The Influence of Product Innovation and Brand Image on Customer Satisfaction at Klenger 29 Meatball Ukm in Batu City

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Abstract— *Batu City, a leading tourist destination in East Java, fosters the growth of small and medium enterprises (UKM). To remain competitive, businesese must innovate to meet evolving customer needs and build a strong brand image to establish customer trust. UKM Bakso klenger 29, located in Batu City, has implemented product innovations, resulting in significantly increased sales. However, its brand image requires further development. The company continues to innovate by introducing new menu items. The purpose of this research is to determine how customer happiness at UKM Bakso klenger 29 is affected by brand perception and product innovation. Using an explanatory research design with a quantitative approach, this study examines the variables of product innovation, brand image, and customer satisfaction. Data collection involved observation and questionnaires, with a purposive sampling technique yielding 100 respondents as costumers who had made at least two purchases. Data analysis made use of hypothesis testing and multiple linear regression. The results of this study indicate that product innovation has a positive and significant effect on customer satisfaction, both partially and simultaneously with brand image. The brand image also has a substantial and beneficial impact on consumer happiness. Based on the findings, it is recommended that UKM Bakso klenger 29 maintains its product innovation focused on style and design, while also preserving the established brand image without compromising product quality*.

Keywords— *Brand image, customer satisfaction, product innovation*.

I. INTRODUCTION

The development of the Small and Medium Enterprises sector in eastern Indonesia, especially East Java Province, shows very interesting dynamics to be studied in depth. As one of the top tourist sites in East Java, Batu City has served as a stimulus for the expansion of several types of small and medium businesses. The existence of a rapidly growing tourism sector in this region creates a business ecosystem that is conducive to the growth of various types of businesses, ranging from the traditional culinary sector to modern creative industries, handicrafts that have high cultural value, and agrotourism that takes advantage of the local natural potential. The contribution of the small and medium business sector to the local economy of Batu City cannot be ignored. This sector not only acts as a provider of employment for the local community, but also functions as a strengthening of the cultural and culinary identity of the region which is a special attraction for domestic and foreign tourists. The uniqueness of local products produced by small and medium enterprises in Batu City has become an integral part of the tourism experience offered to visitors [1].

The dynamics of competition in the culinary sector, especially meatball products as the favorite food of the Indonesian people, show increasing intensity along with the development of consumer tastes and increasingly complex market demands. This phenomenon encourages business actors to make various innovative efforts in order to maintain their existence and increase the competitiveness of their products in an increasingly competitive market. The innovations carried out are not limited to the taste aspect alone, but include various dimensions such as product size variations, diversification of fillings, selection of quality raw materials, to the development of a more attractive and memorable serving concept for

consumers. The creativity of meatball business actors in Batu City in developing the presentation concept shows a high level of adaptability to modern consumer preferences. Various presentation innovations such as grilled meatballs with a unique taste, spicy sauce meatballs with a level of spiciness that can be adjusted to consumer tastes, to the concept of meatballs in hot plates that provide a different and interesting eating sensation, have become effective differentiation strategies in attracting consumer attention. In addition to the presentation aspect, the transformation of the basic ingredients for making meatballs has also undergone a significant evolution. If in the past meatballs were synonymous with the use of beef as the main ingredient, now business actors have developed various alternatives such as meatballs based on chicken, fish, to vegetarian meatballs that use vegetables and mushrooms to reach a wider and more diverse consumer segment.

The concept of customer satisfaction in the context of the food and beverage industry has its own complexity that needs to be understood in depth. Pratama & Subarjo explains that customer satisfaction is a manifestation of a person's feelings of happiness or disappointment that arise after making a comparison between the performance or results obtained with the expectations that have been formed before [2]. This definition provides an understanding that customer satisfaction does not only depend on the quality of the product produced, but is also greatly influenced by the level of expectation that has been formed in the consumer's mind before making a purchase or consumption of the product. The diversification of meatball products in Batu City shows an extraordinary level of creativity from business actors in creating variations that are attractive to consumers. Innovations such as meatballs with cheese filling that provide a rich flavor sensation, meatballs with spicy chili that provide a challenge for spicy food lovers, and meatballs

with minced meat that provide a different texture, have become effective strategies in providing new culinary experiences for customers. In addition to the variety of fillings, innovations in the aspect of product sizes such as jumbo meatballs that can be enjoyed together or meatballs containing ribs and beef ribs to provide a more special eating sensation, showing high adaptability to various consumer preferences.

