

The Effects of Digital Marketing and Brand Love on Purchase Intention: The Mediating Role of Customer Experience at CALF Coffee Shop

Farlian Oktora Pramudia¹, Dwi Alam Nugroho², Osly Usman³

^{1,2} Department of Management, Faculty of Economics and Business, Universitas Negeri Jakarta, Jakarta, Indonesia.
Email: farlianoktora981@gmail.com¹, dwialamn@gmail.com², oslyusman@unj.ac.id³

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ABSTRACT

This study examines the effects of digital marketing and brand love on consumer purchase intention, with customer experience as a mediating variable at CALF Coffee Shop. A quantitative explanatory research design was employed, involving 150 consumers in Jakarta and Bekasi selected through purposive sampling. Data were collected using a structured questionnaire and analyzed through partial least squares structural equation modeling (PLS-SEM) using SmartPLS 4.0. The findings reveal that digital marketing has significant positive effects on customer experience ($\beta = 0.461$, $p < 0.001$) and purchase intention ($\beta = 0.437$, $p < 0.001$). Similarly, brand love positively influences customer experience ($\beta = 0.396$, $p < 0.001$) and purchase intention ($\beta = 0.371$, $p < 0.001$). Customer experience also has a significant positive effect on purchase intention ($\beta = 0.203$, $p = 0.013$). These findings highlight the importance of integrating digital marketing strategies, emotional brand connections, and customer experience management to strengthen consumer purchase intention. Practically, CALF Coffee Shop should prioritize engaging digital content, meaningful brand interactions, and consistent service experiences to enhance consumer interest in its products. Further analysis of indirect effects is required to establish the statistical significance of the proposed mediating relationships.

Keywords: Brand Love, Coffee Shop, Customer Experience, Digital Marketing, Purchase Intention.

I. Introduction

Digital transformation has fundamentally changed how businesses communicate with consumers, develop brand relationships, and influence purchasing decisions. Digital marketing enables firms to reach target audiences through online channels, deliver relevant content, and facilitate interactive communication throughout the customer journey (Kannan & Li, 2017; Kotler et al., 2021). In increasingly competitive consumer markets, however, digital visibility alone may not be sufficient to generate purchase intention. Businesses must also establish meaningful emotional connections with consumers and provide positive experiences across digital and physical touchpoints. These considerations are particularly relevant to the coffee shop industry, where consumers may evaluate brands not only on beverage quality and price but also on brand identity, service encounters, and the overall consumption experience. Digital marketing plays an important role in creating opportunities for consumer engagement through social media, personalized content, and interactive brand communication. Its strategic value lies not merely in disseminating promotional messages but also in facilitating relevant and consistent interactions with potential customers (Chaffey & Ellis-Chadwick,

2022). Research on social media marketing has also demonstrated that characteristics of brand posts can influence consumer engagement, suggesting that the content and manner of digital communication matter in shaping consumer responses (De Vries et al., 2012). Nevertheless, exposure to digital content does not necessarily translate into purchase intention. Consumers may respond differently to marketing activities depending on their perceptions of the brand, emotional attachment, and experiences with its products and services. Therefore, understanding digital marketing alongside other consumer-related factors is necessary to explain purchase intention more comprehensively.

One important factor in consumer–brand relationships is brand love, which reflects an intense emotional connection between consumers and brands. Batra et al. (2012) conceptualized brand love as a multidimensional construct involving emotional, cognitive, and behavioral elements rather than simply a favorable attitude toward a brand. Such emotional attachment may encourage consumers to maintain relationships with brands, express positive recommendations, and consider purchasing their products. Langner et al. (2015) further examined the emotional nature of brand love in comparison with interpersonal love, highlighting the importance of understanding the affective dimensions of consumer–brand relationships. In the coffee shop context, brand love may therefore complement digital marketing by strengthening consumers’ psychological connections with a particular brand. However, the extent to which this emotional connection translates into purchase intention may also depend on consumers’ experiences with the brand. Customer experience provides a relevant perspective for understanding how consumers interpret their interactions with a business. It encompasses consumers’ responses to multiple touchpoints throughout the customer journey, including digital communication, physical environments, and service encounters (Lemon & Verhoef, 2016). Verhoef et al. (2009) emphasized that customer experience is shaped by multiple determinants and requires a broader perspective than individual service transactions. From this standpoint, digital marketing may contribute to customer experience by creating informative, engaging, and accessible interactions, while brand love may influence how consumers perceive and emotionally respond to those interactions. A positive customer experience may, in turn, strengthen consumers’ willingness to consider purchasing from the brand. Customer experience is therefore a plausible mediating mechanism linking digital marketing and brand love with purchase intention, although this mediating role requires empirical testing.

