



EXAMINING THE IMPACT OF FOOD QUALITY AND THE ROLE OF LOVEMARKS ON BRAND LOYALTY: CASE OF COFFEE SHOP IN INDONESIA

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ABSTRACT

Keywords: Food Quality, Lovemarks, Brand Love, Brand Loyalty

The increasing popularity of local coffee has led to a rise in the consumption of local coffee and the expansion of local coffee shop chains. This trend is particularly evident in Indonesia, where coffee drinking has become an ingrained cultural practice, contributing to the growth in local coffee consumption and production. This study concentrates on a leading Indonesian local coffee shop chain that has seen substantial expansion across Southeast Asia. The aim of this research is to examine the impact of food quality and the influence of lovemarks on customer brand loyalty in a prominent Indonesian coffee shop. Data for this study was gathered from 260 individuals who had consumed coffee in the previous month. The research utilized Structural Equation Modeling (SEM) through SmartPLS software for data analysis. The findings indicate that lovemarks, encompassing brand love and brand respect, positively influence brand loyalty. Additionally, factors such as healthiness, customization, price fairness, and intimacy are positively correlated with brand loyalty. Elements like healthiness, mystery, sensuality, and intimacy are positively associated with brand love. Trust, reputation, and performance positively impact brand respect. Furthermore, aspects such as hygiene and nutrition disclosure positively influence food healthiness.

INTRODUCTION

The coffee industry is promising not only for the local market but also for the global market. Year after year, both consumption and production in the global coffee business have increased (ICO, 2021). The global specialty coffee market is expected to increase at a compound annual growth rate (CAGR) of 12.78% throughout the projected period, reaching 155.67 Bn by 2030. With a customer base of 46.21% and a market price of roughly 24.80 billion in 2021, Europe was the largest market for the global specialty coffee industry (Adroit Market Research, 2021). Indonesia is a major producer of coffee.

According to the International Coffee Organization (ICO, 2021), Indonesia ranked fourth in 2019-2020, producing 11 million bags of 60 kilograms coffee, or 660,000 tonnes of coffee. Indonesian coffee can compete with coffee from other nations such as Brazil, Vietnam, and Colombia. This is also supported by the availability of various types of coffee in Indonesia. (Central Bureau of Statistics, 2020) Indonesian coffee exports to other countries are also developing significantly, as evidenced by increasing export volumes and declining import levels in 2019-2020, demonstrating that Indonesian coffee meets global demand.

This study's research subject is Kopi Kenangan, one of the companies with the most coffee shop outlets in Indonesia, with a total of 868 locations and popularity in the coffee business. (Kopi Kenangan, 2023). According to Statista (2021), Kopi Kenangan, a local coffee shop brand, ranks second with a sales value of approximately 60.3 million US dollars, after Starbucks. Kopi Kenangan has officially announced Series C fundraising, elevating the company to the position of Southeast Asia's first New Retail F&B Unicorn in 2021.

Kopi Kenangan's success was demonstrated this year when it was awarded the only Indonesian brand at the 2020 World Branding Awards. Not only that, but Kopi Kenangan was able to surpass other local coffee shops to become the top brand in 2022 (World Branding Awards, 2020; Top Brand Awards, 2022). The anticipated surge in the fresh coffee market over the coming years is largely attributed to the rising number of contemporary cafes and coffee houses. This expansion is not only expected to boost direct sales in the foodservice sector but also to enhance the overall popularity of fresh coffee, subsequently increasing its sales through various retail outlets. Additionally, this trend seems to particularly resonate with Indonesians in the middle to high income bracket, as well as with the Millennial generation (Euromonitor International, 2022).

Amidst the rapid expansion of the coffee sector, businesses are grappling with the significant challenge of customer retention, particularly in an environment where coffee shops are increasingly ubiquitous. Retaining existing customers is reportedly up to five times more cost-effective than acquiring new ones, underscoring the importance of cultivating highly loyal customers for business success (Chiu et al, 2012). Research, including works by Carroll and Ahuvia (2006), Keller (2008), and Taylor et al. (2004), has emphasized the crucial role of emotional connections between consumers and brands in fostering brand loyalty.

Identifying a shortfall in current research, especially within the coffee industry where there is a limited investigation into food quality, this study aims to explore food quality within the coffee sector. The study aims to explore how food quality factors, along with lovemarks – a concept referring to beloved brands – impact customer loyalty towards the Kopi Kenangan brand. This research delves into the correlation between food quality attributes and lovemarks in shaping the loyalty towards Kopi Kenangan, a prominent player in the market. The objective is to ascertain the impact of these elements on brand loyalty, providing valuable insights for the management of coffee products and brand strategies, especially in the realms of food quality and lovemarks.

Numerous scholarly works have identified brand loyalty as a critical element in enhancing a company's financial success. This loyalty, seen as a customer's commitment to certain brands, has been a central theme in studies by Carroll and Ahuvia (2006), Huang (2017), and Han et al. (2018). These investigations have explored what drives brand loyalty across various sectors. Furthermore, earlier research has highlighted the importance of brand loyalty in understanding consumer behavior, especially in areas like family dining and fast food, as evidenced in studies by Lee et al. (2009) and Reich et al. (2006). Focusing on coffee shop chains, Han et al. (2018) notably centered their research around brand loyalty. The concept of 'brand love', or the emotional bond and admiration a consumer has for a brand, is crucial in maintaining enduring relationships between customers and brands.

