

## Analysis Of The Effect Of Service Quality, Brand Trust And Perceived Quality On Customer Loyalty With Customer Satisfaction As An Intervening Variable

Muhammad Bilal<sup>1</sup>, Nur Achmad<sup>2</sup>

<sup>1,2</sup> Universitas Muhammadiyah Surakarta, Indonesia

\*Corresponding author : [b100190481@student.ums.ac.id](mailto:b100190481@student.ums.ac.id)

### Article history

**Received :**

(21-05-2023)

**Revised :**

(18-06-2023)

**Accepted :**

(21-06-2023)

### ABSTRACT

*The discovery of coffee drinking innovations provides new hope for the people of Indonesia, especially entrepreneurs to build a coffee place that is comfortable for visitors and has a high selling value. This study aims to analyse the effect of service quality, brand trust and perceived quality on customer loyalty through customer satisfaction as variable intervening for Cold'N Brew coffee consumers in Surakarta city. Respondents in this study were 159 respondents conducted through an online survey with google form. The sampling technique used purposive sampling technique. Validity and reliability tests and hypothesis testing using SEM PLS with the help of the smart PLS 3.2 application. The analysis results show that the variables of service quality, brand trust, perceived quality affect customer loyalty. The customer satisfaction variable is able to mediate service quality on customer loyalty, the customer satisfaction variable has no effect in mediating brand trust on customer loyalty, the customer satisfaction variable is able to mediate perceived quality on customer loyalty.*



---

---

*Keywords: Customer, Brand Trust, Loyalty*

---

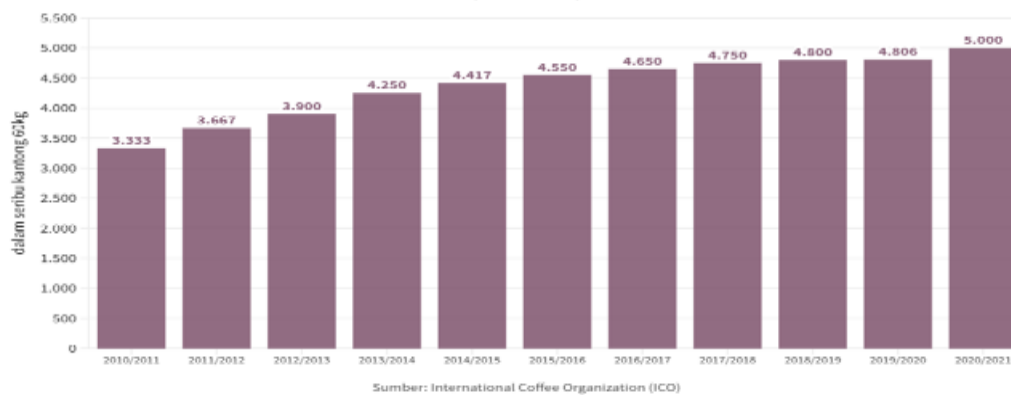
## INTRODUCTION

The discovery of drinking coffee culture allows a new hope for Indonesian people, especially entrepreneurs to build a place to drink coffee that is comfortable for visitors and has a high selling value (Gumulya & Helmi, 2017). Each coffee place is designed with specific strengths or uniqueness from their competitors so that those coffee places can survive in society (Rahmawati & Daniyati, 2016). In order to provide the context, the culture of drinking coffee is very different from the culture of drinking tea. While the culture of drinking tea is more synonymous with the nobility such as in England where a strong tea culture is popular among noble families, the culture of drinking coffee is not specific to any group or social strata and can be enjoyed by people from different walks of life (Adji & Rahayu, 2019). Thus, designing a coffee place can be a thriving business as it can be sold to diverse groups of people. The latter paragraph will discuss the popularity of coffee places.