The importance of innovation in the modern business world has been widely recognized by business experts and practitioners. Astuti emphasized that innovation is a crucial factor in supporting the success of companies, both those engaged in the service provider and manufacturing sectors [3]. Innovation will ultimately lead to the introduction of new products that can provide added value for consumers. The typology of new products resulting from the innovation process is closely related to the strategy to achieve the goals that the company wants to realize. In this context, innovation is not only seen as a product development effort, but as a comprehensive strategy to achieve a competitive advantage in the market. The quality of meatball products developed by business actors in Batu City shows a high commitment to health aspects and taste authenticity. The priority on the use of natural ingredients that are rich in benefits and the emphasis on the authenticity of taste shows the awareness of business actors to the trend of modern consumers who are increasingly concerned about health aspects in food consumption. This approach not only produces delicious products, but also provides added value in terms of health for consumers [4].

Bakso Klenger 29 as one of the prominent business actors in Batu City has shown a proud achievement by winning third place in the Google Maps rating assessment with a score of 4.4. The strategic business location on Jalan Pattimura Number 78, Temas Batu City, provides good accessibility for consumers to reach the business location. This achievement shows that the business has succeeded in building a good reputation in the eyes of consumers through various strategies that have been implemented. The product innovation carried out by Klenger 29 Meatballs shows high creativity in developing interesting menu variations. Superior products such as Dinosaur Rib Special Meatballs in Original and Lava variants, Rib Special Meatballs in Original and Lava variants, and Meat-Filled Klenger Meatballs in Original and Lava variants, have become customer favorites because of their ability to meet and even exceed consumer expectations in various aspects such as taste, portions, and prices offered. The success of these products in meeting consumer expectations has encouraged customers to make repeat visits and recommend these places to others, which ultimately contributes to increased customer reputation and loyalty [5].

The level of customer satisfaction of Bakso Klenger 29 can be seen from various positive reviews submitted by consumers, who give special appreciation for the authenticity of the taste of the meatballs produced and the commitment to the cleanliness of the place that is always well maintained. In addition to product quality and hygiene aspects, this business also has a very attractive tagline, namely "10 Kg of Meat, 1 Ounce of Flour" which expressly affirms the quality of their meatballs as a product that has a higher meat content compared to similar products from other competitors. This tagline serves as an effective branding strategy to build a perception of quality in the minds of consumers and help their products be known more widely by the public. The concept of brand image in the context of modern business has a very strategic role in building consumer perception of a product or service. (Kotler & Armstrong Define brand image as a consumer's understanding of a brand formed from the reflection of associations that exist in consumer thinking [6]. In this context, consumers will remember the various flaws and advantages of the products they have used or consumed before, which will ultimately form an overarching perception of the brand.

The sales dynamics of Klenger 29 Meatballs show interesting fluctuations to be studied in more depth. The data shows that this business has experienced a significant decline in sales from the previously planned target. In response to these conditions, the management of Klenger 29 Meatballs carried out a product innovation strategy by adding various new menus such as Original and Lava Dinosaur Rib Special Meatballs, Original and Lava Rib Special Meatballs, and Klenger Meatballs Filled with Original Meat and Lava. The implementation of this product innovation strategy has yielded very positive results, where within one month after the launch of the new products, this business experienced a significant increase in sales and succeeded in attracting customer attention. The success of this strategy is evident from the achievement of sales targets for four consecutive months after the implementation of the product innovation. Analysis of Klenger 29 Meatball revenue data for the period August to December 2024 shows very interesting dynamics. In August, revenue was recorded at 151,743,670 rupiah with a percentage of achievement of 45.9 percent of the set target.

