

## **The Influence Of Brand Image And Service Quality On Customer Loyalty Mediated By Consumer Satisfaction Coffee Products**

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### **Abstrak**

The study aims to know how customer satisfaction acted as the mediating factor among brand image and service quality also customer loyalty. The high demand for coffee products in Indonesia makes the competition for coffee products tighter, what influences customer loyalty in buying the coffee products offered. This study is a crucial step in comprehending the dynamics of the coffee market in greater detail, particularly when considering important variables like brand image, customer satisfaction and service quality. quantitative methods were used with primary data sources in the preparation, the number of respondents obtained was 286. data processing techniques using SMARTPLS 3.0. customer loyalty and satisfaction are positively impacted from brand image and service quality. Customer satisfaction is the mediating factor among brand image also service quality also the customer loyalty. to conclude the customer loyalty is possible if the satisfaction is established and customer satisfaction can occur if the perceived value of customer service quality is higher.

**Keywords:** *Brand Image, Service Quality, Customer Loyalty, Customer Satisfaction*

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### **1. Introduction**

The coffee industry has been one of the fastest-growing sectors in recent decades. This growth is not only reflected in an increase in the number of coffee businesses, but also in product diversification and increased competition between brands to attract consumers' attention. Indonesia has demonstrated its achievements as the world's third-largest coffee producing country in 2022/2023 with total coffee production reaching 11.85 million bags. According to the data in the production breakdown, arabica coffee produced reached 1.3 million bags, while robusta coffee reached a higher figure of 10.5 million bags. As much as 75% of Indonesia's total coffee production comes from lowland areas in South Sumatra and Java Island (Jonathan et al., 2022).

Indonesia's success in the coffee industry is not only reflected in its impressive production numbers, but also in the significant contribution of certain regions, creating economic impact and cementing its position as a key player in the world coffee market (Tuinesia et al., 2022). In the context of increasing competition in the coffee industry, understanding the factors that can affect consumer loyalty is a very important aspect for coffee producers. In an effort to maintain and increase market share, coffee producers need to carefully analyze elements such as product quality, consumer experience, innovation, and marketing strategy. Consumer satisfaction with the quality of coffee produced, ease of access,

and responsiveness to market needs can form the basis for building long-term consumer loyalty (Azizan & Yusr, 2019). By understanding these dynamics, coffee producers can adopt relevant and proactive strategies to not only survive amid fierce competition but also build close relationships with their consumers.

In this context, brand image and service quality show themselves as strategic factors in their influence on consumer perceptions of a coffee brand (Martin & Nasib, 2021). Brand image, which represents consumers' views of a coffee brand, synergizes with the service quality dimension that reflects consumers' experiences while interacting with the brand (Albari, 2019). Both are identified as crucial elements that are believed having the central position at shaping in consumer satisfaction level, showing significant complexity and relevance in the dynamics of the coffee market.

Consumer satisfaction, arising from brand image and service quality, marks a major factor contributing to the development of consumer loyalty to specific coffee brands (Fathurahman & Sihite, 2022). Nonetheless, consumer satisfaction position as the mediator, linking the relationships among brand image, service quality, also brand loyalty, has not been fully revealed in the comprehensive domain of the coffee industry. Such developments highlight the profound need for more careful investigation and analysis to understand the complex dynamics between these variables within the scope of the coffee industry, along with gaining in-depth insights that can contribute significantly to the understanding of marketing concepts and strategies in this context.

Therefore, this study focus its analysis on how brand image also the service quality in the brand loyalty impacted, taking into account the important role of customer satisfaction functioning as the relationship mediator. Through the the survey application method to consumers of coffee products, the purpose is to detail and deepen the understanding of the mechanism of the brand image and service quality can significantly affect brand loyalty from the mediating influence of customer satisfaction (Tenreng et al., 2019). This approach probably that will significantly advance the scientific publications and provide practical insights for coffee producers in developing more effective and targeted marketing strategies.

