

The Mediation Role of Customer Satisfaction in Building Coffee Lover Loyalty Driven by Service Quality Management

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Info Artikel

Article history:

Received June, 2026

Revised June, 2026

Accepted July, 2026

Kata Kunci:

Kedai Kopi; Kepuasan Pelanggan; Kualitas Layanan; Loyalitas Pelanggan

Keywords:

Coffee Shop; Customer Loyalty; Customer Satisfaction; Service Quality

ABSTRAK

Studi ini menyelidiki pengaruh kualitas layanan terhadap loyalitas pelanggan, dengan kepuasan pelanggan sebagai variabel mediasi untuk pelanggan kedai kopi. Dengan menggunakan kuesioner terstruktur, Pemodelan Persamaan Struktural (SEM) digunakan untuk menganalisis data yang dikumpulkan dari pelanggan kedai kopi. Hasil mediasi menunjukkan bahwa ketika kualitas layanan unggul menghasilkan pengalaman konsumsi yang memuaskan, pelanggan lebih cenderung menjadi loyal. Ini menunjukkan bahwa kepuasan pelanggan dan loyalitas pelanggan dipengaruhi langsung oleh kualitas layanan. Salah satu cara untuk mendorong loyalitas pelanggan melalui kepuasan pelanggan dalam industri kedai adalah melalui pemeriksaan kualitas layanan yang terintegrasi, menurut penelitian baru-baru ini. Penelitian ini berbeda dengan penelitian sebelumnya yang terutama berfokus pada efek langsung; sebaliknya, penelitian ini menunjukkan mekanisme penting di mana kepuasan pelanggan mengubah persepsi kualitas menjadi loyalitas pelanggan.

ABSTRACT

This study investigates the effect of service quality on customer loyalty, with customer satisfaction serving as a mediating variable for coffee shop customers. Using a structured questionnaire, Structural Equation Modeling (SEM) was employed to analyze data collected from coffee shop customers. The mediation results indicate that when superior service quality leads to a satisfying consumption experience, customers are more likely to become loyal. This indicates that customer satisfaction and customer loyalty are directly influenced by service quality. One way to foster customer loyalty through customer satisfaction in the coffee shop industry is through integrated service quality checks, according to recent research. This study differs from previous research that primarily focused on direct effects; instead, it highlights a crucial mechanism through which customer satisfaction transforms perceptions of quality into customer loyalty.

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1. INTRODUCTION

The coffee shop industry in Indonesia has experienced rapid growth over the past decade. Changes in people's lifestyles, increased domestic coffee consumption, and the growing culture of hanging out and working in cafes have driven a surge in the number of coffee shops, both managed by local brands and international chains. According to data from the Ministry of Industry of the Republic of Indonesia, national coffee consumption continues to show a positive trend in line with the growing middle class and the development of the digital economy. Beyond serving as a place to enjoy coffee, coffee shops have now transformed into social spaces, co-working spaces, and even lifestyle outlets for urban communities. This situation has led to increasingly fierce competition among coffee shop businesses, requiring companies to create a competitive advantage through improved product and service quality (H. J. Lee, 2022).

In the service industry, customer loyalty is a crucial factor in determining business sustainability. Loyal customers are more likely to make repeat purchases, provide positive recommendations to others, and have a higher tolerance for price changes and market competition (Richard L. Oliver, 1999). Various studies have shown that product quality and service quality are key factors influencing customer loyalty. Product quality, reflected in taste, consistency, menu variety, and attractive presentation, can enhance customers' positive perceptions of a coffee shop. Furthermore, service quality, including speed of service, employee friendliness, responsiveness, and the ability to meet customer needs, also contributes to a positive consumption experience (Konuk, 2019). Therefore, coffee shops need to ensure that the products and services they provide meet or even exceed customer expectations.