Mandiri (2018) states that coffee is one of the most popular beverages in the world. Meanwhile Maulidi (2017) explained that a coffee shop is a place that serves espresso coffee and snacks. As time goes by, coffee places do not only provide coffee as the main menu but also snacks and heavy meals (Selvi & Ningrum, 2021). Starbucks is one of coffee places that popularized the modern coffee shop in the coffee industry. Starbucks opened its first store in Seattle, United States of America in 1971 and has continued to grow until now so that it can expand to have more than 8,000 outlets worldwide (Susanty & Kenny, 2015). Furthermore, human dependence on coffee consumption behavior patterns every day tends to increase and increase (Tjokrosaputro & Cokki, 2020). Similarly, Indonesia experiences dependence of coffee consumption due to the spread of Starbucks and similar modern coffee drinking trend (Afdholy, 2019). In this regard, modernization is shown by changes in behavior and attitudes, patterns of heavy education consumption (spending), rapid changes in knowledge through communication media, industrialization, urbanization,

secularization, and advanced technology (Junaidi, 2018). It can be said that Starbucks started the modern coffee consumption culture. The trend is also experienced by Indonesian people.

Therefore, drinking coffee is not just a a sleepy remedy. For some people in urban areas, coffee is a part of their lifestyle (Hasby et al., 2020). In this sense, Kotler & Armstrong, (2017) state that lifestyle is a person's way of life which is known through their activities, interests, and opinions. Lifestyle also shows a picture of a person who interacts with his environment (Mulyana, 2022). Surakarta, is one of the cities where well-known coffee shops such as Excelso, Kopi Kenangan, Janji Jiwa, Starbucks were established because of the spread of lifestyle of drinking coffee. Below figure depicts the increase in the coffee consumption in Indonesia for the last decade.



**Figure 1.** The Increase of Coffee Consumption in Indonesia

Similar to the overall growth of Indonesian economy, the need for coffee tends to increase every year (Handayani et al., 2022). The International Coffee Organization (ICO) reported that Indonesia reached its highest record in the 2020/2021 with a total consumption of coffee with a size of 60 kilograms of 5 million bags. The coffee consumption increased from the previous year with overall coffee consumption of 60 kg of 4.81 million bags or 4.04%. Coffee consumption in Indonesia is also one of the largest in the world. It ranks fifth and below Japan which consumes 7.39 million bags per year (Data Indonesia, 2022).

In relation to coffee consumption, there is a tendency for coffee customers in Indonesia to have customer loyalty. In this case, customer loyalty is assessed from the

---

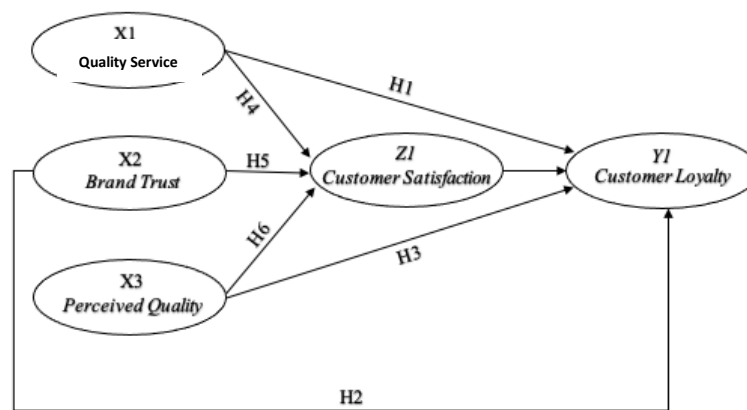
customer's perspective on product performance to meet their expectations (Fatihudin & Firmansyah, 2019). Kotler & Keller (2016) explain that loyalty is a commitment that is believed to re-use or re-purchase a product or service in the future even though it is influenced by situational conditions and marketing actions to switch. Customers become loyal if the products they have purchased are in accordance with the facts without exaggeration and in accordance with consumer expectations so that entrepreneurs or entrepreneurs must set up ways to carry out services or services and the quality of their products so that consumers can look at them (Fauzi & Putra, 2020; Styarini & Riptiono, 2020). One example of customer loyalty shown by coffee shop customers is the customer loyalty of a coffee shop in the city of Solo called Cold 'N Brew. Not only from the product aspect, Cold 'N Brew also maximizes service in satisfying consumers. This aims to change the perspective of the public, especially consumers, that their main business, which started from selling products directly, has become an effort made to satisfy consumers by serving them online or via delivery orders accompanied by providing a melting conducive atmosphere for consumers to be able to enjoy feel the experience of enjoying coffee to the fullest.

