INTRODUCTION
In the era of globalization now, the competition in marketing is very competitive. Also, globalization requires people to follow every change and it can make a change in people lifestyle who are now more consumptive than before. In consumption activities, many people consume food accompany with satisfaction and pleasure orientation. This has caused a lot of food products to appear and offer various advantages and uniqueness. Therefore, that makes the community has many alternative choices. The density of community activities is also one of the factors that makes them do not have enough time to prepare their own food, thus they prefer to consume food from the outside, for example is catering. There are a lot of business in the culinary world industry. Over the years, the culinary world industry business continues to grow. The Central Bureau of Statistics (BPS) stated that the food industry production growth is high. The increase for the food industry itself...
quite significantly with the production growth on quarter of 2017-II up to 4.00 percent figures for IBS and 2.50 percent for Small Micro Scale Industries (IMK). If seen from the data provided by the Central Bureau of Statistics (BPS), the food industry contribution is significant, reached 25 percent or one-fourth of the number of business units of IBS in the manufacturing industry as a whole (Maulandy, 2018).

Due to increasing numbers of employees in the field of business in Indonesia, it makes catering business in the culinary world industry are very promising (Ariyanto, 2015:1). Because the number of inhabitants in Indonesia every are year always increasing, then the supply of food goes increasing as well (Ayodya, 2007). Catering provides service and food management. Satisfaction and interest in consumers are the important factors to ensure the catering business to survive in the current era. According to the Minister of Health RI No. 715/Menskek/SK/V/2003 catering is a company or individual who conducts activities in food management to be served outside the place of business on an order basis.

Duta Catering is a service company that serves catering for companies, wedding, farewell parties, or anything that requires food service both small and large scale. Duta Catering was first established on 2013 by Vivi Alfiah. Based on SIUP 510/30 Kc.Bu/MIKRO/VI/2013 this company is registered as a small trading company with a type of food business activity In 2016, for the first time Duta Catering succeeded in collaborating with several companies in Cikarang city.

At the beginning establishment of Duta Catering kitchen located on Jl. Rawa Banteng 05/01 No.59 Mekarwangi Village, Cikarang Barat. Beside that, Duta Catering collaborates with several companies in Cikarang and now developing with several companies in Cibitung There are several competitors in Cikarang and Cibitung region, which indirectly reduces the market share for Duta Catering. Now the challenges is to provide the best quality of food to achieve competitive advantage. In achieving competitive advantage in market share, Duta catering must have customers who are loyal to their brands.

According to Zins, (2001), people buy a product from a company or brand, because the person doesn’t have another alternative choice or they have a personal preference for the brand. If the company is unable to provide the best quality of food and services, it will be affects the customer satisfaction, the customer will buy the product because they do not have another alternatives. It is very important because to be able achieve the competitive advantage in market share, is not the customer who made the first purchasing, but the customer who buy repeatedly (Jacoby, 1973). Brunner et al., (2008) define loyalty as a capability of deep commitment to initiate buyback for a product or subscribing to a consistent period, although affected by the situation of a marketing effort it has the potential to cause the behavior to change. Loyalty is important because successful marketing strategy is supported by a loyal customers against the brand. Based on the above understanding it can be concluded that brand loyalty is directly influenced by customer satisfaction with the brand.

Regardless, the customer must feel satisfied with a product before the customer is loyal to the brand. Customer satisfaction is a person’s feelings of pleasure or disappointment that resulted from comparing a product’s perceived performance to their expectations (Kotler, 2009). To achieve the satisfaction of the customer, the company must give the primacy of his own company to the customer. The presence of customer satisfaction can provide positive benefits to the company, for example the creation of a harmonious relationship to the company and consumers, providing a willingness to recommendation, and formed the recommends word of mouth that can profitable for the companies (Lisa, et al., 2013). Thus, when the consumer feel satisfied with the performance of a brand, it will make them repurchase to the same brand and tell other people about the advantage of that brand. After consumers use a service, consumers will evaluate the service whether food and service provided by the company are as expected by consumers (Schiffman and Kanuk, 2007). When the company can provide foods and services that can meet customer expectation, the consumers can provide the willingness to recommend to other people who want to use the catering services. When it is not in accordance with the expectation of consumers then consumers will not recommend it, and can spread negatives word of mouth to other consumers.

