

Research Article

# The Influence of Customer Experience and Service Quality on Customer Loyalty with Customer Satisfaction as a Mediator

A Study at Kopi Pirak Yogyakarta

Rizky Herdianto<sup>1\*</sup>, Audita Nuvriasari<sup>2</sup>

<sup>1</sup> Mercu Buana University Yogyakarta, Indonesia; e-mail: [qiqi2703@gmail.com](mailto:qiqi2703@gmail.com)

<sup>2</sup> Mercu Buana University Yogyakarta, Indonesia; e-mail: [metopen11@gmail.com](mailto:metopen11@gmail.com)

\* Corresponding Author: Rizky Herdianto

**Abstract:** This study aims to analyze the effect of customer experience and service quality on customer loyalty with customer satisfaction as a mediator. The sample in this research consists of 100 respondents who have visited Kopi Pirak. The data collection technique used is a survey method with a questionnaire as the research instrument. The instrument test results indicate that the statement items show that the convergent validity test meets the required criteria. The results of this study prove that: Customer Experience does not have a significant effect on Customer Loyalty, Service Quality has a positive and significant effect on Customer Loyalty, Customer Experience has a positive and significant effect on Customer Satisfaction, Service Quality has a positive and significant effect on Customer Satisfaction, Customer Satisfaction has a positive and significant effect on Customer Loyalty, Customer Satisfaction has a significant effect in mediating the relationship between Customer Experience and Customer Loyalty, Customer Satisfaction has a significant effect in mediating the relationship between Service Quality and Customer Loyalty. The findings of this study imply that future researchers should test the model using samples with a larger business scale to obtain more varied results. The findings of this study also imply that Kopi Pirak needs to improve customer experience in order to enhance customer loyalty.

**Keywords:** Customer Experience; Customer Loyalty; Customer Satisfaction; Service Quality; Survey Method

## 1. Introduction

The coffee shop business is growing rapidly in line with changes in people's lifestyles, which have made coffee shops a place to gather with friends and get some work done. The coffee shop business is also growing rapidly in Yogyakarta, where in 2022 there were 3,000 coffee shops of various sizes, from small to large. The coffee shop business has enormous potential, especially with the many innovations being developed across various lines. With the intense competition in the coffee shop business, business owners are required to retain their customers, one of which is by creating customer loyalty.

Customer loyalty involves the relationship between a company and its customers, where customers choose to repurchase certain products or services rather than those of competitors (Fatihudin & Firmansyah, 2019). Customer loyalty is a where customers feel satisfied with the products or services they receive, so they will repeatedly repurchase the same products or services (Lin et al., 2018). The longer customers remain loyal, the more benefits a business can gain from them (Srisusilawati et al., 2023). The factors influencing customer loyalty are customer experience (Mihron & Nuvriasari, 2023; Zaid & Patwayati, 2021), service quality (Setyadi et al., 2023; Flores et al., 2020) and customer satisfaction (Raudhina & Siregar, 2022; Atul Kumar, 2020).

Received: July 16, 2025

Revised: September 10, 2025

Accepted: November 5, 2025

Published: December 31, 2025

Current Ver.: December 31, 2025



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Customer experience is the result of interactions between customers and companies, both directly and indirectly. This experience arises after customers receive services from companies, and it has the potential to influence customer satisfaction levels (Hasfar et al., 2020). Customer experience includes feelings and sentiments that arise from interactions with companies, which can influence how customers assess their overall experience. The approach begins with the communication process between customers and organizations, triggered by interaction or contact with an item or part of the organization, which then triggers a response or reaction from customers. This approach recognizes the importance of emotional aspects in understanding customer experience (Khajeh & Rostamzadeh, 2018). Customer experience has become a key strategy in marketing due to the competitive business environment. Customers who have a good experience will increase loyalty, reduce customer turnover, and strengthen brand reputation (Addis, 2016).

A good customer experience creates an impression that meets customer's expectations. As a result, customers feel satisfied and will use the same product or service in the future, thereby increasing customer loyalty (Patmawati & Andjarwati, 2023). This statement is supported by previous research findings which explain that customer experience has a significant effect on customer loyalty (Zaid & Patwayati, 2021; Mihron & Nuvriasari, 2023). Other studies have found that customer experience does not significantly influence customer loyalty (Raudhina & Siregar, 2022; Sutriani et al., 2024). The diversity of these research results indicates a research gap, necessitating further investigation into the role of customer experience in influencing customer loyalty.

Customer loyalty can also be influenced by service quality, where the better the service quality, the higher the customer loyalty to the company (Joudeh et al., 2018). Service quality relates to the extent to which the service meets certain standards or expectations set by customers. Service quality competitiveness emphasizes the importance of service quality in attracting and retaining customers and generating competitive advantage for companies (Kumar, 2020). Service quality is important for companies and customers because it includes a comprehensive assessment of the service received by customers, including the service process, environment, human resources, and final service results (Novianti et al., 2018).

A good service quality changes customers perceptions of manufacturers or sellers who offer their products with good service. This makes customers feel valued and interested in purchasing the product. Good service also encourages repeat purchases and builds customer loyalty to the quality of service provided (Pertiwi et al., 2022). This statement is supported by previous research findings which explain that service quality has a significant effect on customer loyalty (Setyadi et al., 2023; Sugiharto & Wijaya, 2020). This evidence explains that the quality of service will have an impact on the level of customer loyalty. Other studies have found that service quality does not significantly affect customer loyalty (Flores et al., 2020). The diversity of these research results indicates a gap in research, so the role of service quality in influencing customer loyalty needs to be re-examined.