This study expected will significantly advance the marketing strategies field for coffee producers, helping them to optimize brand image, service quality, also consumer satisfaction as an effort to increase consumer loyalty to the coffee brands they offer. Thus, this research is a very relevant and essential step to understand more deeply the dynamics of the coffee market, especially in the context of key factors such as brand image, service quality, and consumer satisfaction. Through a survey approach conducted among consumers of coffee products, this study has the concrete objective of detailing and deeply revealing how brand image also service quality can substantially influence brand loyalty due to the customer satisfaction mediation. Gaining insight into the intricate connection among brand image, service quality, customer satisfaction also the brand loyalty, it is believed that this study will bring insightful guidance for stakeholders in the coffee industry to optimize their performance and remain competitive in a dynamic and competitive market.

## **2. Literature Review**

### **1. The Effect of Brand Image on Customer Loyalty**

A perception which formed in people's minds regarding a product or service that they have known and used before is brand image (Tsabitah & Anggraeni, 2021). This process involves consumer memories of the advantages and disadvantages of the products they have consumed, forming a view or thought which then characterizes the brand image in consumers' mind. In (Kuswati, Putro, et al., 2021) shows the consumer loyalty is positively and significantly impacted from brand image. From the explanation above, the subsequent hypothesis is:

**H1: Brand image has a positive and significant effect on customer loyalty**

### **2. The Effect of Service Quality on Customer Loyalty:**

Consumer satisfaction is significantly influenced from the service quality that brand provides. The consumer satisfaction of the quality of business service is depends on whether it is to their liking or not (Wattoo & Iqbal, 2022). If the standard of service quality is less than expected, customers will feel dissatisfied. Customer satisfaction is the endeavor to complete anything or create something suitable to satisfy client needs. Customers' needs, wants and expectations are essentially met by the products or services use as the satisfaction. In research (Bilal & Achmad, 2023) stated that customer loyalty is positively and significantly impacted by service quality.

From the explanation above, the researcher formulates the hypothesis:

**H2: Service quality has a positive and significant effect on customer loyalty**

### **3. The Effect of Brand Image on Consumer Satisfaction**

The level of customer satisfaction refers to how satisfied or dissatisfied customer are with the product. If costumer have a positive opinion about the product, they feel satisfied with that. In other words, consumers will feel satisfied if the product meets the several indicators of the good brand image: maker, product also user image (Wildan Ardiansyah & Nilowardono, 2019). Many businesses intentionally provide the increasing of profits from the satisfaction. If the brand has given satisfaction to its customers, they usually do positive reviews about the brand they bought. In research (Kuswati, Triyulianto Putro, et al., 2021) and (Pavita Indraswari et al., 2023) shows that costumer satisfaction is positively also significantly impacted from the brand image.

From the explanation above, the subsequent hypothesis:

**H3: Brand image has a positive and significant effect on customer satisfaction**

### **4. The Effect of Service Quality on Customer Satisfaction**

A production process is prioritizes quality will produce durable and high-quality products. Increased sales of high-quality products made through high-quality processes will have advantages and features that can increase customer satisfaction when using these products, thereby increasing revenue and increasing customer satisfaction (Okta Pradita et al., 2020). In research (Dewi et al., 2021) and (Bungatang & Reynel, 2021) shows that customer satisfaction is positively and significantly impacted from service quality.

From the explanation above, the subsequent hypothesis:

**H4: Service quality has a positive and significant effect on customer satisfaction**

### **5. The effect of customer satisfaction on customer loyalty**

From (de Bruin et al., 2021), when a prdocut or service exactly meet the needs, desires also expectation of the customers is called as customer satisfcation. A happy customer will joyfully spread the news about these goods and services, support customer loyalty also keep using the things on a regular basis. In contrast, brand loyalty demonstrates a steady purchasing habit for a specific brand as the positive attitude about the brand . In research (Hwang et al., 2021a) shows that customer loyalty is significantly impacted from the customer satisfaction.

From the explanation above, the subsequent hypothesis:

**H5: Customer satisfaction has a significant and positive effect on customer loyalty**

### **6. The effect of brand image on customer loyalty mediated by customer satisfaction**

A strong brand image helps shape customer perceptions and beliefs, as evidenced from the relation that arise in the customer's memory. Therefore, efforts to improve customer memory and trust to reflect products and foster loyalty require a strong brand image (Kotler & Keller, 2016). To foster customer loyalty, in addition to brand image, customers must feel good value. Customer loyalty will be influenced from how much they believe to get compared to another competitor, the more valuable things they will be more belive to get. The more they like is that they will stay with that. In research (Hwang et al., 2021) and (Lisabel Malelak et al., 2021) shows thecustomer satisfaction mediates the connection among brand image and customer loyalty.

