

## Comparative Analysis of Customer Satisfaction Levels between B2C Business Models on Brand Equity in the Culinary Industry

Noni Antika Khairunnisah<sup>1</sup>, Ahmad<sup>2</sup>, Maesarah<sup>3</sup>

<sup>12</sup>Dosen Akademi Bisnis Lombok

<sup>3</sup>Mahasiswa Program Studi Manajemen Keuangan Sektor Publik

Email: [noniantika@bisnislombok.ac.id](mailto:noniantika@bisnislombok.ac.id)

**Abstract.** This research **intends to** analyze the comparison of customer satisfaction levels between B2C business models and their influence on brand equity in the culinary industry. **Urgency** This research is based on intense competition in the culinary industry, where customer satisfaction and brand equity are the keys to business success. B2C models that focus directly on consumers have different satisfaction dynamics compared to other business models, so they require in-depth analysis regarding their impact on brand equity. This research uses **quantitative methods** with a survey approach to collect data from culinary customers interacting with the B2C model. Descriptive and inferential statistical analysis will be used to compare customer satisfaction levels and measure their impact on the dimensions of brand *equity* such as brand awareness, brand associations, perceived quality, and brand loyalty. This research will also identify the dominant factors that influence customer satisfaction in the B2C context in the culinary industry. The targeted output of this research is the publication of the Sinta 5 journal in the IFI-JEB journal]

**Keywords:** *Customer Satisfaction Level; B2C Business Model; Brand Equity; Culinary Industry; B2C Customer Satisfaction*

### INTRODUCTION

#### 1. Background

The culinary industry is experiencing rapid development with increasingly fierce competition (1). In the digital era, B2C business models are becoming increasingly dominant, allowing direct interaction between producers and consumers (2). Customer satisfaction is a key factor in retaining consumers and building loyalty (3). Brand Equity or brand value also plays an important role in the culinary industry, influencing consumer perceptions of quality, reputation and brand loyalty (4). Satisfied customers tend to have the intention to repurchase, which indirectly strengthens brand loyalty and increases brand equity value. Customer satisfaction is influenced by several factors, such as product quality, service quality, price, and emotional factors (4). Service quality includes physical evidence, reliability, responsiveness, assurance and empathy (4). Consumers today want excellent service from a restaurant and use restaurants for various

purposes, such as gathering with colleagues or meeting clients (4). In the B2C model, the company seeks to create a marketing strategy that focuses on consumers, paying attention to service quality. *Customer experience* is also an important influencing factor in customer *loyalty*.

Technological developments and digitalization have fundamentally changed the way companies reach and serve consumers, including in the culinary industry sector. One form of this transformation is the adoption of the Business to Consumer (B2C) business model, where companies directly offer products and services to customers via digital and physical platforms. The B2C model is considered capable of increasing transaction efficiency and expanding market reach quickly and on target (Laudon & Traver, 2021).

On the other hand, in the highly competitive culinary industry, brand strength (brand equity) is an important asset that influences customer loyalty and satisfaction. Brand equity not only

reflects consumer perceptions of a brand, but is also an indicator of the long-term performance of a business (Keller, 2013). Customer satisfaction is an important component in building and maintaining strong brand equity, because a positive customer experience will strengthen the brand image and encourage repeat purchases (Kotler & Keller, 2016).

However, the implementation of the B2C model in the culinary industry often shows mixed results in terms of customer satisfaction levels. Some companies are successfully leveraging technology and digitalization to provide superior customer experiences, while others are experiencing a gap between service expectations and realization. Therefore, it is important to analyze the extent to which the B2C model contributes to customer satisfaction, and how this impacts brand equity in the context of the culinary industry.

This research aims to compare the level of customer satisfaction in B2C business models and evaluate the implications for brand equity. By understanding this relationship, culinary companies are expected to be able to develop more effective strategies in improving customer experience and strengthening brand positions amidst increasingly dynamic competition.

## **2. Formulation of this research problem**

- a. What is the relationship between the level of customer satisfaction and brand equity in the B2C business model in the culinary industry?
- b. How does the B2C business model influence brand equity in the culinary industry?

## **LIBRARY STUDY**

### **1. B2C Business Model in the Culinary Industry**

The Business to Consumer (B2C) business model is an approach that focuses on direct interaction between

business actors and end consumers. In the context of the culinary industry, B2C can be applied through various forms such as online restaurants (online food delivery), fast food outlets, to digital platforms that provide application-based food ordering. This model enables efficiency in distribution, strengthens personalization of services, and increases customer accessibility to products (Laudon & Traver, 2021).

The application of information technology in the B2C model also supports the creation of a digital ecosystem that speeds up the transaction process, expands market reach, and makes it easier to establish two-way communication between producers and consumers. In the context of the culinary industry which is highly influenced by the dynamics of consumer trends, flexibility and speed of response are the main advantages of the B2C model (Chaffey & Ellis-Chadwick, 2019).

## **2. Customer Satisfaction**

Customer satisfaction is a post-purchase evaluation that reflects the extent to which the consumption experience meets or exceeds customer expectations (Kotler & Keller, 2016). In the culinary industry, customer satisfaction is influenced by various factors such as the quality of food taste, speed of service, appropriate prices, and overall service experience. This level of satisfaction is an important indicator in determining customer loyalty and the possibility of repeat purchases.

