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# Exploring the Effects of Coffee Shop Brand Experience on Loyalty: The Roles of Brand Love and Brand Trust

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**Abstract**: Loyalty is an essential asset for a particular brand to maintain excellent relationships with its customers and secure its continuing long-term business. An understanding customers' emotional and rational dimensions regarding brand performance is required to collect information to develop a great brand management strategy. Therefore, this study examines mediating roles of both brand love and brand trust in relation to the dimensions of brand experience (sensory, affective, intellectual, and behavioral) and brand loyalty in the coffee shop business context. A total of 225 valid questionnaires were collected from Generation Z (Gen Z) and Y (Gen Y) coffee consumers in Yogyakarta, Indonesia. The Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected as an analytical method to evaluate the research results. The results show that affective, intellectual, and behavioral experiences directly influence brand love and brand trust, while the sensory experience only affects brand love. Furthermore, brand love and brand trust are proven to have a direct influence on brand loyalty. Subsequently, brand love successfully mediates the effect of each dimension of brand experience on brand loyalty. In contrast, brand trust is not successful in mediating the effect of sensory experience on brand loyalty. The results also clearly show that none of the model coefficient paths are significantly moderated by generation due to the small age gap. Finally, the findings suggest what all factors that could enhance brand loyalty to achieve competitive advantages and develop marketing strategies are. Limitations and further research are also discussed.

**Keywords**: Brand Experience, Brand Love, Brand Loyalty, Brand Trust, Partial Least Squares.

**JEL Classification**: M31

# Introduction

Opening a coffee shop is one of Indonesia's most popular entrepreneurial opportunities. Its popularity moves skyward, as many entrepreneurs attempt to open their own coffee shops (Toffin and Magazine MIX, 2019). However, one of the main obstacles in managing coffee shops is the high failure rate. One of the reasons why so many of them do not survive in the long run is how difficult it is for them to differentiate their customer–business relationships (Kim and Lee, 2017). For instance, a local coffee shop in Indonesia can experience a decline in sales due to its many competitors (Dhisasmito and Kumar, 2020).

The coffee shop industry's competitive conditions in Indonesia cause all name-brand coffee shops to seek innovative strategies to differentiate themselves from other brands (Han et al., 2019; Toffin and Magazine MIX, 2019). Most coffee shop businesses try to provide their customer with strong level of experience (Han et al., 2019; Song et al., 2019). The objectives are to maintain a strong relationship between the brand and its customers and develop a better brand management strategy (Huang, 2017; Kim and Lee, 2017). In this case, strong brand loyalty can play a significant role in coffee shop businesses and help customers differentiate a specific brand from others.

The idea of selling experiences has become an exciting marketing topic regarding how brands across certain areas invest and create unique experiences to strengthen their business and maintain their existence (Han et al., 2019). Maintaining customer loyalty will significantly impact the continuity of a brand's performance (Huang, 2017). Loyal customers are usually not interested in competitors' products and prioritize buying a brand they like (Menidjel et al., 2017). The process of maintaining customers is considered a much more profitable to a business than finding new customers. According to previous studies, most consumers currently use their experience as a benchmark in evaluating a brand's credibility (Mathew and Thomas, 2018). The evaluation results will determine customer loyalty toward the brand. The more engaging the brand experience is, the more positive reviews of that brand will be given and shared by customers with other potential customers (Ferreira et al., 2019; Mathew and Thomas, 2018).

Focusing on Indonesia's promising coffee shop industry, this study looked into how coffee shop brand experiences impact name-brand coffee shops' customer loyalty. According to survey data conducted by Toffin Indonesia in 2020, the number of name-brand coffee shops in Indonesia had reached 2,937 outlets, and the market value reached IDR 4.8 trillion. The level of consumption of coffee products in Indonesia is experiencing a quite rapid increase. The sales volume of "ready to drink" (RTD) coffee products in 2018 increased to 120 million liters. A 13.9% increase also occurred in the consumption of coffee products in 2019/2020 (Toffin and Magazine MIX, 2019). Based on these data, the coffee shop context was chosen as the main focus of this study because it has promising business potential for further exploration.

Another important point that is interesting to discuss is the role of young consumers. This coffee shop business situation has arisen because of the prominence of the Gen Z and Gen Y populations. These two generations have unique preferences in response to Indonesia's current booming coffee shop

business (Toffin and Magazine MIX, 2019). Groups or individuals from these generations usually engage in similar behaviors in defining their lifestyle, from relaxing while using laptops and gadgets to taking breaks from work time while enjoying a cup of coffee, especially milk-based coffees (Jang et al., 2015; Wu, 2017; Toffin and Magazine MIX, 2019). Coffee shops have also become a place for hanging out, working, or even holding a meeting (Dhisasmito and Kumar, 2020). Because of their size and spending power, these generations are usually seen as a key target market (Tangsupwattana and Liu, 2018). This situation makes Gen Y and Gen Z purchasing behavior an interesting issue to explore and has made researchers interested in using these two young consumer populations as the subjects of their research.

This study will concentrate on Brakus et al.,'s (2009) conceptualization of each brand experience dimension theory: sensory, affective, intellectual, and behavioral. Marketing research mostly investigates the complexities of brand experience and brand loyalty by treating them as a single construct (Han et al., 2019; Ong et al., 2018). Research in the

marketing literature rarely investigates the roles of brand love and brand trust as essential mediators in relation to brand experience and brand loyalty (Huang, 2017). Therefore, this study examines four critical issues;

RQ1. Does brand experience (sensory, affective, intellectual, behavioral) directly influence brand love and brand trust?

RQ2. Do both brand love and brand trust directly influence brand loyalty?

RQ3. Do both brand love and brand trust indirectly mediate the relationships between brand experience and brand loyalty?

RQ4. Does the generation gap act as a significant moderator on all the relationships examined in this research model?

