



Analysis of the influence of brand performance, perceived quality, and brand experience on brand loyalty with brand satisfaction as an intervening variable at Fore Coffee in Solo Raya

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ABSTRACT

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This study examines the influence of Brand Performance, Perceived Quality, and Brand Experience on Brand Loyalty, with Brand Satisfaction acting as an intervening variable at Fore Coffee in the Solo Raya region. A quantitative approach was used, collecting primary data from 200 respondents via purposive sampling, focusing on customers from Klaten, Sukoharjo, and Surakarta. Data was collected using Likert-scale questionnaires, addressing variables such as brand performance, perceived quality, and customer experiences. Partial Least Square (PLS) analysis via SmartPLS v4.0 was conducted to assess the relationships between the variables. The results indicate that Brand Performance, Perceived Quality, and Brand Experience positively affect Brand Satisfaction, while Brand Satisfaction influences Brand Loyalty. However, Brand Performance and Perceived Quality do not directly influence Brand Loyalty. Brand Satisfaction mediates the relationship between these factors and Brand Loyalty. The study's limitations include a small sample size and time constraints, and future research should expand the sample size. Recommendations for Fore Coffee include focusing on enhancing product quality, customer service, and creating positive experiences to strengthen customer loyalty.

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1. INTRODUCTION

The coffee shop industry has experienced rapid growth globally and in Indonesia in recent years, a phenomenon largely driven by technological innovations. Social media has played a crucial role in promoting coffee culture, while the increasing coffee consumption, diverse menu offerings, and the incorporation of online ordering and digital payments have simplified access to coffee shop services (Kasiha et al., 2023). Coffee has transitioned from being merely a beverage to a symbol of lifestyle. According to a 2023 Snapcart survey, 79% of 4,538 Indonesian respondents drink coffee daily, with 63% choosing to buy it from coffee shops on weekdays (Kotler & Armstrong, 2002). This shift in

consumer behavior, primarily observed in urban populations, highlights coffee shops as essential spaces for social interaction, work, and leisure (Taeger, 2019). Indonesia's coffee consumption grew by 4.04% from 2019/2020 to 2020/2021, positioning the country as the fifth-largest coffee consumer globally, according to the International Coffee Organization (Anwar et al., 2022).

In response to these market opportunities, numerous coffee brands have emerged, intensifying competition (Pandiangan et al., 2021). Both international brands such as Starbucks and Coffee Bean & Tea Leaf, and local ones like Kopi Kenangan and Janji Jiwa, are competing to cater to local preferences at affordable prices. Fore Coffee, a notable player founded in 2018 by Vico Lamar, emphasizes the quality of Indonesian coffee while offering a broad selection that includes both coffee and non-coffee beverages, along with seasonal and collaborative menu items (Amalia & Rahmadhany, 2023). The brand's focus on high-quality products and customer satisfaction is central to its strategy of fostering brand loyalty. This study explores the influence of brand performance, perceived quality, and brand experience on brand loyalty within the Solo Raya coffee shop sector, with brand satisfaction acting as a mediating variable to fill existing research gaps (Andika & Prisanto, 2019).

However, Fore Coffee faces notable challenges in maintaining a consistent customer experience amidst rising competition in the coffee industry. As competitors expand their offerings and enhance customer service, Fore Coffee must continuously innovate while maintaining the authenticity and quality that distinguish it from others. Balancing expansion efforts with consistent service delivery across locations remains a critical issue. Inconsistencies in product quality, employee training, or service delivery can negatively affect customer perceptions, reducing satisfaction and loyalty. Addressing these challenges requires strategic investments in technology, training programs, and customer feedback mechanisms to ensure a seamless experience across all touchpoints.

Brand loyalty reflects a consumer's strong commitment to a specific brand, evident in repeated purchases, a willingness to pay a premium, and the tendency to recommend the brand to others. Over time, as consumers become more familiar with a brand's ability to meet their needs, this loyalty becomes more ingrained. Keller (Herdiandy & Yulianti, 2019) defines brand loyalty as a deep-seated commitment to consistently patronizing a particular brand. Giddens (Zeithaml, 1988) views it as the preference for one brand over others within the same category, encompassing emotional connections, evaluative preferences, and habitual behaviors, which result in continuous repurchase behavior and favorable comparisons with competitors (Nasution et al., 2020). Loyalty also signifies a high degree of attachment to the brand, often measured by repurchase frequency and reluctance to switch, as Setiadi (Khasanah, 2021) points out.