The relevance of these relationships is evident in the coffee shop market, where competition extends beyond the functional attributes of beverages to include brand communication and the overall customer journey. Recent empirical research by Liando and Keni (2025) examined digital marketing, customer experience, and customer satisfaction in relation to repurchase intention among coffee shop customers in Jakarta. This research provides relevant evidence that these constructs warrant examination in the local coffee shop context. However, repurchase intention and purchase intention are conceptually distinct: the former concerns the intention to buy again, whereas the latter concerns the intention to make a purchase. Moreover, examining digital marketing and customer experience does not by itself establish whether brand love and customer experience jointly explain the relationship between digital marketing and purchase intention. These distinctions provide a basis for investigating the proposed relationships more specifically. Against this background, the present study focuses on CALF Coffee Shop, which operates in Jakarta and Bekasi. The study examines whether digital marketing and brand love are associated with consumer purchase intention and whether customer experience mediates these relationships. The central research problem is not an assumed failure of CALF Coffee Shop’s marketing activities, but the need to establish empirically how its digital marketing efforts and consumers’ emotional attachment to the brand relate to purchase intention through customer experience. This focus connects established perspectives on digital marketing, consumer–brand relationships, and customer experience within a specific business context.

Accordingly, this study aims to examine the effects of digital marketing and brand love on purchase intention and to assess the mediating role of customer experience at CALF Coffee Shop. The study seeks to contribute to the consumer behavior literature by examining these constructs within an integrated research model and to provide practical insights for managing digital communication, emotional brand relationships,

and customer experiences. The findings may help coffee shop managers identify which relationships warrant strategic attention when developing marketing initiatives to encourage purchase intention. By examining both direct relationships and the proposed indirect relationships, this study offers a context-specific assessment of how marketing activities and consumer–brand attachment may be connected to purchase intention.

II. Literature Review

2.1. Digital Marketing

Digital marketing refers to the strategic use of digital technologies and online channels to communicate value, engage target audiences, and support marketing objectives. Unlike traditional marketing, digital marketing enables interactive communication, targeted content distribution, and ongoing consumer engagement across multiple platforms (Kannan & Li, 2017). Chaffey and Ellis-Chadwick (2022) emphasize that effective digital marketing requires the integration of digital channels, content, customer data, and measurable marketing activities. Accordingly, digital marketing should be understood not simply as online promotion but as a coordinated process of creating and maintaining meaningful interactions between brands and consumers.

Social media provides an important setting for these interactions. De Vries et al. (2012) demonstrated that characteristics of brand posts are associated with brand-post popularity, highlighting the importance of content design in encouraging consumer responses. Similarly, Hollebeek et al. (2014) conceptualized consumer brand engagement in social media as a multidimensional construct involving cognitive, emotional, and behavioral dimensions. These perspectives suggest that digital marketing may influence consumers by increasing exposure to brand information, facilitating interaction, and creating opportunities for engagement. However, digital exposure alone does not guarantee purchase intention. Consumers may encounter the same promotional content but respond differently depending on their previous experiences, perceptions of brand credibility, and emotional relationships with the brand. Digital marketing therefore needs to be examined alongside other consumer-related constructs to explain how marketing activities relate to purchase intention. In the present study, digital marketing is conceptualized as a marketing-related antecedent of customer experience and purchase intention.

2.2. Brand Love

Brand love represents a strong emotional relationship between consumers and a brand. Carroll and Ahuvia (2006) examined brand love as an important consumer response associated with brand-related outcomes. Batra et al. (2012) subsequently developed a richer conceptualization of brand love, describing it as a multidimensional construct that encompasses emotional, cognitive, and behavioral elements. Their perspective indicates that brand love extends beyond simple satisfaction or favorable brand evaluation. Bagozzi et al. (2017) contributed to this literature by developing and validating a practical scale for measuring brand love. Their work supports the importance of treating brand love as a distinct construct rather than using it interchangeably with general brand attitude or satisfaction. Langner et al. (2015) also examined the emotional nature of brand love in comparison with interpersonal love, emphasizing the complexity of emotional bonds involving brands.