Raharjo & Digdowiseiso (2022) in their research on consumer loyalty at the Jakarta Akhir Point Cafe show that brand image has a positive effect on customer loyalty. In addition, their research shows the positive impact of these two variables on customer satisfaction and marketing. However, there is still little research on the effect of customer loyalty on service quality and customer satisfaction. Therefore this study analyzes service quality, brand trust and perceived quality of customer loyalty at koi shops. The subject of this research is a coffee shop named COLD 'N BREW in Surakarta City.

## **RESEARCH METHOD**

This study used a descriptive quantitative approach with a purposive sampling technique (Sugiyono, 2018). The quantitative research method is a research method based on the philosophy of positivism, which is used to conduct research on a predetermined population or sample. The present study uses statistical and

quantitative data analysis which aims to test the existing hypotheses (Nurlan, 2019). The population in this study was 159 respondents with the criteria of people who had purchased products or services at the Cold 'N Brew coffee shop. The data collection method used in this study was by distributing questionnaires. Hypothesis testing uses the Structural Equation Modeling (SEM) approach using a path diagram which allows all observed variables to be listed according to the theories made. This study uses the Partial Least Square (PLS) SEM analysis approach which is a soft modeling analysis approach because it can negate the assumptions of ordinary least square regression and uses a tool, namely SmartPLS 3.0.



**Figure 2.** Research Framework

## RESULTS & DISCUSSION

The obtained data in this study have gone through descriptive statistical tests and classical assumption tests. The results show that the model proposed in this study suits the classic assumption deviation. The structural model (inner model) in this study is used with the aim of testing latent variables on other latent variables to know whether they have an influence on one another or not. Tests carried out include path coefficients, the results of fit tests, and hypothesis testing. Following are the results of the analysis of the inner model of research conducted through bootstrapping as shown in **Figure 3**. Inner Model

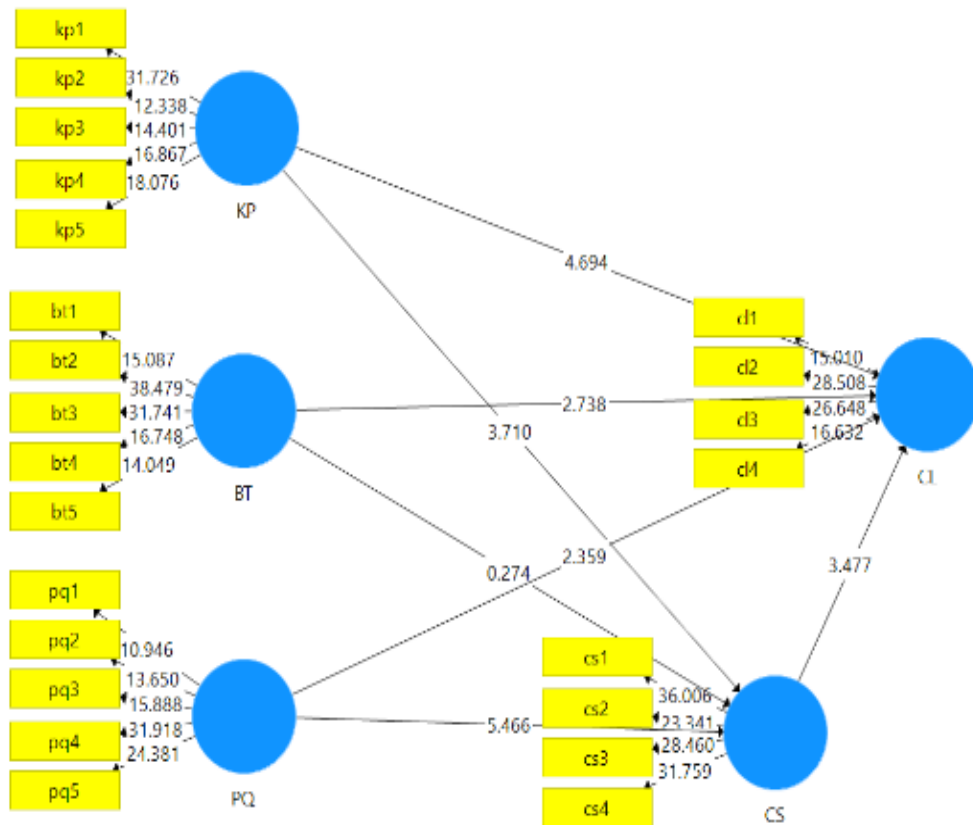


Figure 3. Inner Model

The suitability of the model (Goodness of Fit) was conducted to determine whether the model is suitable or not through the results in the following table:

Table 1. The Results of R-Square

Model	R Square	R Square Adjusted
Customer Satisfaction	0,750	0,745
Customer Loyalty	0,739	0,732

Based on table 1 it is known that the influence of service quality, brand trust and perceived quality on customer loyalty is 0.732 or 73.2%. Besides that the influence of service quality, brand trust and perceived quality on customer satisfaction is 0.745 or 74.5%. Furthermore, the goodness of fit assessment in this study was carried out using Q-Square which can be shown as follows:

**Tabel 2.** The Results of Q-Square

Model	Q <sup>2</sup>
<i>Customer Satisfaction</i>	0,544
<i>Customer loyalty</i>	0,455

Through the data obtained, the results of the analysis show that the Q-Square value of the customer loyalty variable is 0.455 and the customer satisfaction variable is 0.544. Thus the goodness of fit model in this study is included in the large or large category.

### *Hypothesis Results*

The existing hypothesis can be said to be valid or acceptable if it has P values <0.05. In the research conducted by the author, each variable has a direct and indirect effect on each. Existing test results can be watched carefully through the bootstrapping test table by testing the direct effect and indirect effect. The direct effect test is used to describe and show how strong the influence of the independent variable is on the dependent variable, so a path coefficient test is carried out.

**Tabel 3.** Path Coefficient

Model	Original Sample (O)	T-Statistics ( O/STDEV )	P Values
Service Quality → Customer Loyalty	0,476	4,694	<b>0,000</b>
Brand Trust → Customer Loyalty	0,326	2,738	<b>0,006</b>
Perceived Quality → Customer Loyalty	-0,281	2,359	<b>0,019</b>
Kualitas Pelayanan → Customer Satisfaction	0,436	3,710	<b>0,000</b>
Brand Trust → Customer Satisfaction	-0,046	0,274	<b>0,785</b>
Perceived Quality → Customer Satisfaction	0,519	5,466	<b>0,000</b>
Customer Satisfaction → Customer Loyalty	0,376	3,477	<b>0,001</b>

---

Based on table 3 it can determine whether the resulting influence is significant or not in the path coefficient table in this study will be seen with the P value where the analysis results obtained are:  $t$  table value  $> 1.96$  (Ghozali, 2018).

1. The resulting value on the service quality variable on customer loyalty with a  $t$  statistic of 4.694 and a  $p$  value of 0.000 means that the  $t$  statistic value is  $4.694 > t$  table 1.96 or a  $p$  value of  $0.000 < 0.05$ . The results show that the service quality variable has a significant positive effect on the customer loyalty variable.
2. The resulting value on the brand trust variable for customer loyalty with a  $t$  statistic of 2.738 and a  $p$  value of 0.006 can be interpreted as a  $t$  statistics value of  $2.738 > t$  table of 1.96 or a  $p$  value of  $0.006 < 0.05$ . So it is obtained that the brand trust variable has a significant positive effect on the customer loyalty variable.
3. The resulting value on the perceived quality variable for customer loyalty with a  $t$  statistic of 2.359 and a  $p$  value of 0.019 can be interpreted as a  $t$  statistics value of  $2.359 > t$  table of 1.96 or a  $p$  value of  $0.019 < 0.05$ . So it is obtained that the perceived quality variable has a significant positive effect on the customer loyalty variable.
4. The resulting value of the service quality variable on the customer satisfaction variable with a  $t$  statistic of 3.710 and a  $p$  value of 0.000 can be interpreted as a  $t$  statistics value of  $3.710 > t$  table of 1.96 or a  $p$  value of  $0.000 < 0.05$ . So it is obtained that the service quality variable has a significant positive effect on customer satisfaction variable.
5. The resulting value on the brand trust variable on the customer satisfaction variable with a  $t$  statistic of 0.274 and a  $p$  value of 0.785 can be interpreted as a  $t$  statistics value of  $0.274 < t$  table of 1.96 or a  $p$  value of  $0.785 > 0.05$ . So it is obtained that the brand trust variable has no significant negative effect on customer satisfaction variable.
6. The resulting value on the perceived quality variable on the customer satisfaction variable with a  $t$  statistic of 5.466 and a  $p$  value of 0.000 can be interpreted as a  $t$  statistics value of  $5.466 > t$  table of 1.96 or a  $p$  value of  $0.000 < 0.05$ . So it is obtained



