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The Relationship Between the Marketing Mix and Customer Loyalty: The Mediating Role of Customer Satisfaction at Kopi Kenangan in Jakarta

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ABSTRACT
This study examines the direct relationships between marketing mix attributes and customer loyalty, as well as their indirect relationships through customer satisfaction, within a single Indonesian coffee chain. Using a cross-sectional survey of 190 consumers in Jakarta selected through purposive sampling, this study examines the relationships of product, price, and place with customer satisfaction and loyalty using partial least squares structural equation modeling (PLS-SEM). Product ($\beta = 0.218$, $p = 0.003$), price ($\beta = 0.183$, $p = 0.018$), and place ($\beta = 0.365$, $p < 0.001$) were positively and significantly associated with customer satisfaction. Customer satisfaction was also positively and significantly associated with customer loyalty ($\beta = 0.471$, $p < 0.001$). Place had a significant direct relationship with customer loyalty ($\beta = 0.183$, $p = 0.041$), whereas the direct relationships of product and price with customer loyalty were not statistically significant. The indirect relationships between all three marketing mix attributes and customer loyalty through customer satisfaction were statistically significant. The model explained 45.2% of the variance in customer satisfaction and 53.5% of the variance in customer loyalty. These findings suggest that customer satisfaction serves as an evaluative link between consumers' perceptions of marketing mix attributes and customer loyalty, while place retains a distinct direct relationship with loyalty. The study contributes empirical evidence on the differentiated direct and indirect relationships among these variables without claiming causal identification or proposing a new mediation theory. Given the cross-sectional design and reliance on self-reported perceptions, the findings should be interpreted as associations rather than causal effects. Furthermore, because the place measures focus on accessibility and proximity, the findings should not be generalized to all dimensions of the servicescape or interpreted as evidence of verified repeat purchases.

Keywords: Marketing Mix, Customer Satisfaction, Customer Loyalty, Coffee Chains, Jakarta.
JEL Code: M31, L83, D12

I. Introduction

Indonesia's coffee market has evolved beyond a commodity-based consumption pattern into an experience-oriented service economy, in which coffee shops serve as places to enjoy beverages, work, meet

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others, socialize, and express personal lifestyles. This transition has intensified competition among national chains, independent specialty coffee shops, and convenience-oriented outlets. For managers, the challenge is no longer simply to sell beverages but also to deliver a consistent value proposition that combines product quality, an acceptable price-to-value relationship, and a convenient and pleasant location. In service settings, these elements contribute to consumers' overall evaluations of their experiences and may therefore be associated with customer satisfaction and, ultimately, loyalty (Kotler & Keller, 2020; Lovelock & Wirtz, 2020). Research on coffee shops in Indonesia consistently indicates that customer loyalty is multidimensional and context-dependent. Dhisasmito and Kumar (2020), in their study of coffee shops in Jakarta, demonstrated that service quality and price fairness were associated with customer loyalty through customer satisfaction. Similarly, Erlina and Hermawan (2021) found that the marketing mix remained relevant to customer loyalty among coffee shop customers in Bandung, with physical evidence playing a particularly important role. More recent studies have expanded explanations of customer loyalty by incorporating store atmosphere, brand image, product quality, switching costs, trust, and digital experiences (Afyani et al., 2023; Silalahi & Novenson, 2024; Nasution & Adiwijaya, 2024). Collectively, these studies highlight a common theme: customer loyalty in coffee shop settings is rarely attributable to a single marketing attribute and is often associated with customer satisfaction as an intermediate evaluative mechanism.

The distinction between an attribute's association with customer satisfaction and its association with customer loyalty is substantive rather than merely semantic. A coffee shop attribute may contribute to the perceived value of a visit without independently explaining a customer's intention to return. Conversely, an attribute that reduces the effort required to make a purchase may be associated with repeat-choice intentions even after customer satisfaction is taken into account. Existing studies provide evidence of several such relationships; however, findings from independent cafés, multi-brand samples, and platform-based services are not directly equivalent to evidence from customers evaluating a single coffee shop chain (Dhisasmito & Kumar, 2020; Afyani et al., 2023; Nasution & Adiwijaya, 2024). An integrated analysis can therefore help determine whether the observed statistical relationships differ across product, price, and place rather than assuming that all three attributes operate in the same way. This distinction also has implications for the boundaries of the evidence. Consumer intentions reported in questionnaires do not constitute transaction histories, and statistical mediation identified from a single survey wave does not establish the temporal ordering required for causal explanations. Accordingly, this study uses the terms "association," "indirect pathway," and "statistical mediation" to distinguish structural model estimates from experimentally identified effects. Discussions of mechanisms within service settings are presented as interpretations consistent with the findings rather than as direct observations of consumers' motivations. These limitations are particularly important in marketing research, where managerial interpretations can easily transform conditional associations observed in survey data into unsupported claims about the effects of specific interventions.

Kopi Kenangan provides a relevant context for examining these relationships. Established in 2017, the brand expanded rapidly across Indonesia and became a prominent local chain in the urban food and beverage market. Its expanding outlet network provides consumers with broad access to a relatively standardized brand experience. Nevertheless, the actual customer experience may vary across outlets because accessibility, parking availability, queue conditions, seating arrangements, and surrounding activities differ by location. By contrast, product recipes and pricing policies are generally more standardized at the brand level. This combination raises an important managerial question: are product and price directly associated with customer loyalty, or are their relationships with loyalty primarily indirect through customer satisfaction, while location convenience maintains a more immediate association with loyalty? This question is important because previous research has not established a uniform pattern of relationships across coffee shop contexts. Some studies have reported significant associations between product quality, price, customer satisfaction, and customer loyalty (Gunawan et al., 2024). Other studies have highlighted the importance of location and atmosphere for customer satisfaction and behavioral responses (Budiman & Dananjoyo, 2021; Seong, 2021; Setiawardani, 2021). Research has also identified customer satisfaction as a mediating variable linking service quality, food quality, price fairness, or brand-related factors to customer loyalty (Abdichianto &

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Ruslim, 2024; Wardani et al., 2023). However, the relative importance of individual marketing attributes may differ when consumers evaluate a specific chain rather than several independent coffee shops. Therefore, estimating direct and indirect relationships within a single integrated model can provide a clearer account of how these attributes are associated with customer satisfaction and loyalty in a particular chain context.

Recent evidence further reinforces the relevance of this comparison. Research involving coffee shop consumers in Jakarta has identified store atmosphere and customer satisfaction as relevant factors associated with customer loyalty, while studies of mobile coffee applications have shown that digital user experience may also be associated with satisfaction and loyalty (Afyani et al., 2023; Nasution & Adiwijaya, 2024). Liando and Keni (2025) similarly reported associations among digital marketing, customer experience, customer satisfaction, and repurchase intention among coffee shop customers in Jakarta. These findings illustrate the increasingly complex competitive environment, but they do not directly examine the relative contributions of product, price, and place through the specific combination of direct and indirect pathways assessed in the present study. Likewise, Sabela and Aminah (2026) examined digital marketing and electronic word of mouth in another Indonesian coffee chain, highlighting the importance of digital touchpoints while focusing on purchase decisions rather than the customer loyalty outcome investigated here. The present study does not claim to test these digital pathways. Instead, it focuses on three conventional marketing mix attributes to compare their respective statistical relationships with customer satisfaction and loyalty. The contextual contribution of this study lies in identifying an interpretable pattern of relationships within the observed data, particularly whether customer satisfaction is associated with customer loyalty when the three marketing mix attributes exhibit different direct relationships with loyalty. This analysis may inform subsequent research on standardized chain-based business models. However, the present data do not measure the degree of standardization across outlets, the consistency of brand-level policies, or comparative performance relative to independent coffee shops. Consequently, explanations based on standardization are treated as contextual propositions that require further empirical testing. By distinguishing empirical findings from interpretations and unresolved questions, this study avoids presenting the application of an established mediation framework in a new setting as an entirely novel theoretical mechanism.