In the coffee shop context, brand love may emerge when consumers develop strong affective connections with a brand through its identity, products, communication, and accumulated experiences. Such attachment may be associated with a greater willingness to consider the brand when making purchase decisions. Nevertheless, emotional attachment does not necessarily lead to a purchase on every occasion because purchasing behavior may also depend on price, accessibility, preferences, and situational constraints.

Brand love should therefore be examined as a potential predictor of purchase intention rather than treated as a guarantee of purchasing behavior.

2.3. Customer Experience

Customer experience encompasses consumers' cognitive, emotional, sensory, social, and behavioral responses to interactions with a firm and its offerings. Verhoef et al. (2009) explained that customer experience is shaped by multiple determinants, including the social environment, service interface, retail atmosphere, and consumer characteristics. Lemon and Verhoef (2016) further emphasized the importance of understanding customer experience across the customer journey, which includes interactions before, during, and after a purchase. Customer experience is also related to, but distinct from, brand experience. Brakus et al. (2009) conceptualized brand experience through sensory, affective, intellectual, and behavioral responses elicited by brand-related stimuli. While brand experience focuses on responses to brand stimuli, customer experience provides a broader perspective on interactions across the customer journey. This distinction is relevant to coffee shops because consumers may form impressions through social media content, product presentation, outlet atmosphere, ordering processes, and employee interactions. Customer experience may connect marketing activities with consumer responses because consumers interpret marketing messages through their actual and anticipated interactions with a brand. Digital content that is informative and engaging may contribute to favorable perceptions of the brand experience, while a strong emotional connection may influence how consumers interpret subsequent interactions. Nevertheless, the mediating role of customer experience cannot be established solely from these theoretical arguments; it requires empirical testing of the indirect relationships specified in the research model.

2.4. Purchase Intention

Purchase intention refers to a consumer's stated likelihood or willingness to purchase a particular product or service. It is conceptually distinct from actual purchase behavior because intention does not always translate into action. Ajzen (1991), through the theory of planned behavior, explained that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control. This framework provides a general theoretical basis for understanding why consumers may develop intentions to purchase while recognizing that situational constraints can affect the relationship between intention and behavior. Spears and Singh (2004) examined the measurement of brand attitude and purchase intention, emphasizing the need to distinguish consumers' evaluations of a brand from their intentions to purchase it. Dodds et al. (1991) also demonstrated the relevance of price, brand, and retailer information to buyers' evaluations and purchase intentions. Together, these studies suggest that purchase intention is a consumer response that can be shaped by marketing information, brand evaluations, and perceived value. In the present study, purchase intention is the focal outcome variable. It should be measured using items that directly reflect consumers' intention or likelihood to purchase from CALF Coffee Shop. Items concerning recommendations, brand preference, and future purchases may provide related information, but their conceptual alignment with purchase intention should be carefully established during instrument development.

2.5. Digital Marketing and Customer Experience

Digital marketing can shape customer experience by determining the information, interactions, and expectations consumers encounter before visiting or purchasing from a business. Kannan and Li (2017) highlighted the strategic role of digital marketing across the customer journey, while De Vries et al. (2012) showed that brand-post characteristics are relevant to social media responses. These perspectives provide a basis for expecting digital marketing activities to be associated with customer experience. In a coffee shop setting, relevant digital interactions may include product information, promotional content, responses to

customer inquiries, and the consistency between online communication and the in-store experience. Liando and Keni (2025) examined digital marketing and customer experience among coffee shop customers in Jakarta, providing context-specific evidence of the relevance of these constructs. Accordingly, the present study proposes that digital marketing is positively associated with customer experience.

H1: Digital marketing has a positive effect on customer experience.

2.6. Brand Love and Customer Experience

Brand love may shape customer experience because consumers' emotional relationships with a brand can influence how they interpret brand-related interactions. Batra et al. (2012) and Bagozzi et al. (2017) provide conceptual and measurement foundations for understanding brand love as a distinct emotional construct. Brakus et al. (2009) further demonstrate the importance of sensory, affective, intellectual, and behavioral responses in understanding brand experience. Applied to coffee shops, consumers who feel emotionally connected to a brand may perceive brand-related interactions as more personally meaningful. However, customer experience is also influenced by service performance, the physical environment, and other situational factors. The relationship should therefore be examined empirically rather than assumed to be uniformly positive.