Although the relationship between product quality, service quality, customer satisfaction, and customer loyalty has been extensively researched, a research gap remains that requires further study. Most previous studies have focused on the direct influence of product quality and service quality on customer loyalty, while the indirect mechanism through customer satisfaction remains relatively limited, particularly in the context of the Indonesian coffee shop industry. Furthermore, post-pandemic changes in consumer behavior, including a preference for coffee, increased use of digital applications, and heightened customer expectations regarding service experiences, demand updated empirical evidence that is more relevant to current conditions, particularly for coffee shop customers (Fatimatuzzahro et al., 2026; Hollebeek & Andreassen, 2018). Therefore, this study aims to analyze the influence of product quality and service quality on customer loyalty, with customer satisfaction as a mediating variable for coffee shop customers. The results are expected to provide theoretical contributions to the development of service marketing literature and provide practical input for coffee shop managers in increasing customer loyalty sustainably.

2. LITERATURE REVIEW

2.1 *Perception of Service Quality*

In the context of the coffee shop industry, perceived service quality refers to customers' evaluations of the quality of service they receive during their interactions with service providers, from the ordering process and product presentation to complaint handling. Service quality is perceived through various aspects such as speed of service, barista friendliness and competence, comfortable environment, order accuracy, and employee ability to meet customer needs. According to the SERVQUAL model, perceived service quality is formed when perceived service performance meets or exceeds customer expectations (Parasuraman et al., 1988). In the increasingly competitive coffee shop industry, service quality has become a crucial differentiating factor, as customers are not just purchasing the coffee product, but also the overall consumption experience. Previous research has shown that high perceived service quality can increase customer satisfaction, strengthen emotional attachment to the brand, and foster customer loyalty through repeat business intentions and positive recommendations to others (Konuk, 2019; Meeprom &

Kokkhangplu, 2025; Saputra et al., 2024). Therefore, consistent service quality management is an important strategy for coffee shops to maintain customer satisfaction and loyalty.

Hypothesis 1 (H1): Perceived service quality has a positive effect on customer satisfaction.

Hypothesis 2 (H2): Perceived service quality has a positive effect on customer loyalty.

2.2 Customer Satisfaction

Customer satisfaction is one of the key factors in the success of a service business because it contributes to various positive outcomes, such as increased sales, customer retention, and the formation of long-term loyalty (Han & Hyun, 2017; Usman & Windarko, 2026). In recent years, the coffee shop industry has developed into a culinary business sector with very promising prospects along with increasing coffee consumption and changes in people's lifestyles (Saputra et al., 2024). The growing number of businesses in this industry has created increasingly fierce competition, requiring companies to focus more on meeting customer needs and expectations. In this environment, a coffee shop's ability to deliver value, experience, and quality that meet customer expectations is a crucial factor in creating customer satisfaction, which can ultimately increase business competitiveness (H. J. Lee, 2022; Meeprom & Kokkhangplu, 2025; Solimun & Fernandes, 2018).

Hypothesis 3 (H3): Customer satisfaction has a positive effect on customer loyalty.

2.3 Customer Loyalty

Customer loyalty refers to a customer's commitment to continue purchasing products or using services from a company repeatedly over the long term. (Arbol & Ramli, 2024; Saputra et al., 2024). Loyalty is reflected not only in repeat purchasing behavior but also in customers' preference to stick with the same brand despite the availability of various alternatives in the market. The existence of loyal customers plays a crucial role in supporting business success and sustainability because retaining existing customers is generally more efficient and profitable than acquiring new ones. (I. Puspitasari et al., 2023; Saputra et al., 2024). Therefore, various marketing strategies are developed to increase customer loyalty by providing added value, rewards, and positive experiences that encourage customers to make repeat purchases, maintain relationships with the brand, and recommend it to others (Arbol & Ramli, 2024; Saputra et al., 2024).

Hypothesis 4 (H4): Perceived service quality has a positive effect on loyalty through customer satisfaction.

3. RESEARCH METHODS

3.1 Research Design

This research utilised a quantitative approach to investigate the correlations between perceived service quality, customer happiness, and customer loyalty within the coffee shop sector. The study sought to examine the direct and indirect influences of perceived service quality on customer loyalty, with customer satisfaction serving as a mediating variable. Data were gathered using a structured questionnaire administered to patrons of coffee shops. The questionnaire included a five-point Likert scale, with responses ranging from 1 (strongly disagree) to 5 (strongly agree), to assess respondents' impressions of each construct. A quantitative method was deemed suitable as it facilitates the measuring of connections between variables and the testing of hypotheses grounded in actual data (Hair et al., 2019).