This study examines product, price, and place within an integrated model that distinguishes their direct relationships with customer loyalty from their indirect statistical pathways through customer satisfaction. Its empirical contribution is limited to a sample of consumers of a single coffee shop chain in Jakarta and is not intended to represent the Indonesian coffee industry as a whole. The model does not establish that consumers' perceptions of these attributes preceded customer satisfaction temporally. Rather, it estimates whether the observed relationships are consistent with a satisfaction-mediated explanation when the constructs are measured concurrently. The central research question is whether product and price exhibit the same combination of direct and indirect relationships with customer loyalty as place, or whether their observed pathways differ. This study makes three specific contributions. First, it examines the marketing mix through an expectancy, evaluation, and loyalty perspective by linking consumers' perceptions of marketing attributes to customer satisfaction and, subsequently, to stated customer loyalty without introducing new theoretical constructs. Second, it estimates the direct and specific indirect relationships within the same sample, enabling product, price, and place to be compared using a common statistical framework. Third, it establishes a boundary for managerial interpretation by clarifying that the place construct focuses on accessibility and proximity rather than encompassing the full range of servicescape dimensions, such as lighting, décor, cleanliness, queue management, and seating arrangements. The study tests seven direct-effect hypotheses and three mediation hypotheses and discusses alternative explanations that cannot be resolved through a cross-sectional research design.

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II. Literature Review and Hypothesis Development

2.1. Marketing Mix in Coffee Shop Services

The marketing mix provides a framework for organizing consumer-oriented offerings. In this study, product refers to respondents' evaluations of the offering and related service interactions; price encompasses affordability, fairness, and price-related information; and place refers to accessibility and proximity (Kotler & Armstrong, 2020). These dimensions are defined consistently with the 19 survey items presented in Appendix A. However, the product construct also includes items related to service and staff interactions, meaning that its estimated coefficient cannot be interpreted as an isolated measure of beverage taste. Similarly, place was operationalized using three location-related items. Therefore, interpretations involving other servicescape dimensions, such as cleanliness, ambience, and seating arrangements, must remain hypotheses rather than claims about directly measured variables. Recognizing both the breadth and the limitations of the survey items is essential for interpreting the constructs accurately. These dimensions are also consistent with the broader services marketing perspective, which holds that customers evaluate offerings through multiple tangible and experiential cues (Lovelock & Wirtz, 2020). Studies of Indonesian coffee shops indicate that the importance of these cues varies across markets and brands. Erlina and Hermawan (2021) emphasize the combined influence of marketing mix elements on customer loyalty in coffee shops, while Salsabillah et al. (2024) identify product quality, price, and location as determinants of customer satisfaction in coffee shop settings. Because customer loyalty represents a post-consumption relational outcome, customer satisfaction is expected to play a central role in linking consumers' perceptions of these controllable marketing elements to continued preferences and repurchase intentions. An assessment of marketing mix attributes should therefore begin with an examination of their measurement rather than relying solely on broad conceptual labels.

Literature on the physical service environment helps explain why convenience may be associated with customer outcomes; however, it does not establish that respondents in the present study evaluated décor, music, service speed, or employee performance as separate variables. Jeong et al. (2023), in their study of Korean cafés, distinguish among servicescape components and examine their relationships with service quality, customer satisfaction, and customer loyalty. Similarly, Wichitsathian and Suvittawat (2025) investigate different mediating pathways linking the café servicescape to customer loyalty and electronic word of mouth in Thailand. These studies strengthen the rationale for using multidimensional measures of place in future research, particularly because the present dataset captures only accessibility and location suitability. Their findings provide complementary evidence rather than retrospective validation of dimensions that were not measured in this survey. A second distinction concerns physical and digital pathways. The coffee industry increasingly encompasses in-store visits, app-based ordering, social media exposure, and delivery platforms. Kwon and Namkung (2022) demonstrate that perceived value associated with coffee brands' social networking services is related to brand attitudes and customer participation, while Nasution and Adiwijaya (2024) examine app user experience and customer satisfaction in Indonesia. Romagia et al. (2025) investigate digital marketing and perceived value as antecedents of customer retention in a different setting. These studies are theoretically relevant because they demonstrate that perceived value and consumers' evaluative responses may depend on factors beyond the physical outlet. However, because the present research instrument does not measure app usage or digital exposure, these touchpoints should be regarded as alternative explanatory variables rather than retrospective interpretations of the estimated product or place relationships.

2.2. Price, Customer Satisfaction, and Customer Loyalty

Price is evaluated not only in terms of its absolute monetary amount but also as an indicator of fairness and value relative to product quality and the experience received. A price perceived as reasonable

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can reduce consumers' perceived sacrifice and strengthen their assessment that a purchase represents good value. In food and beverage services, perceived price fairness has repeatedly been associated with customer satisfaction because consumers compare the amount they pay with product quality, service performance, competing offers, and prior expectations (Zhong & Moon, 2020). Evidence from coffee shops in Jakarta also indicates that perceived price fairness is associated with customer satisfaction and may ultimately support customer loyalty (Dhisasmito & Kumar, 2020). The direct relationship between price and customer loyalty is less straightforward. Customers may consider a price acceptable yet still switch to other providers because of convenience, novelty, promotional offers, or a more suitable location. Accordingly, price may represent a necessary condition for perceived value without necessarily providing a sufficient basis for customer loyalty. Recent coffee shop research supports the relevance of competitive pricing to customer satisfaction and loyalty, while also suggesting that satisfaction often serves as an intermediate psychological mechanism linking perceived value to repeat patronage (Abdichianto & Ruslim, 2024; Gunawan et al., 2024). This reasoning supports examining both the direct relationship between price and customer loyalty and the indirect relationship mediated by customer satisfaction. Findings from different service settings illustrate why a direct relationship between perceived price fairness and customer loyalty should not be assumed. Bata Ilyas and Mustafa (2022) identify relationships between perceived price, supporting facilities, and customer satisfaction in the hotel industry; however, their findings do not establish a price-to-loyalty mechanism among coffee shop consumers. Zhong and Moon (2020) examine price fairness alongside customer satisfaction and loyalty in Chinese fast-food restaurants, while Abdichianto and Ruslim (2024) investigate price fairness in conjunction with food quality and service quality at a coffee shop in Jakarta. These studies demonstrate the importance of considering price alongside other dimensions of perceived value and recognizing that outcomes may differ across research contexts. In the present questionnaire, price is not measured exclusively as a monetary variable. Two items concern access to price information and the consistency between the displayed information and the amount charged. Consequently, the estimated relationships should be interpreted as associations involving a broader perceived-pricing construct rather than the effects of experimentally manipulated selling prices.

