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<https://doi.org/10.58421/gehu.v5i1.1034> ISSN 2963-7147 953 Journal homepage:
<https://journal-gehu.com/index.php/gehu> Comparing Customer Loyalty Formation in
Coffee-To-Go and Slow Bar Coffee Shops: The Roles of Price, Service, and Brand
Experience Anakisida Huda Mas'ud¹, Tulus Haryono² Master of Management Study
Program, Faculty of Economics and Business, Sebelas Maret University, Surakarta,
Indonesia Article Info ABSTRACT Article history: Received 2026-01-05 Revised
2026-01-22 Accepted 2026-01-24 The rapid expansion of the coffee shop industry in
Yogyakarta has been accompanied by a shift in business orientation from efficiency-driven
coffee-to-go outlets to experience-oriented slow-bar coffee shops, creating distinct patterns
in customer loyalty formation. This study aims to compare how brand experience, customer
service perception, and customer price perception influence customer loyalty, with trust
and satisfaction acting as mediating variables across the two coffee shop models. A
quantitative research design was applied using survey data collected from 240 coffee shop
customers in Yogyakarta. The data were analyzed using Structural Equation Modeling with
Partial Least Squares (SEM-PLS) and supported by Multi-Group Analysis (MGA) to identify
differences between coffee-to-go and slow bar segments. The findings reveal that the
mechanisms underlying loyalty formation vary significantly between the two models. In
coffee-to-go shops, customer price perception and service perception have a stronger
impact on satisfaction and loyalty, whereas in slow bar coffee shops, brand experience and
trust play a more prominent role. Trust and satisfaction are empirically validated as
significant mediating variables in both contexts. These results indicate that different
business models require distinct strategic approaches to effectively strengthen customer
loyalty. Keywords: Brand Experience Customer Price Perception Customer Service
Perception Loyalty Trust This is an open-access article under the CC BY-SA
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anakisidahuda@gmail.com 1. INTRODUCTION Coffee consumption in Indonesia has

shown a steady upward trajectory over recent years, indicating that coffee has evolved beyond a functional beverage into an integral element of social life and cultural expression. The continuous increase in national coffee consumption reflects changing consumer behavior, where coffee shops are no longer merely

<https://doi.org/10.58421/gehu.v5i1.1034> 954 places to purchase drinks but also serve as spaces for interaction, identity formation, and lifestyle representation [1]. This growth indicates rising public interest in coffee not only as a beverage but also as a cultural symbol, becoming increasingly prominent across communities. The City of Yogyakarta has emerged as a center of growth for the coffee shop industry in Indonesia amid rising coffee consumption. In 2022, Yogyakarta was home to more than 3,000 coffeeshops. This number far exceeded those of neighboring cities such as Surakarta, with approximately 400 coffeeshops, and Semarang, with around 700 [2]. The widespread presence of the coffee industry in Yogyakarta reflects strong consumer demand for coffee and the city's role as a cultural and tourism hub, elevating coffee shops to important spaces for social interaction. Over the past decade, the growth of coffeeshops in Yogyakarta has followed a remarkably rapid and consistent pattern. In 2014, there were approximately 350 coffeeshops in the city, a figure that nearly doubled to 600 in 2015 [3]. This upward trend continued sharply, reaching 1,200 coffeeshops in 2017 (Nurwigati, 2018), 3,500 in 2019, and ultimately 3,700 in 2024 (Klara, 2024). This substantial increase demonstrates that the coffee industry in Yogyakarta has expanded in a massive and sustained manner. The coffee shop business in Yogyakarta has experienced rapid growth, accompanied by significant shifts in trends [6]. Over the past ten years, nine types of coffee establishments have gained popularity in Indonesia, six of which include American coffee chains, Italian coffee chains, local coffee chains, coffee-to-go outlets, specialty coffee shops, and bakery and pastry cafés [7]. In addition, three other types of coffee shops have emerged as notable trends in recent years, namely co-working space cafés, slow bar coffee, and street coffee[8]. Alongside this growth, a significant shift in consumer trends has taken place. The

