

EFFECTS OF PRODUCT, SERVICE QUALITY, AND DIGITAL MARKETING ON KOPI KENANGAN BATAM CUSTOMERS LOYALTY

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Abstract

The coffee industry in Indonesia is a high-potential economic sector that can drive quality economic growth. The aim of this study is to analyze the effects of product and service quality and digital marketing on the satisfaction, trust, and loyalty of Kopi Kenangan customers especially in Batam. A descriptive and causality quantitative approach is used with SEM-PLS method, which involves descriptive analysis, outer and inner model, and also hypothesis testing. With a sample of 125 Kopi Kenangan customers across Batam City, this study found that the model has good validity and reliability. The analysis shows that trust significantly mediates loyalty, which is driven by service quality and digital marketing. Satisfaction indirectly affects loyalty by shaping trust. Practically speaking, companies should prioritize building trust through personalized service and consistent digital marketing. Theoretically, this study enriches insights into customers behavior in the digital era coffee industry.

Keywords:

Product Quality, Service Quality, Digital Marketing, Coffee Industry, Customer Loyalty

Introduction

The coffee shop industry in Indonesia is experiencing rapid growth, marked by the proliferation of coffee shops in various cities and the increasing nationwide coffee consumption. This trend not only reflects the growing demand but also highlights the intensifying competition among business players. Since 2016, coffee consumption in Indonesia has experienced significant growth. National coffee consumption increased by 10.54%, rising from 250,000 tons in 2016 to 276,000 tons in 2017, according to data from the Ministry of Agriculture (2018). It is projected that coffee consumption will continue to grow by an average of 27,000 tons annually until 2021, with total coffee production reaching 775,000 tons. Based on Table 1. below, the International Coffee Organization (ICO) reports that Indonesia currently ranks fourth among the world's largest coffee producers, contributing 7.1% of global coffee production. Brazil, Vietnam, and Colombia occupy the first, second, and third positions respectively, with larger shares of production.

Table 1. Global Coffee Production by Country in 2020

No.	Country	Production Total (in thousand, /@60kg)	Percentage (%)
1.	Brazil	69,000	39,3%
2.	Vietnam	29,000	16,5%
3.	Colombia	14,300	8,1%
4.	Indonesia	12,400	7,1%
5.	Ethiopia	7,375	4,2%
6.	Others	43,572	24,8%
	Total	175.647	100,0%

Source, ICO (International Coffee Organization)

This phenomenon underscores the critical importance for businesses to remain competitive in a dynamic industry. Enhancing service quality and fostering customer loyalty are two essential strategies that companies can adopt to maintain their market position (Pangestu & Tuti, 2022). Batam was selected as the research location due to its status as one of Indonesia's fastest-growing urban areas and a major economic hub. The city's strategic location, dynamic population, and increasing number of modern coffee shops make it an ideal setting to study customer behavior and loyalty in a competitive retail environment.

Table 2. Top Brand Index Coffee Shop

Top Brand Index Phase 2021-2022		
Brand	2021	2022
Kopi Kenangan	36,7%	42,6%
Janji Jiwa	39,5%	38,3%
Kulo	12,4%	10,2%
Fore	6,4%	6,5%

Source, Top Brand Award 2022

Kopi Kenangan was selected as the research object due to its rapid growth and strong market share as a leading local coffee brand in Indonesia. Founded in 2017 by Edward Tirtanata, James Prananto, and Cynthia Chaerunnisa, Kopi Kenangan has grown rapidly

from one store in Jakarta to more than 230 stores in two years. This success is supported by major investments from Alpha JWC (IDR 121 billion) and Sequoia India (IDR 288 billion), as well as an expansion target of 1,000 stores by 2021. With the philosophy of the name to leave a lasting impression. Kopi Kenangan, as one of the prominent local brands, based on the Table 2. Above, Kopi Kenangan managed to dominate the market with a 42.6% share in 2022, outperforming several major competitors. This success is driven by factors such as product quality, excellent service, and effective digital marketing strategies is a key to understanding customer needs and maintaining their position amidst fierce competition in the coffee industry. In the coffee shop industry, product quality, service quality, and digital marketing are critical factors influencing customer satisfaction and loyalty. Kopi Kenangan is committed to delivering high-quality coffee by carefully selecting ingredients, maintaining hygienic processing practices, and adhering to strict standards. These efforts contribute to a satisfying customer experience and a trusted brand image.