H2: Brand love has a positive effect on customer experience.

2.7. Digital Marketing and Purchase Intention

Digital marketing may influence purchase intention by providing product information, increasing brand awareness, facilitating consumer engagement, and communicating value propositions. Kannan and Li (2017) describe digital marketing as an integrated process that connects marketing activities with consumer responses across digital touchpoints. Chaffey and Ellis-Chadwick (2022) similarly emphasize the strategic role of digital channels in reaching and engaging target audiences. However, the effect of digital marketing may depend on the relevance and credibility of the information, consumers' existing brand perceptions, and their actual needs. A promotional message may attract attention without necessarily producing purchase intention. Thus, the proposed relationship should be evaluated in the specific context of CALF Coffee Shop.

H3: Digital marketing has a positive effect on purchase intention.

2.8. Brand Love and Purchase Intention

Brand love may be associated with purchase intention because emotional attachment can strengthen consumers' preference for a brand and their willingness to consider its offerings. Carroll and Ahuvia (2006) and Batra et al. (2012) provide foundational perspectives on the emotional significance of brand love, while Langner et al. (2015) further examine its affective characteristics. These studies support the conceptual distinction between emotional brand attachment and more general brand evaluation. In the coffee shop industry, emotional attachment may encourage consumers to consider a preferred brand when choosing where to purchase beverages. Nevertheless, purchase intention may also be constrained by price, location, availability, and competing alternatives. The relationship between brand love and purchase intention should therefore be understood as a testable association rather than an inevitable behavioral outcome.

H4: Brand love has a positive effect on purchase intention.

2.9. Customer Experience and Purchase Intention

Customer experience may influence purchase intention by shaping consumers' evaluations of the brand and their expectations of future interactions. Verhoef et al. (2009) and Lemon and Verhoef (2016) emphasize the multidimensional nature of customer experience and the importance of interactions throughout the customer journey. Brakus et al. (2009) also demonstrate the relevance of consumers' responses to brand-related stimuli. In a coffee shop, consumers may evaluate not only beverage quality but also ordering convenience, service encounters, outlet atmosphere, and digital interactions. Favorable experiences may strengthen consumers' willingness to consider a purchase, although purchase intention can also depend on other factors. Empirical research involving coffee shop customers in Jakarta has examined customer experience in relation to repurchase intention, supporting the relevance of this construct in the sector (Liando & Keni, 2025). Because repurchase intention differs from initial or general purchase intention, the present study addresses the latter directly.

H5: Customer experience has a positive effect on purchase intention.

2.10. The Mediating Role of Customer Experience

Customer experience is proposed as a mediating variable because it may help explain how marketing-related factors are associated with purchase intention. Lemon and Verhoef (2016) emphasize that consumers' experiences emerge across multiple touchpoints, while Verhoef et al. (2009) highlight the range of factors that shape those experiences. These perspectives suggest that marketing activities and emotional brand relationships may be connected to purchase intention partly through consumers' experiences with a brand. Digital marketing may influence the information and interactions consumers encounter, while brand love may affect their emotional interpretation of those interactions. Customer experience may then be associated with consumers' willingness to purchase. This proposed mechanism does not imply that mediation is established in advance; rather, it provides a theoretical rationale for testing the indirect effects within the research model.

The coffee shop context offers a relevant setting for this investigation because consumers may encounter the brand through both digital communication and physical service interactions. Recent work on coffee shop customers in Jakarta has examined digital marketing and customer experience in relation to repurchase intention, but the present study focuses on the combined roles of digital marketing and brand love in explaining purchase intention through customer experience (Liando & Keni, 2025). The contribution therefore lies in testing the proposed integrated model in the context of CALF Coffee Shop, rather than claiming that the individual constructs or relationships have never been studied.

H6: Customer experience mediates the relationship between digital marketing and purchase intention.

H7: Customer experience mediates the relationship between brand love and purchase intention.

III. Research Method

3.1. Research Design

This study employed a quantitative explanatory research design to examine the relationships among digital marketing (X1), brand love (X2), customer experience (Z), and purchase intention (Y) at CALF Coffee Shop. Partial least squares structural equation modeling (PLS-SEM) was used to evaluate the proposed structural relationships and examine the mediating role of customer experience. Data analysis was performed using SmartPLS 4.0.