## Literature Review & Research Hypotheses

### *The brand resonance theory*

The brand resonance model theory offers a compact foundation for this proposed
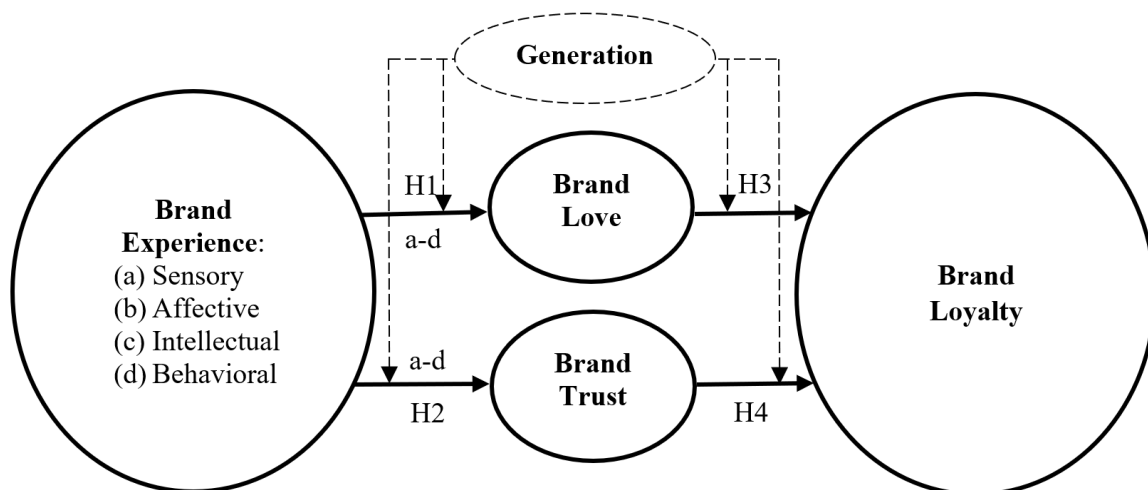


Note: Mediating effects of H5 and H6 are not portrayed here.
**Figure 1.** Proposed research model
Source: Huang (2017); Kotler and Keller (2016)

research model (Kotler and Keller, 2016). The brand resonance pyramid suggests that brand resonance can be obtained through four-step brand building blocks. Starting from the bottom, brand salience (brand experience) is to ensure that customers can easily identify the brand. Next, the customer's psychological bond with the brand can be achieved via two routes: the rational (brand trust) and emotional (brand love) routes. The rational route includes essential components, such as performance (customer's functional needs) and judgment (customer's personal evaluations). The emotional route includes imagery and feelings (psychological reactions or social needs). Finally, the customer's brand response will be seen as active loyalty, such as behavioral loyalty. The proposed research model is displayed in Figure 1.

## *The relationship between brand experience, brand love, and brand trust*

Currently, consumers expect a more numerous variety of purchasing and consumption experiences (Ave et al., 2015; Kuczamer-Klopotowska, 2017). Additionally, Kim and Jung (2018) stated that modern consumers from Gen Z and Gen Y are more interested in unique sensory experiences presented by the brand (Jang and Lee, 2019). Huang (2017) and Ferreira et al., (2019) stated that sensory experiences had become the main driving factor for the emergence of brand love. This sensory experience is proven to have a cognitive aspect representing the customer's psychological reaction. This reaction appears positively due to the high consumer love toward certain brands (Garg et al., 2015; Sarkar et al., 2019). Sensory experience is also an essential aspect that significantly affects customer trust. This appears through the functional benefits of a brand's products and

services that lead to its customers' satisfaction level (Sarkar et al., 2019; Xie et al., 2017). Thus, the following research hypotheses were formulated:

H1a: Sensory experiences have a positive effect on brand love.
H2a: Sensory experiences have a positive effect on brand trust.

The younger generation is more open to new concepts and profound impressions of noticeable products and services. For instance, young consumers usually see their favorite brand as having an emotional aspect that, they can enjoy as part of their everyday lives (Tangsupwattana and Liu, 2018; Wu, 2017). Further evidence also states that young consumers involve many affective perceptions of moods, feelings, and emotions that positively affect their perceptions of certain brands (Han et al., 2019; Hwang and Kandampully, 2012; Jeong et al., 2017; Sarkar et al., 2019). Those affective experiences have successfully helped consumers reduce stress and improve their mood (Garg et al., 2015). Previous studies have also shown that high or low levels of a consumer's affective experience can either positively or negatively influence certain brands' perceptions (Rajaobelina et al., 2018; Xie et al., 2017). Thus, the following research hypotheses were formulated:

H1b: Affective experiences have a positive effect on brand love.
H2b: Affective experiences have a positive effect on brand trust.

Subsequent findings have also shown that, since many members of Gen Y and Gen Z are still in college, those young consumers usually involve many analytical and imaginative (intellectual) thoughts regarding the brands they like (Garg et al., 2015; Han et al., 2019; Sarkar et al., 2019). Other findings

have also shown that consumers' intellectual experience with particular brands' performance is eventually used as a tool to eliminate boredom (Xie et al., 2017). Consumers also use the intellectual experience to increase their knowledge about a particular brand. This kind of experience may enhance customer trust toward the brand (Huang, 2017; Xie et al., 2017). Thus, the following research hypotheses were formulated:

H1c: Intellectual experience has a positive effect on brand love.
H2c: Intellectual experience has a positive effect on brand trust.

Additional research also states that behavioral brand experience dimensions are essential antecedents to brand love (Bagozzi et al., 2017). Young consumers' excessive love for a brand positively influences their behavior, especially their daily lifestyles related to the brand (Garg et al., 2015; Han et al., 2019; Huang, 2017; Hwang and Kandampully, 2012). This also proves that consumer participation in any particular brand activity can improve the relationship quality, especially consumer trust toward the brand (Jeong et al., 2017; Xie et al., 2017). Thus, the following research hypotheses were formulated:

H1d: Behavioral experiences have a positive effect on brand love.
H2d: Behavioral experiences have a positive effect on brand trust.

## The relationship between brand loyalty, brand love, and brand trust

Brand love has been considered to be one factor that causes the emergence of young consumers' emotional elements (Huang, 2017). Positive emotional relationships that occur between consumers and a brand are proven to produce long-term, positive relationships (Sarkar et al., 2019). This relationship can be seen from consumer willingness to continue to use the same brand and disseminate the positive word of mouth (Ferreira et al., 2019; Garg et al., 2015; Legendre et al., 2019; Nikhashemi et al., 2019).

Brand trust refers to consumers' perceptions of a brand's reliability and responsibility for providing a sense of security and comfort to consumers (Huang, 2017) to get positive feedback, such as customer satisfaction. Brand trust is regarded as the primary determining factor that plays an essential role in building long-term relationships between young consumers and brands (Menidjel et al., 2017; Veloutsou, 2015). If this positive trust is well maintained, consumers will repurchase certain products and services from the same brand (Frasquet et al., 2017; Huang, 2017). Thus, the following research hypotheses were formulated:

H3: Brand love has a positive effect on brand loyalty.
H4: Brand trust has a positive effect on brand loyalty.