3.2 Population and Sample

The study sample comprised people with experience in purchasing products and consuming services at coffee shops. In the lack of an available sampling frame, this study employed a non-probability sampling methodology utilising the convenience sampling method. Participants were chosen based on their availability and readiness to engage in the survey. Data were gathered from 115 clients of coffee shops who fulfilled the research criteria. The sample size met the minimum criteria for Partial Least Squares Structural

Equation Modelling (PLS-SEM). (Hair et al., 2019) assert that PLS-SEM can be efficiently utilised with very small sample sizes, contingent upon satisfying the minimum sample requirements. Consequently, the sample of 115 respondents was deemed adequate for performing the analysis and evaluating the proposed study model.

3.3 Data Analysis Technique

Data analysis was performed with Partial Least Squares Structural Equation Modelling (PLS-SEM) through SmartPLS software. PLS-SEM was chosen due to its appropriateness for predictive research, theoretical development, and investigations with very small sample sizes (Hair et al., 2019; Usakli & Kucukergin, 2018). The analysis comprised two phases. The measuring model (outer model) was assessed for construct validity and reliability through the evaluation of indicator loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha. The structural model (inner model) was assessed by analysing the coefficient of determination (R^2), path coefficients, t-statistics, and p-values derived from the bootstrapping technique. Additionally, mediation analysis was performed to ascertain the indirect influence of perceived service quality on customer loyalty via customer satisfaction. Hypotheses were approved when the t-statistic above 1.96 and the p-value was below 0.05, signifying statistical significance at the 5 percent threshold.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

This study included 115 participants with experience in purchasing products and utilising services at coffee shops. The participants were chosen by a convenience sampling method, relying on their accessibility and readiness to engage in the survey. The questionnaire primarily aimed to assess the research constructs, hence specific demographic information was not gathered. Consequently, the analysis focused on respondents' judgements of perceived service quality, customer happiness, and customer loyalty in the setting of coffee shops. The sample size fulfilled the minimum criteria for PLS-SEM analysis and was deemed sufficient for evaluating the proposed research model and hypotheses.

4.2 Measurement Model Assessment

An assessment of the measuring model was performed to examine the validity and reliability of the constructs utilised in this study. The assessment involved analysing indicator loadings, evaluating convergent validity by Average Variance Extracted (AVE), and determining construct reliability through Cronbach's Alpha and Composite Reliability (CR). (Hair et al., 2019) stipulate that indicator loadings must surpass 0.70, the Average Variance Extracted (AVE) should exceed 0.50, and both Cronbach's Alpha and Composite Reliability should be better than 0.70 to establish adequate reliability and validity.

4.3 Outer Loadings

The outer loading results indicate that all measurement indicators achieved loading values above the recommended threshold of 0.70. This finding demonstrates that each indicator adequately represents its respective construct and contributes significantly to measuring the latent variables. Therefore, all indicators were retained for further analysis.

Table 1. Reliability and Convergent Validity Results

Construct	Cronbach's Alpha	Composite Reliability	AVE
Customer Loyalty	0.884	0.928	0.811
Customer Satisfaction	0.847	0.907	0.766
Perceived Service Quality	0.777	0.857	0.602

Source: Processed Data (2026)

The findings demonstrate that all constructs attained Cronbach's Alpha values beyond 0.70, with a range from 0.777 to 0.884. These data validate that the measuring items

exhibit adequate internal consistency dependability. The Composite dependability scores varied from 0.857 to 0.928, surpassing the required threshold of 0.70, therefore indicating robust construct dependability. Moreover, all AVE values surpassed the minimum threshold of 0.50. Customer Loyalty attained the highest AVE rating of 0.811, succeeded by Customer Satisfaction at 0.766 and Perceived Service Quality at 0.602. The results demonstrate that each construct accounts for over 50 percent of the variation of its indicators, hence affirming sufficient convergent validity. The evaluation of the measurement model indicates that all constructs meet the established requirements for validity and reliability. Consequently, the measurement model is deemed acceptable and appropriate for subsequent structural model evaluation.