Brand love is described as a deep emotional attachment to a specific brand, often leading to feelings of happiness and excitement stemming from the brand's perceived value and associated positive emotions (Batra et al., 2012; Mody and Hanks, 2020). Numerous empirical investigations have highlighted the beneficial effect of brand love on brand loyalty. This includes Huang's (2017) study on users of a certain smartphone brand, Mody and Hanks's (2020) research on Airbnb consumers, and Drennan et al.'s (2015) examination of loyalty towards wine brands, all reinforcing the positive impact of brand love on brand loyalty. Considering the growing body of evidence affirming the positive link between brand love and brand loyalty, this study puts forth the following research hypothesis:

H1: Brand love is positively influenced with brand loyalty

Food Quality

Food quality encompasses a variety of elements. Lawless (1995) noted that sensory characteristics such as flavor, texture, and smell are crucial in defining food quality. Peri (2006) broadened this scope to include aspects like taste, nutritional content, sensory properties, safety, and factors related to the food market like cost and accessibility. Namkung and Jang (2007) concentrated on the quality of meals in medium to high-end dining venues, highlighting the significance of food's healthiness and sensory attributes. Sikora and Strada (2005) pinpointed safety, nutritional value, sensory attributes, and convenience as essential indicators of food quality. Petrescu et al. (2021) also recognized that aspects like flavor, affordability, and health advantages influence food quality. Although there is extensive research on food quality, studies focusing on the coffee sector are still scarce. This gap necessitates an exploration of food quality in the context of the coffee industry. This study, therefore, builds on existing research to identify healthiness, flavor, customization, pricing fairness, and convenience as fundamental aspects of food quality in the coffee industry.

The primary objective of this research is to investigate the concept of food healthiness, defined as the ability of food consumption to improve health and reduce negative impacts from eating habits (Provencher et al., 2009; Rizk and Treat, 2015; Huang and Lu, 2016). Several researchers have examined factors affecting food

healthiness. Seaman and Eves (2006) maintained that upholding hygiene standards is crucial in preparing healthy food. In addition, Jin and Leslie (2003) underscored the importance of providing information on food hygiene as a key aspect in ensuring the healthiness of food. Based on these insights from the literature, this study proposes the following hypotheses:

H2: Healthiness is positively influenced by hygiene.

Research indicates that providing extensive nutritional information can reduce the tendency to choose unhealthy food options (Yoon and George, 2012; Huang and Lu, 2016). Seenivasan and Thaomas (2016) found that the inclusion of nutritional information on packaging aids consumers in selecting healthier food choices. Joe et al. (2020) discovered that the disclosure of nutritional contents resulted in a reduced intake of fast food. Moreover, Lee et al. (2015) showed that making nutritional information available positively affects the healthiness of meals in restaurants. In light of these studies, the following hypothesis is proposed:

H3: Healthiness is positively influenced by nutrition disclosure

Namkung and Jang (2007) established a direct relationship between food quality and the behavioral intentions of customers in restaurants. In their examination of ethnic restaurants, Ha and Jang (2010) revealed that factors such as taste and healthiness in food quality significantly impact customer loyalty. Velovska and Del Chiappa (2015) noted that superior food quality leads to an increased willingness to pay among customers. Yoo et al. (2020) identified a positive link between the healthiness of food and customers' positive attitudes. Additionally, Huang and Lu (2016) found that the healthiness of food has a favorable effect on consumer purchasing choices. Kim et al. (2013) also underscored the beneficial impact of food healthiness on customers' likelihood of returning to a restaurant. Based on these research insights, this study proposes the following hypothesis:

H4a: Brand love is positively influenced by healthiness.

H4b: Brand loyalty is positively influenced by healthiness.

Jin et al. (2012) observed that enjoyable tasting food bolsters customer loyalty, while Konuk (2019) noted that the quality of food significantly influences the behavioral intentions of restaurant customers. Prior research has emphasized the critical role of taste and healthiness in affecting customer attitudes and decisions. Yet, these aspects have not been thoroughly examined within the scope of coffee products, and their influence on brand love and loyalty. In their research on ethnic restaurant patrons, Ha and Jang (2010) pointed out the positive influence of food quality, particularly in terms of taste and healthiness, on customer loyalty. Despite the established importance of healthiness and taste in influencing customer perspectives and choices, as indicated in previous studies, these factors are still underexplored in the context of coffee products and their relation to brand love and loyalty. Consequently, this study suggests the following research directions:

H5a: Brand love is positively influenced by taste.

H5b: Brand loyalty is positively influenced by taste.

Numerous studies have delved into the effects of customization on consumer behavior. For instance, Seo and Lang (2019) explored the domain of apparel products and found that customization significantly elevated the intent to purchase. In the sectors of banking and cable TV services, Coelho and Henseler (2012) discovered that personalization is a key driver for fostering positive customer feelings such as satisfaction and trust, which in turn boost loyalty. Teng (2010) and Liao et al. (2019) noted that the customization of gaming items led to increased customer loyalty. Wottrich et al. (2017) emphasized the vital role of personalization in building trust in businesses. Although the link between customization and customer behavior is well-documented in various sectors, this area has received limited attention in the coffee industry, especially concerning brand management. Therefore, this study puts forward the following hypotheses:

H6a: Brand love is positively influenced by customization.

H6b: Brand loyalty is positively influenced by customization.

Fair pricing plays a pivotal role in boosting food sales, as equitable pricing is crucial in convincing customers. Various studies have demonstrated that price fairness positively influences customer perceptions and behaviors. Martin et al. (2009) identified price fairness as a significant factor contributing to loyalty in retail businesses. In a study focusing on consumers of organic food restaurants, Konuk (2019) found that perceptions of price fairness positively impacted customer loyalty. Based on these findings, this study proposes the following hypotheses:

H7a: Brand love is positively influenced by price fairness.

H7b: Brand loyalty is positively influenced by price fairness.