that the variable perceived quality has a significant positive effect on customer satisfaction variable.

7. The resulting value of the customer satisfaction variable on the customer loyalty variable with a t statistic of 3.477 and a p value of 0.001 can be interpreted as a t statistics value of  $3.477 > t$  table of 1.96 or a p value of  $0.001 < 0.05$ . So it is obtained that the variable customer satisfaction has a significant positive effect on the variable customer loyalty.

Indirect influence testing is one of the analyzes carried out in this study with the aim to explain the results of significant influence indirectly or through the influence of mediating variables.

**Table 4.** Indirect-effect Analysis

Variabel	Original Sample (O)	Sample Mean (M)	STD EV	t-statistics	P Values
Service Quality → Customer Satisfaction → Customer loyalty	0,164	0,156	0,074	2,221	<b>0,027</b>
Brand Trust → Customer Satisfaction → Customer Loyalty	-0,017	-0,012	0,062	0,275	<b>0,783</b>
Perceived Quality → Customer Satisfaction → Customer loyalty	0,195	0,184	0,073	2,659	<b>0,008</b>

Based on table 4, the data obtained in this study shows that the t statistics and p values of the service quality variable for customer loyalty mediated by customer satisfaction obtain a t statistics value of 2.221 and a p value of 0.027. It is proven that the t statistics value is  $2.221 > t$  table 1.96 or the p value is  $0.027 < 0.05$  and the coefficient or original sample value shows a positive direction of 0.164 meaning that customer satisfaction is able to mediate positively and significantly between service quality and customer loyalty. Furthermore, through table 4, it can be shown that the t statistics value is 0.275 and the p value is 0.783 with the coefficient value or original sample owned being (-) 0.017 in brand trust in customer loyalty mediated by customer satisfaction variables. It is proven that the t statistics value is  $0.275 < t$  table 1.96 and

---

the p value is  $0.783 > 0.05$  and the coefficient shows a negative direction (-) 0.017 meaning that customer satisfaction cannot mediate positively and significantly between brand trust and customer loyalty. Finally, based on the data that is owned, the results show that the t statistics value is 2.659 and the p value is 0.008 with the coefficient value or the original sample owned is 0.164 in the variable perceived quality of customer loyalty mediated by customer satisfaction. It is proven that the t statistics value is  $2.659 > t \text{ table } 1.96$  and the p value is  $0.008 < 0.05$  and the original sample value shows a positive direction of 0.195 meaning that customer satisfaction can mediate positively and significantly between perceived quality and customer loyalty.

## **Discussion**

### *The effect of service quality on customer loyalty*

The existing test results indicate that service quality has a positive and significant effect on customer loyalty. It can be drawn that service quality has a positive and significant effect on customer loyalty. Thus the level of service quality provided by the company can make customers loyal to the Cold 'N Brew coffee shop because the results of this hypothesis have a unidirectional (positive) relationship. The results of this study are in line with previous research conducted by (Anggraini & Budiarti, 2020) ) regarding the effect of service quality on customer loyalty which resulted in the conclusion that service quality has a significant positive effect on customer loyalty, and the results of this study simultaneously answer the formulation of the problem, namely service quality significant effect on customer loyalty at the Cold 'N Brew coffee shop.