## Mediating roles of brand love and brand trust

In this study, two mediating variables have indicated that there are two important routes in the brand resonance pyramid. The first route includes brand trust as the rational aspect, and the second route shows brand love as the emotional aspect. There are several reasons for the selection of brand trust and brand love as mediators to brand loyalty. In several previous studies, these two mediators have been proven to represent rational and emotional components in their influence on the quality of the relationship between con-

sumers and brands (Ferreira et al., 2019; Garg et al., 2015; Huang, 2017; Sarkar et al., 2019; Xie et al., 2017). Thus, the following research hypotheses were formulated:

H5: Brand love mediates the effect of brand experience on brand loyalty.
H6: Brand trust mediates the effect of brand experience on brand loyalty.

# Methods

## Target population and data collection

The data were collected in the city of Yogyakarta, Indonesia. The city is considered one of Indonesia's popular places to visit because it has so many name-brand coffee shops. With its various educational institutions, the city successfully attracts numerous students from other provinces. Hence, the city would be suitable for collecting data as many young people, especially students in their early to mid-20s, are studying in this "city of students". The data for respondent age were collected through an open-ended question and later categorized as younger (17-23 years) and older age (24-30 years) groups based on the "Y and Z Generation Consumption Drives the Growth" report published by one of the famous coffee business platforms in Indonesia (Toffin and Magazine MIX, 2019).

The online surveys were used to obtain data from respondents. The purposive sampling method was applied as a sampling technique in this study. The non-random sampling technique was applied to determine requirements and special considerations when selecting sample units. Respondents were selected based on determining criteria: coffee drinkers who purchase coffee and visit their favorite coffee shop at least three times a month. A Google Forms web link was sent to the respondents to complete the questionnaire. The researchers also asked the respondents involved to distribute the questionnaire to their respective networks. The survey was conducted from Oct 2020 to Dec 2020.

## Sample size

The minimum sample size (n) is used as the main requirement in carrying out the data collection process based on the SEM method. Based on Hair et al., (2022), the recommended minimum sample size ranges from 113 to 251 samples. This amount is the minimum criterion required in the process of estimating data using SEM for different levels of minimum path coefficients and alpha. The larger sample size will show that the processed SEM data can consistently test the coefficient significance and have a higher confidence level (Hair Jr. et al., 2014; Hair et al., 2022). A total of 234 questionnaires were collected during the survey period. Before the questionnaire distribution, a pretest involving 50 respondents was conducted to assess the feasibility of research instruments.

Finally, the questionnaire was sent to numerous local coffee shop customers in Yogyakarta, such as Awor Coffee, Laju Kopi, Blanco Coffee, Hayati Specialty Coffee, Tanamera Coffee, Signatura Coffee, Imba Coffee, Ethikopia, and others. After deleting nine incomplete questionnaires, 225 valid responses were coded as the final data set. Out of these 225 respondents, the majority of the respondents were male (61.8%), aged between 17 and 23 years (59.1%), and most of them chose "student category" as their occupational status (52.9%). Furthermore, the majority of the respondents possess an average income of $\leq$ Rp. 1,500,000 a month

**Table 1**. The overview of respondent profiles

| Demographic characteristics | Sub-characteristics | Frequency (n=225) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 139 | 61.8 |
| | Female | 86 | 38.2 |
| Age | Younger age/ ≤ 23 | 133 | 59.1 |
| | Older age/ ≥ 24 | 92 | 40.9 |
| Average monthly income (Rupiah) | ≤ Rp. 1.500.000 | 81 | 36 |
| | Rp. 1.500.001 - Rp. 2.000.000 | 41 | 18.2 |
| | Rp. 2.000.001 - Rp. 2.500.000 | 22 | 9.8 |
| | Rp. 2.500.001 - Rp. 3.000.000 | 32 | 14.2 |
| | ≥ Rp. 3.000.001 | 49 | 21.8 |
| Occupation | Student | 119 | 52.9 |
| | Employee | 50 | 22.2 |
| | Self-employed | 26 | 11.6 |
| | Freelance | 25 | 11.1 |
| | Unemployed | 5 | 2.2 |

Note: Exchange rate $1 (USD) ± Rp. 14.025 (Indonesian Rupiah)

(36%). The complete analyses of respondents' profiles are shown in Table 1.

## Measurement

A preliminary list of measurement items was prepared through a review of the literature related to brand experience dimensions (Brakus et al., 2009; Garg et al., 2015; Huang, 2017; Jeong et al., 2017; Tangsupwattana and Liu, 2018), brand love (Song et al., 2019; Zarantonello et al., 2016), brand trust (Huang, 2017; Song et al., 2019), and brand loyalty (Kim and Lee, 2017; Sarkar et al., 2019). A five-point Likert-type scale from "strongly disagree" (1) to "strongly agree" (5) was applied to measure the research constructs.

## Data analysis technique

The evaluation of the outer model was carried out to assess the structural model's validity and reliability and determine the relationship between indicators and its latent variables. To comply with the first criterion, convergent validity was tested. The convergent validity test can be seen through the loading factor value, which is expected to get a value of ≥ 0.708. If these requirements have not been met, the loading factor value ranging from 0.6 to 0.7 can still be tolerated (exploratory research). The next step was to see the average variance extracted (AVE). The AVE value should be ≥ 0.50, which indicates that the construct explains more than 50% of the alternative indicators' variance (Hair et al., 2022) (Table 2).

To comply with the second criterion, discriminant validity was tested. A structural model can have good discriminant validity if it meets one of the two existing requirements. The first requirement referred to the Fornell-Larcker's criterion (square root of AVE ≥ correlation value between latent constructs) (Table 3). The second requirement was to see the factor-loading value for each construct that must be ≥ 0,70 for each variable or higher than the other constructs' value (cross-loadings) (Hair Jr. et al., 2017) (Table 4).

