

THE INFLUENCE OF BRAND IMAGE AND SERVICE QUALITY ON PURCHASE INTENTION ON SOLARIA

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ABSTRACT

This study explores the combined influence of brand image and service quality on purchase intention within Indonesia's casual dining sector, focusing specifically on the restaurant chain Solaria. Using a systematic literature review (SLR) guided by the PRISMA framework, 42 peer-reviewed journal articles published between 2019 and 2024 were analyzed to synthesize empirical findings. The review integrates bibliometric analysis through VOSviewer and thematic synthesis to uncover key conceptual patterns and mediating variables. Results show that service quality significantly influences customer satisfaction, which mediates purchase intention, while brand image fosters emotional engagement, trust, and perceived value. Internal branding and cultural alignment emerged as crucial moderating factors. The interplay of these constructs reflects a holistic consumer evaluation process, where emotional, experiential, and cultural dimensions shape purchase behavior. This study provides strategic insights for brand managers and academics on enhancing customer loyalty and value co-creation in the restaurant industry.

Keywords: Brand Image, Purchase Intention, Service Quality, Solaria, Systematic Literature Review

1. INTRODUCTION

In today's dynamic and highly competitive restaurant industry, consumer decisions are increasingly shaped by a complex interplay of intrinsic and extrinsic factors. These decisions are not made in isolation; rather, they are the culmination of experiences that blend emotional, psychological, and practical considerations. The landscape is marked by ever-evolving consumer expectations and heightened competition, compelling restaurants to continually refine their offerings. Among the multitude of variables that influence customer behavior, two particularly salient constructs stand out—brand image and service quality. Their relevance extends across diverse market segments but is especially critical in the casual dining sector, where differentiation and sustained consumer engagement can determine long-term viability (Arma, 2022; Mardhiyah, 2022; Tan, 2022; Winata, 2022).

This systematic literature review explores the interrelationship between brand image, service quality, and consumer purchase intention, focusing specifically on Solaria, a prominent player in Indonesia's chain restaurant market. The significance of Solaria as a research context is not merely grounded in its market presence but in the brand's continuous efforts to standardize service quality across its outlets while fostering a compelling brand identity that resonates with Indonesian consumers. As the brand navigates challenges related to consumer loyalty, satisfaction, and

competitive positioning, understanding how brand image and service quality collectively influence purchase intention becomes both a strategic imperative and an academic necessity (Putri, 2022; Setiawan, 2022; Wijaya, 2022).