Previous research highlights the significant role of product quality in creating customer satisfaction, which in turn fosters (Kotler & Armstrong in Sutrisno et al., 2022). Service quality is also considered a critical determinant of customer loyalty (Prabowo & Mahfudz, 2021), while digital marketing has been shown to enhance customer engagement and strengthen brand relationships (Khoirunnisa & Riva'i, 2023). Therefore, to maintain its competitive position, Kopi Kenangan must consistently uphold these three aspects. This study aims to examine the influence of product quality, service quality, and digital marketing on customer satisfaction and trust in building customer loyalty at Kopi Kenangan in Batam City.

Several studies have explored the factors contributing to customer satisfaction and loyalty across different business settings. (Saputra et al., 2024) found that facilities and service quality positively affect customer satisfaction at Kopi Kenangan in Bekasi, while price did not show a significant influence. Similarly, (Junifanto et al., 2023) identified brand image, lifestyle, and word of mouth as significant determinants of purchasing decisions in Surabaya. In Tangerang, (Diwirya, 2023) reported that price, facilities, and service quality both individually and simultaneously impact customer satisfaction.

According to (Iskandar et al., 2023), effective marketing significantly influences customer satisfaction and trust, thereby enhancing loyalty, while service quality had no significant effect on satisfaction. In SMEs, (Prakoso et al., 2023) highlighted that positive online customer experience and high product quality strongly impact loyalty, in contrast to service quality, which showed no similar effect. (Magerite & Wangke, 2022) also emphasized the importance of product quality and strategic location in driving customer satisfaction at Kopi Kenangan in Manado. Meanwhile, (Handayani & Hidayat, 2022) found that product quality, pricing, and digital marketing significantly affect customer satisfaction in the beauty industry. Similarly, (Delima et al., 2019) in the context of online shopping platforms, revealed that product quality, service quality, promotion, pricing, and brand image significantly contribute to customer satisfaction, ultimately leading to loyalty.

In light of the research background and prior studies, this research aims to explore several key questions; How do product quality and service quality at Kopi Kenangan in Batam influence customer satisfaction, trust, and loyalty, to what extent do satisfaction and trust, as influenced by digital marketing strategies, contribute to building customer loyalty toward the Kopi Kenangan brand in Batam. Furthermore, this study investigates how customer

satisfaction and trust mediate the relationship between product and service quality and customer loyalty.

Research Method

A descriptive and causal quantitative approach is employed in this study to systematically examine and explain the relationships among key variables. The descriptive aspect aims to provide an overview of customer characteristics, behaviors, and perceptions related to product quality, service quality, and digital marketing. Meanwhile, the causal approach is used to test hypotheses regarding the direct and indirect effects of these variables on customer satisfaction, trust, and loyalty. By combining both descriptive and causal perspectives, this research offers a comprehensive understanding of the factors influencing customer loyalty in the context of Kopi Kenangan in Batam.

Primary data were collected through the distribution of structured questionnaires to Kopi Kenangan customers across Batam. Respondents were selected using a purposive sampling technique and accidental sampling based on specific criteria, namely individuals who had made purchases at least five times in the past month or a customer that has been a member of Kenangan Loyalty on mobile app. A total of 125 respondents participated in the study, with the sample size determined using Lemeshow's formula due to the unknown population size. This approach ensures that the data gathered is both relevant and representative of frequent shoppers, providing a reliable basis for analyzing customer behavior and perceptions.