September showed a very significant spike with revenue reaching 266,579,721 rupiah or an increase of 75.7 percent. However, in October it decreased to 246,329,450 rupiah with a decrease of 7.6 percent, followed by a further decline in November to 244,726,400 rupiah with a decrease of 2.6 percent. Encouraging conditions occurred in December where revenue increased to 316,683,400 rupiah with an increase of 19.6 percent. These revenue fluctuations show that while product innovation has had a positive impact on increased sales, efforts to strengthen brand image have not been optimally implemented. Too much focus on developing product variations without balancing it with building a strong brand identity can be a strategic weakness in the long run. In fact, a strong brand identity should be the main attraction to increase competitiveness in this increasingly competitive market. Based on this interesting phenomenon, where there is a significant increase in revenue but the brand image is not optimal, while product innovation continues to be carried out consistently, the goal of this research is to determine how product innovation and brand reputation affect customer satisfaction in the Klenger 29 Meatball SME in Batu City.

II. MATERIALS AND METHODS

Research and Population Design

This study uses an explanatory approach with quantitative methods to analyze the causal relationship between independent

and dependent variables (Hardani et al., 2020). The research population consists of consumers who have made purchase transactions at Bakso Klenger 29 SMEs during the period from August to December 2024, with a total of 18,891 customers. The sample was determined using the Slovin formula with an error tolerance rate of five percent, resulting in a sample size of at least 100 respondents [7]. The sample extraction technique uses purposive sampling from the non-probability sampling category, with the criteria that respondents are consumers who have purchased products.

Data Collection and Analysis

Primary data collection was carried out through structured questionnaire instruments distributed online using the Google Form platform, while secondary data was obtained from academic literature and company documentation [8]. The research instrument uses a five-point Likert scale to measure three main constructs: product innovation with quality, variety, and design indicators. The validity and reliability of the instrument were tested using the product moment correlation coefficient and Cronbach Alpha with a threshold value of 0.60 [9]. Data analysis used multiple linear regression with classical assumption testing including normality, heteroscedasticity, and multicollinearity, as well as hypothesis testing through partial and simultaneous tests with a significance level of 0.05.

III. RESULTS AND DISCUSSION

A. Characteristics of Respondents and Business Profiles

An empirical investigation of Klenger 29 Bakso Klenger 29 Small and Medium Enterprises produced comprehensive findings regarding consumer demographic characteristics and business operational profiles. This culinary business entity was initiated by an entrepreneur named Andi in 2023, who is a newcomer from Blitar with a market penetration strategy through product differentiation. The strategic location on Jalan Pattimura is an operational point with a unique concept in the form of variations in the shape of meatballs and the implementation of 29 character values that are instilled in all personnel. The distribution of respondents by gender shows the dominance of female consumers by 56 percent compared to men who reach 44 percent. This phenomenon indicates a tendency for higher culinary consumption preferences in the female segment. Segmentation by age group showed the highest concentration in the 21-30 year range with a proportion of 35 percent, followed by the 31-40 year group at 31 percent. This characteristic reflects the target market that is in the productive phase with adequate purchasing power and orientation towards culinary exploration.

TABLE 1. Characteristics of Respondents Based on Monthly Income

Yes	Earnings Per Month	Number of Respondents (People)	Percentage (%)
1	< = Rp. 1,500,000	17	16
2	IDR 1,500,000 – IDR 2,500,000	21	20
3	IDR 3,000,000 – IDR 3,500,000	24	26
4	IDR 4,500,000 – IDR 5,000,000	22	21
5	> Rp. 5,000,000	16	17

	Total	100	100

The occupational profile of respondents was dominated by entrepreneurs with a percentage of 24 percent, then private employees with 22 percent, and state-owned employees with 17 percent. This distribution confirms that the entrepreneur segment has the flexibility of time that allows for consumption activities outside the home. The analysis of income level shows a concentration in the range of IDR 3,000,000-3,500,000 per month with a proportion of 26 percent, indicating product positioning in the middle segment with economic capabilities that is in accordance with the value of the product offering.