Regarding adaptability, Kaura et al. (2015) observed that enhancing customer satisfaction can lead to greater loyalty among banking customers. Additionally, Garca-Fernandez et al. (2018) demonstrated that the flexibility of services positively affects the loyalty of fitness center customers. In the context of food services, Kim et al. (2009) established that convenience positively impacts both customer loyalty and satisfaction. Drawing from these research insights, the following hypotheses are proposed in this study:

H8a: Brand love is positively influenced by convenience.

H8b: Brand loyalty is positively influenced by convenience.

Mystery, Sensuality, Intimacy as drivers of lovemarks on Brand Love and Brand Loyalty

Roberts (2005) identified three key drivers of brand love: mystery, sensuality, and intimacy. Firstly, mystery encompasses the cognitive experiences that arise from various brand encounters (Roberts, 2005, 2006). This involves exploring the enigmatic aspects of a culture, seeking inspiration, and intertwining elements from the past, present, and future. The formation of a strong brand image, enhanced by narratives of personal interactions with one's preferred brands, can cultivate a deep affection for the brand (Cho and Fiore, 2015). Given that millennials are a highly educated, consumer-driven, and discerning demographic (Noble et al., 2009), it's theorized that they might be particularly drawn to the concept of mystery as a means of reflecting their true selves in an enigmatic manner. Based on this understanding, the following hypothesis is proposed for this study:

H9a: Brand love is positively influenced by mystery.

H9b: Brand loyalty is positively influenced by mystery.

Sensuality, as defined by Roberts (2005), encompasses the sensory experiences that arise from brand interactions, engaging the five human senses. This aspect of brand interaction can be observed in elements like music, interior decor, color schemes, and fragrances. Sensuality is seen as a sensory-centric facet of brand image (Cho and Fiore, 2015), heavily influenced by hands-on product experiences and attributes of the retail environment that contribute to sensory gratification (Hultén, 2011; Krishna, 2010). This concept is closely linked with hedonic consumption, which pertains to the enjoyment and attractive qualities derived from purchasing and using luxury brands (Wiedmann et al., 2009). Consequently, it is suggested that Millennials are inclined towards neo-luxury brands that offer appealing sensory experiences in various interactions (Shin et al., 2017). In light of this, the following hypothesis is formulated for this study:

H10a: Brand love is positively influenced by sensuality.

H10b: Brand loyalty is positively influenced by sensuality.

In the realm of brand relationships, intimacy refers to the deep emotional connection and attachment customers develop with brands. This relationship is nurtured by consumer beliefs, preferences, enduring commitment to a brand, and interactive engagement, fostering positive attitudes towards the brand. Brand love, essentially, is characterized by the intensity of affection or emotional connection a consumer has with a specific brand (Amegbe et al., 2021).

Such attachment often arises from a combination of cognitive, emotional, and intimate interactions with the brand, contributing significantly to the development of customer brand loyalty. Thus, it is logical to suggest that consumers form a strong attachment to brands that align with elements of mystery, sensuality, and intimacy. Furthermore, the dynamics that foster brand love also seem to indirectly impact brand loyalty. In other words, brand love, nurtured by elements like mystery, sensuality, and intimacy, is also intricately linked to brand loyalty. Based on these insights, this study proposes the following hypothesis:

H11a: Brand love is positively influenced by intimacy.

H11b: Brand loyalty is positively influenced by intimacy.

Trust, Reputation, Performance as drivers of lovemarks on Brand Respect and Brand Loyalty

Brand respect is identified as the favorable evaluation that consumers have towards a brand, based primarily on three essential factors: performance, trust, and reputation, as described by Roberts (2005). The respect garnered for a brand is developed through its performance, which in turn bolsters trust and reputation. Trust, an integral aspect of brand respect, is associated with the brand's commitment to understanding and meeting consumer needs. It is also defined as the consumer's readiness to depend on the brand's competence and their belief in the brand's genuine concern for their interests (Chaudhuri and Holbrook, 2001; Cheung and Lee, 2000). Trust, being a pivotal element of brand respect, forms the foundation for other positive outcomes like satisfaction,

reputation, and loyalty. This is especially true in the banking sector, where customer-bank relationships are crucial for the sector's growth and success (Chang and Hung, 2018). Based on these observations, this study puts forward the following hypothesis:

H12a: Brand loyalty is positively influenced by trust.

H12b: Brand respect is positively influenced by trust.

Reputation is defined as the perception of a brand's commitment to innovation and its dedication to fulfilling customer needs, even if it entails short-term sacrifices. As a key aspect of brand respect, reputation significantly influences consumer choices and acts as a channel for conveying a brand's core values (Yu et al., 2017). In highly competitive industries like the restaurant sector, a robust brand reputation is vital in building consumer trust and reducing uncertainties. Previous research has shown that consumers often prefer well-known brands as a way to boost their self-image (Wee et al., 2014). In light of these findings, the study proposes the following hypothesis:

H13a: Brand loyalty is positively influenced by reputation.

H13b: Brand respect is positively influenced by reputation.

Performance is linked to a brand's innovative capabilities and its superiority in delivering quality compared to its competitors. Brands that exhibit high performance cater to the functional requirements of consumers by offering distinct and unique product or service features (Keller, 2003). In essence, brand respect comprises three fundamental elements: trust, reputation, and performance. It's a logical conclusion that consumers demonstrate strong loyalty towards brands that excel in these areas. Additionally, it's evident that the drivers of brand respect, namely performance, trust, and reputation, indirectly contribute to brand loyalty. This is because brand respect, stemming from these key drivers, is closely tied to the loyalty consumers show towards a brand. Consequently, the following hypothesis is proposed for this study:

H14a: Brand loyalty is positively influenced by performance.

H14b: Brand respect is positively influenced by performance.