3.2. Population and Sampling

The target population consisted of consumers who had purchased beverages or other products from CALF Coffee Shop, primarily in Jakarta and Bekasi. Respondents were selected using purposive sampling based on the following eligibility criteria: (1) being at least 17 years old, (2) having made a purchase at CALF Coffee Shop within the previous six months, and (3) having interacted with CALF's digital marketing platforms, including Instagram, TikTok, or its website. The main study involved 150 valid respondents. Data were collected through an online questionnaire distributed using Google Forms.

3.3. Data Collection and Research Instrument

Primary data were collected using a structured questionnaire consisting of five sections: respondents' demographic characteristics, digital marketing, brand love, customer experience, and purchase intention. All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement items were adapted from previously published research instruments relevant to the study constructs. A preliminary instrument test involving 30 respondents was conducted separately from the main study. These respondents were not included in the main sample of 150 respondents. The preliminary test was intended to assess the clarity and consistency of the questionnaire items before the main data collection.

3.4. Variable Operationalization

Digital marketing was operationalized through content quality, personalization, engagement, interactivity, and calls to action, drawing on the frameworks discussed by Kotler et al. (2021) and Chaffey (2022). Brand love was measured through brand passion, emotional attachment, self-brand integration, and brand commitment, based on Batra et al. (2012) and Langner et al. (2015). Customer experience was assessed through sensory, emotional, cognitive, behavioral, and social dimensions, following Lemon and Verhoef (2016). Purchase intention was operationalized using purchase interest, intention to recommend, brand preference, and future purchase plans, as specified in the original research instrument. The questionnaire items and indicators were used to represent their respective latent constructs in the PLS-SEM model. The operationalization of each construct was aligned with the study's conceptual framework and the measurement items administered to respondents.

3.5. Data Analysis

The data were analyzed using SmartPLS 4.0 through two main stages: measurement model assessment and structural model evaluation. The measurement model was evaluated to assess the validity and reliability of the constructs. Convergent validity was examined using outer loadings and average variance extracted (AVE). Internal consistency reliability was assessed using Cronbach's alpha and composite reliability. Discriminant validity was evaluated using the Fornell-Larcker criterion to determine whether the constructs were empirically distinguishable. The structural model was assessed by examining the path coefficients and their statistical significance. Bootstrapping with 5,000 subsamples was conducted to evaluate the significance of the hypothesized relationships. The coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) were also considered to assess the explanatory and predictive performance of the model. The mediating role of customer experience was examined by assessing the specific indirect effects of digital marketing and brand love on purchase intention through customer experience. The bootstrapping procedure was used to evaluate the statistical significance of these indirect effects. The mediation hypotheses were assessed based on the corresponding indirect-effect estimates and their statistical evidence, rather than inferred solely from the significance of the direct relationships. The analytical procedure was designed to

determine whether digital marketing and brand love were associated with purchase intention directly and indirectly through customer experience. Conclusions regarding the mediation hypotheses were based on the results of the specific indirect-effects analysis.

IV. Result and Discussion

4.1. Results

a. Respondent Characteristics

The respondents' demographic profile was intended to describe the consumer groups represented in the study of CALF Coffee Shop. However, the respondent-frequency table in The studi reports 161 respondents, comprising 69 employees, 81 students, and 11 entrepreneurs, whereas the research method specifies a main sample of 150 valid respondents. This discrepancy must be resolved using the original dataset before the final respondent profile and percentages can be reported. Accordingly, the demographic frequencies are not interpreted further in this revised section until the final sample count has been verified.

b. Measurement Model Assessment

The measurement model was evaluated using outer loadings, average variance extracted (AVE), Cronbach's alpha, rho_A, and composite reliability. As reported in Table 1, the outer loadings ranged from 0.863 to 0.913. All indicators therefore exceeded the commonly applied threshold of 0.70, suggesting that the indicators were adequately associated with their respective constructs.

Table 1. Outer Loadings of the Measurement Indicators

Construct	Indicator	Outer loading
Digital Marketing	DM1	0.887
	DM2	0.889
	DM3	0.878
	DM4	0.863
Brand Love	BL1	0.891
	BL2	0.902
	BL3	0.913
Customer Experience	CE1	0.885
	CE2	0.882
	CE3	0.901
Purchase Intention	MB1	0.893
	MB2	0.875
	MB3	0.908

The construct-level results also indicated satisfactory convergent validity and internal consistency reliability. The AVE values ranged from 0.774 to 0.814, exceeding the recommended minimum of 0.50. Cronbach's alpha values ranged from 0.867 to 0.902, while composite reliability values ranged from 0.919 to 0.932. The reported rho_A values ranged from 0.867 to 0.905. These results indicate that the indicators shared sufficient variance with their respective constructs and that the constructs demonstrated satisfactory internal consistency.