Furthermore, Oliver (1997) explained that customer satisfaction is also a major determinant in forming perceptions of a brand. Satisfied customers tend to develop positive attitudes, which in turn will strengthen long-term relationships between consumers and service providers.

## **3. Brand Equity in the Culinary Industry**

Brand equity refers to the added value that a product or service has because of the brand name that accompanies it. According to Keller (2013), brand equity consists of several main dimensions, namely: brand awareness, perceived quality, brand associations and brand loyalty. In the culinary industry, brand equity plays a strategic role in attracting new consumers and retaining old customers, especially amidst increasing competition from various types of local and international brands.

High customer satisfaction has been proven to have a positive correlation with increasing brand equity. When consumers have a satisfying experience, their perception of the brand will become more positive, which ultimately increases trust and preference for the brand (Aaker, 1996). Therefore, the relationship between B2C business models, customer satisfaction and brand equity is an important aspect that needs to be analyzed comprehensively, especially in the dynamics of the culinary industry which continues to develop.

## RESEARCH METHODS

### 1. Types and Research Approaches

This research is comparative quantitative research with a survey approach which aims to analyze and compare the level of customer satisfaction between several B2C business models in the culinary industry and their relationship to brand equity. This approach is used to obtain numerical data that can be analyzed statistically to reveal differences and influences between the variables studied (Sugiyono, 2021).

### 2. Population and Sample

The population in this research are active customers from several culinary businesses that implement B2C business models, both direct services based (such as fast-food

restaurants) and digital services (such as food ordering applications). The sampling technique was carried out using a purposive sampling method, namely selecting respondents who met certain criteria, such as having made purchases on a culinary B2C platform at least twice in the last three months. The number of samples used was 120 respondents.

### 3. Data Collection Techniques

Primary data was collected through distributing closed questionnaires using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The questionnaire is structured based on indicators of two main variables, namely:

Customer satisfaction, adapted from Oliver's (1997) theory, includes aspects of expectations, performance perceptions and loyalty.

Brand equity, which refers to the dimensions of Keller (2013), namely brand awareness, perceived quality, brand associations, and brand loyalty.

In addition, secondary data was obtained through company documentation, public reports, and scientific journal references related to the culinary and e-commerce industries.

### 4. Data Analysis Techniques

Data analysis was carried out using descriptive statistical tests to describe the respondent profile and distribution of answers, as well as a different test (independent sample t-test) to compare the level of customer satisfaction between the two B2C model groups. Next, simple linear regression analysis and Pearson correlation analysis were carried out to see the relationship between the level of customer satisfaction and brand equity.

Data processing was carried out using SPSS version 25 software. The analysis results were declared significant if the p-value was  $<0.05$ . The validity and reliability of the

instrument were tested first to ensure the reliability of the data used in the analysis.

## RESULTS AND DISCUSSION

### 1. Description of Respondent Data

This research involved 120 respondents who were active customers of two types of B2C business models in the culinary industry, namely:

- Conventional B2C model (fast food restaurants), and
- Digital B2C model (application-based delivery service).

The majority of respondents were in the 21–35 year age range (68.3%) and were active users of digital platforms for purchasing food.

### 2. Descriptive Test Results of Customer Satisfaction Levels

Descriptive analysis shows that the average level of customer satisfaction in the digital B2C model is 4.21 (on a scale of 5), while in the conventional B2C model it is 3.85. The aspects that most influence customer satisfaction in the digital model are speed of service, ease of transactions, and real-time order tracking features. In contrast, in the conventional model, satisfaction is influenced by the comfort of the place and direct interaction with service staff.

### 3. Different Test Results (Independent Sample T-Test)

The results of the different tests show that there is a significant difference between the level of customer satisfaction in the two B2C models. The significance value obtained is  $p = 0.003 < 0.05$ , which indicates that customers tend to be more satisfied using the digital B2C model compared to the conventional model.

### 4. Analysis of the Relationship with Brand Equity

Pearson correlation analysis shows that there is a positive and significant relationship between the level of customer satisfaction and brand equity ( $r = 0.712$ ;  $p < 0.001$ ). This means that

the higher the level of customer satisfaction, the stronger the culinary company's brand equity, both in terms of loyalty, brand image and brand awareness.

In the digital B2C model, brand equity is strengthened by a user experience that is efficient, modern, and meets the expectations of urban consumers. On the other hand, the conventional model shows stronger brand equity in the emotional loyalty dimension, especially for consumers who prioritize social interaction and the feel of eating on the spot.

## DISCUSSION

The results of this research are in line with the findings of Keller (2013) which states that brand equity is strongly influenced by consistent and satisfying customer experiences. In the context of the digital era, B2C models that are able to integrate technology to increase satisfaction have proven to be more effective in strengthening brand equity. Apart from that, these results also support Oliver's (1997) theory that customer satisfaction is a prerequisite for brand loyalty and attachment.

Thus, culinary companies that adopt the digital B2C model are advised to continue to strengthen technology-based service innovation to maintain customer satisfaction and increase brand value. Meanwhile, conventional models need to develop a personalized approach and deeper emotional experiences to maintain brand competitiveness.

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