Table 3. Variables Operational

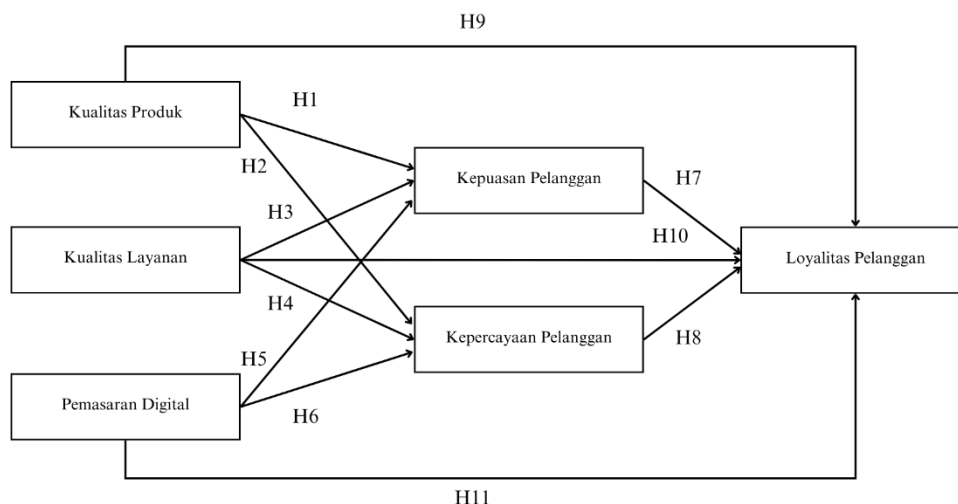
Variables	Indicator	Scale	References
Independent Variables			
X1: Product Quality	1. Performance 2. Features 3. Reliability 4. Durability	Likert (1-4)	(Riswandani & Mahargiono, 2023), (Delima et al., 2019)
X2: Service Quality	1. Reliability 2. Responsiveness 3. Assurance 4. Tangible	Likert (1-4)	(Immawati & Rauf, 2020)
X3: Digital Marketing	1. Effectiveness 2. Trendiness/up to date 3. Information clearness	Likert (1-4)	(Wati et al., 2020), (Haudi et al., 2022)
Dependent Variables			
Y1: Customer Satisfaction	1. Compatibility of product or service expectations 2. Repurchase interest 3. Willingness to recommend	Likert (1-4)	(Saputra et al., 2024)
Y2: Customer Trust	1. Integrity 2. Benevolence 3. Competence	Likert (1-4)	(Yusra & Rizki, 2021), (Prabowo & Mahfudz, 2021)

Z: Customer Loyalty	<ol style="list-style-type: none"> 4. Brand trust 1. Repurchase intention 2. Willingness to recommend 3. Brand loyalty 	Likert (1-4)	(Kevin & Anandya, 2021)
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Source, Author Processed Data (2025)

Based on Table 3. above the research includes three independent variables and three dependent variables, the independent variables are product quality (X1), service quality (X2) and digital marketing (X3). Product quality is measured by indicators such as performance, features, reliability and durability. Service quality is assessed through aspects such as reliability, responsiveness, security and tangible elements. Meanwhile, digital marketing quality is assessed on the basis of the effectiveness, trendiness and clarity of the information presented. The dependent variables include customer satisfaction (Y1), customer trust (Y2) and customer loyalty (Z). Customer satisfaction is measured by indicators such as fulfilment of expectations, intention to repurchase and willingness to recommend the brand. Customer trust includes components such as integrity, benevolence, competence and confidence in the brand. Finally, customer loyalty is analyzed in terms of willingness to repurchase, willingness to recommend and overall brand loyalty. These variables are measured using a four-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (4). The decision to use a four-point scale instead of the more common five- or seven-point scales was intentional. It eliminates the neutral midpoint, encouraging respondents to make a clear choice. This modification reduces ambiguity and social desirability bias, which can occur when respondents select a neutral option to avoid expressing a definitive opinion. By ensuring directional responses, the scale improves the clarity and reliability of the data, especially in studies of perceptions, attitudes, and satisfaction levels.