Table 2. Reliability and Convergent Validity

Construct	Cronbach's alpha	rho_A	Composite reliability	AVE
Digital Marketing	0.902	0.905	0.932	0.774
Brand Love	0.886	0.886	0.929	0.814
Customer Experience	0.872	0.875	0.921	0.796
Purchase Intention	0.867	0.867	0.919	0.791

Although the reported results support convergent validity and internal consistency reliability, discriminant validity should be reported separately. The study states that the Fornell-Larcker criterion was used, but the corresponding results are not included in the tables presented here. Consequently, discriminant validity cannot be independently confirmed from the available values alone.

c. Structural Model Assessment

The structural model was assessed using path coefficients, t-statistics, and p-values. As shown in Table 3, all five reported direct relationships were positive and statistically significant at the 5% significance level.

Table 3. Structural Path Coefficients

Hypothesized relationship	β	t-statistic	p-value
Digital Marketing → Purchase Intention	0.437	7.065	< .001
Digital Marketing → Customer Experience	0.461	6.371	< .001
Brand Love → Purchase Intention	0.371	5.519	< .001
Brand Love → Customer Experience	0.396	5.141	< .001
Customer Experience → Purchase Intention	0.203	2.498	.013

Digital marketing had a positive and statistically significant relationship with purchase intention ($\beta = 0.437$, $t = 7.065$, $p < .001$) and customer experience ($\beta = 0.461$, $t = 6.371$, $p < .001$). Brand love was also positively associated with purchase intention ($\beta = 0.371$, $t = 5.519$, $p < .001$) and customer experience ($\beta = 0.396$, $t = 5.141$, $p < .001$). In addition, customer experience had a positive and statistically significant relationship with purchase intention ($\beta = 0.203$, $t = 2.498$, $p = .013$). Among the five reported paths, the relationship between digital marketing and customer experience had the largest coefficient ($\beta = 0.461$), followed by the relationship between digital marketing and purchase intention ($\beta = 0.437$). The coefficient for customer experience and purchase intention was comparatively smaller, although it remained statistically significant. These coefficients represent the estimated relationships within the specified model and should not be interpreted as causal effects established independently of the study design. The available results support the five direct relationships reported in the structural model. However, the coefficient of determination (R^2), effect sizes (f^2), predictive relevance (Q^2), and specific indirect effects are not presented in the available tables. Therefore, the explanatory power, predictive performance, and mediation hypotheses require additional reporting before the structural model can be evaluated comprehensively.

4.2. Discussion

a. Digital Marketing and Customer Experience

The results indicate that digital marketing has a positive and statistically significant relationship with customer experience ($\beta = 0.461$, $p < .001$). Among the direct paths reported in this study, this relationship has the largest coefficient. The finding suggests that consumers who perceive CALF Coffee Shop's digital marketing more favorably also tend to report more positive customer experiences. This relationship can be interpreted through the role of digital marketing in coordinating brand communication and consumer interaction across online touchpoints. Kannan and Li (2017) explain that digital marketing encompasses interconnected processes through which firms use digital technologies to communicate with consumers, deliver value, and support customer relationships. Similarly, Lemon and Verhoef (2016) emphasize that customer experience develops across multiple touchpoints and channels rather than through a single encounter. Verhoef et al. (2009) also describe customer experience as the outcome of several interacting determinants, including the service environment, social influences, and firm-controlled marketing activities.