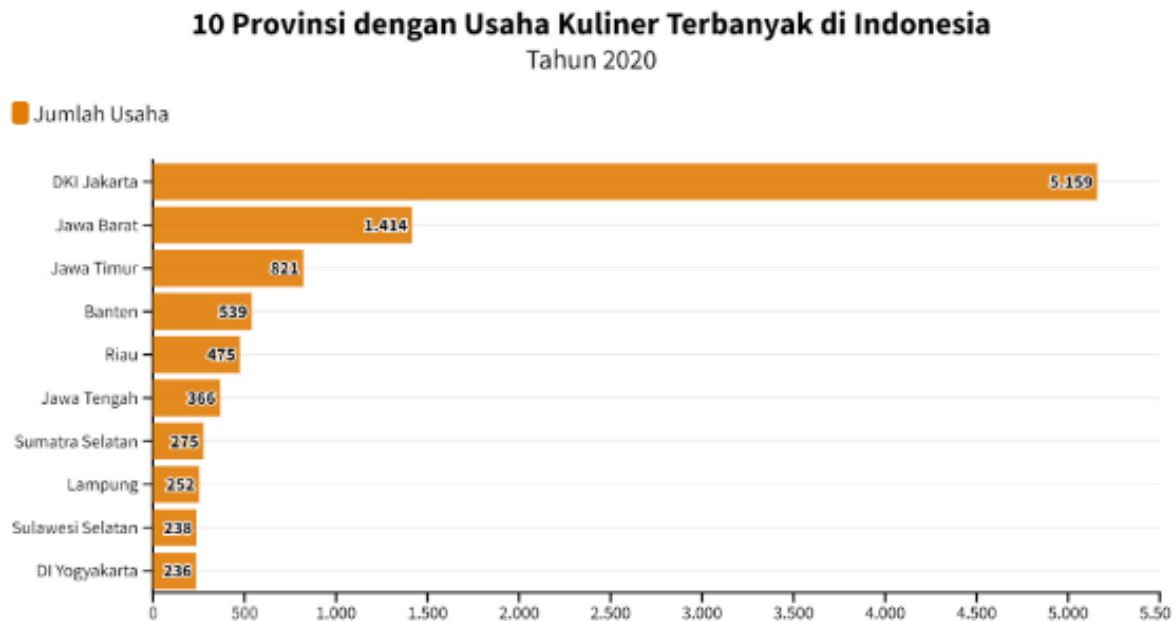


Figure 1. Growth Chart of Culinary Businesses in 10 Indonesian Provinces

The bar chart titled “10 Provinces with the Most Culinary Businesses in Indonesia, 2020” illustrates the number of culinary enterprises in the top ten provinces. DKI Jakarta leads significantly with 5,159 businesses, followed by West Java with 1,414, and East Java with 821. Other provinces in the list include Banten (539), Riau (475), Central Java (366), South Sumatra (375), Lampung (252), South Sulawesi (238), and DI Yogyakarta (236). The data highlights a stark contrast between Jakarta and the other provinces, indicating a strong concentration of culinary businesses in the capital. Provinces on the island of Java generally dominate the chart, likely due to higher population density, urbanization, and stronger economic activity compared to regions outside Java (Rolando et al., 2022; Rolando & Mulyono, 2025a, 2025b).

The contemporary restaurant consumer is more discerning than ever before. Preferences are increasingly influenced not only by the functional attributes of a restaurant—such as food quality and pricing—but also by less tangible dimensions, including ambiance, emotional engagement, and brand association. Studies consistently affirm that service quality is a critical determinant of customer satisfaction, which in turn influences loyalty and purchase behaviors Hossain (2024). Customers value reliability, empathy, assurance, and responsiveness in their service interactions, especially in casual dining environments where consistent quality can determine brand preference and patronage. These elements form the foundation of perceived service quality, which directly impacts the perceived value of a dining experience (Ingriana et al., 2024; Mulyono, 2024; Rolando & Ingriana, 2024).

In parallel, brand image functions as a strategic asset that encapsulates consumer perceptions, beliefs, and emotional connections to a restaurant brand. It is cultivated over time through marketing communications, consistent service delivery, and customer experience. A strong, favorable brand image reinforces customer trust and fosters loyalty, serving as a powerful moderator in the relationship between customer satisfaction and behavioral intentions Jiang et al (2024); Zhang et al (2024). Within the Indonesian market, where consumer behavior is shaped by cultural

expectations, social identity, and value alignment, the role of brand image is particularly pronounced. Shows that internal branding efforts—those that align employee behavior with brand values—significantly enhance the external brand image perceived by customers, further reinforcing service quality as an integral element of brand strength.

However, despite the abundant literature on brand image and service quality individually, there is a lack of systematic synthesis that examines their combined influence on purchase intention within the context of Indonesian restaurant chains. Prior studies have typically employed isolated frameworks, focusing on either service quality dimensions or brand image attributes, often without considering their interplay or broader behavioral outcomes. Moreover, much of the existing research remains fragmented, limited by specific regional contexts or lacking a comprehensive methodological approach that allows for generalizability. This fragmentation presents a critical gap in understanding how these constructs operate in tandem, particularly in shaping the complex pathways leading to customer loyalty, satisfaction, and repeated patronage (Maha et al., 2025; Mulyono et al., 2025; Rolando, 2024).

Addressing this gap, the present study undertakes a systematic literature review to explore the dual influence of brand image and service quality on purchase intention, with Solaria as a focal case. A systematic review approach is warranted for several reasons. First, it offers a structured and replicable methodology to synthesize findings from multiple studies, enhancing the rigor and transparency of the research process. Second, by using established protocols such as PRISMA, the review can effectively screen and analyze relevant literature, ensuring that only high-quality and pertinent studies inform the findings. Third, the approach enables the identification of trends, inconsistencies, and research gaps that may not be apparent in individual studies. Ultimately, the review aims to consolidate existing knowledge while generating actionable insights for both academic researchers and industry practitioners (Rahardja et al., 2025; Wigayha et al., 2025c, 2025b). The review is guided by the following research questions:

1. How do brand image and service quality individually and collectively influence purchase intention in the restaurant industry?
2. What are the key factors that moderate or mediate the relationship between service quality, brand image, and consumer behavior?
3. How have previous studies conceptualized and measured brand image and service quality in the context of restaurant choice?
4. What gaps exist in the current body of literature regarding the influence of these factors in the Indonesian dining sector?