coffee-to-go concept gained popularity around 2019 by offering fast service, affordable prices, and high convenience, aligning with the preferences of urban consumers who prioritize efficiency [9]. However, following the pandemic, the slow bar coffee concept began to attract increasing attention. This model emphasizes manual brewing, direct interaction between baristas and customers, and a more immersive consumption experience [10]. The emergence of slow bar coffee indicates that consumers are increasingly valuing experiential, emotional, and relational aspects rather than focusing solely on speed and price [11]. These contrasting trends raise an important research question: how is customer loyalty formed across different coffee shop business models? While coffee-to-go outlets tend to rely on price fairness and service efficiency to retain customers, slow-bar coffee shops appear to rely more on experiential value, trust, and emotional engagement [12]. Despite the relevance of this issue, existing studies generally examine customer loyalty determinants in a single business context, without directly comparing different coffee shop models within a single analytical framework [13]. Previous research has shown that brand experience plays a crucial role in shaping trust and loyalty in the coffee shop industry, highlighting the importance of sensory and emotional engagement in consumer behavior [14]. Other studies emphasize that customer price perception and service perception significantly influence satisfaction and loyalty,

<https://doi.org/10.58421/gehu.v5i1.1034> 955 particularly in efficiency-driven or technology-based service contexts [15]. However, these studies have not explicitly addressed how these variables operate differently across coffee-to-go and slow-bar coffee models, especially in a highly competitive local market such as Yogyakarta. Based on this gap, the present study proposes a comparative approach to examine the mechanisms underlying customer loyalty formation in coffee-to-go and slow-bar coffee shops. This research integrates brand experience, customer price perception, and customer service perception as antecedent variables, with trust and satisfaction positioned as mediating factors influencing loyalty [16]. The main objective of this study is to analyze and compare

the structural relationships among these variables across the two business models, thereby providing a more comprehensive understanding of how loyalty is developed under differing service orientations [17]. From a theoretical perspective, this study draws on consumer behavior and relationship marketing theories, which emphasize the roles of perceived value, experiential consumption, satisfaction, and trust in building long-term customer relationships. By applying these theories in a comparative setting, this research is expected to enrich the literature on service differentiation and loyalty formation in the coffee shop industry. **2 The findings of this study are** expected to offer both academic and practical benefits. Academically, the research contributes to the development of loyalty models by demonstrating how distinct business concepts shape distinct mechanisms of loyalty formation. In practice, the results are expected to provide strategic insights for coffee shop managers in Yogyakarta, enabling them to design more effective pricing, service, and experiential strategies that align with their specific business models and target markets.

2. METHOD

This study employs an explanatory–comparative design with a quantitative approach to examine causal relationships among variables while simultaneously comparing their effects across two types of coffee shops in Yogyakarta, namely to-go coffee and slow bar coffee. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to evaluate both the measurement and structural models. It was further complemented by Partial Least Squares Multi-group Analysis (PLS-MGA), preceded by Measurement Invariance of Composite Models (MICOM) testing to ensure measurement equivalence across groups. The study population consisted of customers of both types of coffee shops, and a sample of 240 respondents was selected based on the number of indicators and using purposive sampling with specific criteria. The data comprised quantitative primary data collected online through a five-point Likert-scale questionnaire, which had undergone validity and reliability testing. Data collection was conducted during October–November 2025, and the entire analytical process was supported by SmartPLS version 4.0 to obtain a comprehensive understanding of differences in the formation of trust, satisfaction, and loyalty across the two types of

coffee shops.