In the context of CALF Coffee Shop, digital content and social media interactions may shape consumers' expectations before they visit an outlet. These expectations may then interact with the actual experience of ordering, receiving service, and consuming the product. Research on social media brand communication also suggests that characteristics of brand posts can influence consumer responses to online brand communication (de Vries et al., 2012). Therefore, digital marketing should not be viewed solely as a promotional activity; it may also form part of the customer journey. Nevertheless, the present results do not establish which specific digital marketing component contributes most to customer experience. The reported

model contains an overall digital marketing construct rather than separate tests of content quality, personalization, interactivity, or engagement. CALF Coffee Shop should therefore evaluate these components separately before prioritizing one specific activity on the basis of this study.

b. Brand Love and Customer Experience

Brand love had a positive and statistically significant relationship with customer experience ($\beta = 0.396, p < .001$). This result suggests that stronger emotional attachment to a brand is associated with more positive reported experiences among the consumers surveyed. Brand love represents more than a favorable evaluation of a product; it concerns an emotionally meaningful relationship between consumers and a brand. Batra et al. (2012) describe brand love as a complex construct involving emotional, cognitive, and relationship-related dimensions. Carroll and Ahuvia (2006) likewise examine brand love as an emotional response associated with consumers' relationships with brands. These perspectives suggest that consumers who feel attached to a brand may interpret their interactions with it through an established emotional connection.

The result is also consistent with the broader customer-experience perspective, which recognizes that consumer experiences are shaped not only by functional performance but also by personal and social responses across the customer journey (Lemon & Verhoef, 2016; Verhoef et al., 2009). For CALF Coffee Shop, this implies that brand-related emotional connections may be reinforced through consistent communication, recognizable brand identity, and positive service encounters. However, the positive coefficient should not be interpreted as proof that brand love causes better experiences. The cross-sectional survey captures the estimated relationship among constructs at a particular point in time. It cannot establish whether emotional attachment precedes customer experience, whether positive experiences strengthen brand love, or whether both processes occur. Future research could examine these possibilities using longitudinal data or alternative model specifications.

c. Digital Marketing and Purchase Intention

Digital marketing had a positive and statistically significant relationship with purchase intention ($\beta = 0.437, p < .001$). This result indicates that more favorable perceptions of CALF Coffee Shop's digital marketing are associated with stronger reported intentions to purchase. The finding aligns with the view that digital marketing creates opportunities for brands to communicate relevant information, maintain visibility, and facilitate consumer engagement. Kannan and Li (2017) discuss how digital technologies reshape marketing activities and consumer interactions. De Vries et al. (2012) also show the relevance of brand-post characteristics to consumer engagement with brand communication on social media. In addition, research on social media marketing activities has examined pathways linking online brand activities with consumer intentions through brand-related psychological responses (for example, the sequential mediation framework examined by the authors of the 2023 *Journal of Global Marketing* study on social media marketing activities, brand experience, and brand love).

The coefficient reported for digital marketing is larger than the coefficient for brand love in predicting purchase intention within this model. This comparison suggests that digital marketing has a stronger estimated direct relationship with purchase intention than brand love in the present sample. It does not, by itself, demonstrate that digital marketing is universally more important than emotional brand attachment, because coefficient comparisons are specific to the constructs, measures, and sample used. From a managerial perspective, CALF Coffee Shop may use digital platforms to communicate product information, announce promotions, and maintain consistent brand messaging. Nevertheless, the study does not test the effectiveness of any particular campaign, content format, or platform. Practical decisions should therefore be guided by additional campaign-level data rather than by the path coefficient alone.

d. Brand Love and Purchase Intention

The results show that brand love has a positive and statistically significant relationship with purchase intention ($\beta = 0.371, p < .001$). This indicates that respondents who report stronger emotional attachment to CALF Coffee Shop also tend to report stronger intentions to purchase its products. This finding is consistent with research conceptualizing brand love as an emotional bond that can shape consumer responses to brands. Carroll and Ahuvia (2006) examined brand love in relation to consumer responses to brands, while Batra et al. (2012) developed a more comprehensive account of the nature and dimensions of brand love.

These studies provide a theoretical basis for understanding why consumers' emotional relationships with a brand may be associated with their future purchase intentions. The result suggests that CALF Coffee Shop's brand strategy may benefit from creating meaningful and consistent interactions rather than relying exclusively on transactional promotions. Brand storytelling, recognizable brand values, and authentic consumer engagement are possible managerial approaches, although their individual effects were not tested in the present study. The findings should also be interpreted specifically in terms of purchase intention; they do not establish actual repeat purchasing, long-term loyalty, or resistance to competing brands.

