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DETERMINANTS OF BRAND LOYALTY AT XYZ COFFEE SHOP: A STUDY OF GEN Z IN JAKARTA

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ABSTRACT

This study's purposes is to analyze the influence of brand experience, brand uniqueness, and perceived quality on brand loyalty of XYZ coffee outlet in Jakarta. The methodology used in this study is descriptive research design with a quantitative process. The sample selection technique used is a non-probability purposive sampling technique. A total of 125 respondents participated in the research through a google form questionnaire. This study utilizes the SmartPLS 4 software to analyse data, in which uses SEM analysis. The results of this study indicated that all of the factors positively and significantly influence brand loyalty. Those factors mentioned are brand experience, brand uniqueness, and perceived quality. This research plays a vital contribution to coffee vendors to further observe their brand uniqueness as a meaningful differentiation value for the customers when contrasted to other brand opposition. The product sold, in this case, must also perceive a great quality in terms of physical excellence and service in which will provide a unique experience for the customers and therefore create a loyalty to the coffee brand.

Keywords: *Brand Experience, Brand Uniqueness, Perceived Quality, Brand Loyalty*

1. INTRODUCTION

Indonesia is known for its abundant natural resources, among them is the world's third-largest producer of coffee (Finaka *et.al.*, 2023). Along with its development, the types of coffee produced in Indonesia are increasingly diverse and varied such as gayo coffee, luwak coffee, mandailing coffee, bali kintamani coffee, and others. In addition, coffee has various forms of presentation, one of which is ready-to-eat coffee sold by coffee outlets. The trend of coffee consumption has increased the interest in coffee consumption in Indonesian society so that this is utilized by many business people to open a coffee outlet business.

In order to nurture and develop their businesses, it is such an important necessity for coffee outlet businesses to organize strategies and procedures. One of the important components that need to be considered in developing a company is customer's loyalty towards the brand. The main reason for this is that brand loyalty is a positive consumer trait towards the brand or the company in which a customer is committed to purchasing the brand repeatedly or consistently in the future (Nathasayana & Slamet, 2023). To develop brand loyalty, companies must establish a long-term relationship with customers, encouraging them to stay loyal to the brand.

Further elaborating the aforementioned statement, one of the factors which influences brand loyalty is brand encounter. Brand encounter is the first impression shown by the company towards the customers. Examples of brand encounters include but not limited to: having a personal contact with the brand first-hand, seeing and influenced by the advertisements seen regarding the brand, or the satisfaction level of the personal treatment received by customers (Alloza, 2008). Thus, based on the points made about brand encounter, the primary phase for building a positive bond is to let consumers experience the brand (Akoglu & Ozbek, 2022). A

brand needs to provide a pleasant experience to consumers in order to form a sense of comfort and positive perceptions.

Furthermore, brand uniqueness further determines the element in influencing brand loyalty. Brand uniqueness is defined as the consumers' perceptions that a particular brand is unique in which most of the qualities are different from other companies or its competitors (Hsu, 2019). If certain brands are not perceived as unique or, for that matter, as similar the brands of their competitors, it will be difficult to attract the attention of consumers and to create consumer preference and loyalty. (Sue & Chang, 2018). The existence of brand uniqueness will be part of consumers' consideration to be loyal to buy the brand.

In addition, perceived quality is a significant aspect that might affect brand loyalty. According to Qualls & Rosa (through Edward & Ruslim, 2021) perceived quality is a set of attributes or capabilities that refer to a brand and product quality. The quality that exists in a product is a consideration for consumers in committing to be loyal to a brand. Consumers will be committed to a brand due to the brand's good product quality. This will further rocket their repurchase decisions (Chi *et al.*, 2009).

This study has an objective goal to perceive the factors which play to influence a brand loyalty at XYZ coffee vendors intended for Gen Z. In terms of uniqueness, generation z customers can differentiate the products from the said coffee brand with the products produced by other coffee vendors. Customers' loyalty towards the aforementioned brand is affected by the quality of the product and services made by XYZ coffee vendor. Furthermore, several contented experiences such as enjoyability, uniqueness, and positivity further contributed to the loyalty of customers towards XYZ coffee.