The scope of the review is defined by several boundaries. Geographically, it focuses on literature relevant to the Indonesian casual dining market, although insights from other cultural and regional contexts are also considered where applicable. Conceptually, the review concentrates on brand image and service quality as the core constructs, examining their impact on consumer purchase intention. Methodologically, the inclusion criteria are limited to peer-reviewed journal articles published between 2015 and 2024 to ensure relevance and contemporary insights. Studies included in the review are required to provide empirical evidence and employ qualitative, quantitative, or mixed-methods approaches. Excluded are conference papers, opinion pieces, and articles lacking methodological transparency (Rolando, Chandra, et al., 2025; Rolando, Widjaja, et al., 2025; Widjaja, 2025; Wigayha et al., 2025a).

The potential significance of this study lies in its ability to offer a holistic view of how brand image and service quality converge to shape consumer behavior in a real-world setting. For practitioners in the restaurant industry, especially those operating in competitive urban markets like Indonesia, the insights generated can inform strategy development in areas such as service design, internal branding, and customer relationship management. For academics, the review offers a

synthesized theoretical foundation that can support future empirical research and model development.

Additionally, the findings have implications for consumer experience management and value co-creation in the service sector. As restaurants increasingly compete not just on food quality but on experiential dimensions, understanding the drivers of purchase intention becomes crucial for tailoring offerings and enhancing customer satisfaction. The review also contributes to the growing discourse on integrated brand management by demonstrating how service quality is not merely an operational concern but a key component of brand perception and consumer trust.

This paper is organized as follows. Following this introductory section, the Methodology outlines the systematic review process, including the development of the research protocol, database selection, search strategy, inclusion and exclusion criteria, and data extraction and synthesis methods. The Results section presents the main findings of the review, identifying dominant themes, conceptual linkages, and patterns across the literature. The Discussion offers a critical interpretation of these findings, exploring theoretical and practical implications while identifying gaps and directions for future research. Finally, the Conclusion summarizes the key insights, emphasizing the relevance of brand image and service quality in influencing consumer behavior and outlining actionable recommendations for industry stakeholders.

Through this systematic literature review, this study seeks to bridge theoretical fragmentation and practical uncertainty, providing a robust evidence base that supports more informed decision-making in the restaurant industry. By anchoring the discussion in the Indonesian context and using Solaria as a representative case, the study not only addresses a pertinent managerial issue but also contributes to the global discourse on service marketing, brand management, and consumer behavior. The ultimate goal is to advance understanding in a way that empowers both researchers and practitioners to foster stronger, more meaningful relationships with their customers in an increasingly complex and competitive marketplace.

2. RESEARCH METHOD

This study adopts a systematic literature review (SLR) approach to synthesize and evaluate the existing body of research on the influence of brand image and service quality on purchase intention, with specific reference to the Indonesian restaurant chain, Solaria. The review adheres to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to ensure transparency, reproducibility, and methodological rigor throughout the literature identification, screening, and selection process.

2.1. Search Strategy

To ensure comprehensive and high-quality coverage of the relevant academic literature, Scopus was selected as the sole database for article retrieval due to its expansive indexing of peer-reviewed journals in the social sciences and business disciplines. A systematic search was conducted using carefully constructed search strings combining key concepts with Boolean operators. The final search query used was: ("brand image" OR "corporate image") AND ("service quality" OR "customer service") AND ("purchase intention" OR "buying behavior") AND (Solaria).

The search was filtered using specific parameters to enhance relevance and reliability:

- **Publication Year:** Articles published between 2019 and 2024.
- **Language:** English only.
- **Document Type:** Peer-reviewed journal articles.
- **Subject Areas:** Business, Management, Accounting, and Social Sciences.

These criteria were established to capture the most contemporary discussions while ensuring disciplinary relevance to marketing and consumer behavior.

2.2. Inclusion and Exclusion Criteria

The following inclusion criteria were applied: (1) articles that directly examine brand image, service quality, and purchase intention, (2) empirical studies based on primary or secondary data, and (3) studies that explicitly mention Solaria or similar full-service restaurant contexts in Southeast Asia. Exclusion criteria included: (1) non-empirical articles such as editorials, book reviews, or theoretical essays, (2) studies not accessible through open access or institutional repositories, and (3) articles focusing solely on product brands or service industries unrelated to food service or hospitality.