<https://doi.org/10.58421/gehu.v5i1.1034> 956 3. RESULTS AND

DISCUSSION Structural Equation Modeling (SEM) Analysis The results of the PLS-SEM analysis are shown on the following page. Figure 1. Measurement Model Outer Model Convergent Validity: Average Variance Extracted (AVE) A construct is considered to have adequate convergent validity when the AVE value is ≥ 0.50 . A high AVE value indicates that the indicators consistently represent the same construct, thereby reflecting a good level of consistency and reliability in the measurement. Table 1. Results of Average Variance Extracted (AVE) Average Variance Extracted (AVE) Brand Experience 0.782 Customer Price Perception 0.774 Customer Service Perception 0.754 Loyalty 0.790 Satisfaction 0.832 Trust 0.818 Source: Processed primary data, 2025 Based on Table 1, the results of the convergent validity test show that all research variables have Average Variance Extracted (AVE) values above 0.50, and therefore meet

<https://doi.org/10.58421/gehu.v5i1.1034> 957 the criteria for convergent validity. This finding indicates that each construct adequately explains the variance in its corresponding indicators. Discriminant Validity: Heterotrait–Monotrait Ratio (HTMT) A construct is considered to demonstrate good discriminant validity when the HTMT value is below the recommended threshold, namely $HTMT < 0.90$ (or more conservatively, < 0.85). Lower HTMT values indicate that each construct possesses distinct characteristics and does not overlap with other constructs, thereby confirming that the measurement model can empirically distinguish among constructs. Table 2. Results of the Heterotrait–Monotrait Ratio (HTMT) Brand Experience Customer Price Perception Customer Service Perception Loyalty Satisfaction Trust Brand Experience Customer Price Perception 0.782 Customer Service Perception 0.629 0.570 Loyalty 0.652 0.503 0.552 Satisfaction 0.629 0.744 0.414 0.570 Trust 0.657 0.653 0.605 0.612 0.545 Source: Processed primary data, 2025 Based on the results of discriminant validity

testing using the Heterotrait–Monotrait Ratio (HTMT) method, all HTMT values between constructs in this research model are below the recommended threshold (< 0.90). This indicates that each construct is adequately distinct and that there is no conceptual overlap among the variables. All constructs in the research model meet the criteria for discriminant validity, meaning that each variable is empirically distinct and suitable for use in subsequent structural analysis.

Reliability Test In this study, reliability is assessed using the Construct Reliability (CR) index. A construct is considered reliable if it has a CR value greater than 0.70, whereas a CR value below 0.70 indicates that the construct is not yet reliable.

Table 3. Reliability Test	No	Composite Reliability	Description
1	Brand Experience	0.977	Reliable
2	Customer Price Perception	0.911	Reliable
3	Customer Service Perception	0.961	Reliable
4	Loyalty	0.938	Reliable
5	Satisfaction	0.937	Reliable
6	Trust	0.947	Reliable

Source: Processed primary data, 2025

Based on the results in Table 3, all variables in this study have Construct Reliability (CR) values greater than 0.70. Therefore, all variables are considered reliable, meaning their

<https://doi.org/10.58421/gehu.v5i1.1034> 958 indicators can produce consistent measurements. Consequently, all variables used in this study are valid and appropriate as research instruments.

Inner Model Coefficient of Determination / R-Square (R^2) The R^2 value ranges from 0 to 1, with values closer to 1 indicating greater predictive capability of the model. Generally, R^2 is categorized as high (≥ 0.67), moderate (0.33–0.66), and low (≤ 0.19).

Table 4. Coefficient of Determination Results	R Square	R Square Adjusted	Loyalty
0.482	0.471	Satisfaction	0.458
0.451	Trust	0.473	0.466

Source: Processed primary data, 2025

Overall, the R^2 results indicate that the research model has moderate explanatory power for the variables Loyalty, Satisfaction, and Trust. This suggests that predictor constructs such as Brand Experience, Customer Price Perception, and Customer Service Perception, along with the mediating variables in the model, collectively explain customer behavior in Yogyakarta coffee shops reasonably well. However, other factors outside the model may still influence the dependent variables [18].

f^2 (Effect Size) According to Fatiria

and Nawawi (2021), the interpretation of f^2 values is divided into three categories: 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect of an exogenous variable on an endogenous variable. Therefore, f^2 analysis complements path coefficient testing by providing a deeper understanding of the practical impact of each relationship within the research model.