Brand Experience

Brakus *et al.* (2009) define brand experience as various forms of emotional and cognitive responses and consumer behavior resulting from brand design, identity, packaging, communication and environment. Alloza (2008) defines brand experience as consumers' perceptions of contact with a brand from various moments such as first impressions and the treatment they receive. According to Ong *et al.* (in Janitra & Tjokrosaputro, 2022) brand experience is the outcome of stimulation which triggers customers' enthusiasm directed to repeat the experience of a brand. Based on this definition, it is concluded that brand experience is a form of consumer response which arises from the first experience of a brand in which it encourages consumers to repeat the experience.

Brand Uniqueness

Netemeyer *et al.* (2004), define brand uniqueness as a benchmark in knowing and understanding the differences between a particular brand and other competing brands. Based on Hsu (2019), customer perception of a brand's distinctive features and characteristics that set it apart from rival brands is defined as brand uniqueness. According to Lynn (in Yola & Utama, 2021), exceptional brand is the characteristic of a product which will allow consumers to distinguish one brand from another. Based on this definition, it can be concluded that brand uniqueness is a beneficial customer perception regarding the characteristics of a brand that makes the brand different from other brands.

Perceived Quality

Based on Zeithaml (1988), perceived quality is the overall consumer assessment of a product. Chi *et al.* (2009), define perceived quality as the subjective value given by consumers to

product quality from previous experience evaluations. Retrieved from Netemeyer *et al.* (2004), perceived quality is the customer's evaluation of the overall superiority or advantage of a brand over other similar brands. Based on this definition, it is concluded that perceived quality is the consumer's personal evaluation or judgement regarding the overall quality and advantage ability of a product.

Brand Loyalty

Brand loyalty, defined by Oliver (1999), is a firmly-held dedication to repurchase or to become a consistent customer of a certain preferred products/services in the coming times. According to Gidden (in Susanty & Kenny, 2015), brand loyalty arises when the customers are willing to buy the certain product even though it is at a higher price or when there is an increment in the price of the product. According to Jagdish & Sheth (in Sasmita & Suki, 2015), brand loyalty is the repetitive purchasing behaviour over time due to positive perceptions of a brand. Based on this definition, it is concluded that brand loyalty is the willingness from the consumers to repurchase the corresponding same self brand products without switching or changing preferences to another brand.

Relationship between Brand Experience and Brand Loyalty

Research conducted by Janitra & Tjokrosaputro (2022); Mostafa & Kasamani (2021); Akoglu & Ozbek (2022); Sarmad *et al.* (2024) all concluded that brand experience has a positive and significant impact on brand loyalty. Thus, these variables can be symbolized with the notation of H_1 .

H_1 : Brand experience has a positive and significant impact on brand loyalty

Relationship between Brand Uniqueness and Brand Loyalty

Research conducted by Chansuk & Chaipoopirutana (2021); Hidajat & Keni (2019); Su & Chang (2018); Tu (2019) states that brand uniqueness or brand exceptionality has both a positive and significant impact which contributes to brand loyalty. Thus, the variables can be symbolized with the notation of H_2 .

H_2 : Brand uniqueness has a significant positive impact on brand loyalty

Relationship between Perceived Quality and Brand Loyalty

Chansuk & Chaipoopirutana (2021); Steven & Ruslim (2023); Lu *et al.* (2015); Tu (2019) conducted a research where in all of those papers, it is stated that perceived quality has both a positive and significant impact which affects brand loyalty.