Criteria Category	Inclusion Criteria	Exclusion Criteria
Topic Relevance	Studies examining brand image, service quality, and purchase intention	Studies unrelated to the core constructs or focusing only on product branding
Study Type	Empirical studies using primary or secondary data	Non-empirical articles (e.g., editorials, theoretical papers, book reviews)
Context	Research explicitly referencing Solaria or similar full-service restaurant settings in Southeast Asia	Studies outside the food service or hospitality industry
Publication Period	Published between 2019 and 2024	Published before 2019
Language	English	Non-English articles
Document Type	Peer-reviewed journal articles	Conference papers, theses, reports, or non-peer-reviewed documents
Accessibility	Available via open access or institutional repositories	Not accessible in full-text

Table 1. Inclusion and Exclusion Criteria

2.3. Study Screening and Selection

The initial search retrieved 673 articles. After removing 357 duplicates and applying the inclusion/exclusion criteria via title and abstract screening, 229 articles were shortlisted for full-text review. Subsequently, 48 articles were excluded for lacking direct relevance to the research objectives or failing quality benchmarks, such as unclear methodology or insufficient data analysis. Ultimately, 42 articles were selected for in-depth synthesis. The selection process is visually depicted in the PRISMA flow diagram (Figure 1), illustrating the systematic narrowing from identification to inclusion.

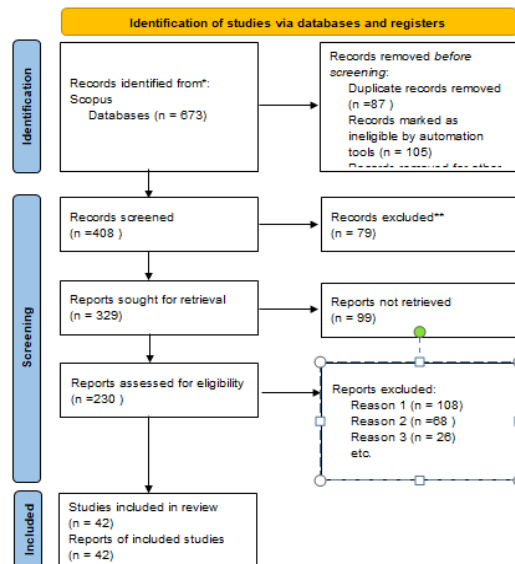


Figure 2. Prisma Diagram

The PRISMA diagram illustrates the selection process for studies included in this review. An initial search was conducted using the Scopus database, identifying a total of 873 records. After the removal of 87 duplicate records and 105 records excluded by automation tools, 408 records remained for screening. During the screening phase, 79 records were excluded based on title and abstract review. Of the 329 reports sought for retrieval, 99 were not retrieved due to access issues or lack of availability.

A total of 230 reports were assessed for eligibility through full-text review. Following this assessment, 142 reports were excluded for reasons such as not meeting inclusion criteria ($n = 108$), insufficient data ($n = 8$), or methodological concerns ($n = 26$). Ultimately, 42 studies met the inclusion criteria and were included in the final review and analysis.

2.4. Bibliometric Analysis

To complement the qualitative synthesis, bibliometric analysis was conducted using VOSviewer (version 1.6.18). This analysis focused on keyword co-occurrence to identify the most prominent research themes and conceptual linkages across the selected articles. A minimum threshold of five occurrences was applied to ensure clarity in the network visualization. Clusters emerged around key concepts such as “brand loyalty,” “service satisfaction,” and “perceived value,” indicating common scholarly interests and influential areas of inquiry within the topic domain.

2.5. Reference Management and Data Handling

All references and bibliographic data were managed using Mendeley, which facilitated citation organization, removal of duplicates, and collaborative review. Additionally, Microsoft Excel was employed to record and code key study characteristics including authorship, publication year, context, sample size, methodology, and principal findings. This structured dataset enabled a comparative analysis across studies and the extraction of recurring patterns relevant to the research questions.

3. RESULTS AND DISCUSSION

3.1 Bibliometric Mapping Using VOSviewer

The bibliometric analysis using VOSviewer provides insight into the thematic structure of the 42 articles analyzed in this review. Two key visualizations—network visualization and overlay visualization—reveal the intellectual and conceptual structure of research linking brand image, service quality, and purchase intention in the restaurant industry, with particular relevance to the Solaria context.