Figures 1. Research Framework



Source, Author Processed Data (2025)

Based on research framework that proposed on Figures 1. above, eleven hypotheses were put to the test; product quality exerts an influence on customer satisfaction (H1), product quality exerts an influence on customer trust (H2), service quality exerts an influence on customer satisfaction (H3). service quality exerts an influence on customer trust (H4), digital marketing exerts an influence on customer satisfaction (H5), digital marketing exerts an influence on customer trust (H6), customer satisfaction exerts an influence on customer loyalty (H7), customer trust exerts an influence on customer loyalty (H8), product quality exerts an influence on customer loyalty (H9), service quality exerts an influence on customer loyalty (H10), digital marketing exerts an influence on customer loyalty (H11)

To analyze the data, this study employs a quantitative approach utilizing Partial Least Squares Structural Equation Modeling (SEM-PLS) with SmartPLS 4 software, as this method allows for testing the relationships between variables simultaneously, both direct and indirect. Additionally, SEM-PLS is well-suited for research with complex models and relatively small sample sizes, and it can effectively handle non-normally distributed data. The analytical process commences with descriptive statistics, which are employed to provide a comprehensive overview of the demographic characteristics of the respondents and the general distribution of the data. Next, the outer model is evaluated to test the validity and reliability of the measurement instruments through convergent validity, discriminant validity, Cronbach's alpha and composite reliability. The inner model is then analyzed to assess the strength and predictive relevance of the structural relationships using R^2 (r-square), F^2 (effect size), and Hypothesis testing in this study was carried out using the bootstrapping method through SmartPLS version 4 software to identify direct and indirect effects between variables, using t-statistic values and p-values at a significance level of 5% ($p < 0.05$), and the hypothesis is accepted if the t-statistic value is > 1.96 (Ghozali in Wicaksono, 2021) to ascertain the support for the proposed hypotheses.

Results and Discussion

Descriptive Analysis Results

This study involved 125 respondents who are active customers of Kopi Kenangan in Batam, with a purchase frequency of more than five times a month. Based on Table 4. below majority of respondents were female (69.6%) and within the productive age range of 33-39 years old (40.8%). This finding shows that contemporary coffee drinks have a strong appeal among productive-age women who are socially and professionally active. Their preferences for Kopi Kenangan products and ambience are considered to be in line with their lifestyle, so this information is important as a basis for formulating marketing strategies that are more targeted and relevant to this dominant market segment.

Table 4. Respondent Characteristic

Characteristic	Numbers	Percentage (%)
Gender		
Male	38	30,4%
Female	87	69,6%
Age Range		
17-24	22	17,6%
25-32	26	20,8%

33-39	51	40,8%
40+	26	20,8%
Number of Purchase		
More than a 5 purchase in a month	125	100%

Source, Author Processed Data (2025)

Validity Test Results

Table 5. Outer Loadings

	PQ	SQ	DM	CS	CT	CL
PQ 1	0.912					
PQ 2	0.953					
PQ 3	0.916					
PQ 4	0.902					
SQ 1		0.907				
SQ 2		0.872				
SQ 3		0.889				
SQ 4		0.899				
DM 1			0.885			
DM 2			0.853			
DM 3			0.869			
DM 4			0.867			
CS 1				0.876		
CS 2				0.852		
CS 3				0.796		
CS 4				0.842		
CT 1					0.936	
CT 2					0.939	
CT 3					0.926	
CT 4					0.805	
CL 1						0.994
CL 2						0.966
CL 3						0.989
CL 4						0.973

Source, Author Processed Data (2025)

Note: (PQ) Product Quality, (SQ) Service Quality, (DM) Digital Marketing, (CS) Customer Satisfaction, (CT) Customer Trust, (CL) Customer Loyalty

Based on the Table 5. all of the indicators for each variable in this model have a loading factor value greater than 0.7, indicating that they meet the criteria for convergent validity. Specifically, the loadings in Table 3 range from 0.796 to 0.994. These values indicate that each indicator strongly correlates with its construct. Therefore, the instruments used are valid and suitable for further analysis.