**Table 2**. Result of the measurement model

| Model construct | Measurement item | Load (λ) | AVE | Cronbach's α | CR |
|---|---|---|---|---|---|
| Sensory Experience **(SE)** | SE1 | 0.820 | | | |
| | SE2 | 0.890 | 0.644 | 0.847 | 0.898 |
| | SE3 | 0.881 | | | |
| Affective Experience **(AE)** | AE1 | 0.881 | | | |
| | AE2 | 0.900 | 0.763 | 0.848 | 0.906 |
| | AE3 | 0.837 | | | |
| Intellectual Experience **(IE)** | IE1 | 0.848 | | | |
| | IE2 | 0.878 | 0.688 | 0.774 | 0.868 |
| | IE3 | 0.756 | | | |
| Behavioral Experience **(BE)** | BE1 | 0.858 | | | |
| | BE2 | 0.902 | 0.738 | 0.822 | 0.894 |
| | BE3 | 0.814 | | | |
| Brand Trust **(BT)** | BT1 | 0.807 | | | |
| | BT2 | 0.866 | 0.723 | 0.872 | 0.912 |
| | BT3 | 0.866 | | | |
| | BT4 | 0.860 | | | |
| Brand Love **(BLV)** | BLV1 | 0.821 | | | |
| | BLV2 | 0.807 | | | |
| | BLV3 | 0.821 | 0.640 | 0.860 | 0.899 |
| | BLV4 | 0.796 | | | |
| | BLV5 | 0.754 | | | |
| Brand Loyalty **(BLY)** | BLY1 | 0.823 | | | |
| | BLY2 | 0.833 | 0.639 | 0.812 | 0.876 |
| | BLY3 | 0.805 | | | |
| | BLY4 | 0.732 | | | |

Source: Output SmartPLS 3.3.2

In addition to testing the construct validity, the third criterion was the reliability test. A reliability test is conducted to prove the accuracy and consistency of a research construct. The reliability test was carried out by measuring two important criteria used as references (Dillon Goldstein). The composite reliability (CR) and cronbach's alpha (α)

**Table 3**. Discriminant validity of constructs.

| | SE | AE | IE | BE | BT | BLV | BLY |
|---|---|---|---|---|---|---|---|
| **SE** | **0.864** | | | | | | |
| **AE** | 0.545 | **0.873** | | | | | |
| **IE** | 0.314 | 0.239 | **0.829** | | | | |
| **BE** | 0.143 | 0.172 | 0.311 | **0.859** | | | |
| **BT** | 0.109 | 0.200 | 0.264 | 0.334 | **0.850** | | |
| **BLV** | 0.335 | 0.330 | 0.314 | 0.366 | 0.635 | **0.800** | |
| **BLY** | 0.183 | 0.273 | 0.369 | 0.374 | 0.554 | 0.535 | **0.799** |

Note: The diagonal value represents the square root of the AVE.
Source: Output SmartPLS 3.3.2

value must be in the range of 0.70 to 0.95 (Hair et al., 2022) (Table 2).

at the r-square value and the q-square value of each latent (endogenous) variable. The

**Table 4**. Cross loadings of constructs

|  | SE | AE | IE | BE | BT | BLV | BLY |
|---|---|---|---|---|---|---|---|
| SE1 | **0.820** | 0.417 | 0.260 | 0.004 | -0.017 | 0.193 | 0.043 |
| SE2 | **0.890** | 0.489 | 0.284 | 0.219 | 0.165 | 0.353 | 0.222 |
| SE3 | **0.881** | 0.491 | 0.269 | 0.058 | 0.059 | 0.262 | 0.136 |
| AE1 | 0.496 | **0.881** | 0.217 | 0.065 | 0.038 | 0.200 | 0.214 |
| AE2 | 0.447 | **0.900** | 0.177 | 0.168 | 0.320 | 0.342 | 0.197 |
| AE3 | 0.497 | **0.837** | 0.240 | 0.186 | 0.095 | 0.285 | 0.303 |
| IE1 | 0.336 | 0.345 | **0.848** | 0.265 | 0.218 | 0.293 | 0.309 |
| IE2 | 0.197 | 0.151 | **0.878** | 0.302 | 0.260 | 0.291 | 0.330 |
| IE3 | 0.258 | 0.078 | **0.756** | 0.195 | 0.169 | 0.182 | 0.277 |
| BE1 | 0.143 | 0.143 | 0.318 | **0.858** | 0.298 | 0.306 | 0.306 |
| BE2 | 0.217 | 0.213 | 0.345 | **0.902** | 0.310 | 0.353 | 0.348 |
| BE3 | -0.010 | 0.074 | 0.120 | **0.814** | 0.251 | 0.278 | 0.309 |
| BT1 | 0.078 | 0.036 | 0.295 | 0.285 | **0.807** | 0.452 | 0.453 |
| BT2 | 0.074 | 0.215 | 0.214 | 0.409 | **0.866** | 0.562 | 0.439 |
| BT3 | 0.118 | 0.202 | 0.178 | 0.174 | **0.866** | 0.561 | 0.450 |
| BT4 | 0.104 | 0.218 | 0.209 | 0.253 | **0.860** | 0.578 | 0.535 |
| BLV1 | 0.279 | 0.287 | 0.157 | 0.247 | 0.524 | **0.821** | 0.467 |
| BLV2 | 0.212 | 0.229 | 0.332 | 0.201 | 0.490 | **0.807** | 0.475 |
| BLV3 | 0.386 | 0.394 | 0.204 | 0.353 | 0.555 | **0.821** | 0.414 |
| BLV4 | 0.250 | 0.169 | 0.246 | 0.225 | 0.591 | **0.796** | 0.341 |
| BLV5 | 0.201 | 0.212 | 0.317 | 0.411 | 0.396 | **0.754** | 0.428 |
| BLY1 | 0.150 | 0.210 | 0.271 | 0.311 | 0.575 | 0.517 | **0.823** |
| BLY2 | 0.233 | 0.319 | 0.392 | 0.225 | 0.449 | 0.427 | **0.833** |
| BLY3 | 0.161 | 0.209 | 0.269 | 0.308 | 0.292 | 0.352 | **0.805** |
| BLY4 | 0.030 | 0.122 | 0.241 | 0.364 | 0.401 | 0.384 | **0.732** |

Note: The diagonals value portrays factor loadings larger than cross-loadings.
Source: Output SmartPLS 3.3.2

After evaluating the measurement model, the next step was to evaluate the structural model's goodness of fit, which aimed to calculate the research model's feasibility. This evaluation can be analyzed by looking

r-square value was obtained using the statistical test through the basic bootstrapping procedure from 10.000 sub-samples (Hair et al., 2022), while the q-square value was obtained through the blindfolding procedure.