Factors influencing brand loyalty include cultural, subcultural, and social class aspects, as Kotler (Gunawan, 2019) suggests. Cultural values and learned behaviors, alongside environmental factors, shape consumer choices, while subcultures comprising groups with shared experiences or values further affect preferences within niche markets (Deka, 2019). Social class, driven by income, education, and occupation, also plays a role in brand selection. Core indicators of brand loyalty include repeat purchases, conscious retention, minimal price sensitivity, and the inclination to spread positive word-of-mouth (Artiniwati, Juni Nyoman et al., 2022; Faizal & Nurjanah, 2019; Migunani et al., 2023). Companies that establish strong brand loyalty can benefit from enhanced profitability and customer satisfaction (Mawardi, 2024). Furthermore, satisfaction levels are significantly influenced by a brand's performance, which, when aligned with or exceeding consumer expectations, fosters positive customer experiences and reinforces brand commitment. Studies, such as those by (Basiya, 2024), show that superior product performance directly influences satisfaction, and this satisfaction is essential for cultivating brand loyalty.

2. RESEARCH METHOD

This study adopts a quantitative approach, focusing on specific populations or samples, employing research instruments, analyzing statistical data, and evaluating predetermined hypotheses (Safa Malina & Deviastri, 2024). Data was gathered using purposive sampling by disseminating questionnaires to respondents via Google Forms, both online and directly. Primary data, as defined by (Ayu et al., 2023), refers to firsthand data collected directly from sources, obtained from 200 respondents selected based on specific criteria. Respondents were customers of Fore Coffee within Solo Raya, including Klaten, Sukoharjo, and Surakarta, providing insights into customer satisfaction and experiences. The population, defined as entities sharing certain attributes (Basiya, 2024), comprised Fore Coffee consumers in Solo Raya, while purposive sampling was employed to ensure representativeness, targeting consumers in the aforementioned regions (Khasanah, 2021). Data collection was facilitated through Likert-scale questionnaires (1–5) to assess variables such as brand performance, perceived quality, and customer experiences, aligned with operational definitions following (Deka, 2019).

Independent variables (brand performance, perceived quality, and brand experience), dependent variables (brand loyalty), and intervening variables (brand satisfaction) were operationalized to evaluate relationships between constructs (Anuraga, 2021; Kotler & Armstrong, 2002; Taeger, 2019). Additionally, digital promotions (e.g., discounts offered via social media or online platforms) and app-based loyalty programs (e.g., rewards or points systems available through the Fore Coffee app) were also considered as independent variables. These variables were included to capture the evolving influence of digitalization on consumer loyalty behaviors, particularly in the context of competitive coffee markets. Operational definitions for these variables were adapted from Mawardi, (2024) and aligned with prior studies exploring similar constructs (Ayu et al., 2023). The analysis employed Partial Least Square (PLS) through SmartPLS v4.0, ensuring reliability and validity via tests like outer and inner models, multicollinearity, heteroscedasticity, and R-square (Kasiha et al., 2023). Hypotheses were assessed using statistical inference, where bootstrapping determined causal relationships with path coefficients validated by t-values exceeding 2 at a 5% alpha level (Anuraga et al., 2021; Taeger & Kuhnt, 2014).

3. RESULTS AND DISCUSSION

3.1 Data Description

The data description aims to understand the characteristics of respondents from a distributed questionnaire, focusing on attributes such as gender, age, highest education, occupation, and income. The study involved 209 participants, all of whom are customers of Fore Coffee products in the Solo Raya region. The findings reveal that most respondents are female (60.8%), aged 21–25 years (73.2%), and have completed high school (69.9%). The majority of respondents are students (78.9%), with 41.1% purchasing Fore Coffee once. Income levels are predominantly low, with 44.5% earning ≤ Rp 500,000, reflecting a young, student-centered consumer base in Solo Raya.