According to Maslow in Tikkanen (2009) food is one of the important to basic human needs
that must be fulfilled every day. Food quality is one of the things that need to be taken care of by the company because the food quality is the main product offered by the company to the consumer (Walter et. al, 2010). Talking about the quality of the food, each catering company must have different qualities. With the difference of quality, we must also adjust to the wishes of consumers, in order to satisfy the needs of customers (Keller, 2009). From the definition above, it can be conclude how companies maintain the quality of food and services provided to consumers. Company must have different quality in order to achieve competitive advantage. To measure consumer interest and satisfaction, the company should provide a high quality food because it is the most important thing in order to affect positive catering to consumer satisfaction (Tjiptono and Gregorius, 2005). Based on Fiani and Japarianto (2012). Based on the definition above, it can be conclude how companies maintain the food quality and service provided to consumers. The companies must have different quality to achieve competitive advantage. But, besides maintaining the quality of food, service is being important for customer.

The quality is not only about food, but in the form of services there is also quality. Quality of service has an important relationship with customer satisfaction. Catering companies have to figure out a way to be able to improve the quality of service to the company, the company should figure out the ways to create a good service, delivering to consumers in conveying their aspirations, and grievances against the company (Lupiyoadi, 2008). The existence of negative influences between quality services to customer satisfaction is important because the consumer assumes that the better the quality of the service in the company and the higher price offered can decreasing the interest of the customer (Tan, 2013).

The graph below illustrates the sales growth CV Duta Catering, where in the year 2016 CV Duta catering served two companies, namely PT Kerta Heirloom Style with 291 portions/day and PT Indonesia Ziegler 110 portions/day and the profit in a year around Rp. 1,501,920,000. And in 2017 CV. Duta Catering get 4 different companies, namely PT Astra Otoparts TBK. (Engineering Development Center) with 205 portions/day, PT ASTRA PLANT 1, PLANT 2 and PT ASTRA with 318 portions/day, and PT Aqua Golden Mississippi Tbk with 148 portions/day. With 4 different companies in the year 2017, Duta catering’s profit has increase around Rp. 2,609,280,000. Last year, the Duta catering managed to add two catering firms, namely PT. Nissin Foods Indonesia with 307 portions/day and PT. Indonesia Motor with SGMW 100 portions/day.

Based on the data above, the increasing numbers of sales caused by food quality, service quality, and brand trust. Those numbers showed a good sign but it is expected that in the later future Duta Catering can be able to keep improving the numbers of its sales growth. Thus, this research is conducted to measure how good the quality
of food from Duta Catering company and to figure out how well the service that has been given by Duta catering company to the customer thus far, which will influence the customer satisfaction, and how customer satisfaction can affect the brand loyalty.

**LITERATURE REVIEW AND HYPOTHESES**

**The Effect of Food Quality Towards Customer Satisfaction**

Qin et al. (2009) indicates that the dimension of the quality of the food which consists of freshness, presentation, well cooked, and variety of food has a positive and significant influence towards customer satisfaction. The quality of the food itself remains a critical factor in the overall consumer satisfaction evaluations that influence how much customers in making purchasing decisions. In addition to previous research conducted by Namkung et al., (2007) which stated that the Fed still as one factor in the quality of the food which has dominant influence to achieve the satisfaction of a consumer, the food must be made by pulling in order to attract the attention of consumers in meeting consumer perceptions about the quality of the food. Therefore, based on previous research and explanations that are mentioned above, the first hypothesis of this research are as follows:

\[ H1: \text{food quality has a positive effect on consumer satisfaction} \]

**The Effect of Service Quality Towards Customer Satisfaction**

On previous research, (Malik, 2012) measures the GAP in the gap between the expectations of service and perception of service to customers in relation to the services performed by the four industry services and examine the impact of such services against their satisfaction. In her research confirms that the quality of service had a positive influence towards customer satisfaction. In addition, Ride, (Naik, 2010) using the service quality in performing the analysis with the expectations gap between the perception of retail customers to explore factors affecting their satisfaction. In this research shows that the quality of service also has a positive and significant impact towards customer satisfaction. Therefore, based on previous research and explanations that are mentioned above, the second hypothesis of this research are as follows:

\[ H2: \text{service quality has a positive effect on consumer satisfaction} \]

**The Effect of Customer Satisfaction Towards Brand Loyalty**

In previous research Busacca and Castaldo (2003) found that the start of consumer brand loyalty relationship specified in terms of the satisfaction of the brand that will develop as a result of the positive experiences of the consumer with the brand (Ha, et al., 2005). The positive experiences in a positive can way affect consumer commitment against brand and intention to buy back (Fullerton, 2005). Therefore, based on previous research and explanations that are mentioned above, the second hypothesis of this research are as follows:

\[ H3: \text{customer satisfaction has a positive effect on brand loyalty} \]

**The Effect of Food Quality Towards Brand Loyalty**

According to Kotler and Armstrong (2012), product quality are the characteristics of the products or services in general bear the promise or inset in satisfying customer needs. While the quality is not only present on the product or service, but rather included in the quality of the food. Quality from food can give an impact on interest in consumer purchases, therefore this would be better if the company can improve and maintain the quality of the food.