4.4 Structural Model Assessment (Inner Model)

The structural model assessment was performed to evaluate the predictive capability of the proposed model and the contribution of each exogenous construct to the endogenous constructs. The evaluation encompassed the coefficient of determination (R^2) and effect size (f^2).

a. Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to assess the explanatory power of the structural model. The R^2 values for each endogenous construct are presented in Table 2.

Table 2. Coefficient of Determination (R^2)

Construct	R^2	R^2 Adjusted
Customer Loyalty	0.240	0.228
Customer Satisfaction	0.420	0.415

Source: Processed Data (2026)

The findings indicate that the R^2 value for Customer Satisfaction is 0.420, signifying that perceived service quality accounts for 42.0% of the variance in customer satisfaction. This outcome indicates a moderate degree of explanatory efficacy. The R^2 score for Customer Loyalty is 0.240, signifying that perceived service quality and customer satisfaction collectively account for 24.0% of the variance in customer loyalty. Despite its relatively limited explanatory power regarding customer loyalty, the model exhibits satisfactory predictive capabilities in elucidating customer loyalty behaviour within the coffee shop environment.

b. Effect Size (f^2)

The effect size (f^2) was assessed to determine the contribution of each exogenous construct to the endogenous constructs. The results are presented in Table 3.

Table 3. Effect Size (f^2) Results

Relationship among Variables	f^2
Perceived Service Quality → Customer Satisfaction	0.724
Perceived Service Quality → Customer Loyalty	0.044
Customer Satisfaction → Customer Loyalty	0.068

Source: Processed Data (2026)

(Hair et al., 2019) implies that f^2 values of 0.02, 0.15, and 0.35 correspond to tiny, medium, and high effect sizes, respectively. The findings indicate that perceived service quality significantly influences customer satisfaction ($f^2 = 0.724$), demonstrating that service quality is a critical factor in consumer happiness within the coffee shop sector. The influence of perceived service quality on customer loyalty ($f^2 = 0.044$) and the influence of customer satisfaction on customer loyalty ($f^2 = 0.068$) are classified as small effect sizes. The data indicate that while both associations are statistically significant,

their respective contributions to elucidating consumer loyalty are somewhat constrained. Consequently, additional factors outside the parameters of this study may significantly impact consumer loyalty.

4.5 Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS to evaluate the significance of the relationships among the constructs. The assessment was based on the path coefficient (β), t-statistic, and p-value. A hypothesis is considered supported when the t-statistic exceeds 1.96 and the p-value is less than 0.05. The results of the direct and indirect effect analyses are presented in Table 4.

Table 4. Hypothesis Testing Results

Hypothesis Testing	Coef	T-stat	P-Value	Note
Direct influence				
H1: Perception of service quality → Customer satisfaction	0.648	11,780	0.000	Accepted
H2: Perception of service quality → Customer loyalty	0.240	2,134	0.033	Accepted
H3: Customer Satisfaction → Customer loyalty	0.299	2,535	0.011	Accepted
Indirect influence				
H4: Perception of Service Quality → Customer satisfaction → Customer loyalty	0.194	2,361	0.018	Accepted

Source: Processed Data (2026)