H_3 : Perceived quality has a significant positive impact on brand loyalty

Based on the aforementioned points described above, the research model in this study can be depicted as follows:

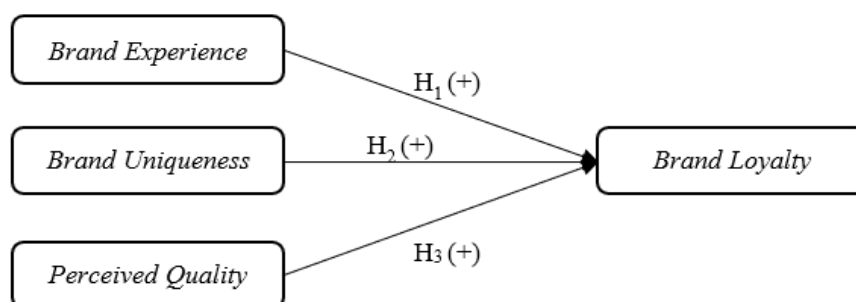


Figure 1. Research Model

2. RESEARCH METHOD

This study used a descriptive research design that aims to explain the characteristics of a symptom (Malhotra, 2015). This research applied cross-sectional in data collection time because it only took place in one specific period, namely in October 2024. A quantitative approach was used in this study because hypothesis testing is measured using numerical data or numbers (Sekaran & Bougie, 2016).

This study used non-probability purposive sampling since there are criteria in determining the sample to be selected (Sekaran & Bougie, 2016). The representative of the population (sample) used in this study was customers who have purchased XYZ coffee outlet products, aged 17 to 27 years (Generation Z), and have a domicile in Jakarta. Data was collected through distributing online questionnaires using a five-point Likert scale. This study obtained data from 154 respondents, but only 125 respondents met the criteria. The respondents consisted of 40 male respondents (32%) and 85 female respondents (68%). Then, most respondents were between 20-22 years old, as many as 67 respondents (53.6%). Most respondents live in South Jakarta with a total of 37 respondents (29.6%). Furthermore, the occupation of respondents is dominated by students, namely 88 respondents (70.4%). This study adopted the Partial Least Square-Structural Equation Modeling, also known as PLS-SEM, analysis technique which utilizes the SmartPLS 4 software to further process the collected data. Thus, the operationalisation of the variable used in this study can be seen in the table as follows:

Table 1. Variable Operationalization

| Variables | Indicators | Sources |
|-------------------|---|--|
| Brand Experience | My visual senses are strongly impressed by this coffee outlet brand. | Akoglu & Ozbek (2022) |
| | I find this coffee outlet brand sensorially appealing | |
| | This coffee outlet brand evokes strong emotional feelings | |
| | I feel involved when purchasing this coffee outlet brand | |
| | This coffee outlet brand provides a pleasant experience | |
| Brand Uniqueness | This coffee outlet brand stimulates curiosity | Su & Chang (2018) |
| | This brand of coffee outlet is different from other brands of coffee outlet | |
| | The brand of this coffee shop distinguishes itself from other brands | |
| Perceived Quality | This coffee outlet brand is more unique than other brands | Akoglu & Ozbek (2022); Su & Chang (2018) |
| | This is a reliable brand of coffee outlet | |
| | This is a good quality brand of coffee outlet | |
| | This brand of coffee outlet meets the serving standards | |
| | This coffee outlet brand suits my needs | |
| Brand Loyalty | This brand is superior to other coffee outlets | Akoglu & Ozbek (2022); Su & Chang (2018) |
| | This coffee outlet brand offers consistent products | |
| | I will be loyal to this coffee outlet brand | |
| | My first choice would be this brand of coffee outlet | |
| | I will continue to buy this brand of coffee shop | |
| | This coffee outlet brand makes me more energized in my activities than other brands | |
| | This coffee outlet brand attracts my attention more than other brands | |

3. RESULTS AND DISCUSSIONS

Data analysis through PLS-SEM consists of outer and inner model tests. Outer model testing consists of validity and reliability, and inner model testing in the form of data analysis. The following are the results of the outer and inner model tests:

Table 2. Convergent Validity

| Variables | Items | Loading Factor | AVE | Results |
|-------------------|------------------|----------------|-------|---------|
| Brand Experience | BE 1 | 0.746 | 0.543 | Valid |
| | BE 2 | 0.766 | | |
| | BE 4 | 0.719 | | |
| | BE 5 | 0.711 | | |
| | BE 6 | 0.739 | | |
| | Brand Uniqueness | BU 1 | | |
| BU 2 | 0.787 | | | |
| BU 3 | 0.784 | | | |
| Perceived Quality | PQ 1 | 0.718 | 0.537 | Valid |
| | PQ 2 | 0.755 | | |
| | PQ 3 | 0.728 | | |
| | PQ 4 | 0.733 | | |
| | PQ 5 | 0.714 | | |
| | PQ 6 | 0.750 | | |
| Brand Loyalty | BL 1 | 0.792 | 0.598 | Valid |
| | BL2 | 0.760 | | |
| | BL3 | 0.718 | | |
| | BL 4 | 0.828 | | |
| | BL 5 | 0.765 | | |