Brand Respect on Brand Loyalty

Previous research has demonstrated that both brand love and brand respect are key determinants of brand loyalty. Brand love, representing a deep emotional bond between consumers and brands, is crucial in fostering robust brand loyalty (Roberts, 2006). Roberts (2006) pointed out that 'lovemarks', or brands that are dearly loved, are formed when brand love is supported by brand respect. He further emphasized the role of brand respect in forming lasting consumer-brand relationships, such as brand loyalty, arguing that love without respect tends to be ephemeral in interpersonal relationships. This study examines customer brand loyalty by incorporating both the cognitive and emotional aspects of loyalty, specifically brand love and brand respect. Based on these scholarly insights, the study proposes the following hypotheses for examination:

H15: Brand loyalty is positively influenced by brand respect.

RESEARCH METHOD

In this research, a survey approach was employed, utilizing a descriptive quantitative research methodology. The primary purpose of descriptive research is to provide an accurate depiction, typically focusing on the traits and functions of specific markets. This type of research is primarily applied to detail the attributes of distinct groups, including consumers, sales personnel, organizations, or particular segments of the market (Malhotra, 2020).

The data for this study were collected from 260 customers between October until September 2023. The research uses the purposive sampling method to collect data, and the questionnaire are distributed online through personal connections and social media using Google Forms. The criteria for respondents for this study were individual consumers aged 18-42 years, domiciled in Indonesia, who have consumed Kopi Kenangan on-site (dine-in) within the last 3 months. The survey was rendered into Indonesian to guarantee full comprehension of the questions by the respondents. The gathered data were then processed using structural equation modeling through SmartPLS 4 software.

In this study, the measurement instruments were adapted from existing research on food quality and the lovemarks concept. Food quality was divided into two aspects: the product as an edible item and as a market commodity. For the edible dimension, aspects like healthiness, taste, and customization were considered, while the market dimension encompassed price fairness and convenience. To measure food quality, twenty-nine indicators from Lee et al. (2021) were employed. Lovemarks were divided into two main parts: the elements that contribute to the formation of lovemarks and the lovemarks themselves. The foundational elements for lovemarks included aspects such as mystery, sensuality, intimacy, trust, reputation, and performance, whereas lovemarks consisted of brand love and brand respect. The evaluation of lovemarks utilized thirty-nine criteria from Song et al. (2019). Additionally, brand loyalty was measured using four distinct factors, drawing from the methodologies of both Lee et al. (2021) and Song et al. (2019). The range of items was assessed using a five-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree, in accordance with Malhotra's (2020) guidelines.

Table 1. Measurement of items

Variable	Items	Adapted Sources
Hygiene	1. Kopi Kenangan products are hygienic	Lee et al. (2021)
	2. Kopi Kenangan products are cooked at clean kitchen condition	
	3. Hygiene of Kopi Kenangan products is well managed	
	4. Kopi Kenangan food and beverage are hygienic to consume	
Nutrition Disclosure	1. There is information on the nutritional content of Kopi Kenangan products	Lee et al. (2021), Ryu et al. (2012)
	2. There is a clear description of the nutritional content of the Kopi Kenangan product	
	3. There is detailed nutritional content information on the Kopi Kenangan product	
	4. There is calorie information available on Kopi Kenangan products	
Food Healthiness	1. Kopi Kenangan offers healthy products	Lee et al. (2021), Kim et al. (2013), Konuk (2019)
	2. Kopi Kenangan products contains good nutritional content	

	3. Kopi Kenangan products are nutritious	
	4. Kopi Kenangan products have a positive effect on my health	
Taste	1. Kopi Kenangan products have a delicious taste 2. Kopi Kenangan products are appetizing 3. Kopi Kenangan products smell delicious 4. Kopi Kenangan offers products that can be enjoyed	Lee et al. (2021)
Customization	1. Kopi Kenangan offers products that can be made according to taste 2. Kopi Kenangan offers products according to customers' special requests 3. Kopi Kenangan allows me to get products that are tailored to my wishes 4. Kopi Kenangan provides products that can be tailored to my needs	Lee et al. (2021)
Price Fairness	1. Kopi Kenangan offers the best price package that meets my needs 2. Prices at Kopi Kenangan are reasonable 3. The price of Kopi Kenangan products is in accordance with the benefits obtained by customers 4. Kopi Kenangan provides more competitive price options compared to other coffee shops	Lee et al. (2021), Jin et al. (2012), Hanaysha (2016)
Convenience	1. Kopi Kenangan products are everywhere 2. Kopi Kenangan products are easy to reach 3. Kopi Kenangan products are easy to buy 4. Kopi Kenangan products are available quickly	Lee et al. (2021), Kim et al. (2009), Colwell et al. (2008)
Mystery	1. Kopi Kenangan reminds me of good memory 2. New memories are created every time I visit Kopi Kenangan 3. I was able to have a pleasant experience at Kopi Kenangan 4. Kopi Kenangan has something unique to me 5. I felt refreshed when visited Kopi Kenangan 6. I felt happy when visited Kopi Kenangan	Song et al. (2019), Cho & Fiore (2015)
Sensuality	1. Kopi Kenangan has a unique sensation to stimulate the 2. The interior of Kopi Kenangan is attractive 3. Kopi Kenangan has excellent visual beauty 4. I can have a feeling of stimulating the senses when visited Kopi Kenangan	Song et al. (2019), Cho & Fiore (2015)
Intimacy	1. Kopi Kenangan brings to my mind a sense of well-being 2. I feel a strong bond with Kopi Kenangan 3. I like to purchase Kopi Kenangan products 4. I enjoy using Kopi Kenangan 5. I am always glad when I think of Kopi Kenangan 6. I feel strongly attracted to Kopi Kenangan	Song et al. (2019), Cho & Fiore (2015), Alnawas & Altarifi (2016)
Trust	1. Kopi Kenangan is more reliable than any other brand 2. I highly appreciate Kopi Kenangan 3. Kopi Kenangan tries to keep its promise with customers 4. Kopi Kenangan can be used without any inconvenience	Song et al. (2019), Chiu et al. (2012)

