

Customer Satisfaction and Brand Loyalty: A Survey of Nestlé

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ABSTRACT

The objective of this paper is to examine the customer satisfaction and brand loyalty of Nestle. As one of the world's largest food companies, Nestle believes in the power of food to enhance life. The mission of "Good Food, Good Life" means that Nestle aims to provide customers with the best test, and most nutritious product choices in a broad variety of foods and product lineup. Researchers have taken a sample of 100 respondent students since they consume nestle products in the market using the Structural Equation Modeling Approach, the five dimensions of brand loyalty are perceived values, perceived quality, marketing, brand image, and customer expectation are found to have positive effects on customer satisfaction. Data were collected via an online survey through a questionnaire using Google form as primary data. Secondary data was collected from websites and past research papers and articles that showed how customer satisfaction is linked to brand loyalty. To conclude, customer satisfaction is the main key to the expansion of brand loyalty and retaining customers.

Keywords: Brand Loyalty, Customer Nestle, Satisfaction.

INTRODUCTION

Nestle is the world's largest fast-moving consumer goods company and has set factories all around the world including Asia, America, Africa, Europe, and Oceania. Nestles' popularity is shown in the diversity of customers around the world and because of that, they're aware of the significance of customer satisfaction can lead to brand loyalty. Among the most relevant and good marketing strategies, customer satisfaction is the main key to creating customer and brand loyalty. Ruiz et al. (2020) say that Brand loyalty is one of the key elements of success in any organization, in the context of high international competition and consumer awareness. Hence, in this study, the relationship between customer satisfaction and brand loyalty will be analyzed with a few variables that also create dependent variables, which are perceived value, perceived quality, marketing, brand image, and customer expectation. Customers that have high expectations will be happy and willing to pay more for the advantages and consistency of their trusted company which will lead to profitability for the company (Shahroodi, 2015). The fact is customers will buy and consider buying goods that fulfill their needs and wants to be based on money, therefore Nestle has set their prices on the standard of a commodity that can retain the customer and make a long-term connection with them. Moreover, loyal customers can continue to be potential consumers by providing and sharing information about Nestle goods and services (Khadka & Maharjan, 2017). Furthermore, the faith of each customer will stay if the perceived value and quality are comparatively better than the competitor's products.

In today's competition situations from perceived value, perceived quality, marketing, brand image, and customer expectation, which factors can cause customer satisfaction and which variables can potentially change customer satisfaction. Moreover, in which ways and how all these variables can be managed are the main questions that marketing managers must consider. Especially, if they considered can attain new customers and create four times more costs than protecting existing customers from leaving. The answers to these questions can be seen to carry great importance for the company (Gronroos, 1984). A key motivation for the growing emphasis is when adding customer satisfaction that can lead to a stronger market competitive position and can show the result in higher market share and profits (Fornell, 1992). A significant shift has increased in Malaysia's political and economic landscape since 2018 but Nestle in Malaysia generates profitable growth and also brought economic growth and value to customers. During the year 2018, Nestle Malaysia's successful product development and renovations have become essential to market growth. That was led by the MAGGI noodles line up called Maggi PedasGiler versions that have been designed to cater to all Malaysian spicy lovers to buy and taste it themselves. Therefore, more than 10% of annual revenue in 2018, showing strong growth with an amount excess of RM400 million instead of RM353 million in 2017.

In 2019 when the world's economy becomes uncertain and there are climate challenges, the chairman of Nestle Malaysia managed to push through to report a further year of progress and build more potential products for long-term growth. Nestle has committed to developing a sustainable, polite, and eco-friendly way (Nestlé Malaysia, 2019b). However, a few major projects in the enhancement of raw materials that won't let Nestle gains more achievement included the construction that set up the largest MILO processing site globally and successfully

implemented the divestment of the Chilled Dairy Company. Also, for financial performance, Nestle delivered revenue of RM5.5 billion at the same time as the prior year, with a net profit of RM 673 million in 2019 (Nestlé, 2019a). Moreover, the recent Recovery Movement Control Order has announced and dragged down the business operations as people were asked and must stay home for the safety of Malaysia. This situation has made Nestle announce the program called Rose with Nestle which is held to support local coffee shops and small restaurants that are impacted by Covid-19.