The loading factor value, which needs to be higher than 0.70 (>0.70), indicates the outcome of the convergent validity (Hair *et al.*, 2011). If the said loading factor number is over 0.70, thus the convergent validity value is met. The results of the loading factor, that there was one indicator of brand experience, which is below 0.70 so it must be eliminated. Table 2 shows the loading factor results that have met the validity requirements. Furthermore, Hair *et al.*, (2011) mentioned that the convergent validity is categorized as acceptable provided the value of AVE greater than 0.50 (>0.50). Based on Table 2 above, all variables have met convergent validity.

Table 3. Discriminant Test Results

| Items | BE | BL | BU | PQ |
|-------------|--------------|--------------|--------------|--------------|
| BE 1 | 0.746 | 0.541 | 0.447 | 0.557 |
| BE 2 | 0.766 | 0.634 | 0.504 | 0.618 |
| BE 4 | 0.719 | 0.558 | 0.494 | 0.518 |
| BE 5 | 0.711 | 0.522 | 0.400 | 0.610 |
| BE 6 | 0.739 | 0.532 | 0.453 | 0.629 |
| BL 1 | 0.635 | 0.792 | 0.527 | 0.607 |
| BL 2 | 0.536 | 0.760 | 0.464 | 0.510 |
| BL 3 | 0.610 | 0.718 | 0.433 | 0.649 |
| BL 4 | 0.566 | 0.828 | 0.632 | 0.622 |
| BL 5 | 0.583 | 0.765 | 0.520 | 0.564 |
| BU 1 | 0.563 | 0.512 | 0.809 | 0.577 |
| BU 2 | 0.466 | 0.499 | 0.787 | 0.555 |
| BU 3 | 0.464 | 0.574 | 0.784 | 0.549 |
| PQ 1 | 0.577 | 0.596 | 0.444 | 0.718 |
| PQ 2 | 0.578 | 0.494 | 0.551 | 0.755 |
| PQ 3 | 0.498 | 0.493 | 0.515 | 0.728 |

| | | | | |
|-------------|-------|-------|-------|--------------|
| PQ 4 | 0.607 | 0.623 | 0.509 | 0.733 |
| PQ 5 | 0.567 | 0.564 | 0.537 | 0.714 |
| PQ 6 | 0.652 | 0.573 | 0.555 | 0.750 |

Discriminant validity is qualified if the cross loadings value of each indicator on the intended variable must be more than the cross loadings of indicators on other variables (Hair *et al.*, 2011). The examination depicted in Table 3 presented that each measurement has met the criteria for discriminant validity through cross loadings.

Table 4. Reliability Test Results

| Variables | Cronbach's Alpha | Composite Reliability |
|-----------|------------------|-----------------------|
| BE | 0.789 | 0.792 |
| BU | 0.707 | 0.708 |
| PQ | 0.828 | 0.829 |
| BL | 0.831 | 0.833 |

Variables meet the reliability requirements if the CA and CR values are greater than 0.70 (>0.70) (Hair *et al.*, 2019). The examination shown in Table 4 depicts that each variable has a value over 0.70 (>0.70). This further explains that all variables are reliable.

Table 5. Analysis Results of the Coefficient of Determination

| Variables | R ² |
|----------------------|----------------|
| <i>Brand Loyalty</i> | 0.670 |

Table 5 shows that 67% of the brand loyalty variable can be explained by the brand experience, brand uniqueness and perceived quality variables. The remaining 33% can be explained by other variables outside this study. So, it can be concluded that the variables brand experience, brand uniqueness, and perceived quality have a medium level contribution in influencing brand loyalty.