Table 5. Coefficient determination and prediction relevance values.

|  | R-Square | Q-Square |
|---|---|---|
| BT | 0.163 | 0.108 |
| BLV | 0.253 | 0.152 |
| BLY | 0.370 | 0.220 |

Source: Output SmartPLS 3.3.2

The results of the r-square show the 16.3% variance for brand trust, the 25.3% variance for brand love, and the 37% variance for brand loyalty. Next, the structural model is said to have predictive relevance if the q-square result's value is greater than 0 (Hair Jr. et al., 2014). Table 5 shows that the value of r-square and q-square in this research model has provided endogenous variable relevance.

## Results and Discussion

This study used SmartPLS 3.3.2. to evaluate the structural model. The structural model consisted of constructs (latent variables) with arrows in the dependent variable's direction (Figure 2). The process of making path diagrams was based on the nomogram reticular action modelling (RAM) procedure. There were four independent variables: sensory experience, affective experience, intellectual experience, and behavioral experience, with two mediating variables; brand trust and brand love, one moderating variable; generation, one dependent variable; brand loyalty.

## *Multi-group moderation analysis (MGMA)*

PLS-SEM multi-group analysis (MGA) was applied to analyze the moderating role of generation on all relationships in the research model. The MGA was conducted to expose if pre-defined data groups had significant differences in their group-specific parameter estimates (Henseler, 2012). Because more than two groups (Gen Y and Gen Z) were carried out, the MGA algorithm of SmartPLS 3.3.2 was used. Moderation analysis between age groups (younger/Gen Z vs. older/Gen Y) revealed that none of those relationships in this research model were significantly mod-

erated by generation. Tables 6 presents the results of the MGMA.

The authors also brought the pattern of relationships in testing proposed hypotheses within image visualization of the structural model. The proposed relationships among the paths were significantly supported with a minimum level of significance of 5% and 10%, except on one path, i.e., sensory experience and brand trust. The relationship model is shown in Figure 2.

Furthermore, testing of research hypotheses was carried out using the bootstrapping method with t-test as the statistical test. According to Hair et al., (2022), this study used the rule of thumb evaluation of structural models with a confidence level of 95% (alpha = 5%) and 90% (alpha = 10%) and compared t-statistics with t-tables (t-table for 5% = 1.96 and t-table for 10% = 1.65) where t-stat $\geq$1.65 (alpha = 10%) and t-stat $\geq$1.96 (alpha = 5%).

The next step is to evaluate the result of the structural model. The results of hypotheses testing are displayed in Table 7. The first two hypotheses examine the influence of sensory experience on brand love (H1a) and brand trust (H2a). The analysis shows the t-statistics value of 2.261 (>1.96) and a p-value of 0.024 (<0.05). Both values indicate that H1a has succeeded in meeting the criteria for testing the hypothesis in which it has a significant effect on alpha 0.05. Thus, it can be concluded that sensory experiences have a direct positive influence on brand love.

Research on the sensory marketing approach (Jang and Lee, 2019) is a relevant basis for explaining the effect of sensory experiences on brand love in this study. The research has identified several sensory aspects that are commonly used in any coffee

**Table 6**. Results of moderation analysis –younger vs elder group

| Relationship | Path coefficients (β) – Gen Z | Path coefficients (β) – Gen Y | Path coefficients (βdiff) – Diff | Verification |
|---|---|---|---|---|
| SE → BLV | 0.185 | 0.159 | -0.026 | Rejected |
| SE → BT | -0.133 | 0.050 | 0.183 | Rejected |
| AE → BLV | 0.210 | 0.113 | -0.097 | Rejected |
| AE → BT | 0.209 | 0.072 | -0.137 | Rejected |
| IE → BLV | 0.133 | 0.142 | 0.008 | Rejected |
| IE → BT | 0.125 | 0.219 | 0.094 | Rejected |
| BE → BLV | 0.259 | 0.287 | 0.028 | Rejected |
| BE → BT | 0.279 | 0.240 | -0.039 | Rejected |
| BLV → BLY | 0.317 | 0.305 | -0.012 | Rejected |
| BT → BLY | 0.351 | 0.392 | 0.041 | Rejected |

Note: >1,96* >1,65** Significant and <0,05* <0,1** Significant
Source: Output SmartPLS 3.3.2

shop marketing strategy in South Korea. The study confirms that the factors of taste, vision, scent, and touch regarding the product have a significant positive effect in influencing customers' emotional reactions. Findings in other studies also confirm that consumers often involve sensory experience in determining their favorite brand. Those findings show that Starbucks consumers in India will consider other essential aspects besides the coffee quality, such as interior design, music selection, and unique wall painting-based
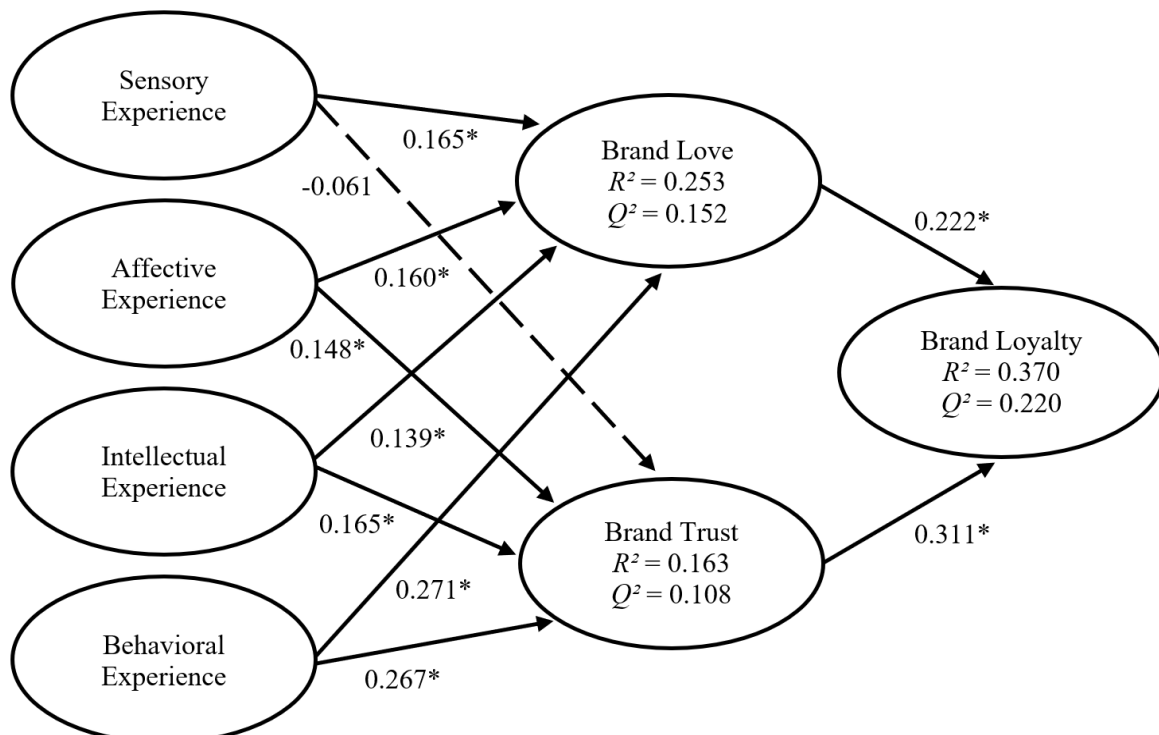