Furthermore, Nestle has adapted and set out emerging patterns by increasing home consumption and taking care of their customers' well-being. Nestle also organizes health campaigns annually in 2020 and this event underlines the importance of the walk towards heart health initiated by Nestlé Omega plus (Hassandarvish, 2020). Brand loyalty is the basis of human survival in buying goods regularly. However, customer purchasing decision-making is often considered a Nestle brand of customer sales, such as perceived value, perceived quality, marketing, brand image, and customer satisfaction. Nevertheless, this academic literature will continue to investigate the effect of the antecedents of satisfaction on overall customer satisfaction. Therefore, the main goal of this article is to analyze the relationship between the main antecedents of customer satisfaction and brand loyalty in Nestle namely perceived value, perceived quality, marketing, brand image, and customer satisfaction. Understanding how all the variables influence the formation of consumer satisfaction and brand loyalty is crucially important in gaining more shares and profits.

LITERATURE REVIEW

Perceived Value

Perceived value is the customer's evaluation of the advantages of a product or service, and its capacity to meet their demands and expectations, particularly in comparison with its equals. Marketing professionals attempt to affect customers' perceived value of a product by describing the properties that make it excellent to the competition. Perceived value has been considered one of the most important concepts for understanding customers in the service industry (Ostrom & Iacobucci, 1995; Jensen, 1996). Among the various dimensions of value, those most utilized in recent marketing literature are hedonic and utilitarian values (Babin, Darden, & Griffin, 1994; Jones, Reynolds, & Arnold, 2006; Park, 2004; Voss, Spangenberg, & Grohmann, 2003). The pricing of products takes perceived value into items. In some examples, the price of a product or service may have more extra to do with its passionate interest than with the original cost of production. Recent research related to ethnic restaurants has merely paid attention to customers' perceptions about the ethnic food or the ethnic restaurant itself (Chen & Bowen, 2001; Jang, Ha, & Silkes, 2009; Josiam & Monteiro, 2004).

Perceived Quality

The advantage of a product, quality, how fresh it matches the expectations of customers, and its price for other comparable products are important parts of perceived value. Customers are quick to give their impression of a product or service based on how great it has satisfied them and how worth it cost. A restaurant is a place where customers satisfy their hunger as well as experience excitement, pleasure, and a sense of personal well-being (Finkelstein, 1989). Therefore, the

nature of dining experiences in restaurants suggests that restaurant managers should consider both the hedonic and utilitarian aspects of a customer's experience. Diverse factors trigger perceived value for different customers and marketing professionals must find how to enhance the perceived value of their products. According to Park (2004), restaurant customers have various motivations for eating out: social interaction, fun, taste, efficiency, and economical reasons. Based on these motivations, diners often perceive utilitarian value by comparing food or service quality with the money spent on the food and services.

The consequence of perfection is that customer experience about a product, brand, or business derives from a sight, sound, touch, and perfume. A customer's opinion of the quality of a product, brand, or company is predominately the result of subconscious thought. Most people will have an inherent ability to manage a product's quality by looking, feeling, and listening to it. Frequently, an opinion is formed in a matter of minutes or even seconds. According to this thinking, bundles of attributes together represent a certain level of quality, which therefore provide utility to the customer (Lancaster, as cited in Caruana, Money, & Berthon 2000). Perceived quality of service is a type of character, compared to but not the same as satisfaction, and produced from a measurement of expectations with a perception of accomplishment. Whereas if it's a service, customer determination is based on understanding five features: tangibles, reliability, competence, responsiveness, and empathy. Perceived quality is defined as the consumers' judgment about an entity's (service's) overall excellence or superiority (Zeithaml, as cited in Rowley, 1998). The fundamental idea of perceived quality leads into account both the external and essential features of the product. Customers' knowledge about the product or the brand and their past experiences with it are important choice variables.

