Analysis of Experience, Trust, and Brand Image on Customer Loyalty at Mie Aceh Titi Bobrok Diski Branch

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Article Info	ABSTRACT
	This study aimed to examine the influence of experience, trust, and brand image on customer loyalty at Mie Aceh Titi Bobrok, Diski Branch. The population of this study consisted of 5,961 customers, with a sample size of 98 respondents determined using the Slovin formula at a 10% tolerance level. The sampling technique employed was purposive sampling. Data were collected through the distribution of questionnaires and analyzed using SPSS version 24. The study was conducted in 2025 using a quantitative approach with an associative research type. The data analysis method used was multiple linear regression. The results indicated that all three independent variables—experience, trust, and brand image had a positive and significant effect on customer loyalty, both partially and simultaneously. Among the three variables, customer experience had the most dominant influence on loyalty, as evidenced by the highest standardized beta coefficient value of 0.399. Overall, experience, trust, and brand image explained 90.3% of the variation in customer loyalty, with a very strong correlation indicated by an R value of 0.952.

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INTRODUCTION

Mie Aceh Titi Bobrok is a legendary Acehnese noodle outlet in the city of Medan (Azzahra et al., 2025). Mie Aceh Titi Bobrok Diski Branch is one of the branches of this well-known culinary network that serves authentic Acehnese dishes, particularly Acehnese noodles with distinctive flavors (Abrar & Lestari, 2025). This branch is strategically located in the Diski area, Deli Serdang Regency, and has become a popular culinary choice among the local community (Abrar & Lestari, 2025). With its signature presentation and diverse menu options, Mie Aceh Titi Bobrok Diski Branch strives to offer a satisfying culinary experience. The combination of fast service and a comfortable dining atmosphere has made it one of the growing culinary destinations in the region (Azzahra et al., 2025).

Customer loyalty has been a key factor in supporting the growth and sustainability of Mie Aceh Titi Bobrok Diski Branch (Abrar & Lestari, 2025). Loyal customers not only make repeat purchases consistently, but they also serve as indirect promoters through word-of-mouth recommendations (Lubis et al., 2024). A high level of loyalty indicates customer satisfaction with the products and services offered, thereby creating a long-term relationship between the customer and the business (Rossanty et al., 2024). In an increasingly competitive culinary industry, maintaining customer loyalty has become a primary strategy to ensure stability and expand

market share (Abrar & Lestari, 2025). This requires management to deeply understand the factors that influence customer loyalty.

Although Mie Aceh Titi Bobrok Diski Branch has a substantial customer base, it still faces several challenges in maintaining customer loyalty. One of the issues is the fluctuation in visit frequency, particularly when competitors offer promotions. Some customers have also expressed concerns about inconsistency in taste and service quality, which may affect their satisfaction and decision to return. Furthermore, the company's efforts to build emotional engagement with customers have not yet been optimal, which hinders the creation of long-term loyalty. Without strong loyalty, customers are likely to switch to alternatives that offer better value (Saragih & Surya, 2022). Therefore, an in-depth analysis of the factors influencing customer loyalty is necessary in order to formulate appropriate and sustainable improvement strategies.

The issues related to customer experience at Mie Aceh Titi Bobrok Diski Branch involve several aspects that influence customer perceptions and satisfaction (Cahyani & Hikmah, 2025). One frequently encountered issue is inconsistency in taste and food presentation. Some customers reported noticeable differences in flavor between visits, which led to dissatisfaction and uncertainty in their expectations. Furthermore, although most staff members provide good service, there have been cases where customers felt neglected or received delayed responses, especially during peak hours. These factors highlight the need for overall improvement in the quality of the customer experience, both in terms of product and service delivery.