Note: The dotted line represents insignificant effects. Significant effects are shown at <0.05* and <0.1**
**Figure 2.** Results of the structural model
Source: Output SmartPLS 3.3.2

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**Table 7**. Results of direct effects

| Hypothesis | Relationship | Path Coefficient | T Statistics | P Values | Verification |
|---|---|---|---|---|---|
| **H1a** | SE → BLV | 0.165 | 2.261* | 0.024* | Supported |
| **H2a** | SE → BT | -0.061 | 0.803 | 0.422 | Rejected |
| **H1b** | AE → BLV | 0.160 | 2.379* | 0.018* | Supported |
| **H2b** | AE → BT | 0.148 | 2.186* | 0.029* | Supported |
| **H1c** | IE → BLV | 0.139 | 2.208* | 0.027* | Supported |
| **H2c** | IE → BT | 0.165 | 2.579* | 0.010* | Supported |
| **H1d** | BE → BLV | 0.271 | 4.988* | 0.000* | Supported |
| **H2d** | BE → BT | 0.267 | 4.197* | 0.000* | Supported |
| **H3** | BLV → BLY | 0.222 | 2.958* | 0.003* | Supported |
| **H4** | BT → BLY | 0.311 | 4.554* | 0.000* | Supported |

Note: >1,96* >1,65** Significant and <0,05* <0,1** Significant
Source: Output SmartPLS 3.3.2

decorations to influence their decisions (Garg et al., 2015).

Meanwhile, further analysis shows the t-statistical value of 0.803 (>1.65) and a p-value of 0.422 (>0.10) which indicate that H2a does not meet the hypothesis testing criteria (not significant). Thus, it can be concluded that sensory experience does not have a direct influence on brand trust. As in the initial explanation, in the context of casual dining restaurants in Malaysia, the low quality and fewer aesthetics of serving food can quickly reduce consumer confidence in the brand (Ong et al., 2018). Based on these findings, there are some indications that sensory experiences does not affect brand trust in this study, such as taste inconsistencies, coffee shop attractiveness, consumer boredom with coffee flavours, and a monotonous store atmosphere. However, further research needs to validate the findings in a different research context. Therefore, this study confirms that H1a is supported, while H2a is rejected.

Second, affective experience positively influences brand love (H1b) (t-statistics value of 2.379 >1.96 and p-value of 0.018 <0.05) and brand trust (H2b) (t-statistics value of 2.186 >1.96 and p-value of 0.029 <0.05).

Several previous studies have confirmed that consumers involve emotional reactions, such as moods and feelings, in assessing a brand performance (Garg et al., 2015; Rajaobelina et al., 2018; Sarkar et al., 2019; Tangsupwattana and Liu, 2018). Thus, this study succeeds in confirming that brands often help consumers reduce stress and improve their moods through the good taste of coffee, ease of interaction with baristas, and reaction to interior designs that provide comfort for consumers to enjoy coffee (Garg et al., 2015; Jalilvand et al., 2017; Jang and Lee, 2019; Ong et al., 2018). Other findings also confirm that a comfortable place, complete facilities, friendly service-based staff have succeeded in increasing the level of consumer trust and satisfaction with a brand (Han et al., 2019). Therefore, this study confirms that H1b and H2b are supported.

Third, intellectual experience positively influences brand love (H1c) (t-statistics value of 2.208 >1.96 and p-value of 0.027 <0.05) and brand trust (H2c) (t-statistics value of 2.579 >1.96 and p-value of 0.010 <0.05). Several previous studies have confirmed that consumers frequently involve positive analytical and imaginative thinking concerning the

brands they like (Garg et al., 2015; Sarkar et al., 2019). This intellectual experience usually aims to increase customers' knowledge of certain brand information. This information is proven to increase customers' trust toward the brand they like (Huang, 2017; Xie et al., 2017).

Other research findings also prove that intellectual experience involves a reaction to a consumer's curiosity, commonly used to get rid of boredom (Brakus et al., 2009; Xie et al., 2017; Xie and Heung, 2012). In the coffee shop industry, intellectual experiences emerge when consumers think about the uniqueness and innovation of the coffee shop business concept. This experience will appear through consumers' curiosity about the good interior design of a coffee shop, attractive decorations, selection of quality coffee beans, and the quality of equipment such as the espresso machines, which have become consumer considerations in determining their favorite coffee shop (Han et al., 2019; Jang and Lee, 2019; Toffin and Magazine MIX, 2019). Therefore, this study confirms that H1c and H2c are supported.

Fourth, behavioral experience positively influences brand love (H1d) (t-statistics value of 4.988 >1.96 and p-value of 0.000 <0.05) and brand trust (H2d) (t-statistics value of 4.197 >1.96 and p-value of 0.000 <0.05). Previous research has confirmed that the response from consumers' behavioral experiences can be reflected through their lifestyles. Such lifestyles are usually seen from the consumers' physical actions and behavior (Bagozzi et al., 2017; Brakus et al., 2009; Garg et al., 2015; Xie et al., 2017). Other studies also confirm that behavioral experiences can be shown by the massive phenomenon of consumers taking photos of the food, drinks, interiors, decorations, and ambiance of the

place when having an employee or family gathering (Chen and Lin, 2020; Ong et al., 2018). Such photos are usually taken because of a positive reaction that prompts consumers to upload them on social media before eating the food (Zhu et al., 2019). The study confirms that posting photos of food exhibits a positive evaluation from consumers of the brand performance.