H1 : Price is positively and significantly associated with customer satisfaction.
H5 : Price is positively and significantly associated with customer loyalty.
H8 : Customer satisfaction mediates the relationship between price and customer loyalty.

2.3. Product, Customer Satisfaction, and Customer Loyalty

Product represents the core component of a coffee shop transaction. Consumers can evaluate sensory quality, consistency, menu suitability, presentation, and the clarity of product information. When a branded chain provides consistent taste and an appropriate variety of menu options, consumer uncertainty may be reduced, making customers more likely to evaluate their experiences positively. Product quality is therefore expected to be positively associated with customer satisfaction by meeting or exceeding customers' performance expectations. This relationship has been documented in studies of local coffee shops in Indonesia, where product quality is associated with more favorable customer satisfaction evaluations (Gunawan et al., 2024; Silalahi & Novenson, 2024). The extent to which product quality directly contributes to customer loyalty is more complex. In a competitive coffee market, acceptable product quality may represent a basic expectation shared by competing chains. A high-quality product can attract consumers and contribute to their satisfaction without necessarily generating a strong commitment when numerous alternatives are available. Studies of experiential value in coffee services suggest that customer satisfaction is a proximal antecedent of brand-related outcomes, including customer loyalty (Kim et al., 2021). Accordingly, the present model examines the direct relationship between product and customer loyalty while also proposing that customer satisfaction mediates the relationship between product and loyalty.

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International research on coffee-related experiences offers further explanations for why the relationship between product and customer loyalty may differ from the relationship between product and customer satisfaction. Kim et al. (2021), in their study of robot-barista services in South Korea, distinguish among experiential value, customer satisfaction, brand love, and brand loyalty. Their model suggests that positive experiences may be associated with loyalty through intervening relational evaluations rather than solely through a core functional attribute. Meanwhile, studies of coffee shops in Jakarta emphasize service quality, store atmosphere, and brand image (Afyani et al., 2023), whereas Silalahi and Novenson (2024) incorporate value co-creation, switching considerations, and trust. The product construct in the present study combines evaluations of the offering with assessments of service and staff interactions. Therefore, a nonsignificant direct relationship between product and customer loyalty cannot be interpreted as evidence that beverage quality itself is irrelevant, because such a specific conclusion falls outside the scope of the measurement design. The distinction between satisfaction with a purchase and customer loyalty is consistent with a competitive-substitution explanation: customers may be satisfied with a product without developing an exclusive preference when competing outlets offer acceptable alternatives. It is also consistent with a relational explanation in which customer satisfaction precedes loyalty-related intentions. The present survey cannot establish which psychological process underlies the estimated relationships because it does not directly measure customer inertia, emotional attachment, trust, switching costs, or the availability of alternative brands. Both explanations therefore remain plausible. The contribution of the present model is to document their shared observable implication: a statistically significant indirect relationship between product and customer loyalty through customer satisfaction, alongside a nonsignificant direct relationship between product and customer loyalty.

H2 : Product is positively and significantly associated with customer satisfaction.
H6 : Product is positively and significantly associated with customer loyalty.
H9 : Customer satisfaction mediates the relationship between product and customer loyalty.

2.4. Place, Customer Satisfaction, and Customer Loyalty

Place is particularly important in metropolitan coffee shop markets because it encompasses geographic convenience and the conditions under which consumption takes place. Accessibility, cleanliness, seating arrangements, circulation, supporting facilities, and the perceived atmosphere can either reduce or increase the effort required to visit an outlet. Research on café atmospherics in Indonesia indicates that physical and environmental characteristics influence consumer decisions (Budiman & Dananjoyo, 2021). Studies of the servicescape also suggest that the physical environment can enhance perceived service quality, customer satisfaction, and customer loyalty by shaping both functional convenience and emotional comfort (Seong, 2021; Setiawardani, 2021). Place may therefore be associated with customer loyalty through two pathways. The first is indirect: an accessible and comfortable outlet can enhance the consumption experience, thereby contributing to customer satisfaction and encouraging future patronage. The second is direct: convenience may become a recurring reason for choosing the same outlet, even when competing brands offer similar beverages. This direct relationship may be particularly relevant in Jakarta, where time constraints, traffic congestion, parking availability, and proximity have considerable implications for everyday consumer decisions. Research on store atmosphere among coffee shop consumers in Jakarta also suggests that the physical environment is associated with customer loyalty, with customer satisfaction serving as an important mediating variable (Afyani et al., 2023).

Evidence from other service contexts cautions against treating different measures of "place" as equivalent. Studies in the hospitality industry often incorporate ambience, interior design, and emotional responses into the servicescape construct, whereas research on geographic convenience focuses on distance and the effort required to access a service. For example, Jeong et al. (2023) examine environmental characteristics of cafés in South Korea; Wichitsathian and Suvittawat (2025) investigate servicescape-related

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pathways involving service experience and customer satisfaction; and Seong (2021) examines servicescapes in Korean franchise coffee shops. These studies provide a rationale for investigating environmental mechanisms in future research, but they should not be interpreted as direct evidence for the three-item scale of accessibility and proximity used in the present study. The specific empirical finding examined here is whether consumers' evaluations of location convenience are associated with stated customer loyalty when overall customer satisfaction is included in the model. Two interpretations may explain these relationships. The convenience perspective suggests that nearby or easily accessible outlets may remain consumers' preferred default options when they face time constraints. The experiential perspective suggests that the local setting contributes to the overall consumption experience and, consequently, to customer satisfaction. The present model identifies both direct and indirect statistical pathways but cannot establish whether convenience causes repeat patronage, whether loyal customers tend to report more favorable perceptions of place, or whether an omitted variable influences both constructs. Furthermore, the research design does not distinguish evaluations of a specific Kopi Kenangan outlet from general evaluations of the brand. Therefore, recommendations concerning the selection, relocation, or redesign of individual outlets require additional site-level and longitudinal evidence.

H3 : Place is positively and significantly associated with customer satisfaction.
H7 : Place is positively and significantly associated with customer loyalty.
H10 : Customer satisfaction mediates the relationship between place and customer loyalty.

2.5. Customer Satisfaction and Customer Loyalty

Customer satisfaction is an overall post-consumption evaluation formed by comparing perceived performance with prior expectations and desired value. When customers have consistently satisfactory experiences, they may have less incentive to seek alternatives and may become more willing to repurchase, recommend the brand, and maintain their preference for it (Oliver, 2014). In hospitality and retail settings, customer satisfaction has also been associated with trust, commitment, and loyalty-related outcomes, reinforcing its role as a central relational mechanism rather than merely a temporary emotional response. Evidence from the coffee shop industry supports this reasoning. Dhisasmito and Kumar (2020) identify customer satisfaction as an important mechanism in their model of customer loyalty among coffee shop consumers in Jakarta. Abdichianto and Ruslim (2024) likewise identify a mediating role for customer satisfaction in a Jakarta coffee shop context, while Silalahi and Novenson (2024) demonstrate the continued relevance of satisfaction when a broader range of factors, including quality, ambience, trust, and switching costs, is considered. Related studies of coffee brands and digital coffee applications also associate satisfactory customer experiences with stronger loyalty-related outcomes (Kim et al., 2021; Nasution & Adiwijaya, 2024). Expectation-disconfirmation theory provides a theoretical explanation for the relationships proposed in this model. Oliver (1980) conceptualized satisfaction in terms of prior expectations and subsequent evaluations, linking satisfaction to attitudinal and intentional outcomes. This perspective does not require the assumption that every marketing attribute directly influences subsequent behavioral intentions.