### *The effect of brand trust on customer loyalty*

Based on the existing test results, it shows that brand trust has a positive and significant effect on customer loyalty so that an outline or conclusion can be drawn that brand trust has a positive and significant effect on customer loyalty. Thus customer trust in a brand can make customers have a desire to become loyal or cause even more loyalty to cold 'n brew brand coffee shops. Because the results of this hypothesis have a unidirectional (positive) relationship. The results of this study are in line with previous research conducted by (Azizan & Yusr, 2019) regarding the effect

---

---

of brand trust and brand image on customer loyalty which resulted in the conclusion that brand trust has a significant positive effect on customer loyalty, and the results of this study simultaneously answer the formulation of the problem, namely brand trust has a significant effect on customer loyalty at Cold 'N Brew coffee shops.

***The effect of perceived quality on customer loyalty***

Based on the existing test results, it shows that perceived quality has a positive and significant effect on customer loyalty. So that an outline or conclusion can be drawn that perceived quality has a positive and significant effect on customer loyalty. Thus the level of perceived quality that customers have for anything owned by the Cold 'n Brew brand can cause customers to become loyal or vice versa to Cold 'n Brew coffee shops because the results of this hypothesis have a unidirectional (positive) relationship. The results of this study are in line with previous research conducted by Ayuwardani et al., (2021) regarding the effect of perceived quality on customer loyalty which resulted in the conclusion that perceived quality has a significant positive effect on customer loyalty, and the results of this study simultaneously answer the formulation of the problem, namely perceived quality has a significant effect on customer loyalty at Cold 'N Brew coffee shops.

***The effect of customer satisfaction on customer loyalty***

Based on the test results, it shows that customer satisfaction has a positive and significant effect on customer loyalty. So that an outline or conclusion can be drawn that customer satisfaction has a positive and significant effect on customer loyalty. Thus the level of customer satisfaction that is owned by anything owned by the Cold 'N Brew brand can cause customers to become loyal or vice versa to the Cold 'N Brew coffee shop.

***The effect of service quality on customer loyalty, and the role of customer satisfaction as a mediator***

Based on the existing test results indicate that service quality has a positive and significant effect on customer satisfaction. So that an outline or conclusion can be drawn that service quality has a positive and significant effect on customer satisfaction. And based on the existing test results show that service quality has a positive and

---

---

significant effect on customer loyalty mediated by customer satisfaction. So that an outline or conclusion can be drawn that customer satisfaction is able to mediate positively and significantly between service quality and customer loyalty. Thus the level of service quality that has been mediated by customer satisfaction with whatever is owned by the Cold 'n Brew brand can cause customers to become loyal or vice versa to Cold 'n Brew coffee shops. Because the results of this hypothesis have a unidirectional (positive) relationship. The results of this study are in line with previous research conducted by Ramadhan et al., (2022) regarding the effect of service quality on customer loyalty through customer satisfaction which resulted in the conclusion that customer satisfaction has a significant positive effect mediating service quality on customer loyalty, as well as the results of this study while simultaneously answering the formulation of the problem, namely service quality has a significant effect on customer loyalty through customer satisfaction.

*The effect of brand trust on customer loyalty, and the role of customer satisfaction as a mediator*

Based on the existing test results, it shows that brand trust has a non-significant negative effect on customer satisfaction. So that an outline or conclusion can be drawn that brand trust has no significant negative effect on customer satisfaction. And based on the existing test results show that brand trust has a negative and insignificant effect on customer loyalty mediated by customer satisfaction. So that an outline or conclusion can be drawn that customer satisfaction is unable to mediate positively and significantly between brand trust and customer loyalty. Thus the level of trust in the brand that has been mediated by customer satisfaction with whatever is owned by the Cold 'N Brew brand cannot cause customers to become loyal or vice versa to Cold 'N Brew coffee shops. Because these results are not in accordance with the hypothesis that has a unidirectional (positive) relationship. The results of this study are not in line with previous studies that have been conducted by Rahmadhani et al., (2022) regarding the effect of brand trust on brand loyalty through customer satisfaction which resulted in the conclusion that customer satisfaction has a significant positive effect mediating brand trust on customer loyalty, as well as research results This also answers the

---

---

formulation of the problem, namely brand trust has no significant negative effect on customer loyalty through customer satisfaction.