3.2 Data Analysis

a. Measurement Evaluation of Model (Outer Model)

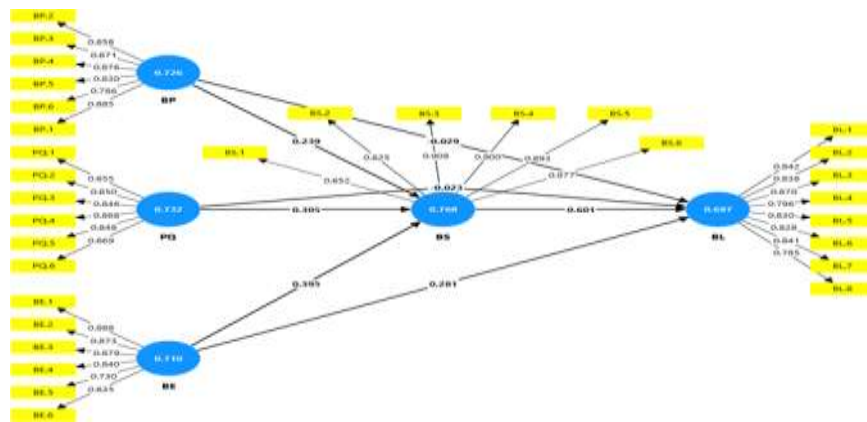


Figure 1. Outer Model

b. Validity, Reliability, and Multicollinearity Test Analysis

1) Validity Test

The validity analysis confirmed that all indicators had outer loading values exceeding 0.7, demonstrating validity based on convergent validity. Additionally, the Average Variance Extracted (AVE) values for Brand Performance (0.726), Perceived Quality (0.732), Brand Experience (0.710), Brand Satisfaction (0.768), and Brand Loyalty (0.687) surpassed the 0.5 threshold, ensuring adequate discriminant validity.

2) Reliability Test

Composite reliability analysis revealed high reliability, with values of 0.941 for Brand Performance, 0.943 for Perceived Quality, 0.936 for Brand Experience, 0.952 for Brand Satisfaction, and 0.946 for Brand Loyalty. Similarly, Cronbach's Alpha values exceeded 0.7 for all variables, confirming strong internal consistency.

3) Multicollinearity Test

The variance inflation factor (VIF) values for all variables were below 10, indicating no multicollinearity issues. Brand Performance, Perceived Quality, and Brand Experience influenced Brand Satisfaction and Brand Loyalty without multicollinearity interference. Additionally, Brand Satisfaction's effect on Brand Loyalty was free of multicollinearity concerns.

These results validate that the measurement model is valid, reliable, and free from multicollinearity, allowing for further analysis.

c. Structural Model Analysis (Inner Model)

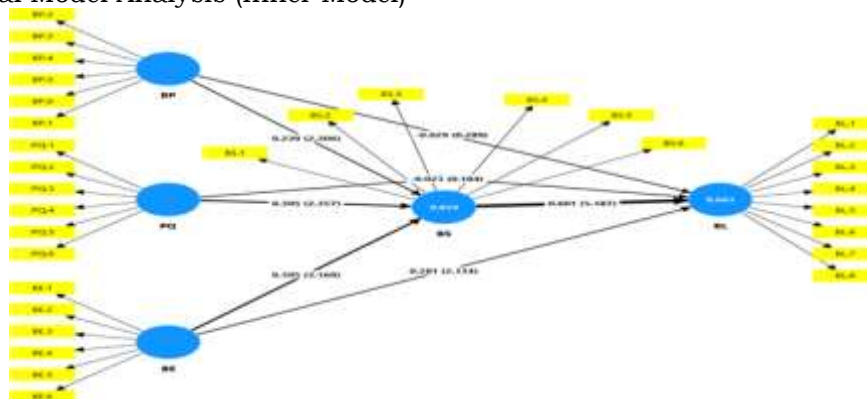


Figure 2 Inner Model

d. *Coefficient of Determination (R²)*

Table 1. R-Square Value

Variable	R-Square	R-Square Adjusted
Brand Loyalty	0,663	0,656
Brand Satisfaction	0,824	0,822

Source: Primary data that has been processed, 2024

Referring to Table 1 above, the R-square value for the brand loyalty variable is 0.663. This indicates that the variation in brand loyalty can be explained by changes in the brand performance, perceived quality, and brand experience variables by 66.3%, while the remaining 33.7% is influenced by other factors not examined in the study.

e. *Model Feasibility Test (Goodness of Fit)*

Table 2. Results of Model Feasibility Test Analysis

	Saturated model	Estimated model
SRMR	0,059	0,059
d_ULS	1,849	1,849
d_G	1,202	1,202
Chi-square	1323,898	1323,898
NFI	0,818	0,818

Source: Primary data that has been processed, 2024

The results from Table 2 indicate an SRMR value of 0.059, suggesting that the model exhibits good fit as it is below the 0.08 threshold. Meanwhile, the NFI value of 0.818 is considered appropriate as it is close to 1. Therefore, it can be concluded that the model fits well.