Table 5. Effect Size Results

From	To	Effect Size (f^2)
Brand Experience	Customer Price Perception	0.093
Brand Experience	Customer Service Perception	0.052
Brand Experience	Loyalty	0.067
Brand Experience	Satisfaction	0.031
Brand Experience	Trust	0.200
Customer Price Perception	Satisfaction	0.048
Customer Service Perception	Loyalty	0.034
Customer Service Perception	Satisfaction	0.000
Customer Service Perception	Trust	0.087
Loyalty	Satisfaction	0.067
Loyalty	Trust	0.052

Source: Processed primary data, 2025

Overall, the results of the effect size analysis indicate that most of the relationships between variables in this research model fall into the small effect category, with Customer Price Perception → Satisfaction being the only relationship showing a medium effect [19].

<https://doi.org/10.58421/gehu.v5i1.1034> 959 This suggests that while the independent variables contribute to the dependent variables, their influence remains limited, and that other factors outside the model may also affect loyalty, satisfaction, and trust among coffee shop customers in Yogyakarta.

Global Model Fit Test Standardized Root Mean Square Residual (SRMR) The SRMR value reflects the average standardized residual differences between the model-predicted relationships and the empirical data. The smaller the SRMR value, the better the model fit, indicating that the structural model adequately represents the research data.

Table 6. Standardized Root Mean Square Residual (SRMR) Results

Model	SRMR
Saturated Model	0.036
Estimated Model	0.037

Source: Processed primary data, 2025

Based on the SRMR test results presented in Table 6, the SRMR values are 0.036 for the saturated model and 0.037 for the estimated model. Both values are below the recommended maximum threshold of 0.08, indicating that the research model demonstrates an excellent level of fit [20].

Normed Fit Index (NFI) The NFI value is obtained by comparing the misfit of the estimated model with that of a null model, indicating the model's improvement in fit. The closer the NFI value is to 1, the better the

model fit, indicating the model's ability to accurately represent the data. Table 7. Normed Fit Index (NFI) Results Saturated Model Estimated Model NFI 0.904 0.904 Source: Processed primary data, 2025 Based on the NFI results presented in Table 7, the NFI values are 0.904 for both the saturated and estimated models. These values exceed the recommended minimum threshold of 0.90, indicating that the research model has a good level of fit. Hypothesis Testing The next step after evaluating the measurement model is to conduct a structural model analysis to test the formulated hypotheses. This analysis aims to identify direct and indirect effects among the variables under study.

<https://doi.org/10.58421/gehu.v5i1.1034> 960 Table 8. Hypothesis Testing Results Original Sample (O) T Statistics (|O/STDEV|) P Values Brand Experience -> Loyalty 0.359 4.614 0.000 Brand Experience -> Satisfaction 0.262 2.810 0.005 Brand Experience -> Trust 0.293 4.150 0.000 Customer Price Perception -> Loyalty -0.204 2.803 0.005 Customer Price Perception -> Satisfaction 0.475 5.602 0.000 Customer Price Perception -> Trust 0.231 3.475 0.001 Customer Service Perception -> Loyalty 0.176 2.406 0.016 Customer Service Perception -> Satisfaction -0.019 0.299 0.765 Customer Service Perception -> Trust 0.273 4.237 0.000 Satisfaction -> Loyalty 0.255 3.473 0.001 Trust -> Loyalty 0.229 3.029 0.003 Brand Experience -> Satisfaction -> Loyalty 0.067 1.968 0.050 Customer Price Perception -> Satisfaction -> Loyalty 0.121 3.314 0.001 Customer Service Perception -> Satisfaction -> Loyalty -0.005 0.287 0.775 Brand Experience -> Trust -> Loyalty 0.067 2.432 0.015 Customer Price Perception -> Trust -> Loyalty 0.053 2.236 0.026 Customer Service Perception -> Trust -> Loyalty 0.062 2.380 0.018 a. Effect of Brand Experience on Loyalty The test results indicate that Brand Experience has a positive and significant effect on Loyalty, with O = 0.359, T-statistic = 4.614, and P-value = 0.000. This finding implies that the better the brand experience customers perceive, the higher their loyalty. Therefore, Hypothesis 1 (H1), which states that Brand Experience positively affects Loyalty, is supported. b. Effect of Brand Experience on Satisfaction Brand Experience has a positive and significant effect on