Instead, perceptions of individual attributes may contribute to an overall evaluative judgment that is more closely associated with customer loyalty intentions. The present study uses cross-sectional survey data and does not separately measure pre-purchase expectations or expectation disconfirmation. Therefore, this framework serves as a theoretical lens rather than a directly tested latent construct. It provides a rationale for examining the proposed mediation pathways but does not establish that the assumed temporal sequence occurred for individual respondents. Evidence from related models also cautions against interpreting a statistically significant indirect relationship through customer satisfaction as the only possible explanatory mechanism. In Indonesia, Nasution and Adiwijaya (2024) examine the relationships between mobile application user experience, customer satisfaction, and customer loyalty, while Romagia et al. (2025) emphasize the mediating role of perceived value in customer retention. Rahmi and Ridhaningsi (2025), in their

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service innovation model, report a mediating role for customer satisfaction in the relationship with customer loyalty, while the direct relationship involving innovation is not statistically significant. These studies involve different contexts and predictor variables. Their relevance lies in demonstrating alternative relational mechanisms rather than confirming an identical pattern of coefficients to that examined in the present coffee chain study.

H4: Customer satisfaction is positively and significantly associated with customer loyalty.

2.6. Integrated Mediation Logic, Research Gap, and Novelty

The integrated model is based on the premise that marketing attributes and relationship outcomes occupy different stages of the customer decision-making process. Product, price, and place represent controllable characteristics of a market offering, whereas customer satisfaction reflects an overall evaluation formed after consumers assess these characteristics against their expectations and available alternatives. Customer loyalty represents a more enduring attitudinal and behavioral outcome. Consequently, a model that considers only direct relationships may overlook the mechanisms through which marketing activities become associated with repurchase intentions. A statistically nonsignificant direct relationship does not necessarily indicate that a marketing attribute is unimportant; rather, its relationship with loyalty may operate primarily through customer satisfaction. This distinction is particularly relevant to standardized coffee shop chains, where product and price may be expected to remain relatively consistent across outlets and therefore function as basic value conditions, while accessibility and physical convenience may vary by location. Previous studies of Indonesian coffee shops have frequently focused on service quality, store atmosphere, price fairness, brand image, trust, and broader service quality dimensions. Many have also examined multiple brands or independent coffee shops (Dhisasmito & Kumar, 2020; Afyani et al., 2023; Silalahi & Novenson, 2024). Other studies have investigated marketing mix configurations or the relationships of product quality, price, and location with customer satisfaction (Erlina & Hermawan, 2021; Salsabillah et al., 2024). The present study adopts a more focused set of predictors while explicitly comparing their direct and satisfaction-mediated relationships within a single national coffee shop chain. Its contribution lies not in introducing a new marketing variable but in providing a mechanism-based comparison of three foundational marketing mix elements within the same structural model and identifying which elements exhibit direct relationships with customer loyalty and which are associated with loyalty primarily through customer satisfaction. The theoretical comparison can be articulated without claiming to establish a new theory. A direct-attribute perspective would predict that product, price, and place each retain a statistically significant direct relationship with customer loyalty after customer satisfaction is taken into account. An evaluative perspective, by contrast, suggests that some attributes may be associated with loyalty primarily through customer satisfaction.

A convenience-based perspective further allows place to retain an additional direct relationship because proximity and accessibility may be associated with repeated outlet selection independently of consumers' overall evaluations of their purchasing experiences. The five-construct model enables these alternative statistical patterns to be examined in the sampled data, although it cannot establish their underlying causal mechanisms. Accordingly, the study contributes a theoretically informed account of differentiated pathways and identifies potential boundary conditions for subsequent, more rigorous empirical tests. This distinction has implications for theoretical interpretation and managerial measurement. If price and product are associated with customer loyalty primarily through satisfaction, managers should evaluate these attributes using satisfaction-related indicators, complaint patterns, perceived value, and consistency measures rather than assuming that isolated changes will immediately increase loyalty. If place exhibits both direct and indirect relationships with loyalty, outlet accessibility and servicescape performance may have distinct strategic implications: they may enhance consumers' evaluations of their visits while also reducing the practical effort required to choose the brand again. The ten hypotheses therefore constitute an integrated

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mediation model rather than a collection of unrelated pairwise tests. Examining them simultaneously allows the study to compare the respective roles of product, price, and place in the observed pattern of customer loyalty. When interpreting mediation, a statistically significant indirect relationship should not automatically be treated as evidence of a causal effect without appropriate temporal and identification assumptions. The proposed mediator and outcome were measured using the same questionnaire, and latent variable modeling does not eliminate the possibility of reverse causation, common response tendencies, or omitted common causes. Future research could address these limitations by measuring consumers' perceptions of product, price, and place during or immediately after an encounter, assessing customer satisfaction following consumption, and subsequently observing repurchases through transaction records. A comparable multi-brand or multi-outlet sampling design could then establish whether location convenience consistently exhibits a different pattern of relationships from more centralized characteristics of the market offering.