From the trust perspective, one major challenge is building a consistent perception of the company's integrity and commitment. Customers need assurance that every product and service delivered consistently meets the promised standards. When customers encounter discrepancies between expectations and reality, such as inconsistencies in taste or cleanliness trust may decline (Siagian & Purba, 2025). This situation worsens if the management lacks a responsive and solution-oriented complaint handling system. A decrease in trust not only affects current customer perceptions but can also damage the company's long-term reputation (Yanti et al., 2024).

Brand image issues are also a critical concern. Although Mie Aceh Titi Bobrok is relatively well-known, the Diski branch has not fully succeeded in building strong and positive associations in customers' minds (Abrar & Lestari, 2025). There remains a gap between customer expectations of the "main brand" and their actual experiences at the branch. This gap may weaken brand recognition and reduce customer loyalty. Additionally, the lack of emotional and interactive promotional efforts has hindered the development of a strong customer-brand connection. Without a solid brand image, it will be difficult for the branch to compete in the dynamic and diverse culinary industry (Abrar & Lestari, 2025).

If the issues related to customer experience, trust, and brand image are left unaddressed, customer loyalty at Mie Aceh Titi Bobrok Diski Branch could decline significantly (Indrawati, 2024). Customers who are disappointed due to inconsistent service and product quality are more likely to switch to competitors offering more satisfying experiences (Lathifa & Silvianita, 2023). Weakening trust will hinder the formation of long-term relationships between customers and the company (Liga & Maulana, 2024). Meanwhile, a poorly managed brand image can reduce the brand's appeal in the eyes of both new and existing customers (Najamudin & Amalia, 2024). The accumulation of these three factors will negatively impact business sustainability, reduce revenue, and impede future growth of the branch. Therefore, strategic management of customer experience, trust, and brand image is essential to maintaining customer loyalty and business competitiveness (Fitriani & Idris, 2023).

This study aims to analyze the influence of customer experience, trust, and brand image on customer loyalty at Mie Aceh Titi Bobrok Diski Branch. Through a quantitative approach, this research is expected to provide a comprehensive understanding of how significantly these three variables contribute to shaping customer loyalty, and to serve as a foundation for management to develop effective service improvement and brand management strategies (Saragih et al., 2021).

RESEARCH METHOD

This research was conducted at the Mie Aceh Titi Bobrok Diski Branch, with the research object being visiting customers. Based on the average monthly customer visits in 2024, the total population was identified as 5,961 individuals. To obtain representative data, the sample size was determined to be 98 respondents, calculated using the Slovin formula with a 10% margin of error (Saragih et al., 2021). The sampling technique applied was purposive sampling, in which respondents were selected based on specific criteria relevant to the research objectives (Sujarweni, 2022). This study examined three independent variables, Experience (X1), Trust (X2), and Brand Image (X3) and one dependent variable, namely Customer Loyalty (Y).

Primary data collection was carried out using a closed-ended questionnaire, developed based on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), to measure respondents' perceptions of each variable indicator (Manullang & Pakpahan, 2022). Before the main analysis, the questionnaire

underwent validity and reliability testing to ensure its appropriateness for use in the study (Wakhyuni et al., 2021). Additionally, classical assumption tests were conducted to confirm the fulfillment of the basic assumptions of linear regression. These tests included the normality test, multicollinearity test, and heteroscedasticity test (Darmilisani, 2021).

The multiple linear regression model used in this study was formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e,$$

Where Y is the dependent variable (Customer Loyalty), α is the constant, β_1 to β_3 are the regression coefficients of the independent variables (Experience, Trust, and Brand Image), and e represents the error term or residual (Saragih et al., 2021). To test the significance of each independent variable individually, the t-test was applied, while the F-test was used to examine the simultaneous effect of all independent variables (Saragih & Purba, 2024). Furthermore, the coefficient of determination (R^2) was also tested to measure the extent to which the independent variables explain the variance in the dependent variable (Ritonga et al., 2020).