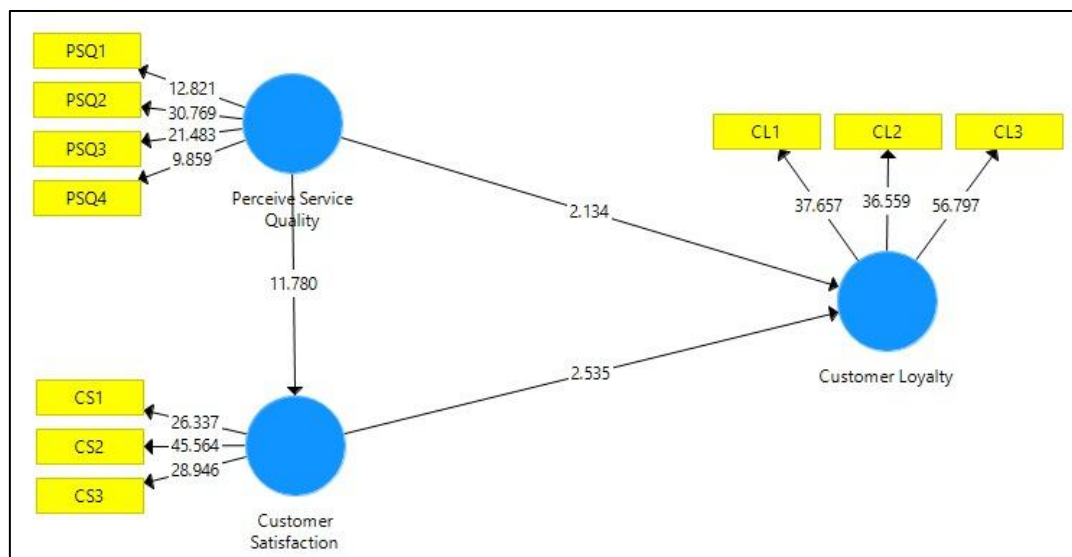


Figure 1. Results of Structural Equation Testing

The findings demonstrate that perceived service quality positively and significantly influences customer satisfaction ($\beta = 0.648$, $t = 11.780$, $p < 0.001$). Consequently, H1 is corroborated. This finding indicates that elevated perceptions of service quality substantially enhance customer satisfaction among coffee shop patrons. Perceived service quality positively and significantly influences customer loyalty ($\beta = 0.240$, $t = 2.134$, $p = 0.033$), hence corroborating H2. This outcome suggests that customers who recognise superior service quality are more inclined to return to the coffee shop and sustain a long-term affiliation with the brand. Moreover, consumer happiness significantly influences customer loyalty ($\beta = 0.299$, $t = 2.535$, $p = 0.011$), hence corroborating H3. The discovery indicates that content customers are more likely to display heightened loyalty intentions, such as repeat purchases and favourable referrals.

The mediation analysis indicates that customer satisfaction significantly mediates the association between perceived service quality and customer loyalty ($\beta = 0.194$, $t = 2.361$,

$p = 0.018$). Consequently, H4 is substantiated. This discovery demonstrates that perceived service quality affects customer loyalty both directly and indirectly via customer satisfaction. Given that both the direct impact of perceived service quality on customer loyalty (H2) and the indirect impact via customer satisfaction (H4) are statistically significant, customer satisfaction can be categorised as a partial mediating variable. This outcome indicates that enhancing service quality directly increases customer loyalty and indirectly fosters greater customer pleasure.

4.6 Discussion

a. The Effect of Perceived Service Quality on Customer Satisfaction

The findings demonstrate that perceived service quality exerts a positive and significant influence on customer satisfaction ($\beta = 0.648$, $t = 11.780$, $p < 0.001$). This finding indicates that consumers who perceive elevated service quality are likely to have enhanced satisfaction throughout their visits to a coffee shop. In the context of a coffee shop, service quality is demonstrated through employee amiability, responsiveness, order precision, service efficiency, and the capacity to manage client grievances successfully. When customers obtain services that fulfil or surpass their expectations, favourable assessments arise, resulting in increased satisfaction levels. This finding aligns with prior research by (Konuk, 2019; D. H. Lee, 2023), which recognised service quality as a crucial factor influencing consumer satisfaction in the food and beverage sector.

b. The Effect of Perceived Service Quality on Customer Loyalty

The results indicate that perceived service quality has a positive effect on customer loyalty ($\beta = 0.240$, $t = 2.134$, $p = 0.033$). This outcome suggests that customers who recognise superior service quality are more inclined to return to the coffee shop and sustain enduring ties with the company. Nonetheless, the comparatively lower coefficient regarding its impact on customer satisfaction indicates that loyalty is not only established through service interactions. Customers frequently assess their overall experiences prior to forming loyalty intents. This study corroborates earlier research by (Han & Hyun, 2017; Hollebeek & Andreassen, 2018; Leutwiler-Lee et al., 2023), which illustrated the beneficial impact of service quality on customer loyalty.