Mattila (2001) shows that there are three main reasons for a customer to be able to devalue their restaurant in target sectors the food section is the quality of the food, service, and atmosphere. Specifically. The quality of food is the most traditional p attributes of the overall quality of restaurant service and expected to have a positive relationship with customer satisfaction.
Therefore, based on previous research and explanations that are mentioned above, the second hypothesis of this research are as follows:

H4: food quality has a positive effect on brand loyalty

**The Effect of Service Quality Towards Brand Loyalty**
Service quality is also one of confidence level of a customer against a brand. Getting good quality services that have been provided by the company to its customers, then the degree of customer trust to company will progressively increase. Customers who feel cared for, responded to complaints of all his needs, and feel comfortable for customers using services of buters company, then n must have been pelanggan of the company. This is in accordance with the empirical research that States that service quality was significantly influential towards brand loyalty (Sahir, Zehir, & Kitapci, 2011). Therefore, on the basis of previous research and explanations mentioned above, the second hypothesis of this research are as follows:

H5: service quality has a positive effect on brand loyalty

**Research Model**
Based on the review of the basic theory and the development of hypotheses, framework in this study as follows:

![Figure 1.2 Research Model](image)

**METHODS**
This study is a quantitative research with survey method and questionnaires. This survey based on a consumer who already use the service of Duta Catering. Therefore, this research conduct by using through non-probability sampling, sample determination method used in this study was purposive sampling method. The primary data was obtained mainly from questionnaires and with total of 176 responses were collected.

The measurement scale used in this study is Likert scale type. The answer of each instrument using Likert scale have gradations from strongly positive to strongly negative. The data collected was analyzed by using SPSS and AMOS software.

This study used Structural Equation Model (SEM) for the data analysis technique. It is a statistical technique that allow to testing a series of relative complex connections simultaneously.

As shown in the Table 1, the result of validity and reliability test is done using discriminate analysis factor. Table 1 shows that loading factor value of each indicator of food quality, service quality, customer satisfaction, brand loyalty as well as third interaction variable are greater than the critical value (0.500). Therefore, all indicators of these variables are valid and it can be used as data collection instrument of this research.
Table 1: Result Summary of Validity and Reliability Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Indicators</th>
<th>Loading Factor</th>
<th>Judgement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Food Quality</strong></td>
<td>x1</td>
<td>0.823</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x2</td>
<td>0.789</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x3</td>
<td>0.745</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x4</td>
<td>0.841</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x5</td>
<td>0.827</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x6</td>
<td>0.809</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x7</td>
<td>0.753</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Service Quality</strong></td>
<td>x8</td>
<td>0.764</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x9</td>
<td>0.702</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x10</td>
<td>0.943</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x11</td>
<td>0.858</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x12</td>
<td>0.714</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Customer Satisfaction</strong></td>
<td>x13</td>
<td>0.928</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x14</td>
<td>0.869</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x15</td>
<td>0.905</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Brand Loyalty</strong></td>
<td>x16</td>
<td>0.843</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x17</td>
<td>0.847</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x18</td>
<td>0.860</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>x19</td>
<td>0.873</td>
<td>Valid</td>
</tr>
</tbody>
</table>

It can also be seen in Table 1 that the reliability values of all variable are valid. Therefore, the construct of these variables is reliable and can be used as data collection instrument.

The adequacy of the model fit is determined by several goodness of fit statistic, including Chi-square, The Minimum Sample of Discrepancy Function with Degree of Freedom (CMIN/DF), Root Mean Square Error of Approximation (RMSEA), Adjusted Goodness of Fit Index (AGFI), Goodness of Fit Index (GFI) and Comparative Fit Index (CFI), with the result summary can be seen in Table 2.