From the explanation above, the subsequent hypothesis:

**H6: Customer satisfaction mediates the relationship between brand image and customer loyalty.**

**7. The effect of service quality on customer loyalty mediated by customer satisfaction**

A service can satisfy the needs and expectation of the costumer, it's deemed satisfactory. Customer satisfaction and loyalty go hand in hand. In order a customer become loyal, they must be satisfied with the services from the brand. In addition, consumer satisfaction itself can be defined as when consumer expectations of a product match the expectations received and the product can meet consumer needs. However, if the product is far below consumer expectations, then consumers will lose confidence in the product . In research (Ali et al., 2021) and (Kusumastuti & Setyawan, 2023) shows that the connection between service quality and customer loyalty is mediated from customer satisfaction.

From the explanation, the researcher formulates the hypothesis:

**H7: Customer satisfaction mediates the relationship between service quality and customer loyalty.**

**3. Method, Data, and Analysis**

Based on the concepts and variables to be explored in research on the brand image, service quality, customer satisfaction, and brand loyalty influence on coffee products, the suitable type of study is quantitative research. The people who bought coffee items are the population of this study with primary data used. From (Sekaran & Bougie, 2016) primary data is information derived directly from sources for data collection. It includes making a questionnaire to ask consumers of coffee products directly about brand image, service quality, customer satisfaction, also brand loyalty. From observation by making direct observations of consumer behavior when buying or using coffee products.

The respondents in this study were 286. The Slovin formula is the method that is often used to determine the sample size needed in research whenever the population is huge also its characteristics are not known in detail (Sugiyono, 2015). The formula is:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

N = sample size.

N = population size.

e = the desired margin of error in decimal proportions.

If the researcher has a population of 1,000,000 consumers of coffee products and wants to use an error rate of 5% (0.05), it is calculated using the necessary sample size using the Slovin formula:

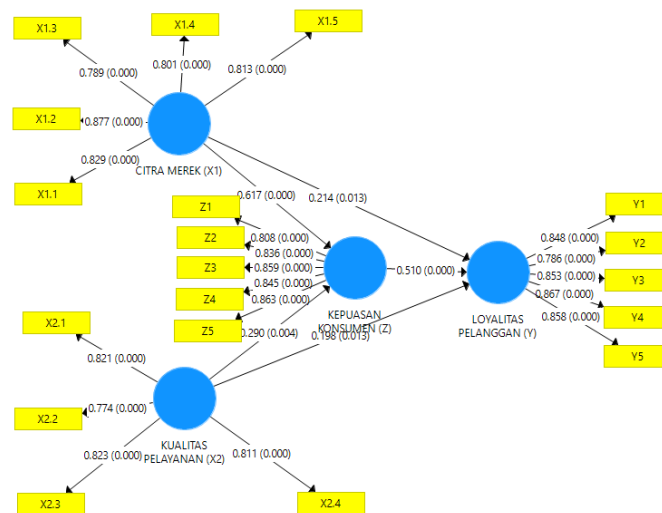
$$\begin{aligned} n &= \frac{N}{1 + N(e)^2} \\ n &= \frac{1.000.000}{1 + 1.000.000 (0,05)^2} \\ n &= \frac{1.000.000}{1 + 2.500} \\ n &= \frac{1.000.000}{2.501} \\ n &= 286 \end{aligned}$$

This study's data analysis method using SMARTPLS software is Partial Least Squares (PLS), which have the advantage in requiring comparatively fewer samples for analysis. Additionally, the SMARTPLS approach is more powerful since it does not rely on the assumptions, also can test SEM models with a variety of scales, including ratio, likert and more Harahap (2020). There are two external and internal models in PLS-SEM analysis.

