021).

Consumer Fulfillment, which evaluates whether a product or service meets or exceeds their expectations. Customer satisfaction serves as a precursor to loyalty, which creates a sense of value and positive reinforcement for consumers (Angela & Kesumahati, 2023). In the culinary MSME sector, achieving a high level of satisfaction often requires a balance between providing quality products and maintaining competitive prices. A recent study by emphasizing the role of personalized customer engagement in increasing satisfaction, which can be an important tool for MSMEs looking to retain customers(Kantsperger & Kunz, 2010).

The role of product quality and price in influencing loyalty cannot be underestimated. defines product quality as the ability of a product to meet consumer needs, a definition that is still relevant today. However, argues that the perception of quality has expanded to include not only functional performance but also emotional and social resonance. Price, as noted by, continues to be the main determinant of perceived value, especially in price-sensitive markets such as MSMEs. This study integrates these factors to understand how they collectively shape customer loyalty(Garvin, 1987a;Joon Choi, B. & Sik Kim, 2023a;Valarie A. Zeithaml, A. Parasuraman, 2020a).

Brand image, which acts as a mediating variable, plays an important role in this study. Describe brand image as perceptions and associations that exist in the minds of consumers, which influence their attitudes and behaviors towards

brands. More recently, it expanded this concept by highlighting the growing importance of emotional and cultural branding in building a compelling brand image. In the context of MSMEs, a strong brand image not only attracts customers but also strengthens their trust and satisfaction, thus fostering deeper loyalty(Jia & Iqbal, n.d.;Iqbal et al., 2023).

By addressing gaps in the existing literature and incorporating contemporary insights, the research contributes to academic knowledge and practical strategies. These findings are expected to provide actionable recommendations for culinary MSMEs in Batam City to strengthen customer loyalty, improve brand image, and achieve sustainable growth in a competitive market landscape.

LITERATURE REVIEW

This research was developed from several articles on sustainable marketing activities of traditional markets and brand loyalty The reason for this research is to test the extent of the influence of customer loyalty on MSMEs in Batam City, especially in the culinary/F&B sector. This topic is interesting to discuss because customers are one of the most important factors for MSMEs, and through this research it can be known the key factors that make a customer a customer loyal to an MSME product (Monge et al., 2020;Jung, 2020).

Continuous marketing activities have gained attention as an important strategy in modern business. Previous research has shown that sustainable marketing as a business practice that integrates environmental and social considerations into value creation, is influential in fostering customer loyalty. Recent research by underscores that increasing consumer preference for sustainability-

prioritizing brands, makes this a key focus area for MSMEs. Other research explores the existence of significant opportunities for brands to engage in sustainable marketing activities by increasing transparency and consumer engagement. The research conducted suggests a research direction centered on marketing strategies, communication media, and measurement systems that are aligned with sustainable goals. A study conducted by researched that there is a significant relationship between green marketing strategies and brand loyalty. They found that the implementation of eco-friendly marketing practices and setting a green pricing strategy, had a positive impact on consumer loyalty. This shows that companies that invest in sustainable marketing can improve customer retention and brand loyalty(Sewar et al., 2023;Aditya et al., 2024;Braga et al., 2024;Pearson & Malthouse, 2024;Mohammadi et al., 2023a).

H1: Sustainable Marketing Activities Have a Positive Effect on Brand Image

Consumer trust is defined as a consumer's willingness to rely on a company's actions based on confidence in its integrity and is another important variable that affects loyalty. Trust has a significant effect on a brand. Previous research has found that transparent communication and ethical practices significantly increase customer trust, especially in emerging markets. Another study analyzed attributes that influence consumer confidence in purchasing decisions in online shopping. Previous research has also investigated factors that explain that trust mediates the effects of relative superiority and electronic word-of-mouth promotion on shopping attitudes(Soleimani, 2021a;Mohammadi

et al., 2023b;Wu & Chen, 2019;Lee et al., 2020a).