RESULTS
Research Findings
Validity and Reliability Test

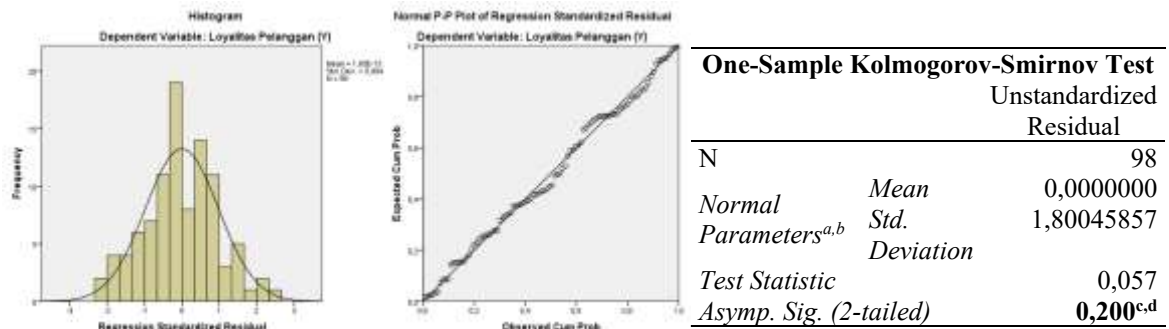### Table 1. Feasibility and Reliability of Each Statement for the Variables

Items	r_{hitung} Experience (X_1)	r_{hitung} Trust (X_2)	r_{hitung} Brand Image (X_3)	r_{hitung} Customer Loyalty (Y)	Min. Value	Result
1	0,691	0,662	0,664	0,669	0,300	Valid
2	0,615	0,668	0,502	0,621	0,300	Valid
3	0,699	0,729	0,639	0,655	0,300	Valid
4	0,753	0,811	0,706	0,691	0,300	Valid
5	0,585	0,823	0,683	0,625	0,300	Valid
6	0,804	0,510	0,599	0,743	0,300	Valid
7	0,683	0,726	0,635	0,565	0,300	Valid
8	0,780	0,762	0,652	0,639	0,300	Valid
Cronbach's Alpha	0,906	0,909	0,874	0,883	0,700	Reliabel

Based on the results of the validity test, all questionnaire items for the variables of Experience (X1), Trust (X2), Brand Image (X3), and Customer Loyalty (Y) showed r-count values greater than the critical r-value (> 0.300). This finding confirms that each indicator in the questionnaire meets the validity criteria and can be used to accurately measure the intended variables (Rahayu & Saragih, 2022).

The reliability test, conducted using the Cronbach's Alpha method, showed that all variables in this study achieved values above 0.700. These values reflect good internal consistency of the research instrument and indicate that the instrument is reliable for data collection (Ferine et al., 2024).

Classical Assumption Tests
Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		98
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	1,80045857
Test Statistic		0,057
Asymp. Sig. (2-tailed)		0,200[c,d]

Figure 1. Histogram Curve, P-P Plot Graph, and Kolmogorov-Smirnov Test

The data distribution was examined using the histogram and P-P Plot. The histogram displayed a bell-shaped pattern resembling a symmetrical normal curve, while the P-P Plot graph showed that the 98 data points

closely followed and often touched the diagonal line. This indicates that the data approximates a normal distribution (Setiawan et al., 2018).

The Kolmogorov-Smirnov normality test produced a significance value of 0.200. Since this value is greater than 0.05, it can be concluded that the data is normally distributed and meets the assumption of normality (Astuti et al., 2024).

Multicollinearity Test

Table 2. Result of Multicollinearity Test

| Model	Coefficients^a				Result
	Collinearity Statistics				
	Tolerance	Min. Tolerance	VIF	Max. VIF	
1 (Constant)					
Experience (X$_1$)	**0,339**	0,10	**2,954**	10	
Trust (X$_2$)	**0,122**	0,10	**8,199**	10	No Multicollinearity
Brand Image (X$_3$)	**0,116**	0,10	**8,655**	10	
a. Dependent Variable : Customer Loyalty (Y)					

The multicollinearity test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values for each independent variable. All variables had Tolerance values above 0.10 and VIF values below 10, indicating that there is no multicollinearity in the regression model used (Waruwu & Aina, 2022).