Reputation	<ol style="list-style-type: none"> 1. My friends are highly appreciating Kopi Kenangan 2. Kopi Kenangan has a better reputation than other brands 3. Kopi Kenangan has brand power that leads the market 	Song et al. (2019)
Performance	<ol style="list-style-type: none"> 4. Kopi Kenangan is popular with people 1. Kopi Kenangan service quality is satisfactory 2. Kopi Kenangan provided excellent service 3. Kopi Kenangan is well worth using 4. Kopi Kenangan continues to provide new services 	Song et al. (2019)
Brand Respect	<ol style="list-style-type: none"> 1. I respect Kopi Kenangan 2. I am fascinated by Kopi Kenangan 3. Kopi Kenangan is very faithful to customers 4. I consider Kopi Kenangan to be the leader of the coffee shop industry in Indonesia 	Song et al. (2019), Amegbe et al. (2021)
Brand Love	<ol style="list-style-type: none"> 1. I love Kopi Kenangan brand 2. I feel happiness with Kopi Kenangan brand 3. I am in love with Kopi Kenangan brand 4. Kopi Kenangan brand makes me feel wonderful 	Lee et al. (2021), Song et al. (2019)
Brand Loyalty	<ol style="list-style-type: none"> 1. I will purchase Kopi Kenangan brand product again 2. I am going to recommend Kopi Kenangan brand 3. I have a loyalty to Kopi Kenangan brand 4. I am going to pay more Kopi Kenangan brand products 	Lee et al. (2021), Song et al. (2019)

HASIL DAN PEMBAHASAN

The study gathered data from a total of 260 respondents, comprised of 119 male and 141 female participants. Demographic information also entailed age (18-26 = 157 [45.77%]; 27-35 = 91 [35%]; 36-42 = 12 [4.62%]), domicile (jabodetabek = 241 [92.69%]; outside java island = 8 [3.08%]; java island (outside jabodetabek) = 11 [4.23%]), occupation (student = 19 [7.31%]; government employee = 22 [8.46%]; private sector employee = 177 [68.08%]; businessman = 22 [8.46%]; professional = 7 [2.69%]; housewife = 7 [2.69%]; unemployed = 2 [0.77%]; and others = 4 [1.54]), and last 3 months consumption frequency (1-2 times = 136 [52.31%]; 3-4 times = 79 [30.38%]; 5-6 times = 22 [8.46%]; and more than 6 times = 23 [8.85%]).

Table 2. Demographic information

Item	Frequency	Percentage
Male	119	45.77
Female	141	54.23
18-26 years old	157	60.38
27-35 years old	91	35.00
36-42 years old	12	4.62
Domicile		
Jabodetabek	241	92.69
Outside Java Island	8	3.08
Java Island (outside Jabodetabek)	11	4.23
Occupation		

Student	19	7.31
Government Employee	22	8.46
Private Sector Employee	177	68.08
Businessman	22	8.46
Professional	7	2.69
Housewife	7	2.69
Unemployed	2	0.77
Other	4	1.54
Last 3 months consumption frequency		
1-2 times	136	52.31
3-4 times	79	30.38
5-6 times	22	8.46
more than 6 times	23	8.85

In this research, the reliability of the measurement model was assessed using Cronbach's Alpha and Composite Reliability values. These values, when above 0.7, are indicative of reliability as per Hair et al. (2019). Table 3 shows that both Cronbach's Alpha and Composite Reliability values exceed this threshold, confirming the reliability of all variables for use as predictors in the study.

The model's validity was evaluated through convergent and discriminant validity measures. A variable is deemed to have convergent validity if its Average Variance Extracted (AVE) value is at least 0.50 and its outer loadings value surpasses 0.70, as per Hair et al. (2019). According to the results in Table 3, all variables satisfy these criteria and are thus validated. Discriminant validity was examined using the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT). For discriminant validity, the Fornell-Larcker Criterion value should exceed the inter-construct correlation value (Hair et al., 2014), and the HTMT value should be below 0.9 (Hair et al., 2019). The variables meet these thresholds, confirming their discriminant validity. This indicates that all correlation values within the study model align with the required standards, suggesting a high degree of validity in the research model.

Table 3. Validity and Reliability

Variable	Indicators	Mean	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Hygiene (H)	H1	4.327	0.855	0,756	0.906	1.089
	H2	4.262	0.942			
	H3	4.304	0.915			
	H4	4.465	0.754			
Nutrition Disclosure (ND)	ND1	3.177	0.933	0.916	0.969	0.970
	ND2	3.085	0.973			
	ND3	3.038	0.978			
	ND4	3.038	0.945			
Food Healthiness (FH)	FH1	3.312	0.884	0.785	0.909	0.911
	FH2	3.231	0.897			
	FH3	3.215	0.904			
	FH4	3.146	0.858			
Taste (TA)	TA1	4.331	0.896	0.785	0.909	0.924
	TA2	4.219	0.923			
	TA3	4.265	0.871			
	TA4	4.404	0.853			
Customization (CUS)	CUS1	4.142	0.842	0.805	0.919	0.919
	CUS2	4.200	0.924			
	CUS3	4.150	0.924			