*The effect of perceived quality on customer loyalty, and the role of customer satisfaction as a mediator.*

Based on the existing test results indicate that perceived quality has a positive and significant effect on customer satisfaction. It can be concluded that perceived quality has a positive and significant effect on customer satisfaction. And based on the existing test results show that perceived quality has a positive and significant effect on customer loyalty mediated by customer satisfaction. So that an outline or conclusion can be drawn that customer satisfaction is able to mediate positively and significantly between perceived quality and customer loyalty. Thus the customer's perception of quality which has been mediated by customer satisfaction with whatever is owned by the Cold 'N Brew brand can cause customers to become loyal or vice versa to Cold 'N Brew coffee shops. Because the results of this hypothesis have a unidirectional (positive) relationship. The results of this study are in line with previous research conducted by (Aprillia & Vidyanata, 2022) regarding the effect of brand awareness and perceived quality on customer loyalty through customer satisfaction which resulted in the conclusion that customer satisfaction has a significant positive effect mediating service quality on customer loyalty, as well as the results This research simultaneously answers the formulation of the problem, namely perceived quality has a significant effect on customer loyalty through customer satisfaction.

## CONCLUSION

Based on the research results from the analysis of the effect of service quality, brand trust, and perceived quality on customer loyalty with customer satisfaction as an intervening variable at the Cold 'N Brew coffee shop in Surakarta, it can be concluded that the results of the service quality variable have a positive and significant effect on customer loyalty. The results of the brand trust variable have a positive and significant effect on customer loyalty. The results of the perceived quality variable have a positive and significant effect on customer loyalty. The results of the variable

---

customer satisfaction mediate service quality on customer loyalty and have a positive and significant effect. The results of the variable customer satisfaction mediate brand trust on customer loyalty and have a negative and insignificant effect. The results of the variable customer satisfaction mediate perceived quality on customer loyalty and have a positive and significant effect.

## REFERENCES

- Adji, M., & Rahayu, L. M. (2019). Representasi Gaya Hidup dan Tradisi Minum Kopi dalam Karya Sastra. *Patanjala: Journal of Historical and Cultural Research*, 11(3), 381–398.
- Afdholy, N. (2019). Perilaku konsumsi masyarakat urban pada produk kopi ala starbucks. *Satwika: Kajian Ilmu Budaya Dan Perubahan Sosial*, 3(1), 43–53.
- Anggraini, F., & Budiarti, A. (2020). Pengaruh harga, promosi, dan kualitas pelayanan terhadap loyalitas pelanggan dimediasi kepuasan pelanggan pada konsumen gojek. *Jurnal Pendidikan Ekonomi*, 8(3), 86–94. <https://doi.org/10.26740/jupe.v8n3.p86-94>
- Aprillia, A., & Vidyanata, D. (2022). Pengaruh perceived quality dan perceived value of cost terhadap loyalitas pelanggan melalui kepuasan pelanggan pada fresh.co. *Jurnal Ilmiah Manajemen*, 19(1).
- Ayuwardani, M., Wibowo, B. Y., & Setyawan, N. A. (2021). Analysis of mie gacoan customer loyalty through customer experience and perceived quality. *Jurnal Sains Sosio Humaniora*, 5(2), 936–945. <https://doi.org/10.22437/jssh.v5i2.16437>
- Azizan, N. S., & Yusr, M. M. (2019). The influence of customer satisfaction, brand Trust, and brand image towards customer loyalty. *International Journal of Entrepreneurship and Management Practices*, 2(7), 93–108. <https://doi.org/10.35631/ijemp.270010>
- Data Indonesia. (2022). *Berapa Konsumsi Kopi Indonesia pada 2020/2021?* Dataindonesia.id. <https://dataindonesia.id/sektor-riil/detail/berapa-konsumsi-kopi-indonesia-pada-20202021>
- Fatihudin, D., & Firmansyah, A. (2019). *Pemasaran Jasa:(Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*. Deepublish.
- Fauzi, F., & Putra, P. (2020). Analisis Jalur Pengaruh Kualitas Pelayanan dan Citra Perusahaan Terhadap Loyalitas Nasabah Melalui Kepuasan Nasabah Sebagai Variabel Intervening di Bank BNI Syariah. *MASLAHAH (Jurnal Hukum Islam Dan Perbankan Syariah)*, 11(1), 33–41.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program ibm spss 25 ed. 9* (9th ed.). Badan penerbit universitas diponegoro.
- Gumulya, D., & Helmi, I. S. (2017). Kajian budaya minum kopi indonesia. *Jurnal Dimensi Seni Rupa Dan Desain*, 13(2), 153–172.
- Handayani, T. W., Sidik, A. I., & Rizal, M. (2022). Analisis Zona Proksemik Pada Kedai Kopi di Pangalengan. *GEOPLANART*, 4(1), 47–57.