Uji Heteroskedastisitas

Coefficients^a			
Model	Sig.	Rule of Sig.	Result
1 (Constant)	0,000		
Experiance(X$_1$)	**0,551**	> 0,05	
Trust (X$_2$)	**0,217**	> 0,05	Homoscedasticity
Brand Image (X$_3$)	**0,065**	> 0,05	
a. Dependent Variable: Absolute Residual			
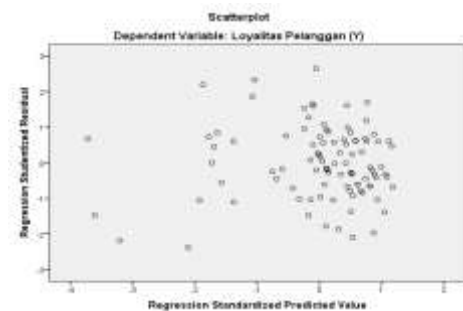
Figure 2. Scatterplot & Glejser Test

The test for heteroscedasticity using the scatterplot graph showed that the 98 data points were randomly scattered above and below the horizontal zero line without forming a specific pattern. This indicates the absence of heteroscedasticity in the model (Andika, 2019).

The results from the Glejser test further support this finding, as all significance values of the independent variables were above 0.05. Therefore, it can be concluded that the regression model used in this study satisfies the classical assumption of no heteroscedasticity (Risnaini & Wakhyuni, 2025).

Multiple Linear Regression Analysis and t-Test (Partial)

Table 3. Results of Multiple Linear Regression and t-Test (Partial)

Model	Coefficients^a							
	UnStandardized Coefficients		Standardized Coefficients	direction of influence	t$_{count}$	t$_{tabel}$	Sig.	Result
	B	Std. Error	Beta					
1 (Constant)	**2,106**	1,058			1,992		0,049	
Experience (X$_1$)	**0,366**	0,071	**0,399**	Positif	**5,183**	1,986	**0,000**	Signifikan
Trust (X$_2$)	**0,326**	0,076	0,340	Positif	**4,269**	1,986	**0,000**	Signifikan
Brand Image (X$_3$)	**0,252**	0,076	0,250	Positif	**3,316**	1,986	**0,001**	Signifikan
a. Dependent Variable: Customer Loyalty (Y)								

The results of the multiple linear regression analysis produced the following model (Sujarweni, 2022):

$$Y = 2.106 + 0.366X_1 + 0.326X_2 + 0.252X_3 + e$$

Based on the regression analysis, the constant value of 2.106 indicates that if all three independent variables are considered to have no effect (value of zero), the level of customer loyalty would be 2.106 (Manullang & Pakpahan, 2022).

The regression coefficient for the Experience (X_1) variable is 0.366 (positive), with a t-value of 5.183 and a significance value of 0.000. Since t-count > t-table (5.183 > 1.986) and significance < 0.05, it can be concluded that Experience has a positive and significant effect on Customer Loyalty. This indicates that the better the customer experience, the higher the level of loyalty shown toward Mie Aceh Titi Bobrok Diski Branch (Rizky, 2022).

The Trust (X_2) variable has a regression coefficient of 0.326 (positive), with a t-value of 4.269 and a significance level of 0.000. Since t-count > t-table (4.269 > 1.986) and the significance is less than 0.05, Trust also has a positive and significant influence on Customer Loyalty. This means that the greater the level of trust customers have in the product and service, the higher their loyalty (Akbar & Permatasari, 2024).