Reliability Test Results

Table 6. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	AVE
Product Quality (X1)	0.940	0.940	0.848
Service Quality (X2)	0.914	0.916	0.796
Digital Marketing (X3)	0.892	0.893	0.755
Customer Satisfaction (Y1)	0.863	0.864	0.709
Customer Trust (Y2)	0.923	0.926	0.816
Customer Loyalty (Z)	0.987	0.987	0.962

Source, Author Processed Data (2025)

Based on the Table 6. above, all constructs in this model have met the convergent validity criteria, as indicated by an AVE value above 0.5. These values range from 0.709 to 0.962, suggesting that each construct effectively explains the variance of its indicators. Regarding reliability, the Cronbach's alpha values for all constructs are adequate to excellent, ranging from 0.863 to 0.987. Similarly, all composite reliability values exceed the 0.7 threshold. Based on these results, it can be concluded that each construct has high internal consistency. Therefore, this research instrument is valid and reliable for further analysis.

Inner Model Analysis Results

Table 7. R-Square Value

Dependent Variable	R-Square	R-Square Adjusted	Description
Customer Satisfaction (Y1)	0.932	0.931	Very Strong
Customer Trust (Y2)	0.864	0.861	Very Strong
Customer Loyalty (Z)	0.643	0.628	Good

Source, Author Processed Data (2025)

Based on Table 7. the results of the R-square analysis show that the model has a strong predictive ability for customer satisfaction (93.2%) and customer trust (86.4%) and a moderate ability for customer loyalty (64.3%). These results suggest that the independent variables in the model can explain most of the variation in customer satisfaction, trust, and loyalty.

Table 8. F-Square Value

	X1	X2	X3	Y1	Y2	Z
Product Quality (X1)				0.431	0.003	0.017
Service Quality (X2)				0.249	0.426	0.000
Digital Marketing (X3)				0.059	0.090	0.133
Customer Satisfaction (Y1)						0.000
Customer Trust (Y2)						0.067
Customer Loyalty (Z)						

Source, Author Processed Data (2025)

Based on the F-Square analysis results above, product and service quality are the main factors influencing customer satisfaction and trust. Product quality strongly influences customer satisfaction and moderately influences trust and loyalty. Service quality strongly influences customer trust and moderately influences satisfaction. In contrast, digital marketing variables and mediating variables, such as customer satisfaction and trust, have only a minimal effect on loyalty. These findings underscore the importance of improving product and service quality as key strategies for fostering positive customer experiences and cultivating long-term relationships.

Hypothesis Testing Results

Table 9. Path Coefficient Analysis

	Coeff (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Stat.	P Values	Description
PQ > CS (H1)	0.500	0.498	0.055	9.018	0.000	Significant
PQ > CT (H2)	0.056	0.044	0.095	0.588	0.557	Not Significant
SQ > CS (H3)	0.323	0.320	0.053	6.106	0.000	Significant
SQ > CT (H4)	0.599	0.606	0.089	6.741	0.000	Significant
DM > CS (H5)	0.172	0.177	0.055	3.14	0.002	Significant
DM > CT (H6)	0.301	0.305	0.073	4.108	0.000	Significant
CS > CL (H7)	-0.028	-0.050	0.248	0.113	0.910	Not Significant
CT > CL (H8)	0.484	0.492	0.153	3.159	0.002	Significant
PQ > CL (H9)	-0.279	-0.267	0.19	1.473	0.141	Not Significant
SQ > CL (H10)	0.006	-0.004	0.134	0.047	0.962	Not Significant
DM > CL (H11)	0.622	0.629	0.242	2.575	0.010	Significant

Source, Author Processed Data (2025)

Note: (PQ) Product Quality, (SQ) Service Quality, (DM) Digital Marketing, (CS) Customer Satisfaction, (CT) Customer Trust, (CL) Customer Loyalty

Based on Table 9., seven of the eleven hypotheses proved significant. Product quality, service, and digital marketing positively affect customer satisfaction and trust. Trust is an important mediator in shaping loyalty. In contrast, satisfaction had no direct effect on loyalty.