H2: Customer Trust has a Positive Effect on Brand Image

Customer satisfaction has been widely studied as a precursor to loyalty. Previous research explored how experiential marketing and service innovation positively impact customer satisfaction in the tourism industry. Recent research by highlights the role of brands in improving customer satisfaction. Review by identifying several factors that affect customer satisfaction, including product quality, service quality, price, and physical environment. The study emphasizes that understanding these factors is critical for businesses looking to improve customer satisfaction and loyalty. Other research in Saudi Arabia has investigated how service quality affects customer satisfaction in the car maintenance industry. A study by shows that there is an influence of service quality on customer satisfaction in the tourism industry(Bauman & Bachmann, 2017;Joon Choi, B. & Sik Kim, 2023b;Rahul, 2021a;Zygiaris et al., 2022;Lee et al., 2020).

H3: Customer Satisfaction has a Positive Effect on Brand Image

Product quality and price are the main drivers of customer loyalty, product quality as a multidimensional construction that meets consumer needs. Previous research has found that product quality is a key aspect of perceived consumer loyalty. Other studies examine that perceptions of quality and price affect loyalty. Previous studies have also explored the relationship between product quality and customer loyalty and found that high product quality fosters trust and satisfaction, leading to increased customer retention. In another study, it investigated how product quality affects customer

satisfaction. These findings underscore that improving product quality can lead to higher customer satisfaction, which is critical to business success(Garvin, 1987b;Joon Choi, B. & Sik Kim, 2023;Valarie A. Zeithaml, A. Parasuraman, 2020b;Indranoppa, 2022;Bhowmick & Seetharaman, n.d.).

H4: Product Quality has a Positive Effect on Customer Loyalty

H5: Price has a Positive Effect on Customer Loyalty

Brand image is defined as a series of associations associated with a brand in the minds of consumers, which are shaped by experiences and perceptions, brand image also acts as a mediating variable, bridging the gap between marketing efforts and loyalty. Recently, researchers have highlighted the importance of emotional branding in strengthening brand image and fostering deeper relationships with consumers. For MSMEs, creating a strong brand image can strengthen the impact of sustainable marketing and customer satisfaction, thereby increasing loyalty. Another study examined how brand image and the perception of a product's country of origin affect consumer evaluation, highlighting the role of switching cost moderation. Other reviews also explore how brand image influences customer loyalty and product choice, emphasizing the role of services and benefits in shaping consumer preferences. Previous research has investigated the relationship between brand image, brand personality, and consumer identification, having a significant relationship to brand perception(Hondiyanto & Liemena, n.d.;Hidayat et al., 2022;Handayani, 2021;Rahul, 2021b;Gong et al., 2023).

The purpose of this literature review is to identify gaps in existing research, especially the limited focus on the MSME sector in Batam City and justify the need for further exploration. While previous research has examined customer loyalty in a variety of contexts, there is a lack of comprehensive analysis that integrates continuous marketing, trust, satisfaction, quality, and price with brand image as a mediating factor. By addressing this gap, this study seeks to provide actionable insights for MSMEs to strengthen their market position and customer retention strategies.

H6: Brand Image has A Positive Effect on Customer Loyalty

H7: Brand Image Mediates the Relationship between Sustainable Marketing Activities and Customer Loyalty

H8: Brand Image Mediates the Relationship between Customer Trust and Customer Loyalty

H9: Brand Image Mediates the Relationship between Customer Satisfaction and Customer Loyalty
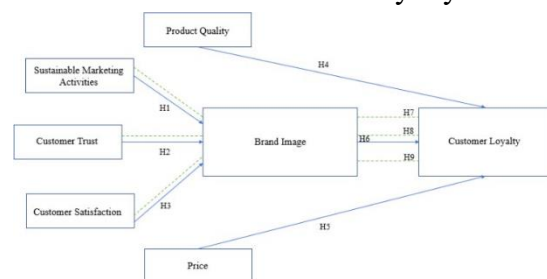
METHOD

The study used a combination of basic and quantitative research approaches. The main objective of this basic research is to understand the factors that affect customer loyalty and the relationship between ongoing marketing activities, customer trust, satisfaction, product quality, price, brand image, and loyalty. According to recent studies, customer loyalty is significantly influenced by factors such as trust, satisfaction, and brand image. Additionally, it highlights that sustainable marketing practices play an important role

in fostering long-term relationships with customers, as they contribute to the development of trust and brand image(Cuong, 2020;Dai, 2022).