Price Fairness (PF)	CUS4	4.142	0.896	0.715	0.870	0.889
	PF1	4.173	0.852			
	PF2	4.312	0.838			
	PF3	4.173	0.855			
	PF4	4.158	0.836			
Convenience (CON)	CON1	4.519	0.918	0.816	0.925	0.938
	CON2	4.515	0.935			
	CON3	4.569	0.910			
	CON4	4.431	0.850			
Mystery (M)	M1	3.669	0.821	0.732	0.927	0.930
	M2	3.477	0.856			
	M3	3.754	0.860			
	M4	3.692	0.884			
	M5	3.746	0.848			
	M6	3.808	0.862			
Sensuality (S)	S1	3.631	0.888	0.803	0.918	0.919
	S2	3.796	0.911			
	S3	3.800	0.917			
	S4	3.700	0.868			
Intimacy (I)	I1	3.696	0.800	0.720	0.922	0.923
	I2	3.604	0.866			
	I3	4.004	0.852			
	I4	4.062	0.835			
	I5	3.577	0.864			
	I6	3.896	0.872			
Trust (TR)	TR1	3.927	0.810	0.761	0.894	0.895
	TR2	4.115	0.888			
	TR3	4.015	0.880			
	TR4	4.135	0.907			
Reputation (R)	R1	4.015	0.844	0.732	0.878	0.892
	R2	3.969	0.893			
	R3	4.004	0.902			
	R4	4.335	0.778			
Performance (P)	P1	4.250	0.921	0.798	0.915	0.916
	P2	4.258	0.910			
	P3	4.388	0.873			
	P4	4.127	0.868			
Brand Respect (BR)	BR1	4.231	0.833	0.693	0.850	0.856
	BR2	4.131	0.891			
	BR3	4.077	0.859			
	BR4	3.935	0.740			
Brand Love (BLOV)	BLOV1	4.092	0.840	0.827	0.929	0.930
	BLOV2	3.838	0.936			
	BLOV3	3.762	0.925			
	BLOV4	3.877	0.933			
Brand Loyalty (BLOY)	BLOY1	4.265	0.849	0.753	0.890	0.891
	BLOY2	4.127	0.879			
	BLOY3	3.900	0.902			
	BLOY4	3.631	0.840			

Table 3 reveals that among the 11 path coefficients analyzed, those with t-values below 1.645 and p-values exceeding 0.05 signify statistical insignificance. Specifically, the path from Taste to Brand Love displays a t-statistic of 1.307 and a p-value of 0.096. These figures fall short of the required thresholds for significance. Consequently, this suggests that the connection between Taste and Brand Love is not statistically significant, indicating that the data does not substantiate the hypothesized relationship.

Table 4. Results of hypotheses testing

Hypothesis	Path Coefficient	t-value	p-value	Results
H1: Brand Love → Brand Loyalty	0.378	4.651	0.000	Supported
H2: Hygiene → Food Healthiness	0.139	1.832	0.034	Supported
H3: Nutrition Disclosure → Food Healthiness	0.607	12.609	0.000	Supported
H4a: Food Healthiness → Brand Love	0.107	2.058	0.020	Supported
H4b: Food Healthiness → Brand Loyalty	0.095	2.055	0.020	Supported
H5a: Taste → Brand Love	0.070	1.307	0.096	Not Supported
H5b: Taste → Brand Loyalty	0.063	1.373	0.085	Not Supported
H6a: Customization → Brand Love	-0.012	0.299	0.383	Not Supported
H6b: Customization → Brand Loyalty	0.101	2.266	0.012	Supported
H7a: Price Fairness → Brand Love	0.045	0.976	0.165	Not Supported
H7b: Price Fairness → Brand Loyalty	-0.073	1.673	0.047	Not Supported
H8a: Convenience → Brand Love	0.042	1.034	0.150	Not Supported
H8b: Convenience → Brand Loyalty	0.034	0.700	0.242	Not Supported
H9a: Mystery → Brand Love	0.135	1.719	0.043	Supported
H9b: Mystery → Brand Loyalty	0.013	0.192	0.424	Not Supported
H10a: Sensuality → Brand Love	0.139	1.695	0.045	Supported
H10b: Sensuality → Brand Loyalty	0.026	0.436	0.332	Not Supported
H11a: Intimacy → Brand Love	0.481	5.524	0.000	Supported
H11b: Intimacy → Brand Loyalty	0.228	2.803	0.003	Supported
H12a: Trust → Brand Loyalty	0.026	0.336	0.368	Not Supported
H12b: Trust → Brand Respect	0.271	3.990	0.000	Supported
H13a: Reputation → Brand Loyalty	-0.070	0.929	0.177	Not Supported
H13b: Reputation → Brand Respect	0.320	5.030	0.000	Supported
H14a: Performance → Brand Loyalty	0.076	0.976	0.164	Not Supported
H14b: Performance → Brand Respect	0.301	4.663	0.000	Supported
H15: Brand Respect → Brand Loyalty	0.147	2.355	0.009	Supported

The results of this research support Hypothesis 1 (H1), indicating a significant and positive correlation between brand love and brand loyalty. This is evidenced by a t-statistics of 4.651, surpassing the required value of 1.645, along with a p-value of 0.000 and a positive path coefficient of 0.378. Similarly, Hypothesis 2 (H2) is validated, demonstrating a positive, significant impact of hygiene on food healthiness, as shown by a t-statistics of 1.832, a p-value of 0.000, and a path coefficient of 0.139. Hypothesis 3 (H3) also finds confirmation, with the nutrition disclosure positively affecting food healthiness, as indicated by a t-statistics of 12.609, a p-value of 0.000, and a path coefficient of 0.607. Hypothesis 4a is upheld, showing that food healthiness positively influences brand love, as seen by a t-statistics of 2.058, a p-value of 0.000, and a path coefficient of 0.107. Hypothesis 4b, asserting the positive impact of food healthiness on brand loyalty, is similarly supported, with a t-statistics of 2.055, a p-value of 0.000, and a path coefficient of 0.095.