Table 6. Effect Size Value (f²)

| Variables | f ² |
|-----------|----------------|
| BE | 0.150 |
| BU | 0.063 |
| PQ | 0.095 |

Based on Table 6, the results show that there is a moderate effect of brand experience on brand loyalty with a value of 0.150. Then, the brand uniqueness variable has a small effect on brand loyalty where the f² value is 0.063. Furthermore, brand loyalty is lowly or smally impacted by the perceived quality variable which shows the value of 0.095. Hence, it can be concluded that the brand experience variable has the greatest effect on brand loyalty.

Table 7. Hypothesis Test Result

| Hypothesis | Original Sample | t-statistic | P-value | Results |
|--|-----------------|-------------|---------|-----------|
| <i>Brand Experience à Brand Loyalty</i> | 0.372 | 3.552 | 0.000 | Supported |
| <i>Brand Uniqueness à Brand Loyalty</i> | 0.206 | 2.872 | 0.002 | Supported |
| <i>Perceived Quality à Brand Loyalty</i> | 0.325 | 2.606 | 0.005 | Supported |

For hypothesis testing to be acceptable, the t-statistic value must be over 1.96 (>1.96) and the following p-value must be lower than 0.05 (<0.05). Table 7 summarizes the results in which it depicts that H1 testing is accepted, with a score of 3.552 for t-statistic and 0.000 for p-value. The result is that brand experience positively and significantly impacts brand loyalty. The result

based on this study is also further proved as it aligns with the research conducted by Janitra & Tjokrosaputro (2022); Akoglu & Ozbek (2022); Sarmad *et al.* (2024); Mostafa & Kasamani (2021), which has a conclusion that customers become more loyal to the brand when they have a great experience.

Furthermore, Table 7 further shows that H2 is accepted in brand uniqueness has a significant and positive impact on brand loyalty with a t-stat value of 2.872 and a p-value of 0.002. The results presented in this study is also align with similar research conducted by Tu (2019); Chansuk & Chaipoopirutana (2020); Hidajat & Keni (2019); Su & Chang (2018), which has a conclusion that the uniqueness of a brand can increase customers' loyalty to the said brand.

Lastly, the H3 hypothesis testing in Table 7 further shows that it is accepted, which can be said that perceived quality significantly and positively affects brand loyalty.. This study also aligns with similar results shown in previous research conducted by Steven & Ruslim (2023); Chansuk & Chaipoopirutana (2020); Tu (2019); Lu *et al.* (2015). Thus, it can be further said that the better the quality of the product or performance, the more loyal the customer becomes to the brand.

4. CONCLUSIONS AND SUGGESTIONS

After analyzing the data collected in this study, the following results emerged in which brand experience, brand uniqueness, and perceived quality partially have a positive and significant influence on brand loyalty of XYZ coffee outlets for Gen Z in Jakarta. It is important as a coffee vendor business owners to be mindful of the uniqueness of the brand that they have in order to be a differentiation value to customers when compared with opposing competitors' brands. In this case, the brand produced must also possess a great quality, whether it be physically or psychologically (through services), which will offer a distinct experience for customers in building a loyalty towards the aforementioned brand.

Unfortunately, this study has a limitation of which this study only includes several variable which are brand experience, brand uniqueness, and perceived quality in order to predict the brand loyalty for customers. Furthermore, the study only concluded a certain number of samples which was only 125 samples. Based on the aforementioned conclusion in this study, for future research purposes it is highly recommended to use other variables outside of the said measurements in this study which may have an affect towards brand loyalty, this includes but not limited to: brand association, brand love, and brand engagement. For future references, it is also highly necessary to increase the number of respondents or samples collected to further expand the research demographics so that the results can provide more optimal benefits.

Aside from that, XYZ coffee outlets are also advised to provide new experiences and improve the quality of their brand through continuously innovating products and services in order to improve customer's brand experience. Additionally, XYZ coffee outlets are also recommended to maintain and create brand uniqueness through distinctive characteristics which will keep their brand exceptional and differentiate them from their competitors.

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