The quantitative approach is carried out through the survey method. Data collection was carried out using questionnaires distributed to MSME owners or managers in Batam City. The questionnaire covers topics such as ongoing marketing activities, customer trust, satisfaction, product quality, price, brand image, and customer loyalty. The collected data will be analyzed using statistical methods to test hypotheses and assess the relationship between variables, the use of effective survey methods to gather insights into consumer behavior and perceptions in specific market segments(Chhabria, 2023).

For sampling, this study uses purposive sampling, where the researcher deliberately selects respondents who are customers of several selected culinary MSMEs in Batam City, precisely in Bengkong such as Level Up, Alio, Kasta, Next Level with a total of 311 respondents. This data collection was carried out for 3 months (October 2024 - February 2025) and analyzed using Smart-PLS v4. Targeted sampling is particularly useful in market-focused research, as it increases the relevance and depth of the data collected(Chandra et al., 2022).

RESULT

Analyzing External Landings

With the Smart-PLS application as an analysis tool, it can be concluded that the Outer Loading value above 0.6 means that the research results obtained by the researcher are valid, because according to the value it should be above 0.5 confirming that the Outer Loading value above 0.6 is already considered valid in the modeling of structural equations,

supporting the assumption that the higher the value indicates a stronger relationship between variables(Bhat & Lone, n.d.;Hair & Alamer, 2022a).

Extraction of Mean Variance (AVE)

An AVE value can be considered valid if the value is above 0.5. However, an AVE value of 0.4 is still acceptable if the Composite Reliability (CR) value is above 0.6. If all Composite Reliability values are above 0.6, then all AVE values can be considered valid. , the AVE value should ideally be above 0.5 for validity, but a lower AVE value is acceptable if the CR is high enough (greater than 0.6), which indicates reliability in the model(Hair & Alamer, 2022b).

Reliability	LINE
PQ	0,533
SMA	0,578
Public relations	0.542 years
CT	0,529
English	0,508
AT	0.491
TWO	0.454

Previous Larcker Criteria

According to the fact that each variable has a greater correlation value than the other variables, it can be said to meet the criteria. Based on the table above, it is explained that each variable has a greater correlation value than the other variables, which means that the researcher's analysis can be said to have

met the criteria(Bauman & Bachmann, 2017).

	TWO	AT	English	CT	WHY	Public relations
TWO	0.76					
AT	0,558	0.728				
English	0.442	0,58	0.713			
CT	0.536 years	0.461	0.479	0.736		
WHY	0.511	0.594 years	0.526 years	0.449	0.673	
Public relations	0,558	0.64	0,532	0.415	0.636	0.73

Reliability Test

Based on the Rule of Thumb, the Composite Reliability value must be above 0.6. If referring to the table, the lowest value is 0.708, which indicates that all of the above variables can be declared reliable.

Reliability	Composite Reliability
WHY	0.82
SMA	0.804
Public relations	0,78
CT	0.771
English	0.755 years
AT	0.741
TWO	0.708

Direct effect analysis

Direct effect analysis shows the extent to which one variable affects another. It can be observed that the smaller sample average affects the target variable, as seen at the value of 0.106.

According to the Rule of Thumb, the p-value must be less than 0.05, while the T-statistic must be greater than 1.96. It is clear that only one hypothesis does not have a positive effect, namely the hypothesis regarding the influence of Price on Customer Loyalty, with a T-

statistic below 1.96 and a p-value above 0.05, to be precise at 0.064.