B. Analysis of Instrument Validity and Reliability

Testing the quality of the research instruments through validity testing using the Pearson Product Moment correlation technique resulted in confirmation that all indicators met the validity criteria. With a degree of freedom of 98 and a significance level of 0.05, the table value r obtained was 0.1966. The entire statement item for the variables of product innovation, brand image, and customer satisfaction show calculated r values that exceed the table r with a significance below 0.05. The internal consistency of the instrument was tested through the Cronbach Alpha coefficient which resulted in values of 0.864 for the product innovation variable, 0.853 for brand image, and 0.827 for customer satisfaction. The overall value exceeded the minimum threshold of 0.60, confirming the reliability of the instrument in measuring the construct in question. These results provide assurance that the research instrument has reliable measurement stability and consistency. Testing classical assumptions including normality, multicollinearity, and heteroscedasticity shows that the requirements for multiple regression analysis are met. The residual distribution follows a normal pattern based on the P-P Plot graph, the VIF value for both independent variables is 1.760 (below 10), and there is no heteroscedasticity pattern in the residual scatterplot.
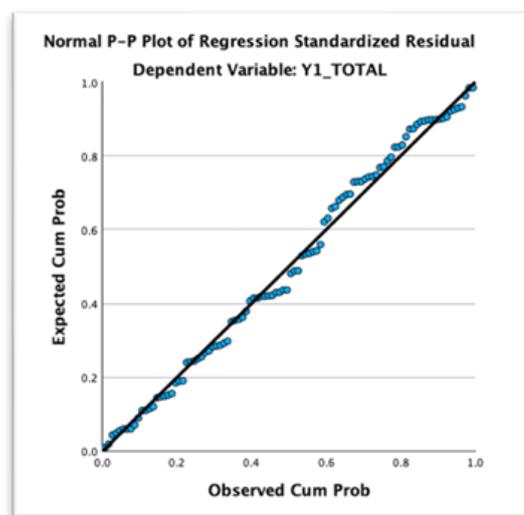

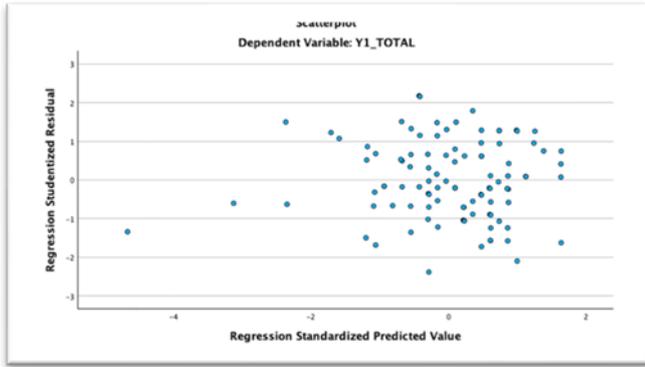Figure 1. Normal Chart P-P Plot

Figure 2. Heteroscedasticity Test Results

C. Description of Research Variables

Descriptive analysis of product innovation variables produced an overall mean value of 4.01 which indicates positive perception of respondents. The style and design dimensions of the product obtained the highest score of 4.05, reflecting consumers' appreciation for the creativity of meatball shapes, portion size variations, and attractive presentation. The product quality dimension with a mean of 4.01 indicates recognition of the taste, texture of the meat, and the hygiene standards of processing. Meanwhile, the product variant dimension obtained a score of 3.97, indicating room for improvement in the diversification of menu choices. The brand image variable showed an overall mean of 4.04 with the brand association strength dimension obtaining the highest score of 4.20. This reflects the brand's ability to form a positive perception and ease of product recognition in the minds of consumers. The dimensions of brand association excellence and the uniqueness of brand associations each obtained a score of 3.96, indicating areas that need to strengthen branding strategies to increase competitive differentiation. Customer satisfaction as a dependent variable shows interesting variations between dimensions. The comparison dimension obtained the highest score of 4.09, indicating the superiority of the product over the competitors in terms of quality, price, and uniqueness. The dimensions of expectation (4.05) and performance (4.04) indicate a good alignment between expectations and service realization. However, the confirmation and disconfirmation dimensions obtained the lowest score of 2.97, identifying a gap between expectations and realities experienced by consumers.