These results theoretically reinforce the importance of trust in building customer loyalty and introduce a new dimension through the role of digital marketing. From a practical standpoint, the findings provide Kopi Kenangan Batam with a strategic basis to focus on improving quality and digitalizing services to foster customer trust and long-term loyalty.

Specific Indirect Effects Testing Results

Table 10. Specific Indirect Effects

	Coef (O)	Sample Mean (M)	Standard deviation (STDEV)	T Stat.	P Values	Description
PQ > CS > CL	-0.014	-0.028	0.124	0.113	0.91	Not Significant
PQ > CT > CL	0.027	0.021	0.049	0.558	0.577	Not Significant
SQ > CS > CL	-0.009	-0.016	0.082	0.11	0.913	Not Significant
SQ > CT > CL	0.29	0.298	0.104	2.799	0.005	Significant
DM > CS > CL	-0.005	-0.006	0.044	0.109	0.913	Not Significant
DM > CT > CL	0.146	0.151	0.061	2.402	0.017	Significant

Source, Author Processed Data (2025)

Note: (PQ) Product Quality, (SQ) Service Quality, (DM) Digital Marketing, (CS) Customer Satisfaction, (CT) Customer Trust, (CL) Customer Loyalty.

The results of the indirect effect test in Table 10. indicate two significant mediation paths: Service Quality > Customer Trust > Customer Loyalty, with a coefficient value of 0.29, a T-statistic of 2.799, and a p-value of 0.005; and Digital Marketing > Customer Trust > Customer Loyalty, with a coefficient value of 0.146, a T-statistic of 2.402, and a p-value of 0.017. All mediation paths through customer satisfaction, from service quality, product quality, and digital marketing variables to customer loyalty, are insignificant with a p-value greater than 0.05. Additionally, the path from Product Quality to Customer Trust to Customer Loyalty failed to show significance, with a p-value of 0.577. These results finds that customer trust is a stronger mediator than customer satisfaction in building customer loyalty, particularly with respect to the influence of service quality and digital marketing.

Discussion

Based on the findings of this study, it is evident that trust plays a pivotal role in fostering customer loyalty by significantly mediating the relationship between service quality and digital marketing. While both product and service quality positively contribute to customer satisfaction and trust, satisfaction alone does not directly lead to loyalty. This emphasizes that trust has a more dominant influence on shaping long-term customer relationships. These

results align with previous research. For example, Iskandar et al. (2023) found that marketing efforts significantly impact satisfaction and trust in the B2B context, which in turn strengthens loyalty. This supports the current study's emphasis on the indirect role of trust. Similarly, Handayani and Hidayat (2022) and Delima et al. (2019) confirm that digital marketing and product quality significantly affect customer satisfaction, contributing to loyalty when paired with other trust-building efforts.

Meanwhile, this study's finding that satisfaction is not a direct driver of loyalty contrasts with earlier findings by Saputra et al. (2024) and Diwiryana (2023), who saw satisfaction as a direct outcome of service and facility quality. This difference highlights a shift in customer behavior, suggesting that emotional and relational factors, such as trust, may now surpass transactional satisfaction in determining loyalty, particularly in competitive industries like food and beverage. While the finding that customer satisfaction does not directly affect loyalty contradicts the general theory, it can be explained by several factors. Satisfaction is temporary and rational, whereas loyalty requires emotional attachment and trust, which are built through consistent experiences. In a highly competitive industry, such as the coffee industry, customers, despite being satisfied, tend to try other brands due to the many choices and the influence of promotions. Additionally, today's customers are more discerning and do not easily form attachments based on just one positive experience. Therefore, trust plays a stronger role in shaping loyalty because it is long-term and has more to do with relationships than transactions.