Marketing

Marketing is an action, set of organizations, and processes for planning, communicating, delivering, and exchanging offerings that have costs for customers, clients, partners, and society at large. Influencer marketing concentrates on leveraging individuals who have influence over possible clients and determining marketing activities around these individuals to encourage a brand message to the larger market. Relationship marketing commits to plans and techniques for segmenting users to build loyalty. Association marketing leverages database marketing, behavioral promotion, and analytics to aim at consumers specifically and creates loyalty applications. Viral marketing is a marketing appearance that facilitates and supports people to cross along with a marketing message because the number of people proved to a message simulates the process of passing a virus or disease from one person to another. Green marketing leads to the improvement and marketing of environmentally secure products (i.e., designed to reduce negative effects on the physical environment or to improve their quality). Keyword marketing includes placing a marketing communication in front of users based on the keywords and phrases they are using to search. Marketing can help your business in countless ways but let's look at a few of the most impactful ones.

1. Raising Brand Awareness
2. Generating Traffic
3. Increasing Revenue
4. Building Trust in Your Brand
5. Tracking Your Metrics

Brand Image

Brand Image is how clients think of a brand. It can be defined as the understanding of the brand in the minds of the customers. This image improves over time. Customers form an image based on their communications and participation with the brand. This cooperation takes place in many patterns and does not significantly include the purchase or use of products and services, and so the attitude of the brand in the mind of the customer. It is an aggregate of beliefs, ideas, and opinions that a customer holds concerning the brand. Every Company attempts to build a strong image as it helps in accomplishing their business motives. A powerful brand image has subsequent advantages.

1. More profits as new clients are pulled to the brand.
2. Easy to interject new products under the same brand.
3. Boosts the confidence of existing customers. Helps in retaining them.
4. Better Business-Customer association.

Client anticipation encompasses everything that a client expects from a product, service, or association. Client prospects are created in the minds of guests grounded upon their guests and what they've learned, combined with their pre-existing experience and knowledge. For illustration, guests that buy an Apple iPhone over another phone brand have a set of prospects about that product. For illustration, they anticipate seeing that the Apple phone has a sliding cinch function, a slate-style that has many to no physical buttons, with 'Face ID' recognition as standard. Knowing your client's prospects is important to all businesses-whether you're a small business or a large enterprise association. Mindfulness of the goods of acclimated prospects has therefore lately attracted further interest in the success or failure of online businesses. While acclimated prospects are useful for explaining the changes in individual-position prospects, some experimenters have argued that they don't have an impact, and how client prospects are acclimated remains nebulous. The measurement of customer satisfaction is not enough to gauge actual customer online buying behaviors when assessing the adjustment of expectations regarding post-consumption experience (Kuan, Bock, & Vathanophas, 2008).

Customer Satisfaction

The most important part of the business is customer satisfaction. It is a measurement that defines how glad customers are with a company's products, services, and competencies. Client satisfaction information can help a company determine how to progress or change its products and services, including surveys and ratings. This element can be applied to industrial firms, retail businesses, government bodies, service companies, and nonprofit organizations. To achieve the level of satisfaction, companies have to contemplate the needs and desires of customers, then supply outstanding products and services to every subgroup within an organization. Basically, satisfaction is a speedy or quick experience of the customers after using the product, through which the overall satisfaction can be assessed (Lam, Shankar, Erramilli, & Murthy, 2004; Tian, 1998; Yang, 2004; Li & Vogelsong, 2003). A lot of businesses underestimate the price of receiving a new customer, saying that it is much more cost-effective to invest in retaining existing customers rather than continually chasing new ones. If you concentrate on customer satisfaction, then those that buy from you are much more likely to buy from you again.