**4. Result and Discussion**

**Analysis SEM-PLS Outer Model**

Through the using of SmartPLS 3.0 application, SEM-PLS data analysis techniques were employed to test the hypothesis. The PLS program scheme that was tested is listed below:



**Figure 1. Outer Model**

The validity, reliability also multicollinearity are testes as the part of outer model to specify the link among latent variables and indicators.

**Convergen Validity – Outer Loading**

*If the outer loading valua of indicator is >0.7, it is considered to satisfy convergent validity in a good category. The outer loading value of every indicator on variables' study as follows.*

**Table 1. Outer Loading Value**

Variable	Indikator	Outer Loading
Brand Image (X1)	X1.1	0,829
	X1.2	0,877
	X1.3	0,789
	X1.4	0,801
	X1.5	0,813
Service Quality (X2)	X2.1	0,821
	X2.2	0,774
	X2.3	0,823
	X2.4	0,811
Customer Satisfaction (Z)	Z.1	0,808
	Z.2	0,836
	Z.3	0,859
	Z.4	0,845
	Z.5	0,863
Customer Loyalty (Y)	Y.1	0,848
	Y.2	0,786
	Y.3	0,853
	Y.4	0,867
	Y.5	0,858

Source: Primary Analysis Data, 2023

*From the table above shows that every indicator variable has an outer loading value > 0.7. it is thought that a measurement scale loading value of 0.5-0.6 is adequate to satisfy the convergent validity requirements. All of the variable indicators are deemed valid in the study also can be used*

in additional study. From the data above where none of the indicators have an outer loading value  $<0.5$  (Chin, 2015).

#### Convergent Validity - AVE

Evaluating discriminant validity, specifically determining whether a statement qualifies as valid in discriminant validity if the AVE value is  $>0.5$ . the AVE values in each variable are below:

**Table 2. Average Variance Extracted Value**

Variable	AVE (Average Variance Extracted)	Description
Brand Image (X1)	0,676	Valid
Service Quality (X2)	0,652	Valid
Customer Satisfaction (Z)	0,710	Valid
Customer Loyalty (Y)	0,710	Valid

Source: Primary Analysis Data, 2023

According to the table, each variable had an AVE value of  $>0.5$ , where the values of each variable are: 0.676 for Brand Image, 0.625 for service quality, 0.710 for customer satisfaction and loyalty. It shows that, in terms of discriminant validity, each variable may be considered valid.

#### Reliabilitas Test

According to Abdullah and Hartono (2015), a reliability test indicated the degree of stability and consistency of measuring tools or study instruments while assessing a concept or construct. The Cronbach Alpha and Composite Reliability are used for the reliability test.

**Table 3. Composite Reliability**

Variable	Composite Reliability
Brand Image (X1)	0,912
Service Quality (X2)	0,882
Customer Satisfaction (Z)	0,924
Customer Loyalty (Y)	0,924

Source: Primary Analysis Data, 2023

From the table above shows that all variable of this study has composite reliability values  $>0.7$ . where the 0.912 is for brand image, 0.882 for service quality and each 0.924 for customer satisfaction and loyalty. It indicated that every variable has satisfied the composite reliability, so it concluded that every variable has a high degree of dependability.

**Table 4. Cronbach Alpha**

<b>Variabel</b>	<b>Cronbach Alpha</b>
Brand Image (X1)	0,880
Service Quality (X2)	0,823
Customer Satisfaction (Z)	0,898
Customer Loyalty (Y)	0,898

Source: Primary Analysis Data, 2023

From the table shows that all the variable have Cronbach Alpha Value  $>0.7$ , it indicated that the value satisfies the necessary criteria to be considered reliable for all the constructs.

#### Multicollinearity Test

The VIF and tolerance vale show the result of multicollinearity test. When the cutoff value is equal or  $>0.7$ , it indicated a tolarance value  $>0.1$ , multicollinearity can be identified. The VIF value is shown below.