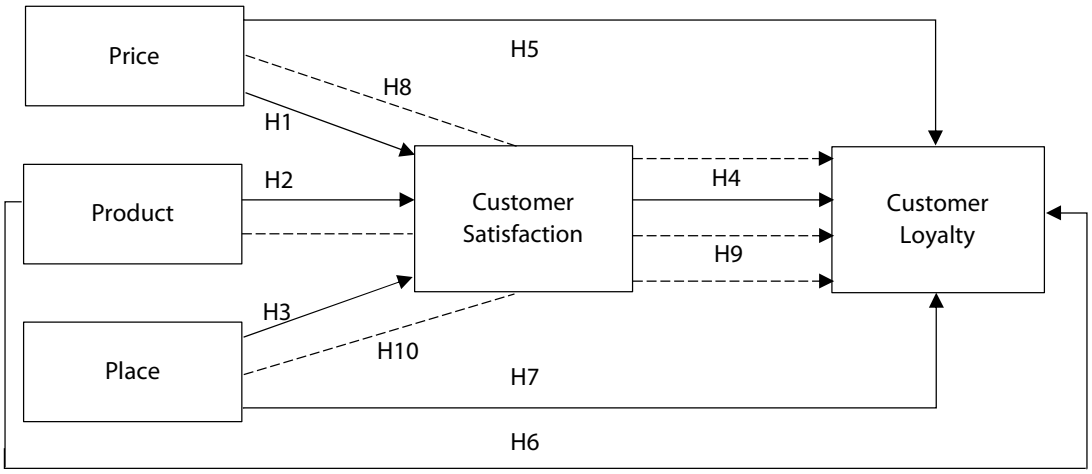


Figure 1. Conceptual Framework

III. Research Method

This study employed a quantitative cross-sectional survey design. According to the thesis, the research was conducted in DKI Jakarta from May to July 2025. Data were collected using a closed-ended online questionnaire distributed to coffee shop consumers. The stated purposive sampling criteria were residence in DKI Jakarta, prior coffee shop purchases, and voluntary participation. The findings were interpreted within the intended context of Kopi Kenangan. However, recruitment through an online questionnaire meant that the sampling frame and probability of selection were not established. The available thesis does not document the channels used to distribute the survey link, the number of invitations sent, an independently verifiable screening question confirming purchases from Kopi Kenangan, or the number of respondents excluded at each stage. No procedures or counts beyond those documented in the source material have been reconstructed for this revision. The thesis determined the target sample size using an indicator-based ten-to-one rule of thumb: 19 analyzed items × 10 = 190 respondents. This calculation explains the selected target sample size but does not establish statistical power or population representativeness. The SmartPLS analysis reported in the thesis used 190 responses and five reflective latent constructs: product (PD1–PD5), price (PR1–PR5), place (PL1–PL3), customer satisfaction (CS1–CS3), and customer loyalty (CL1–CL3). Each item was measured using a five-point Likert-type agreement scale ranging from strongly disagree to strongly agree. Appendix A reproduces the nineteen statements from the original thesis questionnaire in English translation. Although the conceptual operationalization table elsewhere in the thesis lists five broad dimensions for each construct, the questionnaire and the analyzed outer-loading table contain nineteen items rather than twenty-

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five. Accordingly, the measurement descriptions in this paper are based on the actual observed items and the reported analytical output. The questionnaire does not separately measure the sensory quality of beverages under the product construct or the full range of store ambience under the place construct. Partial least squares structural equation modeling (PLS-SEM) was retained because the original analysis was designed to estimate multiple associations among latent variables and specific indirect effects while reporting the variance explained in two endogenous constructs. This variance-oriented approach is consistent with the explanatory and predictive emphasis of the original analysis, and the SmartPLS output was available for accurate reporting (Hair et al., 2019).

Covariance-based structural equation modeling (CB-SEM) would also be a defensible alternative for a confirmatory common-factor model in which overall covariance fit and theory testing are the primary objectives. Dash and Paul (2021) discuss these complementary purposes and the conditions under which the results of the two approaches may differ. Therefore, the use of PLS-SEM reflects continuity with the original analysis and alignment with its analytical objectives, rather than a claim that this method is universally superior or that it establishes causality. The measurement model was assessed in terms of reliability and convergent validity using outer loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE). Discriminant validity was assessed using the Fornell–Larcker criterion and cross-loadings. The structural model was evaluated using bootstrapped path coefficients, the coefficient of determination (R^2), effect sizes (f^2), the reported blindfolding-based predictive relevance values (Q^2), and specific indirect effects. The thesis output did not include the heterotrait-monotrait ratio of correlations (HTMT), confidence intervals for mediation effects, PLSpredict results, or common method bias tests. Therefore, this paper does not report or infer these diagnostics. The original decision rule used a reported two-tailed significance threshold of $p < 0.05$ for testing the hypothesis coefficients. In the tables, p-values reported as 0.000 by the source software are presented as $p < 0.001$. This is a reporting convention rather than the result of an additional statistical test. A statistically significant specific indirect effect combined with a nonsignificant direct effect is described as an indirect-only pattern for product and price. In contrast, a significant direct effect combined with a significant indirect effect is described as a concurrent direct-and-indirect pattern for place. These classifications describe the estimated relationships within the specified model and do not establish a temporally ordered mechanism.

The instrument's provenance and respondent screening procedures also require clarification. The complete item wording can be recovered from the thesis questionnaire appended to the original document, and the nineteen retained indicator labels correspond to those listed in the reported outer-loading table. However, the source instrument does not identify an original published scale for each statement. General construct references may provide theoretical foundations for the relevant domains, including the marketing mix, perceived price value, location convenience, and customer satisfaction. Nevertheless, presenting these references as verified sources for the adaptation of individual questionnaire items would overstate the available documentation. Accordingly, Appendix A identifies the questionnaire as the instrument used in the thesis, while the supporting conceptual literature is presented separately. The available demographic questionnaire records respondents' age, gender, occupation, educational attainment, income, and weekly coffee purchase frequency. However, it does not include an auditable screening question confirming that respondents had purchased from the focal brand. This documentary limitation is relevant to both the interpretation of the findings in a single-brand context and the replication of the study. The source thesis also does not report the number of online invitations distributed, the number of responses received before data-quality screening, the procedures used to handle missing values, the rules for preventing duplicate submissions, branch identifiers, incentive arrangements, or the specific criteria used to exclude incomplete responses. Because the analysis was provided as a completed thesis rather than as raw participant-level data, these administrative details cannot be verified retrospectively. Before reporting more detailed eligibility or exclusion procedures, the authors should consult the original survey platform, consent notice, recruitment messages, and cleaned dataset. Future replications should document the screening questions, the precise qualifying purchase period, the survey distribution channels, the response-flow diagram, and a preregistered justification of the sample size or statistical power.

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Table 1. Respondent Profile (N = 190)

Characteristic	Category	n	%
Age	Below 20 years	42	22.1
	20–25 years	33	17.4
	26–30 years	35	18.4
	31–35 years	46	24.2
	Above 35 years	34	17.9
Gender	Male	86	45.3
	Female	104	54.7
Occupation	Student	45	23.7
	Civil servant	43	22.6
	Private-sector employee	54	28.4
	Entrepreneur	48	25.3
Educational attainment	Diploma	41	21.6
	Bachelor's degree	43	22.6
	Postgraduate degree	49	25.8
	Senior high school	57	30.0
Weekly coffee purchase frequency	Once	50	26.3
	2–3 times	55	28.9
	4–5 times	47	24.7
	More than 5 times	38	20.0

Source: Author's analysis of the thesis data (2025).

IV. Result and Discussion

4.1. Respondent Characteristics

The sample was relatively diverse in terms of age, gender, occupation, educational attainment, and purchase frequency. Women accounted for 54.7% of the respondents, while men represented 45.3%. The largest age group was 31–35 years (24.2%), followed by respondents younger than 20 years (22.1%). The remaining age groups were distributed relatively evenly. Private-sector employees constituted the largest occupational group (28.4%), followed by entrepreneurs (25.3%), students (23.7%), and civil servants (22.6%). This distribution suggests that the sample was not dominated by a single occupational group. Purchase frequency also indicates varying levels of familiarity with coffee shop consumption. Approximately 28.9% of respondents reported purchasing coffee once or twice to three times per week, with 28.9% purchasing two to three times per week, 24.7% purchasing four to five times per week, 20.0% purchasing more than five times per week, and 26.3% purchasing once per week. This profile captures both moderate- and high-frequency consumers, which is relevant to examining customer satisfaction and loyalty because recurring consumption provides opportunities for consumers to compare their expectations with their actual experiences.