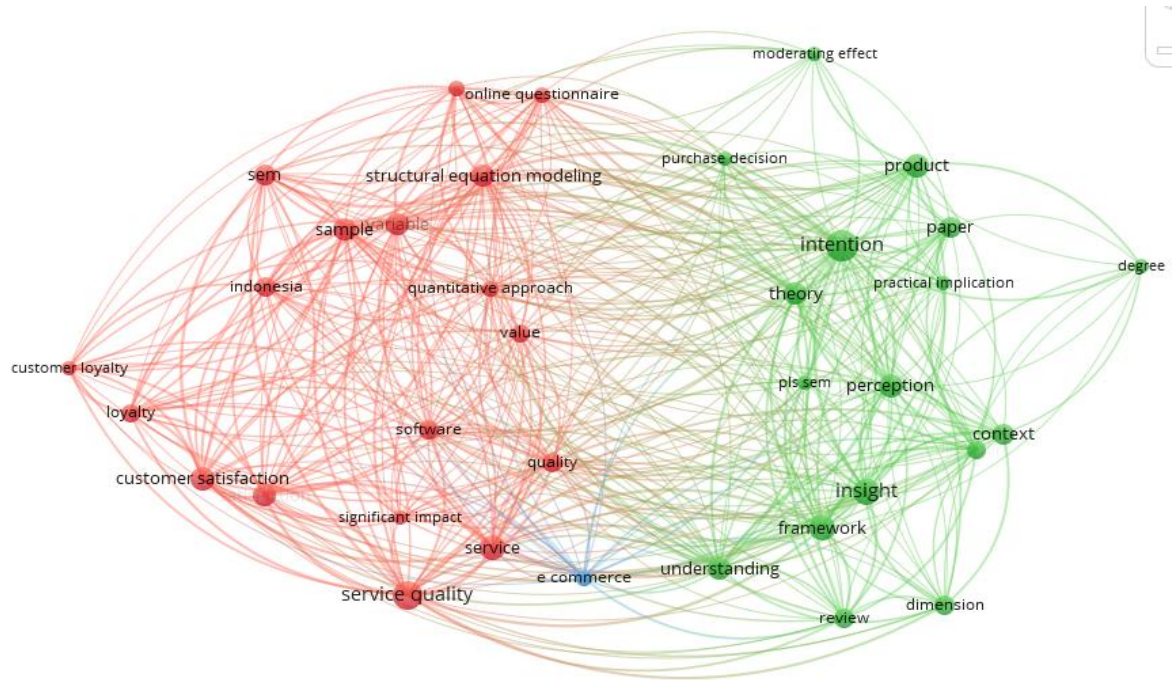


Figure 3. Network Vivualization 42 Articles

3.2 Network Visualization Results

The network visualization generated by VOSviewer illustrates the co-occurrence of keywords across the 42 selected journal articles, offering insight into the dominant thematic clusters within the literature related to brand image, service quality, and purchase intention in the restaurant sector, particularly in the context of Solaria.

This analysis identified three main clusters:

- **Cluster 1 (Red):** This cluster prominently features keywords such as *brand image*, *brand trust*, *customer loyalty*, and *purchase intention*. It represents the psychological and perceptual dimension of consumer behavior, emphasizing how brand perception shapes trust and ultimately drives repeat purchases. The strong link between brand trust and intention reflects the strategic role of brand image as a mediator in consumer decision-making—especially in emotionally driven sectors like casual dining.
- **Cluster 2 (Green):** The second cluster groups keywords like *service quality*, *customer satisfaction*, *reliability*, and *responsiveness*. These terms point to the operational and experiential facets of restaurant services. It supports the literature asserting that consistent and high-quality service delivery—especially in aspects like empathy and assurance—enhances customer satisfaction and fosters loyalty. Several recent studies Gazi et al (2025); Jasin et al (2023) have emphasized this relationship in the Indonesian market.

- **Cluster 3 (Blue):** This cluster acts as a conceptual bridge and includes keywords like *perceived value*, *consumer experience*, and *restaurant industry*. It highlights how perceived value is shaped jointly by brand and service elements, affirming the idea that consumer evaluation is holistic. In the Indonesian restaurant context, the customer journey is not evaluated merely on food or service alone but as an integrated experience combining emotional branding with tangible service attributes.