Satisfaction, with $O = 0.262$, T-statistic = 2.810, and P-value = 0.005. This result demonstrates that positive brand experiences enhance customer satisfaction. Thus, Hypothesis 2 (H2) is supported. c. Effect of Brand Experience on Trust Brand Experience also has a positive and significant effect on Trust, with $O = 0.293$, T-statistic = 4.150, and P-value = 0.000, indicating that brand experience plays an important role in building customer trust. Accordingly, Hypothesis 3 (H3) is supported. d. Effect of Customer Price Perception on Loyalty Customer Price Perception has a negative and significant effect on Loyalty, with $O = -0.204$, T-statistic = 2.803, and P-value = 0.005. This finding suggests that unfavorable price perceptions can reduce customer loyalty. Consequently, Hypothesis 4 (H4), which proposes a positive effect of Customer Price Perception on Loyalty, is not supported. e. Effect of Customer Price Perception on Satisfaction Customer Price Perception has a positive and significant effect on Satisfaction, with $O = 0.475$, T-statistic = 5.602, and P-value = 0.000, indicating that price perception is an important factor in shaping customer satisfaction. Therefore, Hypothesis 5 (H5) is supported.

<https://doi.org/10.58421/gehu.v5i1.1034> 961 f. Effect of Customer Price Perception on Trust Customer Price Perception has a positive and significant effect on Trust, with $O = 0.231$, T-statistic = 3.475, and P-value = 0.001, indicating that perceived fair prices enhance customer trust. Hence, Hypothesis 6 (H6) is supported. g. Effect of Customer Service Perception on Loyalty Customer Service Perception has a positive and significant effect on Loyalty, with $O = 0.176$, T-statistic = 2.406, and P-value = 0.016, indicating that service quality contributes to customer loyalty. Thus, Hypothesis 7 (H7) is supported. h. Effect of Customer Service Perception on Satisfaction Customer Service Perception does not have a significant effect on Satisfaction, with $O = -0.019$, T-statistic = 0.299, and P-value = 0.765. Accordingly, Hypothesis 8 (H8) is not supported. i. Effect of Customer Service Perception on Trust Customer Service Perception has a positive and significant effect on Trust, with $O = 0.273$, T-statistic = 4.237, and P-value = 0.000, indicating that high-quality service enhances customer trust. Therefore, Hypothesis 9 (H9) is supported. j.

Effect of Satisfaction on Loyalty Satisfaction has a positive and significant effect on Loyalty, with $O = 0.255$, $T\text{-statistic} = 3.473$, and $P\text{-value} = 0.001$, confirming its important role in fostering loyalty. Thus, Hypothesis 10 (H10) is supported. k. Effect of Trust on Loyalty Trust has a positive and significant effect on Loyalty, with $O = 0.229$, $T\text{-statistic} = 3.029$, and $P\text{-value} = 0.003$, indicating that customer trust promotes loyalty. Accordingly, Hypothesis 11 (H11) is supported. l. Mediating Effect of Satisfaction on the Relationship between Brand Experience and Loyalty The path Brand Experience \rightarrow Satisfaction \rightarrow Loyalty shows a positive, marginally significant effect, with $O = 0.067$, $T\text{-statistic} = 1.968$, and $P\text{-value} = 0.050$, indicating that Satisfaction partially mediates the effect. Therefore, Hypothesis 12 (H12) is partially supported. m. Mediating Effect of Satisfaction on the Relationship between Customer Price Perception and Loyalty The path Customer Price Perception \rightarrow Satisfaction \rightarrow Loyalty is significant, with $O = 0.121$, $T\text{-statistic} = 3.314$, and $P\text{-value} = 0.001$, indicating that Satisfaction partially mediates the relationship. Thus, Hypothesis 13 (H13) is partially supported. n. Mediating Effect of Satisfaction on the Relationship between Customer Service Perception and Loyalty The path from Customer Service Perception to Satisfaction to Loyalty is not significant, with $O = -0.005$, $T(1, 1) = -0.287$, and $P = 0.775$. Hence, Satisfaction does not mediate this relationship, and Hypothesis 14 (H14) is not supported.