4.2. Measurement Model

All reported outer loadings exceeded the minimum threshold applied in the original thesis. The loadings for customer loyalty ranged from 0.892 to 0.912, those for customer satisfaction ranged from 0.848 to 0.885, those for place ranged from 0.783 to 0.828, those for price ranged from 0.714 to 0.860, and those for product ranged from 0.762 to 0.812. These results indicate that the retained indicators were sufficiently associated with their respective constructs. The average variance extracted (AVE) values ranged from 0.626 to 0.814, exceeding the recommended threshold of 0.50 and supporting convergent validity. Internal

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consistency was also adequate. Cronbach's alpha values ranged from 0.729 for place to 0.886 for customer loyalty, while composite reliability values ranged from 0.847 to 0.929. The diagonal values in the Fornell–Larcker matrix were 0.902 for customer loyalty, 0.867 for customer satisfaction, 0.805 for place, 0.799 for price, and 0.791 for product. These values exceeded the corresponding inter-construct correlations reported in the thesis. The cross-loading results also demonstrated the expected pattern. Based on the diagnostic results available in the original analysis, the measurement model was considered acceptable for subsequent structural model assessment.

The retained indicators comprise three items for customer satisfaction and three items for customer loyalty, rather than the five conceptual dimensions listed in the earlier operationalization table in the thesis. This distinction is reported to avoid conflating the proposed conceptual dimensions with the items actually analyzed. Specifically, the three place items address accessibility, location suitability, and proximity to work or study. No survey item explicitly measures seating availability, waiting time, décor, cleanliness, parking, or in-store service quality as a standalone indicator of place. Furthermore, some product statements address staff friendliness and information about product preparation. Consequently, the product coefficient reflects the broader combination of product offerings and service-related attributes represented in the instrument. The reported convergent validity and reliability statistics support the consistency of the retained items but do not validate a narrower construct interpretation that is not captured by the actual questionnaire. Discriminant validity was assessed using cross-loadings and the Fornell–Larcker criterion, based on the results available in the thesis appendix. Although these established diagnostic approaches provide evidence of construct distinctiveness, they do not replace the heterotrait–monotrait ratio of correlations (HTMT), which has been recommended in subsequent methodological literature (Henseler et al., 2015). Because the original respondent-level dataset was unavailable, HTMT estimates and their bootstrapped confidence intervals could not be reliably reconstructed. Therefore, the reported acceptance of the measurement model should be interpreted in light of the diagnostics actually provided. Further analyses should apply additional contemporary measurement assessment procedures when the original dataset becomes available.

Table 2. Reliability and Convergent Validity

Construct	Cronbach's alpha	rho_A	Composite reliability	AVE
Customer loyalty	0.886	0.888	0.929	0.814
Customer satisfaction	0.835	0.840	0.901	0.752
Place	0.729	0.728	0.847	0.648
Price	0.857	0.860	0.898	0.638
Product	0.851	0.852	0.893	0.626

Source: Author's analysis of the thesis data (2025).

4.3. Structural Model and Hypothesis Testing

The structural model explained 45.2% of the variance in customer satisfaction (adjusted $R^2 = 0.443$) and 53.5% of the variance in customer loyalty (adjusted $R^2 = 0.525$). The predictive relevance values were positive for both endogenous constructs, with Q^2 values of 0.327 for customer satisfaction and 0.421 for customer loyalty. These findings indicate that the model demonstrated explanatory power and predictive relevance within the study sample. The explained variance represents an in-sample descriptive measure. The reported R^2 values were 0.452 for customer satisfaction and 0.535 for customer loyalty. These values do not establish that the model would achieve the same predictive accuracy for unobserved respondents or consumers of other coffee brands. The Q^2 values of 0.327 and 0.421 were obtained using the blindfolding procedure reported in the original thesis and should not be interpreted as equivalent to performance evaluated using a contemporary holdout-sample approach. Furthermore, these coefficients do not establish the direction of the relationship between satisfaction and repeated visits. Satisfied customers may be more likely to revisit, while frequent visitors may also report greater satisfaction based on their accumulated

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experiences. This distinction is important because the respondent purchase-frequency variable records weekly coffee shop purchases rather than verified purchase records from Kopi Kenangan.

The strongest direct relationship in the model was between customer satisfaction and customer loyalty ($\beta = 0.471$, $t = 8.209$, $p < 0.001$), supporting H4. Among the three marketing mix variables associated with customer satisfaction, place had the largest coefficient ($\beta = 0.365$, $t = 4.873$, $p < 0.001$), followed by product ($\beta = 0.218$, $t = 2.974$, $p = 0.003$) and price ($\beta = 0.183$, $t = 2.378$, $p = 0.018$). Accordingly, H1, H2, and H3 were supported. The direct relationships with customer loyalty exhibited a different pattern. Place had a positive and statistically significant relationship with customer loyalty ($\beta = 0.183$, $t = 2.044$, $p = 0.041$), supporting H7. Price had a positive but statistically nonsignificant relationship with customer loyalty ($\beta = 0.115$, $t = 1.858$, $p = 0.064$); therefore, H5 was not supported. Similarly, product had a positive but statistically nonsignificant relationship with customer loyalty ($\beta = 0.073$, $t = 0.970$, $p = 0.333$), meaning that H6 was not supported. These findings suggest that, within the estimated model, product and price are more clearly associated with customer loyalty through customer satisfaction than through their direct relationships with loyalty.

Table 3. Direct Effects and Hypothesis Testing Results

Relationship	β	t-value	p-value
Price → Customer satisfaction	0.183	2.378	0.018
Product → Customer satisfaction	0.218	2.974	0.003
Place → Customer satisfaction	0.365	4.873	< 0.001
Customer satisfaction → Customer loyalty	0.471	8.209	< 0.001
Price → Customer loyalty	0.115	1.858	0.064
Product → Customer loyalty	0.073	0.970	0.333
Place → Customer loyalty	0.183	2.044	0.041

Source: Author's analysis of the thesis data (2025).

All three specific indirect effects through customer satisfaction were statistically significant. The indirect effect of place on customer loyalty was $\beta = 0.172$ ($t = 4.047$, $p < 0.001$), while the indirect effect of product was $\beta = 0.103$ ($t = 2.921$, $p = 0.004$). The indirect effect of price was $\beta = 0.086$ ($t = 2.170$, $p = 0.031$). Accordingly, H8, H9, and H10 were supported. Because the direct relationships of price and product with customer loyalty were statistically nonsignificant, whereas their specific indirect effects were significant, the findings indicate an indirect-only pattern for these two variables. In contrast, place exhibited both a statistically significant direct relationship with customer loyalty and a statistically significant indirect relationship through customer satisfaction. This pattern is consistent with the coexistence of direct and indirect associations, although the cross-sectional design does not establish a causal mechanism. The effect-size results further clarify these relationships. Customer satisfaction had the largest reported f^2 value for customer loyalty (0.261). Place had f^2 values of 0.120 for customer satisfaction and 0.032 for customer loyalty. Product had f^2 values of 0.045 for customer satisfaction and 0.006 for customer loyalty, while price had values of 0.031 and 0.014, respectively. These findings suggest that customer satisfaction is the most influential proximal predictor of customer loyalty in the estimated model, while the marketing mix variables are more strongly associated with loyalty through their relationships with satisfaction.