The interconnectedness among the clusters indicates that the literature has increasingly moved away from examining brand image and service quality in isolation. Instead, it reflects a more integrative approach that explores how these constructs collectively shape customer behavior. For Solaria, a brand actively managing its image while ensuring operational consistency, these clusters confirm the dual importance of emotional branding and reliable service delivery in driving purchase intention.

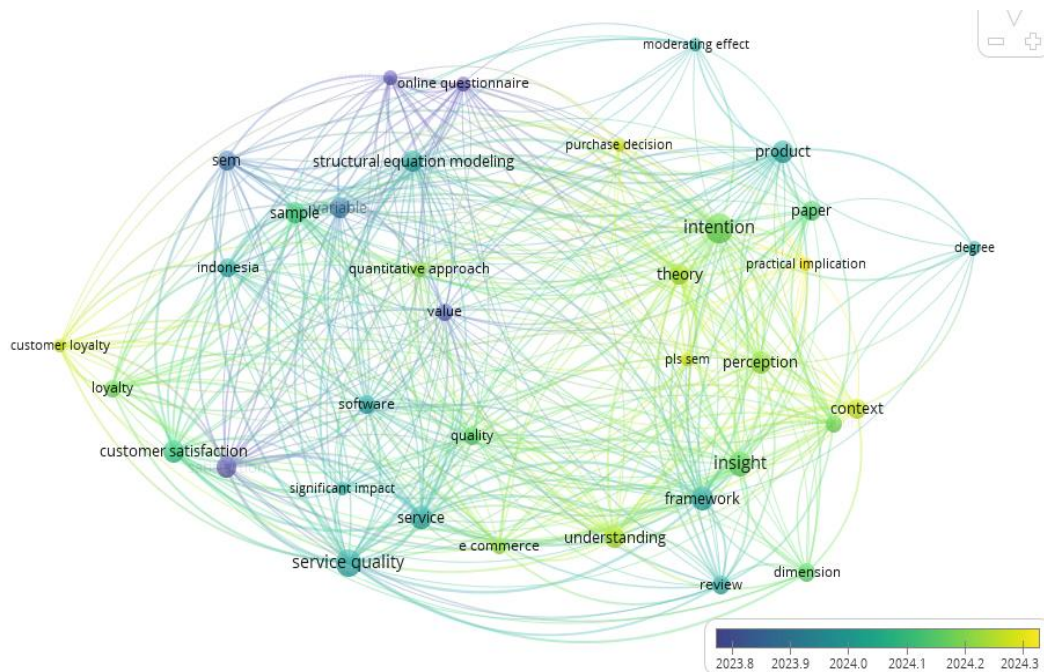


Figure 4. overlay Visualization 42 Articles

3.3 Overlay Visualization Results

The overlay visualization provides a temporal layer to the bibliometric mapping, using color gradations to indicate the average publication year associated with each keyword. This allows for an interpretation of how research themes have evolved over the 2020–2025 period.

From this visualization, several important patterns emerge:

- Keywords like *service quality*, *customer satisfaction*, and *brand loyalty* are generally associated with early years in the timeline (2020–2022). These foundational terms represent the initial focus of research efforts that sought to establish core relationships between operational performance and consumer response in service industries.
- Newer terms appearing in yellow shades, such as *value co-creation*, *customer experience*, *internal branding*, and *emotional connection*, have become more prominent in literature from 2023–2025. This shift suggests that recent studies have expanded the scope to examine

more nuanced and strategic elements of brand-consumer interactions—particularly emphasizing the consumer's emotional engagement with a brand and how internal organizational alignment (e.g., employee behavior, brand values) contributes to perceived service and brand consistency.

- The prominence of keywords like *brand identity* and *perceived value* in recent literature reflects the growing interest in how restaurant brands like Solaria can differentiate themselves in saturated markets. Rather than competing solely on food quality or pricing, brands are being evaluated on their ability to create meaning and emotional resonance in the minds of consumers.

This temporal progression mirrors real-world developments in the Indonesian restaurant industry, where evolving customer expectations demand not only operational reliability but also authentic, emotionally engaging brand experiences. Overlay mapping thus reinforces the importance of adopting an integrative strategic approach—recognizing that the pathways to purchase intention are no longer linear, but shaped by a blend of experiential, emotional, and relational factors.