<https://doi.org/10.58421/gehu.v5i1.1034> 962 o. Mediating Effect of Trust on the Relationship between Brand Experience and Loyalty The path Brand Experience \rightarrow Trust \rightarrow Loyalty has a positive and significant effect, with $O = 0.067$, $T\text{-statistic} = 2.432$, and $P\text{-value} = 0.015$, indicating that Trust functions as a partial mediator. Therefore, Hypothesis 15 (H15) is partially supported. p. Mediating Effect of Trust on the Relationship between Customer Price Perception and Loyalty The path Customer Price Perception \rightarrow Trust \rightarrow Loyalty is significant, with $O = 0.053$, $T\text{-statistic} = 2.236$, and $P\text{-value} = 0.026$, indicating that Trust partially mediates the relationship. Thus, Hypothesis 16 (H16) is partially supported. q. Mediating Effect of Trust on the Relationship between Customer Service

Perception and Loyalty The path Customer Service Perception → Trust → Loyalty has a positive and significant effect, with $O = 0.062$, T-statistic = 2.380, and P-value = 0.018, indicating that Trust partially mediates the relationship. Accordingly, Hypothesis 17 (H17) is partially supported.

1 Multigroup Analysis (MGA)

A multi-group analysis (MGA) was conducted to examine whether the effects of structural relationships within the research model differ across specific group characteristics. Using MGA, the same model is tested across two or more respondent groups to compare the magnitudes and significance of path coefficients between them. Table 9. Results of the Multi-group Analysis Relationship between Variables Difference in Coefficients (Slowbar – Togo) p-Value MGA Brand Experience → Loyalty -0.200 0.170 Brand Experience → Satisfaction -0.385 0.038 Brand Experience → Trust -0.287 0.051 Customer Price Perception → Loyalty 0.186 0.221 Customer Price Perception → Satisfaction 0.227 0.157 Customer Price Perception → Trust 0.076 0.574 Customer Service Perception → Loyalty 0.133 0.375 Customer Service Perception → Satisfaction 0.184 0.162 Customer Service Perception → Trust 0.170 0.185 Satisfaction → Loyalty -0.252 0.075 Trust → Loyalty 0.063 0.695 Brand Experience → Satisfaction → Loyalty -0.151 0.013 Customer Price Perception → Satisfaction → Loyalty -0.070 0.432 Customer Service Perception → Satisfaction → Loyalty 0.047 0.223 Brand Experience → Trust → Loyalty -0.046 0.417 Customer Price Perception → Trust → Loyalty 0.032 0.527 Customer Service Perception → Trust → Loyalty 0.055 0.365 Based on the results of the Multi-group Analysis (MGA) comparing the Slow Bar and To-Go customer groups, most of the structural relationships do not exhibit statistically significant differences between the two groups, as indicated by p-values greater than 0.05.

<https://doi.org/10.58421/gehu.v5i1.1034> 963 This finding suggests that, in general, the pattern of relationships among the variables in the research model is relatively consistent across both service types [21]. However, two paths demonstrate significant differences between the groups. First, the relationship between Brand Experience and Satisfaction yields a p-value of 0.038 (< 0.05) with a negative coefficient difference (-0.385). This result