The behavioral experience of coffee drinkers can be seen from consumers' behaviors that define their lifestyles, such as relaxing with their laptops and gadgets, taking a break during working hours, hanging out with friends and family, studying, and working freelance while enjoying a cup of coffee (Jang et al., 2015; Wu, 2017). Thus, all of these activities succeeded in showing a high consumer confidence level in their favorite brands. Therefore, this study confirms that H1d and H2d are supported.

Fifth, brand love (H3) (t-statistics value of 2.958 >1.96 and p-value of 0.003 <0.05) and brand trust (H4) (t-statistics value of 4.554 >1.96 and p-value of 0.000 <0.05) positively influences brand loyalty. These research findings are in line with several previous studies on the effect of the relationship between brand love and brand trust on brand loyalty. The intention to consume the same brand repeatedly and the intention of consumers to consider the brand as the first choice are the results of brand love (Ferreira et al., 2019; Garg et al., 2015; Huang, 2017; Legendre et al., 2019; Sarkar et al., 2019). Consumers tend to be happy to share their beautiful moments with others when they manage to get the experience of consuming the best products and services from the brand. Due to technology addiction, especially to social media, consumers of the Y generation usually spread electronic word of mouth on many

online platforms (Liu et al., 2018).

The belief in a brand that exists consistently can lead consumers to consider that the brand has succeeded in prioritizing consumer requests (Menidjel et al., 2017; Veloutsou, 2015). A high level of consumer confidence can also be obtained through the way the coffee shop provides quality products, comfortable places, complete facilities, and attractive and innovative interior design. High consumer trust in coffee shop performance usually leads to high consumer behavioral loyalty as well. This loyalty can be reflected in repeated visits, continuous repurchasing, and the behavior of spreading the electronic word of mouth to recommend their favorite coffee shop to other consumers (Huang, 2017; Nikhashemi et al., 2019; Song et al., 2019). Therefore, this study confirms that H3 and H4 are supported.

tive experience variables are two dimensions of brand experience, which have an "indirect-only" mediating effect of brand love on brand loyalty. These research findings confirm that the love for sensory experiences (sensory reactions) and affective experiences (moods and emotions) provided by brands have succeeded in creating consumers' loyal behavior. This loyal behavior will not appear directly when consumers do not have any pleasurable experience while using the brand (Ferreira et al., 2019; Huang, 2017; Nysveen et al., 2013).

Meanwhile, intellectual and behavioral experience variables show the "complementary" mediating effect of brand love (Zhao et al., 2010). These results show that brand love has succeeded in showing its role as a mediator in the influence of intellectual and behavioral experience on brand loyalty. Thus,

**Table 8**. Results of specific indirect effects

| Hypothesis | Relationship | Path Coefficient | T Statistics | P Values | Verification |
|---|---|---|---|---|---|
| **H5** | SE → BLV→ BLY | 0.037 | 1.707** | 0.088** | Indirect-only |
| | AE → BLV→ BLY | 0.036 | 1.679** | 0.094** | Indirect-only |
| | IE → BLV→ BLY | 0.031 | 1.663** | 0.097** | Complementary |
| | BE → BLV→ BLY | 0.060 | 2.537* | 0.011* | Complementary |
| **H6** | SE → BT→ BLY | -0.019 | 0.759 | 0.448 | Non-mediation |
| | AE → BT→ BLY | 0.046 | 1.934** | 0.053** | Indirect-only |
| | IE → BT→ BLY | 0.051 | 2.272* | 0.023* | Complementary |
| | BE → BT→ BLY | 0.083 | 2.788* | 0.005* | Complementary |

Note: >1,96* >1,65** Significant and <0,05* <0,1** Significant
Source: Output SmartPLS 3.3.2

Sixth, hypothesis 5 (H5) succeeds in confirming the indirect effect of brand experience on brand loyalty via brand love's mediating role. From the four dimensions of brand experience, two were found to have an "indirect-only" mediating effect of brand love. In contrast, the remaining two had a "complementary" mediating effect (Zhao et al., 2010) (Table 7). The sensory and affec-

this study confirms that consumers' liking for a brand can arise through many intellectual and behavioral experiences. In this manner, consumers will feel emotional attachment to the brand, which will lead to the emergence of loyalty to the brand (Ferreira et al., 2019; Huang, 2017). Therefore, this study confirms that H5 is supported.

Lastly, hypothesis 6 (H6) succeeds in confirming the indirect effect of brand experience on brand loyalty through the mediating role of brand trust. However, these results fail to confirm the mediating role of brand trust in each brand experience dimension. From the four dimensions of brand experience, sensory experience is unsuccessfully mediated by brand trust. The affective experience was found to have an "indirect-only" mediating effect of brand trust. In contrast, intellectual experience and behavior have a "complementary" mediating effect of brand trust on brand loyalty (Zhao et al., 2010) (Table 7.).

The first finding confirms that brand trust does not have a mediating effect either directly or indirectly. These findings could have occurred due to the inconsistency aspect, such as the taste and appearance of the product, the interior design and decoration of found to be less innovative, the unusual smell of the room, and the selection of song genres that are not quite right (Ong et al., 2018; Jang and Lee, 2019). Those important aspects can cause consumers to have a sense of distrust of the brand. Thus, this study's findings indicate that a brand's failure to build a consumer's trust will decrease the brand's loyalty level.

Further findings confirm that brand trust has an "indirect-only" mediating effect (Zhao et al., 2010). These findings show the affective experiences cannot directly influence brand loyalty. However, this influence appears "indirectly" when there is a mediating role for brand trust. These results show that brands must work hard in gaining trust through high levels of affective experiences felt by consumers (Garg et al., 2015; Han et al., 2019; Jang and Lee, 2019).

Furthermore, this study also confirms the "complementary" mediating effect of brand trust (Zhao et al., 2010). These find-ings show that high consumer trust can arise through many intellectual and behavioral experiences when consuming a brand's product or service. High consumer trust will lead to the emergence of high consumer loyalty to the brand (Ferreira et al., 2019; Huang, 2017). Therefore, this study confirms that H6 is supported.

## Conclusion

First, this study has demonstrated that the brand resonance model theory (Huang, 2017; Kotler and Keller, 2016) is beneficial in terms of comprehending the process of forming brand loyalty, particularly in the name-brand coffee shop industry. Second, this study presents a more detailed examination than prior studies (Huang, 2017). It has been successful in exploring the individual dimensions of brand experience and brand loyalty.