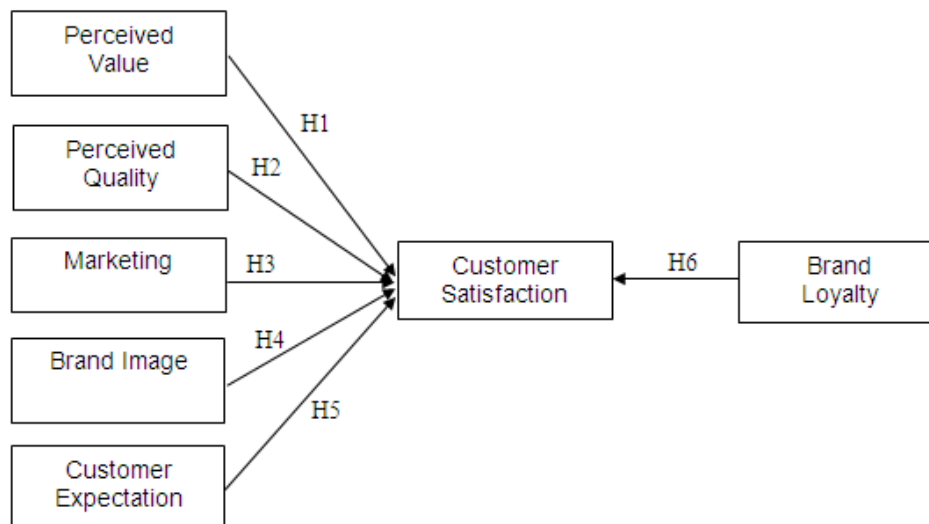
This increases the lifetime cost of that customer, i.e., the amount they spend with you up to their whole lifetime. Practical studies illustrate that satisfaction is the predecessor of brand loyalty, intention to repurchase the product, and behavior of a brand towards its customers (Oliver, 1980; Pritchard et al., 1999; Russell-Bennett et al., 2007). When customers keep purchasing from you, the return on investment from their client acquisition cost will be increasing. Satisfied customers are more loyal and constant customers are more profitable for your company. What do satisfied customers look like? Everyone will think your store offers an inexpensive solution and delivers it well. Then, people say nice things about you. But although they may have some warm feelings for your business, they're not yet an advocate for your brand. Unlike a very loyal customer, they will still be proposed apart. Marketing researchers also distinguish between transaction-specific and cumulative consumer satisfaction (Johnson et al., 1995; Andreassen, 2000). Transaction-specific consumer satisfaction is a post-consumption evaluative judgment of a specific purchase occasion (Oliver, 1980).

Brand Loyalty

Defined as Positive association consumers add to an appropriate product or brand. Guests who demonstrate brand loyalty are applied to a product or service, which is demonstrated by their reprise purchases despite challengers' sweats to bait them down. Pots invest significant quantities of plutocrat in client service and marketing to produce and maintain brand fidelity for an established product. Coca-Cola Company is an illustration of an iconic brand that has redounded in guests demonstrating brand fidelity over the times despite Pepsi's products and marketing sweats.

Based on the literature above, a theoretical framework is depicted as shown below:

Figure 1. Theoretical framework



RESEARCH METHOD

The goal of this study is to find out how satisfied customers are with Nestles' products and how loyal they are to the brand. The researchers also investigate perceived value, perceived quality, marketing, brand image, and customer satisfaction toward Nestle brand. The researchers have used a Google form to ask a few questions regarding the Nestle brand as part of this research. The question was posed in a Google form and was answered by 150 people who participated and helped fill in the Google form. From friends, family members, and the public, the researchers gathered data on customer sentiment. The researchers sent a Google link to them over WhatsApp and Telegram, and they were able to access it. When it comes to collecting data, online surveys are the most convenient and effective tool to utilize customer satisfaction and brand loyalty and keep us away from Covid-19. To begin, the researchers gathered data on customer satisfaction and brand loyalty for Nestle products using a questionnaire, the results will represent consumer perceptions, satisfaction, and views towards Nestle brand.

The Google form survey is the researcher's main source of information, and it has made important contributions to most of the discussion in this research. The survey is divided into eight sections, with three to four questions provided below each segment. According to their opinion of Nestle products, consumers are asked to score the facts that have been revealed in the survey on a scale ranging from strongly disagree to strongly agree, with the highest rating being strongly agreed. For each scale item, the vocal statement 'strong disagree' was used to anchor the scale item at the number 1, and the verbal statement 'strongly agree' to anchor the scale item at the numeral 5. Furthermore, the researchers are concentrating on the Nestle product customer, and the poll was available to people of various genders, ages, and all sorts of occupations. However, while the researchers did not identify the country of the respondents, the vast majority of them are Malaysian consumers.