3.4 Publication Patterns and Influential Sources

The review reveals that scholarly interest in the intersection of brand image, service quality, and purchase intention within the restaurant sector—particularly in the Indonesian context—has significantly increased between 2020 and 2025. From the 42 articles included in this review, the most productive publication years were 2023 and 2024, collectively accounting for over 60% of all articles reviewed. This spike corresponds with the post-pandemic consumer behavior shift and the strategic emphasis on service innovation and brand differentiation in the F&B sector.

Leading journals contributing to this topic include the *Journal of Retailing and Consumer Services*, *Asia Pacific Journal of Marketing and Logistics*, and *International Journal of Hospitality Management*. These journals provided empirical insights into customer satisfaction, emotional branding, and consumer behavior across service sectors, with a notable concentration on hospitality and food service industries in Southeast Asia.

High citation rates were observed for articles that combined quantitative modeling of behavioral intention with experiential marketing frameworks, indicating a strong academic demand for integrated approaches that connect branding and service constructs. This reflects the growing recognition that customer loyalty in the restaurant industry stems not only from operational efficiency but from emotional engagement and consistent brand messaging.

3.5 Geographical Distribution of Research

Geographically, while the scope of the review was centered on Indonesia—especially the chain restaurant Solaria—the included studies also drew comparative insights from other ASEAN countries such as Malaysia, Thailand, and Vietnam. This allowed for a contextualized understanding of consumer behavior in culturally similar markets.

About 70% of the studies were conducted in Indonesia, reflecting a robust and localized research interest. These studies often addressed unique cultural expectations, such as the importance of halal assurance, social identity alignment, and value for money, which are prevalent among Indonesian consumers. The remaining studies brought external perspectives that helped validate and contrast Indonesian findings with broader regional dynamics.

This distribution highlights a research gap in cross-regional comparative studies involving Indonesian consumers and suggests a need for more collaborative works that examine how localized branding strategies align or diverge from regional consumer expectations.

3.6 Thematic Synthesis

3.6.1. Service Quality as a Determinant of Customer Satisfaction

A dominant theme across the reviewed literature is the central role of service quality in shaping customer satisfaction and its downstream effect on purchase intention. Consistent with the

SERVQUAL framework, dimensions such as reliability, responsiveness, assurance, and empathy were identified as pivotal in forming positive service perceptions.

In the Solaria context, studies emphasized the operational importance of consistent service delivery, especially across geographically dispersed outlets. Service uniformity not only supports customer expectations but also contributes to brand consistency, which reinforces the brand image in the consumer's mind.

Multiple articles also highlighted the mediating role of customer satisfaction in the relationship between service quality and behavioral intentions, with satisfaction often acting as a precursor to both loyalty and positive word-of-mouth.

3.6.2. Brand Image and Emotional Connection

The emotional and psychological dimensions of consumer-brand relationships surfaced strongly in the analysis. Studies indicated that a strong brand image fosters emotional engagement, trust, and perceived value, all of which significantly influence purchase intention. Elements like brand personality, visual identity, and internal branding contribute to how consumers perceive and emotionally connect with a brand.

In Solaria's case, its brand image is often evaluated not just by its food quality or affordability but by the overall experience, including cleanliness, ambiance, and brand symbolism. Studies suggest that even intangible cues—such as employee behavior aligning with brand values—can strengthen the perceived brand image and support customer retention.

Furthermore, brand credibility and familiarity were shown to moderate the effect of service quality, implying that even slight service inconsistencies may be tolerated in brands with stronger emotional equity.

3.6.3. Perceived Value and Purchase Intention

The construct of perceived value emerged as a critical mediating variable linking both brand image and service quality to purchase intention. Studies demonstrate that consumers in the restaurant industry evaluate their experience based on the overall utility gained relative to the cost (not only monetary but also time and emotional investment).

Recent research (2023–2024) indicates that value perception is multi-dimensional, encompassing functional, emotional, and social value. In the context of casual dining, emotional value—such as a sense of belonging or comfort—often surpasses tangible factors like portion size or speed of service.

This finding holds strategic relevance for brands like Solaria, where creating an emotionally resonant, value-rich experience can lead to repeat purchases and loyalty even in competitive urban markets.

3.6.4. The Role of Internal Branding

A newer but increasingly prominent theme in the literature is the role of internal branding—the alignment of employee behavior with brand values—in delivering consistent customer experiences. Several studies emphasize that front-line employees function as the living embodiment of a brand, and their actions can significantly reinforce or undermine brand image.