Third, this study has confirmed that brand love is a more powerful antecedent of brand loyalty than brand trust. This finding implies that name-brand coffee shop customers are more likely to build behavioral loyalty based on their feeling of love toward the brand rather than trust. Lastly, this study demonstrated two mediating roles of brand love and brand trust in the brand experience and brand loyalty relationships. It thus provides a better and more comprehensive understanding of the processes in shaping customers' brand loyalty, particularly in the name-brand coffee shop environment.

### *Managerial Implications*

This study indicates that a high level of coffee shop brand experience has led to a higher level of brand loyalty, such as the

emergence of positive word of mouth, greater customer satisfaction, and the appearance of behavior or repurchase intention. This study also provides advice for coffee shop owners to maintain brand loyalty to achieve a competitive advantage in the coffee shop market. A successful coffee shop can be achieved by maintaining good customer relationships. Therefore, this study suggests several managerial solutions, such as essential strategies to develop customers' brand loyalty, especially in the name-brand coffee shop industry, as follows:

First, the research results show that sensory experiences positively influence the appeal of the coffee shop to consumers through five basic senses: visual, smell, touch, taste, and hearing. A comfortable environment in a coffee shop is needed to provide the customers with enjoyment. Essential factors such as cleanliness, product quality (delicious food or drink), room lighting quality, room temperature, selection of music genres, room scent, wall colour, and the simplicity of writing on the menu can be unique attractions for consumers (Dhisasmito and Kumar, 2020; Han et al., 2019; Kim and Lee, 2017; Ong et al., 2018). All investments made regarding these sensory factors need to be maintained consistently to make consumers comfortable, thus boosting positive multi-sensory experiences and enhancing their love for, or trust in, the brand.

Second, the results of this study also indicate the critical role of affective experiences. Affective experience elements should be used to the maximum extent possible in positioning the brand experience for each customer while enjoying a cup of coffee. Various efforts regarding affective atmosphere need to be made, such as delicious food or drinks, attractive display, comfortable inter-

actions with employees (especially baristas), a good and memorable store atmosphere, and attractive promotional strategies that can positively enhance customer affective experiences (Dhisasmito and Kumar, 2020; Han et al., 2019; Jalilvand et al., 2017; Ong et al., 2018).

Third, the role of intellectual experience can positively impact customer loyalty. Coffee shop managers are recommended to allocate their budget to develop creative products (unique flavors or displays) and the right service strategies (Dhisasmito and Kumar, 2020). For example, the intellectual experience can be obtained when a coffee shop manager creates interior to exterior designs and decorations that stimulate customers' creativity. Coffee shop theme design must be adjusted based on the target market (Kim and Lee, 2017). Other things such as consistent product quality, coffee bean selection, friendly baristas, creative coffee shop concepts can also stimulate customer curiosity about the coffee shop (Han et al., 2019).

Fourth, positive behavioral experiences must be developed by coffee shop managers. Simple room designs, good layouts, and flexible seating and tables need to be organized as well as possible (Han et al., 2019; Kim and Lee, 2017; Ong et al., 2018). Coffee shops need to provide a comfortable environment for their customers, such as an attractive place with a modern look, free Wi-Fi, and other facilities to retain young customers in the present and future (Dhisasmito and Kumar, 2020). All those investments are needed to make it easier for customers to engage in all their activities at the coffee shop, such as meeting, relaxing, taking pictures, even working while enjoying a cup of coffee.

Fifth, this study shows that the role of the emotional route (brand love) outper-

forms the rational route (brand trust). The majority of coffee shop customers in this study preferred to emphasize emotional factors in their decision-making process. A customer's liking for a brand can emerge from many positive experiences (sensory, affective, intellectual, and behavioral). Unique and creative strategies in creating adaptive business concepts to market trends can help meet high customer expectations for brands (Ong et al., 2018). The coffee shop manager needs to consider all those investments to anticipate the appearance of customer saturation with the coffee shop's performance.

Technology can be used to find more detailed customer preferences for the brand activities. The implementation of promotional strategies, such as gifts, coupons, and discounted prices under certain conditions, can increase customer liking for the brand (Han et al., 2019; Kim and Lee, 2017; Song et al., 2019). The role of social media is beneficial for a brand to maintain relationships with its customers. Social media can be a tool in maintaining interactions and relationships between customers and brands. A good brand relationship with customers is the key to building long last brand loyalty.

## Limitations and Further Research

First, the brand loyalty variables discussed in this study were not measured in detail and specifically. Further research would be expected to include attitudinal loyalty and behavioral loyalty variables in measuring the customers' level of loyalty to acquire more accurate results. Future researchers could also add some variables, such as brand attachment, brand engagement (emotional routes), product efficiency, and brand respect (rational routes) as mediators.

Second, this study has limitations in terms of online questionnaire distribution. Respondents could not ask the researchers directly if there were confusing questions. Third, the questionnaire indicators for this research underwent a translation process but did not go through the back-translation procedure. It allowed the respondents to unintentionally misinterpret the questionnaire items.

Fourth, this study has a limited number of samples that are domiciled only in the Yogyakarta area. The researchers suggest increasing the number of samples and expanding the population's coverage so that future research can provide more accurate results in measuring coffee shop customers' level of loyalty. Fifth, this study was only conducted at 62 coffee shops out of the 1,000+ coffee shops that exist in the Yogyakarta area. Therefore, it is difficult to generalize the outcome in terms of predicting customer loyalty at all types of coffee shops in Yogyakarta. Future research would be expected to classify the various coffee shop brands so that more accurate results are obtained. The classification process could be done based on the coffee shop's business concept: coffee to go, international coffee chain, local coffee chain, independent coffee shop, or specialty coffee shop.

Sixth, this research does not strictly follow the standards of multivariate normality. Due to a lack of data and irrelevant age differences, this research cannot successfully analyze the moderation role of generation, even though the control variables, such as gender and income, have been used. Future investigations should follow the stricter standard of multivariate normality.

Moreover, it needs to be highlighted that these research findings are more suggestive

than absolute. Thus, readers should always be critical when generalizing information. There is a possibility that different environmental conditions and research methods will lead to different findings. It is also suggested that similar research is carried out in the future on different industries such as restaurants, hotels, airlines, and the other tourism sectors to obtain more comprehensive insights.

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