**Table 5. Colinearity Statistic (VIF)**

	<b>Customer Satisfaction (Z)</b>	<b>Customer Loyalty (Y)</b>
Brand Image (X1)	2,643	4,140
Service Quality (X2)	2,643	2,974
Customer Satisfaction (Z)		3,938
Customer Loyalty (Y)		

Source: Primary Analysis Data, 2023

From the table 5, it resulted that the VIF to know the multicollinearity test resulted that the Brand Image variable on Customer Loyalty of 4.140 and the Consumer Satisfaction variable as a mediator of 2.643. The value of Service Quality on Customer Loyalty is 2.974 and the Consumer Satisfaction variable as a mediator is 2.643. Then the value of Customer Satisfaction on Customer Loyalty is 3.938. Every variable satisfies the multicollinearity test since its cut off value is either  $>9.1$  or equal to the VIF value  $<5$ .

## Inner Model Analysis



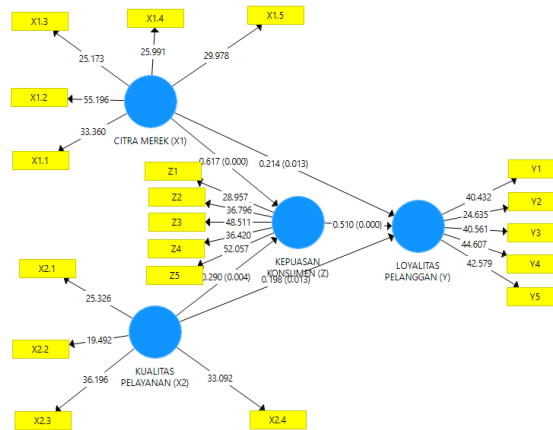


Figure 2. Inner Model

*Inner model* used to analyze the effect among one latent variable to another. The inner model testing can be done with several analysis, namely  $R^2$  (*R-square*), *Godness of Fit* (*Gof*) also *Path Coefficient*.

#### Goodness of Fit Test

To shows the connection among manifest also latent variables from the primary predictor, mediator also the outcome variables in a single complex model, structural model evaluation is done. There are 2 test in the model goodness test, *R Square* ( $R^2$ ).

The *R-Square* or  $R^2$  shows the effect of exogenous variables on endogenous variables. The higher  $R^2$  score indicated the higher degree of determination. The model can be classified as strong to weak according to the  $R^2$  values of 0.75, 0.50 and 0.25 (Ghozali, 2015). The value of coefficient determination is below.

Table 6. *R-Square* Value

	<i>R-Square</i>	<i>R-Square Adjusted</i>
Customer Satisfaction (Z)	0,746	0,744
Customer Loyalty (Y)	0,753	0,750

Source: Primary Analysis Data, 2023

According to the table, *R-square* wit the value of 0.753 or 75.3% used to determine how much the brand image and service qualitu influence the customer loyalty and the Consumer Satisfaction variable as a mediator, it valued of 0.746 or 74.6%. It concluded that the connection is strong.

#### Hypothesis Test

The coefficient path value table for direct effect also the particular indirect effects table for indirect effects (mediation) can be used for hypothesis testing in this study.

#### Path Coefficient Test

The bootstrapping method used, one can test the path coefficient by comparing the original value acquired form the process with the *t* statistics or *p* values (critical ratio). A direct influence among variable shown from the *p* value  $< 0.05$ , whenever no direct influence is indicated by the *p* value  $> 0.05$ . the *t*-statistic 1.96 (significant level – 5%) is the significance value employed in the



study. There is considerable influence whenever the t-statistic value is  $>1.96$ . The coefficient path value shows below.

**Table 7. Path Coefficient (Direct Effect)**

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Brand Image (X1) -> Customer Loyalty (Y)	H1	0,214	2,480	0,013	Positive Significant
Service Quality (X2) -> Customer Loyalty (Y)	H2	0,198	2,495	0,013	Positive Significant
Brand Image (X1) -> Consumer Satisfaction (Z)	H3	0,617	6,864	0,000	Positive Significant
Service Quality (X2) -> Consumer Satisfaction (Z)	H4	0,290	5,807	0,004	Positive Significant
Consumer Satisfaction (Z) -> Customer Loyalty (Y)	H5	0,510	6,648	0,000	Positive Significant

Source: Primary Analysis Data, 2023

Table 7 explained below:

1. The first hypothesis tests whether brand image has a positive and significant effect on customer loyalty. It shows the p-value is 0.013, an effect of 0.214 and the t-statistic value is 2.480. t-statistic  $>1.96$  and p-values  $<0.05$ . It concluded that there is notable impact of the brand image on customer loyalty.
2. The second hypothesis tests whether service quality has a positive and significant effect on customer loyalty. It shows that the p-value of 0.013, and effect of 0.198 and the t-statistic value is 2.495. t-statistic  $>1.96$  and the p-values  $<0.05$ . It concluded that there is a significant connection among the service quality hypothesis and customer loyalty.
3. The third hypothesis tests from brand image positively and significantly affected the customer satisfaction. The t-statistic value of 6.864 with an effect of 0.617 and the p-value of 0.000 is displayed in the table. T-statistic  $>1.96$  and p-values  $<0.05$ . It concluded that there is notable impact of brand image on customer satisfaction.
4. The fourth hypothesis tests from service quality positively and significantly effected the customer satisfaction. The t-statistic value of 5.807, an effect of 0.290 and p-value of 0.004 are shows in the table. T-statistic  $>1.96$  and p-balues  $<0.05$ . It concluded that there is a considerable impact of the service quality on customer satisfaction.
5. The fifth hypothesis tests whether customer satisfaction positively and significantly effected the customer loyalty. The t-statistic value of 6.648, the effect of 0.510 and the p-value of 0.000 are displayed above. T statistic  $>1.96$  and p-values  $<0.05$ . It concluded that there is notable impact of the cutomer satisfaction hypothesis on customer loyalty.

#### *Indirect Effect Test*

The result of the specific indirect effect shows where indirect effect testing is the next stage. The p-value of less than 0.05 indicated significance. It shows the mediator variable mediates the effect of exogenous variable on an endogenous variable, the effect is indirect. P-values  $>0.05$  denote

insignificance. It shows that the mediator variable does not medrated the effect of external variable of endogenous variable. The impact is direct. Below is the Specific Indirect Effect value.

**Table 8. Specific Indirect Effect**

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Brand Image (X1) -> Consumer Satisfaction (Z) -> Customer Loyalty (Y)	H6	0.314	5,422	0,000	Positive Significant
Service Quality (X2) -> Customer Satisfaction (Z) -> Customer Loyalty (Y)	H7	0.148	2.318	0,021	Positive Significant

Source: Primary Analysis Data, 2023

From the table above, the interpretation are:

1. The sixth hypothesis tests whether customer satisfaction mediates the relationship among brand image and customer loyalty. The t-statistic value is 5.422 with an effect of 0.314 and a p-value of 0.000. It stated that the brand image positively and significantly effect on customer loyalty mediated with customer satisfaction, which accepted with the t-statistic value  $>1.96$  and p-value  $<0.05$ .
2. The seventh hypothesis tests whether customer satisfaction as the mediating factor among service quality also customer loyalty. From the table, the t-statistic value is 2.318, the p-value is 2.318, the p-value is 0.0021, and the effect size is 0.148. the t-statistic value  $>1.96$  also p-value  $<0.05$ , it indicate a significant association among service quality and customer loyalty which mediated from customer satisfaction.

## Discussion

### The Effect of Brand Image on Customer Loyalty

The p-value of 0.013  $<0.05$  as the result. In line with (Kuswati, Putro, et al., 2021) stated that brand image significantly and favorably influences customer loyalty. It conclude that this study confirms findings from earlier studies.

The stronger brand image of coffee products would foster customer loyalty, customer loyalty is predicted to increase with a greater brand image. Customers who are loyal to a brand will make more purchases, refer the brand to those closest to them and choose it first.

### The Effect of Service Quality on Customer Loyalty

Customer loyalty is positively and significantly impacted by service quality. The p-value of 0.013  $<0.05$  support this. In line with (Bilal & Achmad, 2023) and (Wattoo & Iqbal, 2022) where the findings indicate that customer loyalty is positively and significantly impacted the service quality. It concluded that this study confirms the previous studies.

Kotler and Keller (2016: 430), customer loyalty will be increased if the employees of a company increase if the employees of a company are able in providing the best for customers, understand what customers need, create personal relationships with customers, and provide the best quality service to solve customer problems. Therefore, the company is crucial to provide the best to its customers by providing the best service and being able to meet customer expectations then the costumer will be loyal also not switch into other products.