Lastly, the Brand Image (X_3) variable has a coefficient of 0.252 (positive), with a t-value of 3.316 and a significance level of 0.001. As t-count > t-table (3.316 > 1.986) and significance < 0.05, Brand Image also has a positive and significant effect on Customer Loyalty. This indicates that a stronger brand image leads to a tangible increase in customer loyalty (Abrar & Lestari, 2025).

Among the three variables, Experience is the most dominant factor affecting Customer Loyalty, with the highest standardized beta coefficient of 0.399, indicating that Experience provides the greatest relative contribution.

Overall, the three independent variables make a significant contribution to improving Customer Loyalty. This means that efforts to increase loyalty should focus on enhancing customer experience, strengthening trust, and consistently managing brand image.

F-Test (Simultaneous)

Table 4. Results of F-Test (Simultaneous)

				ANOVA[a]					
	Model	Sum of Squares	df	Mean Square	F_{count}	F_{tabel}	Sig.	Rule of Sig.	Result
1	Regression	3029,764	3	1009,921	**301,910**	2,701	**0,000[b]**	Sig. < 0,05	significant
	Residual	314,440	94	3,345					
	Total	3344,204	97						
	a. *Dependent Variable*: Customer Loyalty (Y)								
	b. *Predictors*: (*Constant*), Experience (X_1), Trust (X_2), Brand Image (X_3)								

Based on the F-test analysis, the F-count value was 301.910, which significantly exceeds the F-table value of 2.701. Moreover, the significance level was 0.000, well below the 0.05 threshold. This finding indicates that the three independent variables—Experience (X_1), Trust (X_2), and Brand Image (X_3)—simultaneously have a significant effect on Customer Loyalty (Y). In other words, these three factors collectively make a substantial contribution to explaining the variation in customer loyalty (Rizky, 2022).

Coefficient of Determination Test

Table 5. Results of Determination Test

		Model Summary[b]		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	**0,952[a]**	0,906	**0,903**	1,82896
Predictors: (*Constant*), Experience (X_1), Trust (X_2), Brand Image (X_3)				
b. *Dependent Variable*: Customer Loyalty (Y)				

The results of the determination test show that the Adjusted R Square value reached 0.903, meaning that 90.3% of the variation in the dependent variable, Customer Loyalty, can be explained by the combination of the three independent variables in this model. The remaining 9.7% is explained by other variables not included in the regression model (Saragih et al., 2021).

Furthermore, the multiple correlation coefficient (R) of 0.952 strengthens these findings, indicating a very strong relationship between the independent and dependent variables, as it exceeds the 0.80 threshold (Lubis & Amiyananda, 2024). Therefore, the regression model developed in this study has high predictive power and is suitable for empirically analyzing customer loyalty (Rahayu & Saragih, 2022).

DISCUSSION

1. The Effect of Experience on Customer Loyalty

The results of the study revealed that the Experience variable (X_1) has a significant effect on Customer Loyalty (Y) at Mie Aceh Titi Bobrok Diski Branch, as indicated by a t-count of 5.183 (greater than the t-table value of 1.986) and a significance value of 0.000, well below the 0.05 threshold. The regression coefficient of 0.366 indicates that every improvement in customer experience quality contributes positively to increased loyalty (Meilani & Saputro, 2025).

This finding illustrates that the experience customers have while enjoying products and services at the Diski branch plays a vital role in shaping long-term attachment behaviors. Customer experience is not limited to food taste but includes service quality, cleanliness, speed of service, ambiance, and location accessibility (Pane & Andy, 2024). The combination of these elements creates a comprehensive brand perception, influencing customers' willingness to revisit and recommend the brand (Insanita & Meria, 2024).

A pleasant experience leaves a positive impression in the minds of customers (Patmawati & Andjarwati, 2023). When satisfied, customers are more likely to form emotional bonds with the brand (Lathifa & Silvianita, 2023). These emotional connections strengthen attachment, increase tolerance toward minor flaws, and encourage repeat purchases (Cahyani & Hikmah, 2025). On the other hand, a single negative experience may reduce trust and lead to disloyalty (Insanita & Meria, 2024).