3.3 Hypothesis Testing

a. *Path Coefficient Test (Direct Effect Test)*

Table 3. Path Coefficient Analysis Results

	Original sample	Sampel Mean	T-Stat	P Values	Remarks
Brand Performance -> Brand Satisfaction	0,239	0,243	2,306	0,021	Significant Positive
Perceived Quality -> Brand Satisfaction	0,305	0,295	2,357	0,019	Significant Positive
Brand Experience -> Brand Satisfaction	0,395	0,401	3,169	0,002	Significant Positive
Brand Satisfaction -> Brand Loyalty	0,601	0,599	5,187	0,000	Significant Positive
Brand Performance -> Brand Loyalty	-0,029	-0,039	0,289	0,772	Not Significant
Perceived Quality -> Brand Loyalty	-0,023	-0,011	0,184	0,854	Not Significant
Brand Experience -> Brand Loyalty	0,281	0,284	2,134	0,033	Significant Positive

Source: Primary data that has been processed, 2024

Referring to Table 3, the findings reveal that Brand Performance significantly enhances Brand Satisfaction ($t = 2.306$, $p = 0.021$), while Perceived Quality also demonstrates a notable positive influence ($t = 2.357$, $p = 0.019$). Similarly, Brand Experience exerts a substantial impact on Brand Satisfaction ($t = 3.169$, $p = 0.002$). Furthermore, Brand Satisfaction strongly drives Brand Loyalty ($t = 5.187$, $p = 0.000$). In contrast, neither Brand Performance ($t = 0.289$, $p = 0.772$) nor Perceived Quality ($t = 0.184$, $p = 0.854$) significantly affect Brand Loyalty. However, Brand Experience positively influences Brand Loyalty ($t = 2.134$, $p = 0.033$), confirming its critical role.

b. Indirect Effect Test

Table 4. Results of Indirect Effect Analysis

	Original sample	Sampel Mean	T-Statist	P Values
Brand Performance -> Brand Satisfaction-> Brand Loyalty	0,144	0,149	1,868	0,062
Perceived Quality -> Brand Satisfaction-> Brand Loyalty	0,183	0,172	2,456	0,014
Brand Experience -> Brand Satisfaction-> Brand Loyalty	0,237	0,241	2,585	0,010

Source: Primary data that has been processed, 2024

Based on Table 4, there are three independent variables Brand Performance, Perceived Quality, and Brand Experience mediated by Brand Satisfaction in influencing Brand Loyalty. To determine the significance of the analysis, the findings are as follows: (a) The impact of Brand Performance on Brand Loyalty, mediated by Brand Satisfaction, shows a t-statistic of 1.868 and a P-value of 0.062, leading to the conclusion that the hypothesis is significant. (b) The effect of Perceived Quality on Brand Loyalty through Brand Satisfaction reveals a t-statistic of 2.456 and a P-value of 0.014, indicating that the hypothesis is significant. (c) Lastly, the analysis of Brand Experience's influence on Brand Loyalty via Brand Satisfaction demonstrates a t-statistic of 2.585 and a P-value of 0.010, confirming the hypothesis as significant.

3.4 Discussion

a. The Influence of Brand Performance on Brand Satisfaction

Brand performance refers to the extent to which a product or service fulfills the functional needs of consumers (Kotler & Armstrong, 2002). Superior performance enhances satisfaction by exceeding expectations, fostering positive experiences, and bolstering trust. Satisfied customers are more likely to provide favorable assessments. Research by (Anuraga, 2021) established that brand performance significantly impacts brand satisfaction. The findings on Fore Coffee revealed a t-statistic of 2.306 and a p-value of 0.021, indicating a positive and significant relationship. This study aligns with prior findings, affirming the critical role of brand performance in driving satisfaction.

b. The Influence of Perceived Quality on Brand Satisfaction

Perceived quality embodies the consumer's assessment of a product's excellence, which influences purchasing behavior (Valensia & Candy, 2022). High-quality offerings not only meet expectations but also deliver exceptional experiences. Research by (Safa Malina & Deviastri, 2024) demonstrated that perceived quality affects brand satisfaction. In the case of Fore Coffee, the t-statistic was 2.357, with a p-value of 0.019, underscoring a significant positive impact. This correlation stems from Fore Coffee's superior taste and hospitable service, fostering trust and long-term relationships. These findings corroborate prior studies, highlighting the importance of quality in enhancing satisfaction.