e. Customer Experience and Purchase Intention

Customer experience was positively and significantly associated with purchase intention ($\beta = 0.203$, $p = .013$). Although this coefficient was smaller than the coefficients for the other reported direct relationships, it remained statistically significant at the 5% level. The result suggests that consumers reporting more favorable experiences with CALF Coffee Shop also tend to report stronger purchase intentions. Customer experience is commonly understood as a multidimensional response that develops through interactions with a firm over time. Lemon and Verhoef (2016) emphasize the importance of considering the entire customer journey, including interactions before, during, and after purchase. Verhoef et al. (2009) similarly identify multiple determinants of customer experience and discuss the implications for experience management. Brakus et al. (2009), in their work on brand experience, also distinguish sensory, affective, intellectual, and behavioral responses to brand-related stimuli. Although brand experience and customer experience are not interchangeable constructs, this literature helps explain why consumers' overall interactions with a brand may be relevant to their subsequent intentions. For CALF Coffee Shop, the result supports the managerial importance of maintaining consistency between digital promises and the experience delivered at the outlet. Product quality, service interactions, ordering convenience, and the physical environment are plausible areas for experience management. However, the present model does not separately estimate the effects of these operational elements. Additional measurement or qualitative research would be needed to identify which aspects of the customer experience are most closely associated with purchase intention.

f. The Potential Mediating Role of Customer Experience

The proposed conceptual model positions customer experience as a mediator between digital marketing and purchase intention, as well as between brand love and purchase intention. The reported results show that digital marketing and brand love are positively associated with customer experience, and that customer experience is positively associated with purchase intention. These direct relationships are theoretically compatible with the proposed mediation framework. Nevertheless, the significance of the individual direct paths does not establish that either indirect effect is statistically significant. Mediation must be assessed by examining the specific indirect effect of digital marketing on purchase intention through customer experience and the specific indirect effect of brand love on purchase intention through customer experience. The corresponding bootstrap confidence intervals and p-values should be reported. Methodological guidance on PLS-SEM emphasizes the need to evaluate the estimated indirect effects directly rather than infer mediation solely from separate path tests (Hair & Alamer, 2022). Accordingly, the available results are insufficient to confirm whether customer experience significantly mediates either relationship. Once the specific indirect-effects output is available, the discussion should report the indirect coefficient, bootstrap t-statistic, p-value, and confidence interval for each pathway. The direct and indirect effects should then be considered together to determine whether the evidence supports indirect-only mediation, complementary mediation, competitive mediation, or no statistically significant mediation.

V. Conclusion

This study found that digital marketing and brand love were positively and significantly associated with customer experience and purchase intention at CALF Coffee Shop. Digital marketing had the strongest reported relationship with customer experience ($\beta = 0.461$, $p < .001$), followed by its relationship with purchase intention ($\beta = 0.437$, $p < .001$). Brand love was also positively associated with customer experience ($\beta = 0.396$, $p < .001$) and purchase intention ($\beta = 0.371$, $p < .001$), while customer experience had a positive

and significant relationship with purchase intention ($\beta = 0.203$, $p = .013$). These findings indicate that digital marketing, emotional connections with the brand, and customer experience are relevant factors associated with consumers' purchase intentions in the context of CALF Coffee Shop. However, the mediating role of customer experience requires confirmation through the specific indirect-effects results.

The findings have practical implications for CALF Coffee Shop management. Digital marketing strategies should provide relevant and engaging content while maintaining consistency between online brand communication and the experience delivered at physical outlets. Brand love may be strengthened through authentic communication, recognizable brand values, and meaningful customer interactions. Meanwhile, customer experience management should consider the entire customer journey, including digital engagement, ordering convenience, product quality, and service interactions. By integrating these activities, management can develop a more consistent brand experience and support consumers' purchase intentions. These recommendations should be treated as managerial directions informed by the observed relationships, rather than as evidence that any specific intervention will necessarily increase actual purchases.

This study has several limitations. The use of purposive sampling among consumers in Jakarta and Bekasi limits the generalizability of the findings, while the cross-sectional survey design does not establish temporal order or definitive causal relationships. In addition, the respondent total reported in the original demographic table must be reconciled with the stated sample of 150, and the mediating effects cannot be conclusively interpreted without the corresponding specific indirect-effects output. Future research should verify the final sample records, report the complete indirect-effect estimates and bootstrap confidence intervals, and examine the model using larger samples from different geographical areas and coffee-shop brands. Longitudinal designs and additional variables, such as purchase frequency or consumer characteristics, may also provide deeper insight into how digital marketing, brand love, and customer experience relate to purchase intention over time.

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