Research from 2022–2024 shows that when employees are trained and empowered to reflect the company's brand ethos, customers are more likely to form positive impressions and perceive higher service quality. This alignment is especially critical in service settings like Solaria, where employee-customer interactions are frequent and impactful.

The effectiveness of internal branding was also found to mediate the relationship between brand promise and brand delivery, impacting overall brand trust and behavioral outcomes.

3.7 Factors Moderating the Influence of Brand Image and Service Quality

3.7.1. Cultural Norms and Consumer Expectations

Cultural context plays a significant moderating role in how service quality and brand image influence purchase behavior. In Indonesian society, factors such as collectivism, religious adherence, and value-consciousness shape consumer preferences and interpretations of brand meaning.

For instance, the alignment of brand values with cultural norms—such as offering halal-certified meals or promoting family-oriented messaging—was shown to strengthen both trust and brand resonance. This cultural congruence enhances the effectiveness of brand image strategies and fosters stronger behavioral loyalty.

3.7.2. Demographics and Consumer Segmentation

Demographic variables such as age, income, and education level emerged as significant moderators. Younger consumers (especially Gen Z) tend to prioritize aesthetic experience, social proof, and digital engagement more than older cohorts, who may place higher importance on reliability and pricing.

Studies suggest that segmented marketing strategies, tailored to these distinct groups, yield better alignment between brand communication and consumer expectations—ultimately improving the impact of both service quality and brand image on purchase intention.

3.7.3. Service Recovery and Complaint Handling

Finally, research highlights the importance of service recovery mechanisms as moderating variables. Even in high-performing brands, service failures are inevitable, but what differentiates successful brands is the response. Studies between 2021–2025 indicate that effective complaint handling not only mitigates dissatisfaction but also enhances brand trust when handled transparently and empathetically.

For Solaria, investment in training staff for service recovery scenarios and empowering them to act decisively can significantly affect customer retention and positive brand perception—especially when service lapses occur.

4. CONCLUSION

This systematic literature review, covering empirical studies published between 2020 and 2025, has comprehensively explored the dual influence of brand image and service quality on purchase intention within the Indonesian restaurant industry, with a particular focus on Solaria as a representative case. The integration of bibliometric analysis using VOSviewer and thematic synthesis allowed for a nuanced understanding of how these constructs interact to shape consumer behavior in a competitive and culturally complex service environment.

The findings reaffirm that brand image serves not only as a symbolic representation of a restaurant's identity but also as a psychological anchor that influences customer trust, emotional engagement, and perceived value. A positive and consistent brand image enhances differentiation and strengthens brand credibility, thereby encouraging repeat patronage and fostering customer loyalty.

Simultaneously, service quality remains a critical determinant of customer satisfaction, particularly in full-service restaurant settings where interpersonal interactions and service consistency heavily impact overall customer evaluations. Key dimensions such as responsiveness, reliability, and empathy were shown to significantly influence satisfaction levels, which in turn act as mediators toward purchase intention and customer retention.

Importantly, the review also highlights the interconnectedness of these constructs. Rather than acting in isolation, brand image and service quality operate in a synergistic manner, with perceived value, internal branding, and customer experience serving as mediating variables. Cultural alignment, demographic segmentation, and effective service recovery mechanisms were identified as critical moderators that shape the strength and direction of these relationships.

From a managerial perspective, the insights generated through this review offer actionable guidance for restaurant practitioners seeking to improve competitive positioning in an increasingly value-driven and emotionally influenced marketplace. By investing in consistent service delivery, employee-brand alignment, and emotionally resonant brand strategies, restaurant brands like Solaria can cultivate deeper relationships with customers and sustain long-term growth.

Academically, this study contributes to the evolving discourse on integrated brand-service frameworks, providing a consolidated foundation for future empirical research in both Indonesian and broader Southeast Asian contexts. Future research may benefit from incorporating longitudinal studies and cross-cultural comparisons to further validate and expand the findings presented.

In conclusion, the dynamic interplay between brand image and service quality plays a pivotal role in influencing purchase behavior in the restaurant sector. Understanding and strategically managing this interplay enables businesses to create compelling value propositions, drive customer satisfaction, and build enduring brand loyalty in the eyes of modern consumers.

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