Furthermore, this study's identification of digital marketing as a direct driver of trust and loyalty reinforces the claims of Prakoso et al. (2023), who emphasized the importance of digital engagement in shaping customer perceptions in SMEs. It also complements the findings of Magerite and Wangke (2022) that product quality and strategic location significantly impact satisfaction. This suggests that a holistic approach integrating physical product quality with a strong digital presence and trust-building strategies is essential. The finding that trust plays a stronger role than satisfaction in shaping loyalty aligns with the behavior of this demographic, who may be more discerning and brand-conscious. This group requires deeper emotional and relational engagement, extending beyond transactional satisfaction. Therefore, marketing strategies should specifically appeal to socially active women in their 30s. These insights justify the study's strategic recommendations, such as trust-building campaigns and digital marketing optimization, and serve as targeted managerial implications for sustaining loyalty in the most influential customer segment.

In conclusion, this study contributes to the ongoing discourse by highlighting trust as a key mechanism through which services and marketing efforts influence customer loyalty. The study also reaffirms the strategic role of digital marketing in modern customer relationship management.

Conclusion

Based on the findings, this study provides important contributions to theory and practice. Theoretically, it enriches the customer loyalty framework by identifying trust as a critical mediating variable, particularly in the contexts of service quality and digital marketing. This challenges traditional customer behavior models that viewed satisfaction as the primary precursor to loyalty, suggesting a shift toward the relational and emotional dimensions of loyalty in today's marketplace. In the Indonesian coffee industry, the study shows that digital

marketing drives trust and directly fosters loyalty, reinforcing its growing strategic role in modern customer engagement. Within the broader body of knowledge, this research advances our understanding of loyalty dynamics in fast-moving customer industries, particularly in Indonesia.

From a managerial standpoint, this study provides actionable insights for coffee brands like Kopi Kenangan. First, brands must prioritize building trust by offering consistent quality, transparency, and personalized interactions. Second, they should optimize their digital marketing efforts by leveraging social media, targeted content, and real-time engagement to foster deeper customer relationships. Third, enhancing service quality, both operationally and emotionally through hospitality and responsiveness, is essential to reinforcing satisfaction and trust. These implications are particularly significant for the broader Indonesian coffee market, where competition is intense and customers frequently switch brands.

However, this study has limitations. Using a single brand (Kopi Kenangan) in one location (Batam) and having a limited sample size of 125 respondents affects how generalizable the results are. Although purposive sampling ensures respondent relevance, it may introduce common method bias. This bias was mitigated through anonymous surveys and clear construct definitions. Furthermore, the cross-sectional design restricts the ability to infer long-term behavioral trends. Additionally, the study used accidental sampling, whereby respondents were selected from customers visiting the coffee shop while the author was conducting research. This method may cause the results to be less reflective of the entire Kopi Kenangan Batam customer population. Additionally, the study is limited by time because it was conducted over a specific period. Therefore, it does not describe long-term trends related to competition in the coffee shop industry.

Future research should consider conducting a comparative study of other coffee brands to determine if similar patterns of trust and digital engagement influence customer loyalty. Using a larger and more diverse sample, potentially from multiple cities or countries, would improve the study's generalizability. Additionally, future studies could employ longitudinal designs or introduce new variables, such as brand image, emotional engagement, and cultural influences, to gain deeper insights into the evolving landscape of customer loyalty.

In regard to the analysis methods used in this study, Structural Equation Modeling-Partial Least Squares (SEM-PLS) is employed. Although SEM-PLS is effective in testing relationships between variables, it has limitations in capturing cause-and-effect relationships in depth compared to other methods, such as experiments or longitudinal studies. Therefore, further research is expected to expand the scope of objects, consider additional variables, use more representative sampling methods, and take a more comprehensive approach to analysis.

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