TABLE 2. Descriptive Product Innovation Variables

Indicators	Items	STS %	TS %	N %	S %	SS %	Mean
Product Quality (X1.1)	1. Durability	0	2	24	52	22	3,94
	2. Quality	1	3	23	42	31	3,99
	3. Be consistent	1	2	14	52	31	4,10
Mean Product Quality							4,01
Product Variants (X1.2)	4. Varied	1	2	25	48	24	3,92
	5. Different	0	3	19	51	27	4,02
	6. Special features	1	2	21	51	25	3,97
Mean Product Variants							3,97
Style and Product Design (X1.3)	7. Appearance	0	3	28	45	24	3,90
	8. Featured	0	3	9	52	36	4,21
Mean Product Variants							4,05
Mean Product Innovation							4,01

TABLE 3. Descriptive Customer Satisfaction Variables

Indicators	Items	STS %	TS %	N %	S %	SS %	Mean
Hope (Y1.1)	1. Confidence	0	3	24	40	33	4,03
	2. Desire	1	1	13	59	26	4,08
Mean Hope							4,05
Performance (Y1.2)	3. Service time	1	1	24	51	23	3,94
	4. Facilities	0	1	18	46	35	4,15
Mean Performance							4,04
Comparison (Y1.3)	5. Products	1	2	16	45	36	4,13
	6. Price	1	1	19	50	29	4,05
Mean Comparison							4,09
Experience (Y1.4)	7. Service	2	3	26	43	26	3,88
	8. The atmosphere of the place	2	1	18	49	30	4,04
The Meaning of Experience							3,96
Confirm and confirm (Y1.5)	9. Feel fit	1	2	21	52	24	3,96
	10. Unmet expectations	28	47	24	1	0	1,98
Mean Confirmed and confirmed							2,97
Mean Customer Satisfaction							3,82

D. Hypothesis Testing and Regression Models

Multiple regression analysis yielded an equation $Y = 9.232 + 0.509X_1 + 0.524X_2$ with an adequate level of significance. The determination coefficient (Adjusted R^2) of 0.637 indicates that 63.7 percent of the variation in customer satisfaction can be explained by product innovation and brand image, while the remaining 36.3 percent is influenced by external factors not analyzed in this study. Partial hypothesis testing through t-tests resulted in confirmation of the significant influence of both independent variables. The product innovation showed a calculated t value of 5.724 which exceeded the t table of 1.984 with a significance of 0.001, confirming the first hypothesis. The brand image obtained a t count of 5,256 with similar significance, validating the second hypothesis. Simultaneously, the F test yielded a value of 87.596 which exceeded the F of the table of 3.090 with a significance of 0.001, confirming the simultaneous influence of the two variables on customer satisfaction. The magnitude of the regression coefficient shows that brand image (0.524) has a slightly greater influence than product innovation (0.509) on customer satisfaction. These findings imply that efforts to form strong brand perceptions can have a more substantial impact on improving consumer satisfaction compared to product innovation alone. The constant of 9.232 indicates the baseline level of satisfaction to be obtained even if the two independent variables are ignored, reflecting other intrinsic factors that contribute to customer satisfaction in the Klenger Meatball SME 29.

Discussion

The research carried out on 100 respondents as a sample showed empirical evidence that product innovation and brand image have a positive impact on customer satisfaction in Bakso Klenger 29 Kota Batu SMEs, both individually and simultaneously. These findings make a significant contribution to understanding the dynamics of the relationship between product innovation strategies and brand image formation to the achievement of consumer satisfaction in the context of small and medium enterprises in the culinary sector. Based on the descriptive analysis of product innovation variables, the

product style and design indicators obtained the highest mean value of 4.21, reflecting the strong level of respondents' approval of the visual and aesthetic aspects of the product. Respondents assessed that Klenger 29 Meatballs have an attractive and unique product appearance so as to create an innovative impression in the eyes of customers. This advantage is further strengthened by the company's commitment to using 99% meat in the meatball manufacturing process, which is considered a manifestation of dedication to product quality and authenticity. The results of the hypothesis test partially using the t-test showed that product innovation had a positive effect on customer satisfaction, as evidenced by a calculated t-value of 5.724 which exceeded the t table of 1.984 with a significance level of $0.001 < 0.05$. These findings confirm the research hypothesis that product innovation makes a positive contribution to customer satisfaction at the Klenger 29 Meatball SME in Batu City.