c. The Influence of Brand Experience on Brand Satisfaction

Basiya, (2024) describe brand experience as the interaction consumers have during product discovery, purchase, service use, and beyond. These experiences can be transient or enduring and influence satisfaction and loyalty . At Fore Coffee, brand experience is reflected in prompt service and consistent product quality, delivering both emotional and functional value. Research by (Nasir et al., 2022) confirmed a positive impact of brand experience on satisfaction. Fore Coffee's findings (t-statistic: 3.169, p-value: 0.002) affirm the significance of pleasant experiences in elevating customer satisfaction, supporting prior research.

d. The Influence of Brand Satisfaction on Brand Loyalty

According to (Alya Putri, 2019), satisfaction arises from comparing perceived outcomes to expected results. When quality and service surpass expectations, satisfaction ensues. (Taeger, 2019) found a positive correlation between satisfaction and loyalty. For Fore Coffee, the t-statistic was 5.187, with a p-value of 0.000, confirming a significant positive relationship. Satisfied customers exhibit higher repeat purchase rates, recommend the brand, and remain loyal despite competitive pressures. These results validate earlier findings, emphasizing satisfaction's role in fostering brand loyalty.

e. The Influence of Brand Performance on Brand Loyalty

Brand performance pertains to how well a product or service meets consumer needs. While strong performance often leads to satisfaction, loyalty requires deeper emotional connections (Jalantina & Minarsih, 2021). In this study, the t-statistic was 0.289, and the p-value was 0.772, indicating an insignificant relationship. Some customers may repurchase due to habit rather than true loyalty. This finding contradicts Tjahyadi & Umar (2016), who reported a significant positive impact of brand performance on loyalty. These results suggest that emotional attachment and exceptional experiences are vital for cultivating loyalty beyond mere satisfaction.

f. The Influence of Perceived Quality on Brand Loyalty

Per Kotler et al. (2021), perceived quality involves consumers' evaluations of a product's attributes. However, while quality shapes brand perception, it alone does not guarantee loyalty. This study's findings (t-statistic: 0.184, p-value: 0.854) indicate no significant relationship between perceived quality and loyalty. Although Fore Coffee's quality is highly regarded, loyalty demands emotional engagement, trust, and a sense of connection. These results diverge from Gunawan (2019), who reported a significant positive effect. Thus, emotional and experiential factors must accompany quality to build enduring loyalty.

g. The Influence of Brand Experience on Brand Loyalty

Kotler & Keller (2022) note that customer perceptions of a brand are shaped by various factors, including prior experiences. Positive experiences create emotional bonds and trust, which underpin loyalty. Research by Artiniwati, Juni Nyoman, et al. (2022) affirmed this relationship. In the Fore Coffee study, the t-statistic was 2.134, with a p-value of 0.033, demonstrating a significant positive effect. Satisfying experiences foster appreciation, increase satisfaction, and diminish the likelihood of switching to competitors. These findings align with previous studies, highlighting the pivotal role of brand experience in nurturing loyalty.

h. The Mediating Role of Brand Satisfaction on the Relationship Between Brand Performance, Perceived Quality, and Brand Experience with Brand Loyalty

Brand performance, perceived quality, and brand experience collectively shape satisfaction, which, in turn, influences loyalty (Christyawan & Sukresna, 2020). When performance meets expectations, quality is perceived as high, and experiences are enjoyable, consumers feel satisfied, fostering loyalty. This study confirmed that satisfaction mediates the relationship between these factors and loyalty at Fore Coffee. These findings reinforce prior research, demonstrating the interplay between performance, quality, experience, satisfaction, and loyalty in the context of brand dynamics.

4. CONCLUSION

This research concludes that Brand Performance, Perceived Quality, and Brand Experience positively affect Brand Satisfaction, while Brand Satisfaction influences Brand Loyalty. However, Brand Performance and Perceived Quality do not directly impact Brand Loyalty. Brand Satisfaction plays a mediating role in the relationship between these variables and Brand Loyalty. Limitations included a narrow respondent pool and time constraints. Future research should expand the respondent base and sample size. For Fore Coffee, it is recommended to focus on product quality, customer service, and positive experiences to strengthen customer loyalty. Enhancing brand performance and creating enjoyable experiences will improve satisfaction and loyalty.

Additionally, the results of this study have important implications for the expansion of Fore Coffee's business strategy in other regions of Indonesia. Focusing on enhancing perceived quality and brand experience across different cultural and demographic contexts could drive satisfaction in diverse markets. Tailoring customer service strategies to local preferences while maintaining consistency in product quality will help strengthen customer satisfaction and loyalty as Fore Coffee grows its regional presence.

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