Contrastingly, Hypotheses 5a and 5b are not supported, indicating no significant effect of taste on brand love or loyalty, as the t-statistics values of 1.307 and 1.373 fall short of the necessary threshold, and the p-values of 0.096 and 0.085 do not signify significance. Hypothesis 6a, suggesting an influence of customization on brand love, is rejected due to a t-statistics of 0.299 and a p-value of 0.383. However, Hypothesis 6b is accepted, showing that customization significantly impacts brand loyalty, with a t-statistics of 2.266, a p-value of 0.012, and a path coefficient of 0.101.

Hypothesis 7a, relating to the effect of price fairness on brand love, is not confirmed, indicated by a t-statistics of 0.976 and a p-value of 0.165. However, Hypothesis 7b is

substantiated, showing a negative significant effect of price fairness on brand loyalty, with a t-statistics of 1.673, a p-value of 0.047, and a negative path coefficient of -0.073. Hypotheses 8a and 8b, regarding the influence of convenience on brand love and loyalty, are rejected due to insufficient t-statistics values of 1.034 and 0.700 and p-values of 0.150 and 0.242, respectively. Hypothesis 9a is validated, indicating a positive effect of the mystery variable on brand love, supported by a t-statistics of 1.719, a p-value of 0.043, and a path coefficient of 0.135. However, Hypothesis 9b is not, as the mystery variable does not significantly affect brand loyalty, evidenced by a t-statistics of 0.192 and a p-value of 0.424.

Hypothesis 10a is accepted, showing a significant positive impact of the sensuality variable on brand love, with a t-statistics of 1.695, a p-value of 0.045, and a path coefficient of 0.139. Hypothesis 10b, however, is rejected due to a t-statistics of 0.192 and a p-value of 0.424, indicating no significant influence of sensuality on brand loyalty. The research supports Hypothesis 11a, which posits a significant positive effect of intimacy on brand love, as demonstrated by a t-statistics of 5.524, a p-value of 0.000, and a path coefficient of 0.481. Hypothesis 11b is also confirmed, showing a significant positive effect of intimacy on brand loyalty, with a t-statistics of 2.803, a p-value of 0.003, and a path coefficient of 0.481. Hypothesis 12a, regarding the influence of trust on brand loyalty, is rejected due to a t-statistics of 0.336 and a p-value of 0.368. However, Hypothesis 12b is accepted, indicating a significant positive effect of trust on brand respect, as shown by a t-statistics of 3.990, a p-value of 0.000, and a path coefficient of 0.271.

Hypothesis 13a, concerning the impact of reputation on brand loyalty, is not supported, with a t-statistics of 0.929 and a p-value of 0.177. In contrast, Hypothesis 13b is upheld, demonstrating a significant positive effect of reputation on brand respect, evidenced by a t-statistics of 5.030, a p-value of 0.000, and a path coefficient of 0.320. Hypothesis 14a, which suggests an influence of performance on brand loyalty, is rejected due to a t-statistics of 0.976 and a p-value of 0.164. However, Hypothesis 14b is confirmed, showing a significant positive impact of performance on brand respect, with a t-statistics of 4.663, a p-value of 0.000, and a path coefficient of 0.301. Finally, Hypothesis 15 is validated, indicating a significant positive effect of the brand respect variable on brand loyalty. This is evidenced by a t-statistics of 2.355, a p-value of 0.009, and a path coefficient of 0.147.

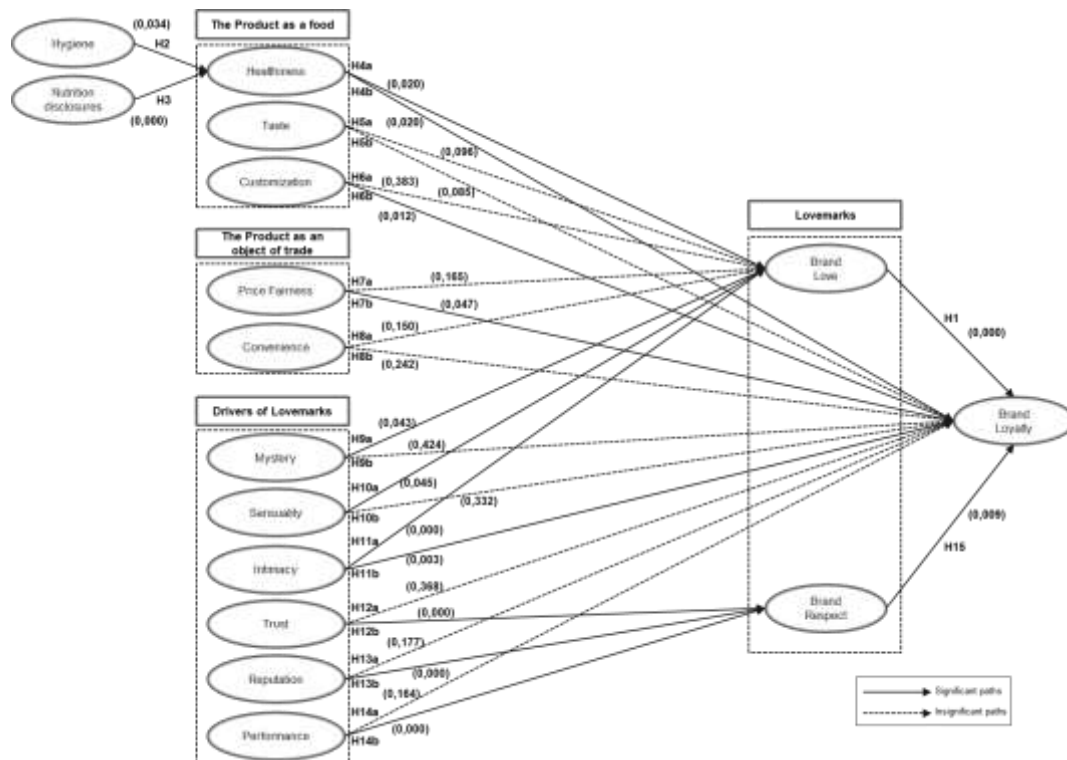


Figure 2. Results of hypotheses testing

Discussion

This research shows that food quality and the role of lovemarks influence the formation of brand love and brand respect which will strengthen customer loyalty. Based on the research results, Brand Love and Brand Respect have a positive effect on Kopi Kenangan's brand loyalty. Kopi Kenangan must focus on strategies that can increase Brand Love and Brand Respect, because both have a positive influence on Brand Loyalty. Kopi Kenangan can also develop a stronger loyalty program. This could be in the form of a rewards program, exclusive benefits for loyal customers, or a community program contained in the Kopi Kenangan application to strengthen customer engagement.