The reported indirect coefficients are consistent, subject to rounding, with the products of the corresponding path coefficients: price × customer satisfaction → customer loyalty ($0.183 \times 0.471 \approx 0.086$), product × customer satisfaction → customer loyalty ($0.218 \times 0.471 \approx 0.103$), and place × customer satisfaction → customer loyalty ($0.365 \times 0.471 \approx 0.172$). These calculations help explain the indirect estimates presented in Table 4 but do not constitute separate inferential tests. Statistical significance is based on the bootstrapped specific-indirect-effect results reported in the original thesis. The estimated total associations can be described by adding the reported direct and indirect coefficients, yielding approximately 0.201 for price, 0.176 for product, and 0.355 for place. However, because separate standard errors and confidence intervals for the total

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effects were not available, these rounded sums are presented only as descriptive calculations. They should not be interpreted as results of additional hypothesis tests or as evidence of statistically significant differences among the total effects.

Table 4. Specific Indirect Effects Through Customer Satisfaction

Indirect relationship	β	t-value	p-value	Decision
Price → Customer satisfaction → Customer loyalty	0.086	2.170	0.031	H8 supported
Product → Customer satisfaction → Customer loyalty	0.103	2.921	0.004	H9 supported
Place → Customer satisfaction → Customer loyalty	0.172	4.047	< 0.001	H10 supported

Source: Author's analysis of the thesis data (2025).

4.4. Discussion

The first finding concerns price. The price construct was positively associated with customer satisfaction (β = 0.183, p = 0.018), whereas its direct association with customer loyalty did not reach the reported significance threshold (β = 0.115, p = 0.064). The significant indirect effect (β = 0.086, p = 0.031) is consistent with an evaluative interpretation in which price perceptions are associated with loyalty through customer satisfaction. Similar distinctions have been reported in studies of coffee shops in Jakarta (Dhisasmito & Kumar, 2020; Abdichianto & Ruslim, 2024) and research on price fairness in fast-food services (Zhong & Moon, 2020). Nevertheless, the questionnaire used in the present study includes items concerning price transparency and information accuracy. Therefore, the observed association cannot be attributed exclusively to low prices, promotional discounts, or changes in actual prices. Pricing interventions should be treated as hypotheses for future field evaluation rather than as effects established by the present survey. The product construct was positively associated with customer satisfaction (β = 0.218, p = 0.003), but its direct association with customer loyalty was not statistically significant (β = 0.073, p = 0.333). However, the indirect effect through customer satisfaction was significant (β = 0.103, p = 0.004). This pattern is consistent with the distinction between experience-related evaluations and longer-term relationship outcomes discussed by Kim et al. (2021). It also aligns with Indonesian studies indicating that product- and service-related perceptions are associated with customer satisfaction (Salsabillah et al., 2024; Silalahi & Novenson, 2024). However, the product construct in the present instrument encompasses staff friendliness and information about product preparation, in addition to the product offering itself. Consequently, the estimates should not be interpreted as evidence concerning a single sensory product attribute, much less as proof of the effects of changing coffee recipes or menu design. Future research should employ separate product-quality and service-quality scales to distinguish these potential mechanisms.

The place construct had the largest standardized coefficient among the three measured antecedents of customer satisfaction (β = 0.365, p < 0.001) and a statistically significant direct association with customer loyalty (β = 0.183, p = 0.041). Its indirect effect through customer satisfaction was also significant (β = 0.172, p < 0.001). An interpretation based on convenience is plausible because the actual questionnaire items assess accessibility, location suitability, and proximity to places of work or study. This operationalization differs from a comprehensive servicescape perspective that considers attributes such as cleanliness, lighting, décor, and interior comfort, none of which were measured separately in this study. Related research on Korean cafés examines these broader environmental attributes (Jeong et al., 2023; Seong, 2021), while an Indonesian study reports an association between store atmosphere and customer loyalty in a different sample (Afyani et al., 2023). These comparisons suggest useful directions for future measurement development, but they do not establish that ambience accounts for the observed place coefficient in the context of Kopi Kenangan. The association between customer satisfaction and customer loyalty was the largest reported direct relationship

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in the model ($\beta = 0.471$, $p < 0.001$), and all three specific indirect effects were statistically significant. This pattern is consistent with the expectancy-disconfirmation perspective, which proposes that customers integrate multiple aspects of an experience into an overall evaluation that may be more closely associated with stated loyalty than any individual antecedent (Oliver, 1980). Similar mediation models have been reported in hospitality and related service contexts, including research on perceived value and digital customer retention (Romagia et al., 2025) and a study examining satisfaction as a mediator in service innovation (Rahmi & Ridhaningsi, 2025). However, the present findings do not independently verify an expectancy-disconfirmation process because the survey did not measure customers' prior expectations or follow the same customers across successive visits. Customer satisfaction should therefore be understood as the most prominent modeled correlate of customer loyalty, rather than as a proven chronological stage.

The combined direct and indirect effect tests help explain why an analysis focusing exclusively on direct relationships could provide an incomplete account of the associations observed in the sample. Price and product exhibited statistically significant positive indirect effects through customer satisfaction, even though their direct relationships with customer loyalty were not statistically significant. Place exhibited both significant direct and indirect relationships with loyalty. These patterns should not be interpreted as evidence that any of the constructs constitutes a necessary or sufficient cause of actual repeat purchases. Sudari et al. (2019) examined marketing-mix relationships through customer satisfaction in food and beverage products, while another study published in the same journal by Bata Ilyas and Mustafa (2022) reported associations between customer satisfaction, price, and supporting facilities in a different hospitality context. The present study provides a more specific comparison of the location-related and product-offering-related pathways within the intended brand context, while leaving other potential mechanisms unmeasured. Digital engagement in coffee consumption expands the range of plausible omitted influences. Kwon and Namkung (2022) identified relationships between the social network value of coffee brands and consumer attitudes in South Korea. Nasution and Adiwijaya (2024) examined mobile application experiences among Indonesian coffee consumers, while Liando and Keni (2025) investigated digital marketing and customer experience in Jakarta coffee shops. Sabela and Aminah (2026) examined electronic word of mouth (e-WOM) and digital marketing in another Indonesian coffee chain. Although these studies differ in research design and outcome variables, they collectively suggest that digital interactions may shape consumers' evaluations of physical coffee shop chains. The present survey did not measure mobile application ordering, digital loyalty program membership, delivery behavior, brand familiarity, or exposure to promotions. Accordingly, these factors cannot be identified as explanations for the unexplained variance or the observed association involving place without further empirical investigation.

The model left 54.8% of the variance in customer satisfaction and 46.5% of the variance in customer loyalty unexplained. Potential additional factors include service quality, brand familiarity, habit, travel costs, store atmosphere, brand trust, participation in loyalty programs, and digital experience. Previous studies have identified relationships involving some of these factors in other samples (Afyani et al., 2023; Silalahi & Novenson, 2024), but their specific contributions were not estimated in the present study. The apparent importance of place may reflect lower travel effort, the tendency of existing loyal customers to choose convenient locations, or other unmeasured personal circumstances. The cross-sectional survey design cannot distinguish among these explanations. Therefore, the estimated coefficients should not be interpreted as evidence that relocating an outlet or redesigning a store would produce a predictable change in customer loyalty. These limitations provide a basis for a testable extension of the research. A follow-up study could distinguish among four types of factors: objectively measured distance and travel time to an outlet; a multidimensional servicescape scale; product quality measured separately from employee service interactions; and price fairness distinguished from advertised-price transparency. Repeated measurements could then assess customer satisfaction shortly after a purchase and link it to a subsequently documented transaction or to purchase intention measured at a later time. Such a design would provide a stronger basis for examining the temporal ordering proposed by the mediation model and determining whether the

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association involving place remains after explicitly accounting for convenience, neighborhood characteristics, and habitual patronage.