In the first portion of the Google form survey, the researchers asked respondents about their demographic information, such as their age, gender, ethnicity, and job status, which the researchers gathered. Following the demographic portion, the respondent will be asked to complete the second section, which will include questions concerning consumer satisfaction with Nestle products in the aspects of pricing, packaging, and overall satisfaction with the product when it is consumed by the respondent. Third, the brand loyalty section will gather information regarding whether or not the customer intends to continue to consume Nestle products and not switch to another brand, as well as whether or not they would suggest Nestle products to others.

Next, the section is about perceived values which the questionnaire contains 'consuming Nestle product makes the consumer happy' and what they have paid for are worth with the value of the product they get. Section five will be the perceived quality, the question is asking the consumer if Nestle provides the quality product that meets the expectations, do they have a good experience with Nestle brands, do they view Nestle brand as a quality brand compared to the competitor brands, and do Nestle brand have the superiority than others brand in the market. Furthermore, section six will be gathered answers about marketing that is done by Nestle Company. The questionnaire is asking consumers' views about Nestle always having prize giveaways. Do the consumer agree that Nestle is a good

sponsorship and do Nestle brands have the ability to understand local customers' preferences. This section is to find out whether there is a correlation between the variables included.

In addition, the questionnaire in section 7 is gathering information about Nestle's brand image. The consumer will need to answer the questionnaire about do they agree that Nestle is known as a multinational food and beverage company. In the last section which is section 8, the questionnaire is about customer expectations toward Nestle brand. In addition, the researchers also gathered information about how long the consumer been consumed Nestle brands to find out the loyal consumer.

Customers' satisfaction statistics both good and bad can aid a company in tackling the issues connected with meeting stated consumer expectations, both positive and negative. Additional benefits include assisting businesses in detecting and fulfilling consumer demands and issues regarding the customer's view of the delivered product or organization, leading to greater customer satisfaction. By performing the Google form survey, the researchers can discover customers' perceptions and dissatisfaction which can be utilized to enhance the products in the future.

Additionally, the researchers are using a variety of publications, websites, and journals as secondary data to have a deeper knowledge of the study's topic. The researchers obtained information from articles and web pages that had relevant information for this research. The researchers believe that the article will be valuable and helpful to the researchers to conduct the research.

RESULTS

Based on the Google form that has been distributed online to the 100 respondents, this section is to study the outcome of the data and results. The survey contains eight sections: the respondents' demographic profile, the results of customer satisfaction, brand loyalty, the perceived value, the perceived quality, marketing, brand image, and customer expectations.

Table1 demonstrates the respondents' demographic profile. The table shows more than half of the respondents were female 71% and the rest 29% were males. They were divided into 5 divisions of ages and the highest percentage of them is at 21-30 above (67%). Most of the respondents are Malays with 44% and most are students (54%). From the survey, it is clear that most of the respondents are Nestle consumers (98%). This suggests that 35% of the respondents consume Nestle every week and 66% of them have been consuming Nestle products for 2 years and above.

Table 1. Demographic Profile

Response	Frequency	Percentage
Gender		
Male	29	29
Female	71	71

Response	Frequency	Percentage
Age		
20 and above	20	20
21-30	67	67
31-40	11	11
41-50	1	1
51 and above	1	1
Race		
Malay	44	44
Chinese	12	12
Indian	7	7
Siamese	34	34
Pakistan	1	1
Saudi	1	1
Bugis	1	1
Employment status		
Employed	37	37
Unemployed	7	7
Student	54	54
Business	2	2
Have you ever consumed Nestle products?		
Yes	98	98
No	2	2
How often do you shop for Nestle products?		
Every week	35	35
Once a month	24	24
Twice a month	16	16
More than twice	24	24
Often	1	1
How long have you been consuming Nestle products?		
1-6 months	18	18
6-12 months	16	16
2 years and above	66	66