Nutrition Disclosure is the strongest predictor of Food Healthiness, so Kopi Kenangan must pay special attention to open and clear communication regarding product nutritional information. Marketing strategies can emphasize the health value of products and clarity in presenting nutritional information to consumers. Kopi Kenangan can increase transparency in providing nutritional information related to the food products they offer, including nutritional value, calorie content, fat, sugar, protein, and other additional information.

In this research, food healthiness also has a positive effect on brand love and brand loyalty of Kopi Kenangan. Kopi Kenangan needs to focus on the quality and health of the food products offered so that it can increase the perception of food healthiness by paying attention to the ingredients used, reducing the use of preservatives or artificial sweeteners, and ensuring the food offered has good nutritional value. Customization also has an important influence on brand loyalty so that Kopi Kenangan can explore options for increasing personalization services to increase consumer loyalty.

Aspects of brand love drivers such as mystery, sensuality, and intimacy also have a positive influence on brand love. Kopi Kenangan can create an element of mystery in the customer experience thereby increasing brand appeal. Then bring strong sensations

and sensory experiences to life in coffee products by providing a unique brewing experience, distinctive aroma, and so on to enhance the sensation. Then build closer and more personal relationships with customers by focusing on more personalized customer service, building a community of coffee fans, or holding small events that allow direct interaction between Kopi Kenangan and customers.

Finally, there are aspects that drive brand respect, such as trust, reputation and performance, which in this research have a positive effect on brand respect. With positive results, Kopi Kenangan must focus on transparency, quality and consistency in the products and services offered. Kopi Kenangan needs to be committed to providing products that are consistent in quality and the values promised to customers. Then, in maintaining good performance, Kopi Kenangan management needs to ensure good performance in terms of customer service, operational efficiency and product quality. Customers who are satisfied with their experience will tend to increase brand respect. Kopi Kenangan's company image and brand reputation are very important. Therefore, Kopi Kenangan needs to pay attention to customer feedback, respond to problems quickly, and maintain a good reputation through honest and responsive communication.

CONCLUSION

Kopi Kenangan must develop a stronger loyalty program. This could be in the form of a rewards program, exclusive benefits for loyal customers, or a community program contained in the Kopi Kenangan application to strengthen customer engagement. Kopi Kenangan can increase transparency in providing nutritional information regarding the food products it offers in order to provide a better view for consumers, including nutritional value, calorie content, fat, sugar, protein and other additional information on its products. Kopi Kenangan needs to focus on the quality and health of the food products offered so that it can increase the perception of food healthiness by paying attention to the ingredients used, reducing the use of preservatives or artificial sweeteners, and ensuring the food offered has good nutritional value.

Customization also has an important influence on brand loyalty so Kopi Kenangan can explore options for increasing personalization services to increase consumer loyalty but also train employees to satisfy personal requests of customers for food preparation. Kopi Kenangan can create an element of mystery in the customer experience thereby increasing brand appeal. Then bring strong sensations and sensory experiences to life in coffee products by providing a unique brewing experience, distinctive aroma, and so on to enhance the sensation. Then build closer and more personal relationships with customers by focusing on more personalized customer service, building a community of coffee fans, or holding small events that allow direct interaction between Kopi Kenangan and customers. Kopi Kenangan must focus on transparency, quality and consistency in the products and services offered.

Kopi Kenangan needs to be committed to providing products that are consistent in quality and the values promised to customers. Then, in maintaining good performance, Kopi Kenangan management needs to ensure good performance in terms of customer service, operational efficiency and product quality. Therefore, Kopi Kenangan needs to pay attention to customer feedback, respond to problems quickly, and maintain a good reputation through honest and responsive communication.

There are several limitations in this research which can be used as a basis for developing similar research in the future, namely that the researcher did not include screening questions regarding monthly expenditure as respondent data. Future research

can include questions about respondents' spending so they can find out consumers' habits and abilities to make purchasing decisions. Then the research sample was not limited geographically, but it turned out that more than 90 percent of the respondents lived in Jabodetabek. Future research can focus on researching other areas in order to obtain a broader view and representative results. Then, research on the lovemarks variable uses a lot of old theories combined with new theories because of the limitations of new journals. Future researchers can develop new theories so that they are more relevant in research analysis. Finally, the research object is limited to Kopi Kenangan. Further research can take objects industrially with several existing brands so as to get broader and more varied results.

In this research, the author still found many things that could be improved for further research so that more comprehensive results would be obtained. The following is the author's suggestion, namely that it is hoped that further research will be able to obtain a broader view of the local coffee shop industry in Indonesia, it is hoped that the distribution of respondents in future research will be more evenly distributed in each city and be able to present the population, and further research is also needed that is more focused on examining regions. other. Then, provide alternatives or other brand choices in the screening questions to cover more respondents. Future research can expand the demographics of respondents, especially the age spread, which is not limited to generations Y and Z in order to obtain broader results. Finally, this research can be expanded to be studied in different industries

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