indicates that the effect of brand experience on customer satisfaction differs significantly between Slow Bar and ToGo customers, with the effect stronger in the To-Go group [22]. Second, for the mediated path Brand Experience → Satisfaction → Loyalty, the MGA results show a p-value of 0.013 (< 0.05). This finding indicates that the role of satisfaction as a mediating variable in the relationship between brand experience and loyalty differs significantly between Slow Bar and To-Go customers. In other words, the mechanism through which loyalty is formed via satisfaction is influenced by the type of service chosen by customers [23]. Meanwhile, all other paths, both direct and indirect, do not show significant differences between the groups, including relationships involving Customer Price Perception, Customer Service Perception, as well as mediation paths through Trust. This suggests that price, service quality, and trust exert relatively similar effects on both Slow Bar and To-Go customers [24]. Overall, the MGA results indicate that service type (Slow Bar vs. To-Go) moderates only specific relationships, particularly those related to brand experience and satisfaction, while the remaining structural relationships remain stable across groups [20]. These findings imply that strategies aimed at enhancing the brand experience should be tailored to the type of service to maximize customer satisfaction and loyalty [25].

4. CONCLUSION

Based on the formulated research problems and objectives, the conclusions of this study are systematically structured according to the relationships among the variables tested in the research model. These conclusions are conceptual and empirically confirmed by the results of data analysis.

- Brand experience influences customer loyalty to coffee shops in Yogyakarta. Brand experience, encompassing sensory, affective, intellectual, and behavioral dimensions, is a crucial factor in encouraging repeat purchases and fostering long-term customer commitment to coffee shops.
- Brand experience influences customer trust. Positive experiences customers have during their interactions with coffee shops can build trust in the brand's consistency, credibility, and quality.
- Brand experience influences customer satisfaction. Pleasant and meaningful brand experiences enhance customers' positive evaluations of coffee shop performance, thereby increasing satisfaction.
- Customer service perception influences

customer loyalty. Customers' perceptions of service quality, such as speed, friendliness, and professionalism, play an important role in shaping loyalty to coffee shops.

<https://doi.org/10.58421/gehu.v5i1.1034> 964 e. Customer service perception influences customer trust. Consistent and reliable service increases customers' confidence that the coffee shop can be trusted to meet their expectations. f. Customer service perception influences customer satisfaction. Positive service perceptions encourage the formation of customer satisfaction as an outcome of evaluations of the service experience received. g. Customer price perception influences customer loyalty. Perceptions of fair pricing that align with the benefits received encourage customer loyalty and reduce the likelihood of switching to other coffee shops. h. Customer price perception influences customer trust. Prices perceived as reasonable and transparent strengthen customers' trust in the coffee shop's integrity and honesty. i. Customer price perception influences customer satisfaction. Aligning price with product or service quality enhances customer satisfaction with coffee shop offerings. j. Trust influences customer loyalty. High levels of trust in a coffee shop promote the development of long-term relationships and customer loyalty. k. Satisfaction influences customer loyalty. Satisfied customers tend to make repeat purchases, provide recommendations, and maintain relationships with the coffee shop. l. Trust mediates the effect of brand experience on customer loyalty. Positive brand experiences increase customer trust, which in turn strengthens loyalty. m. Satisfaction mediates the effect of brand experience on customer loyalty. Favorable brand experiences enhance customer satisfaction, which, in turn, drives loyalty. n. Trust mediates the relationship between customer service perception and customer loyalty. Positive service perceptions build trust, which ultimately increases customer loyalty. o. Satisfaction mediates the effect of customer service perception on customer loyalty. Perceived service quality positively affects satisfaction, which, in turn, shapes customer loyalty. p. Trust mediates the effect of customer price perception on customer loyalty. Perceptions of fair pricing increase customer trust, thereby influencing loyalty. q. Satisfaction mediates the

effect of customer price perception on customer loyalty. Price perceptions that align with the value received enhance customer satisfaction and strengthen loyalty. Overall, this study confirms that customer loyalty toward coffee shops in Yogyakarta is shaped not only by functional factors such as price and service quality, but also by experiential factors that are emotional and relational, with trust and satisfaction serving as the primary mediating mechanisms. **ACKNOWLEDGEMENTS** We would like to express our deepest gratitude to all parties who have contributed to this research. Thank you to our colleagues who have provided advice, support, and inspiration throughout the research process. We also wish to extend our appreciation to everyone who took the time to participate in this study. Additionally, we are grateful to the institutions that have provided support and facilities for the conduct of this research. All

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