<table>
<thead>
<tr>
<th>Goodness of Fit Index</th>
<th>Cut of Value</th>
<th>Results</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>X$^2$-Chi-Square</td>
<td>&lt; 222.563</td>
<td>235.199</td>
<td>Marginal</td>
</tr>
<tr>
<td>Probability</td>
<td>&gt; 0.05</td>
<td>0.000</td>
<td>Marginal</td>
</tr>
<tr>
<td>CMIN/DF</td>
<td>&lt; 2.00</td>
<td>1.611</td>
<td>Good</td>
</tr>
<tr>
<td>GFI</td>
<td>&gt; 0.90</td>
<td>0.874</td>
<td>Marginal</td>
</tr>
<tr>
<td>AGFI</td>
<td>&gt; 0.90</td>
<td>0.836</td>
<td>Marginal</td>
</tr>
<tr>
<td>TLI</td>
<td>&gt; 0.95</td>
<td>0.964</td>
<td>Good</td>
</tr>
<tr>
<td>CFI</td>
<td>&gt; 0.95</td>
<td>0.969</td>
<td>Good</td>
</tr>
<tr>
<td>RMSEA</td>
<td>&lt; 0.08</td>
<td>0.059</td>
<td>Good</td>
</tr>
</tbody>
</table>

Based on confidence level of 95% ($\alpha = 0.05$) and degree of freedom (df) = (n - k) with one tailed test, it known that $t_{\text{table}}$ value within study is 1.660. From the result of Structural Equation Modeling (SEM) analysis, it is obtained the CR value of causal relationship between food quality and consumer satisfaction of 8.305 is greater than the value of $t_{\text{table}}$ (1.660). Thus, Ho is rejected and Ha is accepted, it means that food quality has a positive and significant effect on consumer satisfaction. Therefore, first hypothesis which states that food quality has a positive effect on consumer satisfaction is accepted.

SEM analysis result also shows that CR value of causal relationship between service quality and customer satisfaction of 4.671 is greater than the value of $t_{\text{table}}$ (1.660). Thus, Ho is rejected and Ha is accepted, it means that service quality has a positive effect on consumer satisfaction. Therefore, second hypothesis which states that service quality has a positive effect on consumer satisfaction is accepted.

Result of Structural Equation Modeling (SEM) analysis shows that CR value of causal relationship between consumer satisfaction and brand loyalty of 2.558 is greater than value of $t_{\text{table}}$ (1.660). Thus, Ho is rejected and Ha is accepted, it means that consumer satisfaction has a positive and significant effect on customer satisfaction. Therefore, third hypothesis which states that consumer satisfaction has a positive effect on brand loyalty is accepted.
satisfaction has a positive effect on brand loyalty is accepted.

Based on the result of SEM analysis, it known that CR value of causal relationship between food quality and brand loyalty of 0.812 is less than value of $t_{table}$ (1.660). Thus, Ho is accepted and Ha is rejected, it means that food quality has positive but no significant effect on brand loyalty. Therefore, fourth hypothesis which states that food quality has a positive effect on brand loyalty is rejected.

Furthermore refers to the result of Structural Equation Modeling (SEM) analysis, it can be seen that CR value of causal relationship between service quality and brand loyalty of 2.411 is greater than value of $t_{table}$ (1.660). Thus, Ho is rejected and Ha is accepted, it means that food quality has a positive and significant effect on brand loyalty. Therefore, fifth hypothesis which states that service quality has a positive effect on brand loyalty is accepted.

### Table 3. Regression Analysis

<table>
<thead>
<tr>
<th>Causal Relationship</th>
<th>C.R.</th>
<th>$t_{table}$ (one tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer_Satisfaction $\rightarrow$ Food_Quality</td>
<td>8.305</td>
<td>1.660</td>
</tr>
<tr>
<td>Customer_Satisfaction $\rightarrow$ Service_Quality</td>
<td>4.671</td>
<td>1.660</td>
</tr>
<tr>
<td>Brand_Loyalty $\rightarrow$ Food_Quality</td>
<td>0.812</td>
<td>1.660</td>
</tr>
<tr>
<td>Brand_Loyalty $\rightarrow$ Customer_Satisfaction</td>
<td>2.558</td>
<td>1.660</td>
</tr>
<tr>
<td>Brand_Loyalty $\rightarrow$ Service_Quality</td>
<td>2.411</td>
<td>1.660</td>
</tr>
</tbody>
</table>

### CONCLUSION

1. Food quality has a positive effect on consumer satisfaction
2. Service quality has a positive effect on consumer satisfaction
3. Consumer satisfaction has a positive effect on brand loyalty
4. Food quality has no effect on brand loyalty
5. Service quality has a positive effect on brand loyalty

Refers to the limitations of this study, further research need to choose and add the other independent variables. If possible in theory and practice, further research may develop the research model by using the moderator variable. Further research also needs to examine the role of consumer satisfaction as mediator or intervening variable and develop the wider object to produce the better result more generally and objectively.

### REFERENCES