Table 2. Survey on Nestles' Customer Satisfaction

Response	Frequency	Percentage
I like nestle products that I consume		
Strongly disagree	1	1
Disagree	0	0
Neutral	6	6.1
Agree	20	20.4
Strongly agree	71	72.4

Response	Frequency	Percentage
Nestle product price is affordable and reasonable		
Strongly disagree	0	0
Disagree	3	3
Neutral	9	9
Agree	35	35
Strongly agree	53	53
Nestle products displayed on packaging is matched with the actual		
Strongly disagree	0	0
Disagree	2	2
Neutral	4	4
Agree	32	32
Strongly agree	62	62
Nestle product is easy to open packaging		
Strongly disagree	1	1
Disagree	0	0
Neutral	11	11
Agree	21	21
Strongly agree	67	67
I am satisfied to purchase Nestle product		
Strongly disagree	1	1
Disagree	2	2
Neutral	6	6.1
Agree	24	24.5
Strongly agree	65	66.3

As table 2 shows, there is a clear trend in Nestles' Customer Satisfaction. Based on the findings, a large number of respondents strongly agree that they like Nestle products that they consume (72.4%) and none of them disagreed. 53% of the respondents strongly agree that Nestle products' price is affordable and reasonable, and 35% of them choose to be agreed. Adilla (2021) said that the demand for Nestle (M) BHD products is expected to be affected as price sensitivity might motivate consumers to switch to more affordable options in the near term.

About the packaging displayed, 62% strongly agreed that it is matched with the actual one but 2% of them disagreed. Together, the present findings confirm that Nestle's products are easy to open the packaging and 67% of respondents strongly agreed, 21% choose to be agreed and only 1% of them disagreed. Based on *Nestle* (2012), "Nestle aims to make its products safe to use, maintain freshness, provide easy to understand instructions and minimizes waste." From the results, it is clear that a plurality is satisfied to purchase the Nestle products (66.3%).

Table 3. Survey on Nestles' Brand Loyalty

Response	Frequency	Percentage
I trust in Nestle Brand		
Strongly disagree	2	2
Disagree	0	0
Neutral	12	12.2
Agree	21	21.4
Strongly agree	63	64.3
I intend to keep consuming Nestle product		
Strongly disagree	0	0
Disagree	3	3
Neutral	6	6
Agree	27	27
Strongly agree	64	64
I will not switch to another brand		
Strongly disagree	1	1
Disagree	3	3
Neutral	20	20
Agree	24	24
Strongly agree	52	52
I would recommend Nestle products to others		
Strongly disagree	1	1
Disagree	2	2
Neutral	6	6
Agree	33	33
Strongly agree	58	58

Table 3 appears as the Nestle Brand Loyalty. 64.3% of the respondents strongly agree that they trust the Nestle Brand and 64% intended to keep consuming Nestle products for eternity. Nestle products had been a big company all over the years. It is also a global company with deep local roots, which gives a unique ability to understand local consumers and adapt fast to their preferences (Osian, 2019). As the result, a lot of people today thought and aims the Nestle products is an idea of a breakfast meal. Next, many respondents strongly agree that they will not switch to other brands (52%) and 58% of the respondents strongly agreed to recommend Nestle products to others.

Table 4. Survey on Nestle Perceived Values

Response	Frequency	Percentage
Consume Nestle product make me happy		
Strongly disagree	1	1
Disagree	3	3.1
Neutral	9	9.2
Agree	23	23.5
Strongly agree	62	63.3

Response	Frequency	Percentage
Nestle products have the nutrition I need		
Strongly disagree	1	1
Disagree	2	2
Neutral	13	13.3
Agree	24	24.5
Strongly agree	58	59.2
Nestle products match with the value that I have paid		
Strongly disagree	0	0
Disagree	1	1
Neutral	14	14.3
Agree	22	22.4
Strongly agree	61	62.2
Nestle product is very convenient to prepare and eat		
Strongly disagree	0	0
Disagree	2	2
Neutral	5	5
Agree	33	33
Strongly agree	60	60

Table 4 shows the survey on the Nestle Perceived Values from the consumers. As the result, most of the respondents choose that they strongly agreed Nestle products make them happy (63.3%). The nutrition in a meal is important because it is indicating a healthy diet that promotes healthy life and growth. Based on World Health Organization, better nutrition is related to improving infant, child, and maternal health (WHO, 2019).