In the culinary industry, customer experience is a crucial determinant of loyalty, as consumers have many alternative choices (Lathifa & Silvianita, 2023). Therefore, Mie Aceh Titi Bobrok Diski Branch must continuously evaluate the quality of customer interactions to ensure consistent and satisfying experiences. These empirical findings reinforce that enhancing customer experience is not merely an add-on but a proven strategy for sustaining loyalty (Meilani & Saputro, 2025).

2. The Effect of Experience on Customer Loyalty

The study also found that the Trust variable (X_2) has a significant and positive effect on Customer Loyalty (Y) at Mie Aceh Titi Bobrok Diski Branch. This is evidenced by a t-count of 4.269, greater than the t-table value of 1.986, and a significance value of 0.000, well below 0.05. The regression coefficient of 0.326 indicates that an increase in consumer trust in this culinary business corresponds with a higher level of customer loyalty (Akbar & Permatasari, 2024).

Trust, in this context, refers to the customer's belief that Mie Aceh Titi Bobrok Diski Branch can consistently meet expectations in terms of product quality, service, and brand integrity. When customers feel confident they won't be disappointed, their likelihood of repeat purchases increases (Kusumawardhani et al., 2023). Trust also instills a sense of security in making consumption decisions, which in turn strengthens the psychological bond between customer and brand (Dharmawan, 2024).

In a competitive business environment, consumers tend to maintain relationships with providers they perceive as honest, consistent, and reliable (Arfi et al., 2024). Trust is not built overnight; it develops through a series of repeated and consistent interactions (Cahyani & Hikmah, 2025). Honest service, transparency in communication, and alignment between promises and reality are foundational to building this trust (Liga & Maulana, 2024).

Customers with high levels of trust tend to exhibit loyal behaviors such as sticking with the brand, offering voluntary recommendations, and staying loyal even when minor service disruptions occur (Insanita & Meria, 2024). Maintaining and enhancing customer trust is therefore an essential strategy in efforts to retain long-term loyalty (Hartatik & Nuvriasari, 2025). These findings reinforce the premise that trust is a key element in creating mutually beneficial relationships between customers and service providers. Mie Aceh Titi Bobrok Diski Branch must continue to strengthen this aspect to build a solid and sustainable customer base (Siagian & Purba, 2025).

3. The Influence of Brand Image on Customer Loyalty

The results of the study show that the Brand Image variable (X_3) has a significant and positive effect on Customer Loyalty (Y) at Mie Aceh Titi Bobrok Diski Branch. This is reflected in the t-value of 3.316, which is greater than the t-table value of 1.986, and a significance value of 0.001, which is below the 0.05 threshold. The regression coefficient of 0.252 indicates that any increase in consumer perception of brand image is followed by an increase in customer loyalty (Siagian & Purba, 2025).

Brand image here refers to the impression formed in the minds of customers about Mie Aceh Titi Bobrok Diski Branch as a business entity that represents product quality, visual identity, service consistency, and reputation (Abrar & Lestari, 2025). When the brand image is perceived positively, consumers are more likely to see the brand as trustworthy and distinctive from its competitors (Felicia et al., 2024). This encourages an emotional connection between consumers and the brand, which in turn strengthens their commitment to continue using the brand's products (Liga & Maulana, 2024).

Brand image is not only shaped through formal marketing communication but also through direct consumer experience, including taste, ambiance, service, and testimonials from other customers (Hartatik & Nuvriasari, 2025). When consumers perceive harmony between expectations and reality delivered by the brand, their perception becomes increasingly positive (Najamudin & Amalia, 2024), leading to stronger emotional and psychological attachment to the brand (Nielzhan & Silvianita, 2024).