	Original Sample	Sample Average (M)	Standard Deviation (STDEV)	Statistics T (|O/STDEV|)	P value
BI -> KL	0,295	0.297	0,07	4.187	Number 0
CS -> BI	0.234	0.237	0.056 years	4.201	Number 0
CT -> BI	0,335	0.334	0.065 years	5.113	Number 0
PQ -> CL	0,385	0.381	0.069 years	5.575	Number 0
PR -> KL	0.096 years	0.106	0,052	1.856	0.064 years
ADM -> BI	0.221	0.223	0.069 years	3.212	0,001

H1: Sustainable Marketing Activities Have a Positive Effect on Brand Image

Based on the results of the analysis of the direct influence between Sustainable Marketing Activities and Brand Image, it is stated that H1 is acceptable. This is in line with the finding that Sustainable Marketing Activities have a positive effect on Brand Image. Through sustainable marketing activities such as the use of eco-friendly materials, responsible production practices, and honest communication about sustainability efforts, brands can build a positive and valuable image among customers. In Bengkong cafes, those who have shown concern for the environment (for example, providing bamboo straws), their location which is beached by utilizing natural air (reducing air conditioning) tends to be perceived more positively. This strengthens the brand image as a responsible and valuable culinary business(Bach et al., 2022).

H2: Customer Satisfaction has a Positive Effect on Brand Image

This is in accordance with the statement that Customer Satisfaction has a

positive effect on the Brand Image. When customers feel satisfied with the product or service they receive, they tend to increase a positive perception of the brand. Customer Satisfaction can lead to positive customer recommendations, testimonials, and support, which contributes to strengthening the Brand's image (Ashari, 2023).

H3: Customer Trust has a Positive Effect on Brand Image

This is in line with the finding that Customer Trust has a significant positive influence on the Brand Image. When customers trust a brand, they tend to form a positive perception of it. Customer trust in a brand can be built through positive experiences, consistency, reliability, and effective brand communication. Customer trust in culinary MSMEs can be formed through the consistency of food taste, cleanliness, and service. If customers believe that the café will always serve food that is hygienic and in line with expectations, then that trust will create a strong and positive brand perception(Audrey, 2023).

H4: Product Quality has a Positive Effect on Customer Loyalty

This is in line with (Adnyana et al., 2021)the finding that Product Quality has a strong positive influence on Customer Loyalty. Customers tend to stay loyal to brands that provide high-quality products. Good product quality creates customer satisfaction, meets their expectations, and fosters a strong, long-term relationship between customers and brands. Product quality, through taste, appearance, cleanliness, and consistency of food/beverages, plays a big role in shaping customer loyalty. Cafes in Bengkong that maintain quality standards and provide appropriate value will find it easier to retain repeat customers.

H5: Price has A Negative Effect on Customer Loyalty

These findings are not in line with those that state that Price significantly affects Customer Loyalty. Reasonable and competitive prices can create customer satisfaction and foster long-term customer loyalty. Customers tend to be more loyal to brands that offer the best value for money and match the benefits provided. Culinary MSME consumers in Bengkong are usually sensitive to price, but it does not mean that the cheapest is always sought, but the one that is commensurate with the quality received so that it makes these consumers loyal to come back to these cafes(Kaur, 2019).

H6: Brand Image has A Positive Effect on Customer Loyalty

This is in accordance with the statement that Continuous Marketing Activities have a positive effect on the Brand Image. Through sustainable marketing practices such as the use of eco-friendly materials, responsible production processes, and honest communication about sustainability efforts, brands can build a positive and valued image among customers. Cafes in Bengkong are known as comfortable, clean, and instagramable cafes, this will certainly increase the tendency of consumers to return to visit. Customers who feel proud and fit into the brand image are more likely to become loyal customers(Foroudi et al., 2020).

Indirect Effects Analysis

Under the Rule of Thumb, the p-value must be less than 0.05, while the T-statistic must be greater than 1.96. It can be observed that only one hypothesis does not have a positive influence, namely the hypothesis regarding the influence of Price on Customer Loyalty, with a T-statistic below 1.96 and a p value above 0.05, precisely at 0.064.

H7 : Significant Positive Influence of Customer Satisfaction on Brand Image through Customer Loyalty

This is in line with stating that (Handayani, 2021b), customer Satisfaction has a positive and significant effect on Customer Loyalty mediated by Brand Image. When customers are satisfied with their experience using a product or service, it can build a positive brand image. A strong brand image then affects customer loyalty, as customers are more likely to choose brands that have previously provided satisfaction.