c. The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction shown a positive and significant impact on customer loyalty ($\beta = 0.299$, $t = 2.535$, $p = 0.011$). This discovery suggests that content customers are more inclined to return to the coffee shop, make repeat purchases, and endorse the company to others. The outcome corroborates Expectation Confirmation Theory, which posits that contentment arises when actual performance aligns with or surpasses customer expectations. In the coffee shop sector, favourable encounters related to service quality and overall consumption experiences foster the cultivation of enhanced consumer loyalty. This outcome aligns with the conclusions of (Chien & Chi, 2019; Han & Hyun, 2017; Saputra et al., 2024).

d. The Mediating Role of Customer Satisfaction

The mediation analysis indicates that customer satisfaction significantly mediates the association between perceived service quality and customer loyalty ($\beta = 0.194$, $t = 2.361$, $p = 0.018$). The findings demonstrate that service quality affects client loyalty both directly and indirectly via customer satisfaction. Given that both the direct and indirect impacts are substantial, consumer satisfaction serves as a partial mediator. This research indicates that clients do not attain loyalty just due to high-quality services; rather, such services initially generate contentment, which then evolves into loyalty. Consequently, coffee shop administrators ought to prioritise enhancements in service quality that elevate consumer pleasure, encompassing employee response, service cordiality, operational efficiency, and the capacity to effectively meet customer needs.

These findings corroborate earlier research by (Hollebeek & Andreassen, 2018; T. Puspitasari & Rachmat, 2025; Saputra et al., 2024), which recognised customer pleasure as a crucial mechanism connecting service quality and customer loyalty.

5. CONCLUSION

This research investigated the correlation between perceived service quality, customer happiness, and customer loyalty among patrons of coffee shops. The results indicate that perceived service quality positively and significantly influences customer satisfaction and loyalty. Moreover, consumer happiness was determined to favourably affect customer loyalty. The mediation analysis demonstrated that customer satisfaction partially mediates the association between perceived service quality and customer loyalty, suggesting that service quality improves customer loyalty both directly and indirectly via fostering customer pleasure. The findings indicate that perceived service quality is a critical element in the coffee shop sector, since it concurrently enhances consumer satisfaction and loyalty. The findings indicate that a coffee shop's capacity to retain consumers relies not just on providing high-quality services but also on cultivating gratifying customer experiences that promote repeat patronage and nurture enduring brand ties. Consequently, coffee shop managers must perpetually enhance service responsiveness, employee cordiality, service uniformity, and customer-centric practices to bolster client contentment and loyalty in a progressively competitive industry.

This research possesses multiple limitations. The research utilised a convenience sampling method, thereby restricting the generalisability of the results to the wider community of coffee shop patrons. The study exclusively examined perceived service quality, customer satisfaction, and customer loyalty, omitting other potential influences on customer loyalty, including product quality, store atmosphere, brand image, price fairness, and customer experience from the research model. Third, the data were gathered through a cross-sectional methodology, which captures customer impressions at a singular moment and may not adequately represent fluctuations in customer behaviour over time.

Subsequent studies could broaden the study framework by integrating supplementary variables that may influence customer loyalty, such as product quality, brand image, customer experience, store ambiance, perceived value, and price equity. Subsequent researchers may utilise probability sampling methods and greater sample sizes to enhance the representativeness of the results. Moreover, longitudinal research may yield profound insights into the temporal evolution of customer satisfaction and loyalty. Comparative analyses of various coffee shop kinds, including independent establishments and franchise chains, could enhance the comprehension of consumer loyalty development within the coffee shop sector.

ACKNOWLEDGEMENT

The authors like to convey their heartfelt appreciation to Universitas Pembangunan Jaya for its financial assistance in the publication of this research.

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