Customers who view the brand image positively tend to continue using the product, recommend it to others, and remain loyal even when faced with offers from competitors (Patmawati & Andjarwati, 2023). This shows that brand image not only plays a role in attracting new customers but also significantly contributes to retaining existing ones (Shella et al., 2024).

Mie Aceh Titi Bobrok Diski Branch must maintain consistency in quality and brand identity to prevent image degradation. Strengthening the brand image is a strategic step in building sustainable customer loyalty amidst increasingly competitive culinary businesses (Abrar & Lestari, 2025).

4. The Influence of Experience, Trust, and Brand Image on Customer Loyalty

The study results show that Experience (X_1), Trust (X_2), and Brand Image (X_3) simultaneously have a significant effect on Customer Loyalty (Y) at Mie Aceh Titi Bobrok Diski Branch. This is evidenced by the F-test result of F = 301.910, which exceeds the F-table value of 2.701, with a significance level of 0.000, well below the 0.05 threshold. This condition indicates that all three independent variables collectively have a strong explanatory power on changes in customer loyalty.

The coefficient of determination (Adjusted R Square) of 0.903 shows that 90.3% of the variation in customer loyalty can be explained by the combination of experience, trust, and brand image variables, while the remaining 9.7% is influenced by other factors outside the model.

Marconi (2019) suggested that several factors influencing customer loyalty include price, product quality, brand image, company reputation, convenience and accessibility, facilities, customer satisfaction, experience, service quality, trust, and guarantees. Various studies (Indrawati, 2024; Sutarno & Pratiwi, 2023; Fitriani & Idris, 2023; Salsabila & Nurhadi, 2022; Widianti, 2022) have confirmed that experience, trust, and brand image simultaneously exert a positive and significant influence on customer loyalty.

When the customer experience is positive and consistent, it builds an emotional foundation and repeated satisfaction perceptions that enhance purchase intention (Meilani & Saputro, 2025). Customer trust, as a representation of confidence in the provider's integrity and capabilities, fosters a sense of security in decision-making (Cahyani & Hikmah, 2025). A strong brand image builds mental associations and positive perceptions about business quality and identity (Siagian & Purba, 2025). These three elements complement each other in creating conditions that promote sustainable loyalty (Indrawati, 2024).

The synergistic relationship among real experience, consumer trust in consistent quality, and positive brand perception forms a strong bond between customers and the business (Fitriani & Idris, 2023). Customers who have been satisfied with past experiences are more likely to trust the provider and form a good brand image in their minds (Salsabila, 2022). When these three aspects go hand-in-hand, they generate loyalty that is not only behavioral but also emotional (Sutarno & Prastiwi, 2023).

Among the three variables, Experience proves to be the most dominant factor, with the highest regression coefficient of 0.366. This dominance shows that customer loyalty is greatly influenced by direct, personal interaction—such as food taste, service speed, comfort, and emotional impressions during visits (Pane & Andy, 2024). These experiential aspects produce stronger and more lasting effects than the more conceptual elements of trust or brand image (Widianti, 2022).

CONCLUSION

Based on the results of the multiple linear regression analysis, it can be concluded that Experience, Trust, and Brand Image simultaneously and positively influence Customer Loyalty at Mie Aceh Titi Bobrok Diski Branch. Among the three variables, customer experience has the most dominant effect, indicating that direct interaction with products and services plays the most crucial role in shaping loyalty.

To improve customer loyalty, the management of Mie Aceh Titi Bobrok Diski Branch is advised to consistently enhance service quality, food taste, and cleanliness and comfort of the venue. Regular customer service training for staff should also be conducted to create memorable experiences. Open communication with customers and consistent product quality will help strengthen trust. Meanwhile, brand image can be enhanced through visual marketing strategies and social media that highlight the uniqueness and authenticity of the product.

For future researchers, it is recommended to add other variables such as customer satisfaction, emotional value, and price to gain a more comprehensive understanding of customer loyalty in the culinary business context.

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