H8: The Significant Positive Influence of Customer Trust on Brand Image through Customer Loyalty

This is in line with research that confirms that customer Trust plays an important role in influencing Customer Loyalty through Brand Image. Customer trust in a brand creates a strong emotional and cognitive bond between the customer and the brand. This trust shapes customers' perception of the brand image and encourages them to remain loyal and maintain a long-term relationship with the brand.

H9: The Significant Positive Influence of Continuous Marketing Activities on Brand Image through Purchase Intent

This is supported by the statement that (Abubakar, 2022)Continuous Marketing Activities have a significant positive influence on Customer Loyalty mediated by Brand Image. Through sustainable marketing practices, such as the use of environmentally friendly materials, encouraging social improvement, and adopting responsible business practices, brands can build a positive brand image in the eyes of customers. A sustainable brand image can increase customer loyalty, because customers tend to prefer brands that

prioritize social and environmental issues (Zawawi, 2019).

DISCUSSION AND CONCLUSION

The findings of this study confirm that sustainable marketing activities, customer trust, and customer satisfaction have a positive impact on brand image, which in turn increases customer loyalty in Batam City MSMEs. In particular, the results of the study support the significant influence of product quality on customer loyalty, while price was not found to have a direct influence on loyalty. This shows that customers prioritize other factors, such as product quality and brand image, over price in terms of loyalty.

The limitations of this study include limited geographical coverage, as data were only collected from respondents in Batam City, which may not fully represent broader market trends. In addition, sample size can affect the generalization of findings, and more diverse sampling is recommended for future studies to ensure stronger and more reliable conclusions.

Based on the results of this study, there are several practical implications that can be used as a strategic reference for culinary MSME actors in the Batam area, especially in the Bengkong area. First, MSMEs are advised to implement sustainable marketing activities more consistently. Practices such as the use of eco-friendly packaging, plastic waste reduction, and involvement in social campaigns can increase the positive image of the business and strengthen the brand image in the minds of consumers. This is in line with today's consumer tendency to increasingly care about sustainability values.

Second, it is important for MSME actors to build and maintain customer trust through consistent service, maintain the

quality of food and beverages, and respond to customer complaints quickly and appropriately. High customer trust will encourage the formation of a positive brand perception, which ultimately impacts loyalty. In addition, customer satisfaction should also be a top priority. Business actors need to create a pleasant customer experience, both in terms of products, the atmosphere of the place, and services. A simple loyalty program like a regular customer discount or points system can be an effective strategy in increasing satisfaction while strengthening long-term relationships with consumers.

Furthermore, product quality must be maintained consistently through good selection of raw materials, training of kitchen staff, and regular evaluation of operational standards. High product quality is proven to have a significant influence on customer loyalty. From the price aspect, MSMEs need to set a competitive pricing strategy and in accordance with the perception of consumer value (value for money). Prices that are too low can lower the perception of quality, while prices that are too high risk of lowering appeal to middle-class consumers. Therefore, a balance between quality and price is an important aspect in maintaining customer loyalty.

Finally, strengthening brand image needs to be done comprehensively through consistent visual communication, digital promotion, and a positive consumer experience. The strategic use of social media, such as Instagram and TikTok, can increase brand exposure and reach a wider market, particularly the younger generation. By implementing all of these recommendations, culinary MSMEs in Batam are expected to increase competitiveness, maintain customer loyalty, and create sustainable business growth.

LIMITATIONS

The study faces several limitations that may affect the validity of its findings. One of the limitations is the uneven distribution of questionnaires throughout the population. Because this study is primarily focused on Batam City, the sample may not be representative of the diversity of the entire population, which can make the results less generalizable. In addition, the relatively small sample size also affects the statistical power of the analysis, potentially limiting the ability to confidently generalize findings to a larger population.

To improve the validity and reliability of the research, future research should aim to include a larger and more diverse sample and expand the geographic scope of the questionnaire to obtain a more representative dataset.

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