The demographic characteristics of respondents who are dominated by women aged 21-30 years with entrepreneurial professions show a special preference for products that not only have superior quality, but also meet aesthetic aspects that are in harmony with an active and professional lifestyle. This consumer group tends to choose products that have an attractive appearance and match their personal identity. The combination of superior visual appeal and premium quality of raw materials makes Klenger 29 Meatballs superior in the market and able to significantly increase customer satisfaction. The findings of this study are in line with the results of previous research conducted by (Novita Sari & Arianto in a study entitled "The Influence of Product Innovation on Customer Satisfaction (Case Study on McDonald's Bengkulu City)" which states that product innovation has a positive and significant effect on customer satisfaction, so it can be stated that product innovation has a positive impact on customer satisfaction in the Klenger 29 Meatball UKM in Batu City [10].

Analysis of brand image variables showed that the brand association strength indicator obtained the highest mean value of 4.21, indicating respondents' agreement with the consistency of quality maintained by Klenger 29 Meatballs over time. This consistency strengthens customer trust and forms a solid and consistent brand association in the minds of consumers. The results of the hypothesis test partially using the t-test showed that brand image had a positive effect on customer satisfaction, as evidenced by a calculated t-value of 5.256 which exceeded the t table of 1.984 with a significance level of $0.001 < 0.05$. These findings validate the research hypothesis that brand image makes a positive contribution to customer satisfaction at Bakso Klenger 29 UKM in Batu City. Customer perception of Klenger 29 Meatballs shows that the company has a strong and positive image due to the attractive, unique, and easily recognizable appearance of the product. Commitment to maintaining consistent product quality over time is a crucial factor that strengthens the brand's position in the market. Respondents in this study, who were dominated by women aged 21-30 years with entrepreneurial professions, showed a tendency to choose products that are not only of quality, but also have a clear and distinctive brand identity.

The strength of the brand image displayed by Bakso Klenger 29 is a determining factor that is able to significantly increase customer satisfaction. The results of this study support the findings of previous research conducted by Wattimena in a study entitled "The Influence of Brand Image on Customer Satisfaction of Sampoerna Avolution Slim Menthol Cigarette Users" which states that brand image has a positive effect on customer satisfaction, so it can be stated that brand image has a positive impact on customer satisfaction at the Klenger 29 Meatball SME in Batu City [11]. Simultaneous analysis of the influence of product innovation and brand image showed that these two variables had a positive effect on customer satisfaction in Klenger Meatball SMEs 29. The results of the F test on the variables of product innovation and brand image showed a significance value of $0.001 < 0.05$ so that the null hypothesis was rejected and the alternative hypothesis was accepted. The variables of product innovation and brand image had a calculated F value of 87.596 which exceeded the F of the table of 3.090, indicating that the two independent variables have a significant correlation to customer satisfaction. The determination coefficient showed an Adjusted R Square value of 0.637, indicating that the independent variable, namely product innovation and brand image, was able to explain the bound variable, namely customer satisfaction of 63.7%. In other words, the contribution of all variables, namely product innovation and brand image to the customer satisfaction variable, reached 63.7%, while the remaining 36.3% was the contribution of other variables that were not researched or were outside the scope of this study.

The theoretical implications of this research are supported by the theory of product innovation put forward by Tarmidi et al which states that "Innovation is a crucial factor in supporting the success of companies, both service providers and manufacturers. Innovation leads to the introduction of new products [12]. The new type of product has to do with what strategy the company wants to achieve." This research was developed by adding the variable of product innovation to customer satisfaction as stated by [13] which states that "Product innovation is the result of various processes that are combined and influence each other." The results of the study show the positive influence of product innovation on customer satisfaction, the positive influence of brand image on customer satisfaction, and the positive influence of product innovation and brand image simultaneously on customer satisfaction. The findings of this study reinforce the results of previous research conducted by Pratama & Subarjo which states that product innovation on customer satisfaction has a positive and significant effect [2]. Research results [14] It also stated that brand image on customer satisfaction has a positive and significant effect. Furthermore, the results of the study Pratama & Subarjo stated that product innovation and brand image on customer satisfaction simultaneously or together have a positive and significant effect [2].