### The Effect of Brand Image on Consumer Satisfaction

Customer satisfaction is positively and significantly impacted the brand image. The fact that the p-value is 0.000  $<0.05$  is the evidence. This research is in line with

(Kuswati, Triyulianto Putro, et al., 2021) and (Pavita Indraswari et al., 2023) stated the finding areas indicate the customer satisfaction is positively impacted from the brand image. It concluded that this study confirm previous study.

(Wildan Ardiansyah & Nilowardono, 2019) said that image plays important part in the marketing product cause it affected the customer loyalty and satisfaction by influencing expectation and perceptions about the products or services being delivered. It demonstrated that the critical role brand image influencing consumer satisfaction.

### **The Effect of Service Quality on Customer Satisfaction**

Customer satisfaction is positively and significantly impacted from service quality. The p-value of  $0.004 < 0.05$  is the evidence. In line with (Dewi et al., 2021) and (Bungatang & Reynel, 2021) where the study finding shows that customer satisfaction is positively and significantly impacted by service quality. It is said that this study confirms findings from previous studies.

Consumer satisfaction from coffee products can be improved through improving service quality. Improving service quality can be done by maintaining and improving waiter courtesy, friendly attitude, willingness to solve problems and personal attention so that consumers feel comfortable and satisfied with the services provided.

### **The Effect of Customer Satisfaction on Customer Loyalty**

Customer satisfaction significantly and positively affects customer loyalty. The p-value of  $0.000 < 0.05$  is the evidence. In line with (Hwang et al., 2021) where the consumer Satisfaction has a positive and significant effect on Customer Loyalty. So the conclusion is this study supports previous research.

Coffee products's customer will be more loyal, if customers get higher satisfaction. To maintain and mobilize customer loyalty, coffee customer satisfaction must be further improved. Enhancing service quality can lead to higher customer satisfaction. Several sign must be considered such as tangible proof, dependability, assurance, responsiveness also attention.

### **The Effect of Brand Image on Customer Loyalty Mediated by Consumer Satisfaction**

From the results of the calculation, it shows the Customer Satisfaction could mediate the effect of Brand Image on Customer Loyalty. The p-value of  $0.000 < 0.05$  is the evidence. In line with (Hwang et al., 2021) and (Lisabel Malelak et al., 2021) which found that Customer Satisfaction can mediate the relationship between Brand Image and Customer Loyalty. The conclusion is this study support recent study. The higher the coffee consumer satisfaction caused by the better the coffee brand image, it can increase customer loyalty.

### **The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction**

The findings indicate that the relationship among service quality and customer loyalty can be mediated from customer satisfaction. The fact that the p-value is  $0.021 < 0.05$  is the evidence. In line with (Ali et al., 2021) and (Kusumastuti & Setyawan, 2023) which discovered that connection among service quality and client loyalty can be mediated by customer satisfaction. It is said that this study confirms findings from earlier studies.

Realizing customer loyalty is possible first contentment is established and customer satisfaction can occur if the customer is satisfied. first and customer satisfaction can occur if the perceived value of customer service quality is higher.

customer service quality is getting higher. If customer resilience is getting higher, then customer loyalty will be easier to realize.

### 5. Conclusion and Suggestion

Customer loyalty is positively and significantly impacted by brand image. The stronger coffee brand products ability to foster customer loyalty, the more likely it is that consumer loyalty will improve. Customer loyalty is positively also significantly impacts the service quality. If a company's staff can give its clients the greatest possible service, comprehend the customer needs, personal relationship improvement also addressing the solution with the most possible quality, then the customer loyalty will rise. The higher the satisfaction of coffee consumers caused by the better the coffee brand image, it can increase customer loyalty. Realizing the customer loyalty is possible if its first contentment is established and customer satisfaction can occur if customer satisfaction is realized first. satisfaction first and customer satisfaction can occur if the perceived value of customer service quality is higher. customer service quality is getting higher. If customer resilience is getting higher, then customer loyalty will be easier to realize.

### Suggestions

1. Further research is better to use interview and observation methods in order to get complete answers from respondents.
2. The further research can include more elements that have the potential to repurchase interest such as price and promotional strategies.

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