Comparisons with competing brands require a separate consideration. The present model does not include a cross-brand sample or information identifying individual outlets and their associated customer responses. Consequently, it cannot establish whether national coffee chains are more sensitive to physical convenience than independent cafés, whether all Kopi Kenangan outlets share the same pricing and product characteristics, or whether traffic patterns specific to Jakarta directly account for the observed coefficient. These possibilities may motivate further investigation, but they are not comparative findings established by the present sample. An appropriate multilevel study would recruit customers from multiple outlets and brands, record outlet identifiers, and assess measurement invariance across groups before comparing the estimated relationships involving product, price, convenience, and service quality. The nonsignificant direct estimates also require careful interpretation. The findings do not demonstrate that the true relationships between product and loyalty or between price and loyalty are exactly zero. Rather, they indicate that the reported statistical tests did not reach the 0.05 significance threshold in this dataset. In particular, the direct coefficient for price was positive, with $p = 0.064$, which is relatively close to the specified threshold. It would therefore be misleading to conclude categorically that price or product has no association with customer loyalty in the broader population. Replication studies should emphasize estimated effect sizes and confidence intervals rather than relying solely on binary significance classifications. Similarly, the statistically significant findings should not be assumed to hold beyond the purposively recruited sample used in this study.

V. Conclusion

This study examined the associations among product, price, place, customer satisfaction, and stated customer loyalty in a sample of 190 respondents from Jakarta, within the intended context of Kopi Kenangan. Product, price, and place were positively and significantly associated with customer satisfaction, which, in turn, was positively associated with customer loyalty. Place also exhibited a statistically significant direct association with customer loyalty, whereas the direct associations of price and product with loyalty were not statistically significant at the $p < 0.05$ level. All three specific indirect effects through customer satisfaction were statistically significant. These findings support a differentiated pattern of statistical associations rather than demonstrating that changes in pricing, beverages, or store locations would cause a specific increase in actual repeat purchases. The theoretical contribution of this study is limited but informative. Within an expectancy-evaluation perspective (Oliver, 1980), the findings are consistent with customer satisfaction serving as a statistical mediator of the associations between perceived attributes and customer loyalty, while measured location convenience exhibits an additional direct association with loyalty. This pattern qualifies a purely direct-attribute explanation but does not establish a new causal mechanism or rule out alternative explanations involving habit, travel effort, trust, and digital experience. Research on café servicescapes (Jeong et al., 2023; Wichitsathian & Suvittawat, 2025) offers useful concepts for future extensions, rather than evidence that environmental dimensions not measured in the present study account for the observed association involving place. Future theoretical investigations should explicitly compare these mechanisms using longitudinal, cross-brand, or field-experimental evidence. For managers, the findings provide guidance on which aspects of the customer experience warrant monitoring, rather than guaranteeing the outcomes of particular investments. Price-information accuracy and perceived fairness, the combination of product offerings and service-related attributes captured by the product construct, and location accessibility and suitability should be assessed using distinct customer-feedback measures.

Customer satisfaction should be monitored alongside stated loyalty, rather than assuming that improvements in any single attribute will immediately lead to repeat purchases. Because the observed place construct primarily captures accessibility and proximity, recommendations concerning parking, seating, interior ambience, queue times, and sanitation require separate empirical evidence. An ethically conducted longitudinal panel study or the linkage of survey responses to transaction records, with participants' informed

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consent, would provide a stronger basis for determining which interventions warrant broader implementation. Several limitations should be considered when interpreting the findings. The survey was cross-sectional, relied on self-reported data, used purposive sampling, and was geographically restricted to Jakarta. The available records do not independently document brand-specific eligibility screening, recruitment channels, exclusion counts, raw responses, or temporal ordering. Furthermore, the nineteen analyzed items differ from the twenty-five conceptual dimensions listed elsewhere in the thesis. Some product items capture service encounters, while the place items focus primarily on accessibility and proximity. The available evidence of discriminant validity consists of the Fornell–Larcker criterion and cross-loading results; HTMT estimates and out-of-sample predictive assessments were not included in the source analysis. Future studies should document the sampling process, distinguish product quality from service quality, explicitly operationalize physical and digital customer touchpoints, recruit respondents across brands and outlets, and evaluate longitudinal or experimental models using comparable outcomes. These improvements are necessary before the observed indirect relationships can be interpreted as evidence of causal mechanisms within the customer journey. An important methodological extension would be to compare PLS-SEM with a confirmatory factor model estimated using covariance-based structural equation modeling (CB-SEM) when the research objective shifts from explaining variance to rigorously testing common-factor theory (Dash & Paul, 2021). Instrument validation should document item sources, pretesting procedures, HTMT estimates and confidence intervals, and measurement invariance. Sample-size planning should also incorporate prospective statistical power calculations rather than relying solely on a multiple-of-indicators rule of thumb. When repeat purchasing is central to the theoretical framework, researchers should distinguish stated loyalty intentions from verified purchasing behavior and measure potential common causes of satisfaction and repeat purchasing. These refinements would enable a more rigorous assessment of the distinction between an evaluative pathway through customer satisfaction and a convenience-oriented pathway associated with customer loyalty.

AI Disclosure

The authors used ChatGPT, an artificial intelligence tool developed by OpenAI, to assist with manuscript preparation, including language editing, grammar correction, academic writing refinement, and the organization and structuring of the manuscript. The tool was also used to assist in improving the clarity and readability of the discussion and presentation of the research findings. All AI-assisted content was reviewed and evaluated by the authors. The authors remain fully responsible for the accuracy, originality, integrity, and validity of the manuscript, including its arguments, interpretations, citations, statistical results, and conclusions. ChatGPT was not listed as an author, and its use does not replace the authors' responsibility for ensuring compliance with research integrity and publication ethics requirements.

Authorship Contribution

Conceptualization: Shandy Susanto and N. Nurbaeti; Methodology: Shandy Susanto and N. Nurbaeti; Data Curation: Shandy Susanto; Formal Analysis: Shandy Susanto and N. Nurbaeti; Investigation: Shandy Susanto; Writing – Original Draft Preparation: Shandy Susanto; Writing – Review and Editing: N. Nurbaeti and Novita Widyastuti Sugeng; Supervision: N. Nurbaeti and Novita Widyastuti Sugeng. All authors have read and approved the final version of the manuscript and agree to be accountable for their respective contributions to the work.

Conflict of Interest Statement

The authors declare that they have no competing interests related to the research, authorship, or publication of this article.

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Data Availability Statement

The findings reported in this study are based on the analysis presented in the original thesis. The underlying respondent-level dataset was not available for independent reanalysis during the preparation of this manuscript. Therefore, the raw data cannot be made publicly available through this article.

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