The practical implications of the study show that product innovation consisting of product quality, product variants, and product design style has a positive and significant effect on customer satisfaction. However, top priority should be given to improving the style and design of the product, especially the

attractive look. Klenger 29 meatballs have shown an innovative impression through a unique product appearance and the use of 99% meat as a form of commitment to product quality and authenticity. A brand image consisting of brand association excellence, brand association strength, and brand association uniqueness requires priority on increasing brand association strength. The high strength of aspect shows that the brand is easily recognizable and forms an emotional attachment and customer memory to the brand, as well as being able to create a positive perception inherent in the customer's mind.

The strategic dimension of the findings of this study reveals the complexity of the interaction between product innovation variables and brand image in forming a sustainable customer satisfaction ecosystem. An in-depth analysis of the regression coefficient shows that although brand image has a more dominant influence, the synergy between the two variables creates a significant multiplier effect in increasing consumer loyalty. This phenomenon indicates that a business strategy that integrates innovative product development with the construction of a strong brand identity can create a sustainable competitive advantage. The theoretical implications of these findings reinforce the resource-based view paradigm in the context of SMEs, where the combination of tangible resources (product innovation) and intangible resources (brand image) results in a competitive advantage that is difficult for competitors to replicate.

From a behavioral marketing perspective, it reveals that consumers' positive response to Klenger 29 Meatball product innovations, especially in the style and design dimensions, reflects the evolution of contemporary consumer preferences that prioritize multisensory experiences in culinary consumption. The transformation of consumer behavior from functional orientation to experiential consumption shows the importance of visual and aesthetic differentiation of products as determinant factors in the decision-making process. The strength of brand associations that obtain the highest valuation indicates the ability of SMEs to build a positive cognitive schema in the consumer's memory structure, which ultimately facilitates the brand recall and recognition process. This phenomenon is in line with the theory of elaboration likelihood model, where consumers with high engagement tend to process brand information through central route processing, so that the formation of more stable and predictive attitudes towards behavioral intention [15].

The operational dimension of this research provides strategic insights for the development of an SME management framework in the culinary sector in optimizing customer value propositions. The unexplained variability of 36.3% indicates the existence of external factors such as service quality, atmospheric elements, price perception, and social influence that have the potential to contribute significantly to customer satisfaction [16]. Strategic recommendations include the implementation of integrated marketing communication that combines product-centric messaging with brand-building activities to create a holistic customer experience. In addition, the development of a customer relationship management system based on data analytics can facilitate the personalization of product innovation strategies according to specific consumer

segmentation and preferences, so as to increase the effectiveness of customer retention and acquisition efforts in the long term.

IV. CONCLUSION

An empirical investigation of the determinants of consumer satisfaction in SMEs in Bakso Klenger 29 revealed the complex dynamics between product innovation strategies and brand image construction. Substantive findings show that the innovative dimensions of the product contribute significantly to customer satisfaction ($t=5.724$; $p<0.001$), with a primary focus on aesthetic aspects and visual differentiation reaching a mean of 4.21. The construction of brand identity demonstrates a more dominant influence ($\beta=0.524$) than product innovation ($\beta=0.509$), indicating the superiority of branding strategies in shaping consumer perception. The strength of brand associations obtained the highest valorization (mean=4.21), reflecting the business entity's ability to build positive cognition and competitive differentiation. The coefficient of determination showed that both constructs explained 63.7% of the variability of customer satisfaction, while the simultaneous of the two variables resulted in a value of $F=87.596$ ($p<0.001$). Strategic implications indicate the need for synergy between the development of innovative product attributes and the strengthening of brand identity to achieve the optimization of consumer satisfaction in the culinary small and medium business sector.

CONFLICT OF INTEREST

In the context of academic integrity and transparency of the research, the author expressly states that there is no conflict of interest that has the potential to affect the objectivity of the analysis, data interpretation, or validity of the findings of this research. The entire process of empirical investigation is carried out independently without interference from financial interests, commercial affiliations, or personal relationships that could compromise scientific neutrality. This research is designed and implemented based on the principles of rigorous scientific methodology with the main focus on contributing to the development of knowledge base in the field of marketing management and consumer behavior, especially in the context of small and medium enterprises in the culinary sector.

process, as well as to families who have provided moral support during the research process. This collective contribution has enabled the achievement of adequate research quality standards and provided added value to the development of marketing management literature in the context of small and medium-sized enterprises.

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