Furthermore, 59.2% strongly agreed that Nestle have the nutrition they needed. 62.2% of respondents also strongly agreed that Nestle products match the value that they have paid and it is very convenient to prepare and eat (60%).

Table 5. Survey on Perceived Quality

Response	Frequency	Percentage
Nestle provides a quality product that meets my expectations		
Strongly disagree	1	1
Disagree	3	3
Neutral	11	11.2
Agree	30	30.6
Strongly agree	53	54.1

Response	Frequency	Percentage
Nestle brand have superiority over other brands		
Strongly disagree	0	0
Disagree	2	2
Neutral	7	7.1
Agree	37	37.8
Strongly agree	52	53.1
I view Nestle brand as a quality brand compared to other brands		
Strongly disagree	0	0
Disagree	1	1
Neutral	14	14.3
Agree	26	26.5
Strongly agree	57	58.2
I have good experience with Nestle brand		
Strongly disagree	0	0
Disagree	1	1
Neutral	9	9.2
Agree	31	31.6
Strongly agree	57	58.2

The researchers describe the results of Nestle Perceived Quality which shows that 54.1% of the respondents strongly agreed that Nestle's products provide a quality that meets their expectations. Besides that, Nestle brand has superiority over any other brands, 53.1% strongly agree about this statement. Based on Singh and Alarm (2019), "MILO, Coffee-mate, and Nescafe are the best products sales. Culinary product like Maggi is the following best sales and most of the Malaysian favorite drink is MILO". Next, 58.2% of the respondents strongly agree that they view Nestle brand as a quality brand compared to other brands and they also have good experience with Nestle brand (58.2%).

DISCUSSION

Table 6. Survey on Marketing

Response	Frequency	Percentage
Nestle always has prize giveaways		
Strongly disagree	1	1
Disagree	6	6
Neutral	20	20
Agree	23	23
Strongly agree	50	50
Nestle is a good sponsorship		
Strongly disagree	0	0
Disagree	3	3
Neutral	18	18
Agree	34	34

Response	Frequency	Percentage
Strongly agree	45	45
Nestle brand can understand local customers preferences		
Strongly disagree	0	0
Disagree	0	0
Neutral	10	10.2
Agree	30	30.6
Strongly agree	58	59.2
Nestle brand has a clear target customer		
Strongly disagree	1	1
Disagree	1	1
Neutral	9	9.2
Agree	29	29.6
Strongly agree	58	59.2

Next is the survey of the marketing strategy by Nestle on respondents' views. Giveaways and prizes are parts of the marketing strategy applied by Nestle because they can help to increase brand value. It is also a strategy to reach clients. Half of the respondents choose they strongly agree that Nestle always has prize giveaways (50%) and also Nestle is a good sponsorship company (45%). Customer preferences are important because it knows and understands the consumers' needs and wants. For example, the 3 in 1 instant drink can save the coffee lovers' time. More than half of the respondents agree that Nestle can understand the local customer preferences (59.2%). Nestle brand also has a clear target customer (59.2% strongly agreed).