- 
- Hasby, M. A., Armayuda, E., & Haq, B. N. (2020). Strategi Konten Instagram untuk Edukasi Pola Minum Kopi yang Sehat pada Usia Muda. *IKRA-ITH HUMANIORA: Jurnal Sosial Dan Humaniora*, 4(3), 1–10.
- Junaidi, M. (2018). *Hukum konstitusi: Pandangan dan gagasan modernisasi negara hukum* (Cet. 1). Rajawali Pers.
- Kotler, P., & Armstrong, G. (2017). *Principles of marketing*, seventeenth edition. In *Pearson*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Global edition* (Global). Harlow : Pearson Educational Limited.
- Mandiri, T. K. T. (2018). *Rahasia sukses budidaya kopi* (1st ed.). Nuansa aulia.
- Maulidi, A. (2017). *Ruang personal* (G. Ardhytama, Ed.; Cet. 1). Vigi bless publisher.
- Mulyana, A. (2022). *Gaya Hidup Metroseksual: Perspektif Komunikatif*. Bumi Aksara.
- Nurlan, F. (2019). *Metodologi penelitian kuantitatif*. CV. Pilar Nusantara.
- Raharjo, P., & Digdowiseiso, K. (2022). The influence of brand image and marketing mix on customer loyalty through customer satisfaction as an intervening variable at kafe titik akhir jakarta. *Budapest International Research and Critics Institute-Journal*, 5(2019), 4754–4769.
- Rahmadhani, S., Nofirda, F. A., & Sulistyandari. (2022). Pengaruh kualitas produk, citra merek dan kepercayaan merek terhadap loyalitas merek dengan kepuasan pelanggan sebagai mediasi (studi pada merek apple). *Derema(Developmentofresearchmanagement):Jurnalmanajemen*, 17(2). <http://dx.doi.org/10.19166/derema.v17i2.5569>
- Rahmawati, R., & Daniyati, D. (2016). Hubungan Kebiasaan Minum Kopi Terhadap Tingkat Hipertensi (Correlation Habit of Drinking Coffee to the Level of Hypertension). *Journals of Ners Community*, 7(2), 149–161.
- Ramadhan, H., Ronny Edward, Y., & Ariesa, Y. (2022). Analysis of the influence of service quality and trust on customer loyalty with customer satisfaction as intervening variable in menantea field. *International Journal of Educational Research & Social Sciences*, 3(4), 1498–1506. <https://doi.org/10.51601/ijersc.v3i4.460>
- Selvi, S., & Ningrum, L. (2021). Gaya Hidup Minum Kopi Dalam Pengambilan Keputusan Pembelian Kopi (Studi Kasus Pada Kopi Kenangan Gandaria City-Jakarta). *Kepariwisata: Jurnal Ilmiah*, 14(1), 23–30.
- Styarini, F., & Riptiono, S. (2020). Analisis Pengaruh Customer Trust Terhadap Keputusan Menggunakan Mobile Banking Melalui Perceived Risk dan Perceived Usefulness Sebagai Variabel Intervening. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(4), 670–680. <https://doi.org/10.32639/jimmba.v2i4.590>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. Alfabeta Bandung.
- Susanty, A., & Kenny, E. (2015). The relationship between brand equity, customer satisfaction, and brand loyalty on coffee shop: Study of Excelso and Starbucks. *ASEAN Marketing Journal*, 14–27.
- Tjokrosaputro, M., & Cokki, C. (2020). Peran innovativeness sebagai moderasi pada keterkaitan pengaruh sosial terhadap minat pembelian kopi Starbucks. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 174–183.
-