Table 7. Survey on Brand Image

Response	Frequency	Percentage
Nestle is known as multinational food and beverage company		
Strongly disagree	1	1
Disagree	3	3.1
Neutral	8	8.2
Agree	25	25.5
Strongly agree	61	62.2
Nestle aims for innovative, health and sustainability		
Strongly disagree	0	0
Disagree	2	2
Neutral	9	9.2
Agree	26	26.5
Strongly agree	61	62.2

Response	Frequency	Percentage
Nestle proved a high nutritious value product		
Strongly disagree	1	1
Disagree	0	0
Neutral	13	13.3
Agree	36	36.7
Strongly agree	48	49

Table 7 shows the survey on the brand image is 62.2%, the respondents choose to strongly agree that Nestle is known as multinational food and beverage. Based on Foodnavigator (2019), The food industry must deliver healthier food sustainably and utilize new technologies that meet consumer expectations. More than half of the respondents agree that Nestle has the criteria (62.2%). High nutrition is important in terms of a healthy balanced diet throughout this day. 49% of the respondents strongly agree that Nestle provides a high nutritious value product, 36.7% choose to be agreed, and 13% were neutral.

Table 8. Survey on Customer Expectation

Response	Frequency	Percentage
I expect Nestle brand to continue to produce a quality product		
Strongly disagree	2	2
Disagree	1	1
Neutral	7	7.1
Agree	26	26.5
Strongly agree	62	63.3
I expect Nestle products remain worth paying		
Strongly disagree	0	0
Disagree	2	2
Neutral	7	7.1
Agree	38	38.8
Strongly agree	51	52
I expect Nestle brand to develop a new product that meets customer needs		
Strongly disagree	2	2
Disagree	0	0
Neutral	7	7.1
Agree	23	23.5
Strongly agree	68	67.3

Table 8 shows the survey of the customer expectations towards the Nestle products in the future. Nestle is a big global company product that had been operated for about 155 years and is known over the world. Most of the respondents strongly agree that it will continue to produce a quality product (63.3%), 26.5% choose to be agreed, and 7% were neutral. Furthermore, 52% of respondents expected that Nestle products remain worth paying for, and 38% choose to be agreed. Lastly about developing the new product, 67.3% strongly agree that they will produce new products and 23.5% choose to be agreed. Based on Nestle's

ambitions, “our purpose is to unlock the power of food to enhance the quality of life for everyone, today and for generations to come”.

CONCLUSION

The information gathered from the survey has supplied us with a great deal of important information that the researchers can use in this research. Nestle brand customer satisfaction and brand loyalty are studied in this research, which is surveyed the Google docs used a sample of 150 Nestle consumers who willingly participated. These findings indicate a strong association between customer satisfaction and brand loyalty. The researchers can state categorically that when consumer satisfaction increases, brand loyalty will rise as well. The Google Docs survey also reveals that many respondents are very satisfied with Nestle products in terms of taste, price, and package, as shown by their rating of ‘strongly agree’ on the form. In addition, customers are delighted with the product's quality and value for the price they paid. Nestlé’s packaging is likewise widely regarded as convenient to open by most respondents.

According to the survey, respondents consider the Nestle brand to be excellent and have a high level of trust in Nestle products. In addition, the responder is likely willing to promote Nestle products to others, intends to continue consuming Nestle products, and does not plan to switch to another brand of products. Nestle is a worldwide corporation that manufactures many kinds of high-quality food and beverages. As a result, Nestle is likely to have a large market and a large customer base, and customers who trust the brand are more inclined to buy the items frequently. “Good Food, Good Life” is more than a slogan for Nestle. It encapsulates the very spirit of the company and the commitment that they make to the company and customers every day, everywhere in the world as the world's leading nutrition, health, and wellness company.

In conclusion, the researchers may infer that if consumers are satisfied with a Nestle product, they are more likely to be loyal to the Nestle brand. Customers evaluate a product based on perceived quality, perceived value, marketing, brand image, and customer expectations. All these factors are considered in determining whether they are satisfied. The consumer trustworthiness in the product, quality of the product, and the packaging are what consumers expect for Nestle to continue to produce a quality product along with serving their needs have the most roles in satisfying customers'. The greater level of consumer satisfaction with this characteristic, the greater the level of brand loyalty toward Nestle products. The findings of this study contribute to the existing literature by providing strong empirical evidence that customer satisfaction has a substantial link with brand loyalty. Customers' brand loyalty and Nestlé’s competitive edge may be enhanced if the company's management continues to boost customer satisfaction. In short, there is a positive correlation between customer satisfaction and brand loyalty.

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