Another factor that can influence customer loyalty is customer satisfaction. Customer satisfaction reflects the attitudes, assessments, and emotional responses shown by consumers after they have purchased a product or service (Dai et al., 2015). Customer satisfaction indicates the level of satisfaction or contentment they feel toward their experience with a particular product or service (Leninkumar, 2017). Customer assessments and feedback can provide an indication of the extent of their satisfaction with the product or service. Customers will feel satisfied if the product they receive meets their expectations (Khairawati, 2019).

Loyal customers are customers who are satisfied with the products or services they receive. Therefore, it is very important to prioritize customer satisfaction, especially in service companies, where loyal customers will make repeat purchases and even recommend the company's services to others. Customer satisfaction is a key factor in increasing customer loyalty (Mardhiyah, 2021). This statement is supported by previous research findings which explain that customer satisfaction has a significant effect on customer loyalty (Sutame & Nuvriasari, 2023; Zaid & Patwayati, 2021). This proves that the level of customer satisfaction will have an impact on the level of customer loyalty. Different research results state that customer satisfaction does not significantly affect customer loyalty (Zahara, 2020). The diversity of these research results shows that there is a research gap, so it is necessary to re-examine the role of customer satisfaction in influencing customer loyalty.

Customer satisfaction can act as a mediator in the relationship between customer experience, service quality, and customer loyalty. Research shows that positive customer experiences and good service quality increase customer satisfaction, which effectively strengthens

customer ties to the brand and encourages customer loyalty. Thus, customer satisfaction becomes an important mediator in influencing customer loyalty (Setyadi et al., 2023; Mihron & Nuvriasari, 2023).

Customer experience can increase customer satisfaction. Interactions between customers and company services can produce emotional, sensory, and physical responses. Positive experiences from these interactions increase customer satisfaction (Suharto & Yuliansyah, 2023). Service quality can increase customer satisfaction. If the service quality provided by a company meets aspects such as speed, reliability, and friendliness, it will create customer satisfaction (Lie et al., 2019).

This research on customer loyalty was conducted at the Kopi Pirak coffee shop. This coffee shop is located in Godean District, Sleman Regency, Special Region of Yogyakarta. Kopi Pirak has become one of the pioneers of coffee shops in Yogyakarta. The management of Kopi Pirak always strives to improve customer satisfaction and loyalty, one of which is by offering attractive value to customers, such as creating an appealing environment, providing comfort for customers, and offering quality service. Although these efforts continue to be improved, the existence of many competitors in the coffee shop industry requires further efforts to maintain customer loyalty.

## **2. Literature review**

### **Customer Loyalty**

Customer loyalty is a consistent commitment to repeatedly purchase desired products, goods, or services in the future (Wicaksono, 2022). Customer loyalty encourages repeat purchases by building loyalty to a company's products or services. This process takes a long time and is formed through a series of repeated purchases (Lina, 2022). Customer loyalty can be measured through repeat purchase, customer retention and referrals (Nosita, 2020).

### **Customer experience**

Customer experience is the response that arises from direct or indirect interactions with a company. Providing a positive customer experience can increase overall customer satisfaction (Ristia & Marlien, 2021). Customer experience encompasses all the feelings, perceptions, and attitudes that are formed when customers interact with products, services, or companies (Jain et al., 2017). Customer experience can be characterized through cognitive, emotional, physical experience of customer, sensory experience and social interaction (Keiningham et al., 2017).

### **Service Quality**

Service quality is an effort to meet customer needs and desires along with deliver services appropriately to meet customer expectations (Mahsyar & Surapati, 2020). Service quality is not static but constantly changing, covering various aspects including the products offered, services provided, human resource performance, operational processes, and the environment in which services are provided (Kasinem, 2020). Service quality consists of five dimensions which called tangible, responsiveness, reliability, assurance and empathy (Rehman & Pal, 2021).

### **Customer satisfaction**

Customer satisfaction is a feeling of pleasure or disappointment that arises after receiving a service that meets one's expectations (Yusuf et al., 2021). If consumers feel that the performance of a product or service meets their expectations, they are likely to feel satisfied (Ahmed et al., 2023). Customer satisfaction related to product and service attributes and also purchase decision attributes, such as ease of obtaining information, employee courtesy, and company reputation (Azizah et al., 2022).

### **Hypothesis**

The research hypothesis is formulated as follows:

- a. Does customer experience have a significant effect on customer loyalty at Kopi Pirak Yogyakarta?
- b. Does service quality significantly influence customer loyalty at Kopi Pirak Yogyakarta?
- c. Does consumer satisfaction have a significant effect on customer loyalty at Kopi Pirak Yogyakarta?
- d. Does customer experience have a significant effect on consumer satisfaction at Kopi Pirak Yogyakarta?
- e. Does service quality significantly affect customer satisfaction at Kopi Pirak Yogyakarta?
- f. Does customer satisfaction significantly mediate the effect of customer experience on customer loyalty at Kopi Pirak Yogyakarta?

- g. Does customer satisfaction significantly mediate the effect of service quality on customer loyalty at Kopi Pirak Yogyakarta?

### 3. Research Method

#### Population and Sample

The research population consists of all customers at Kopi Pirak Yogyakarta, where the number of population members is unknown or unlimited. The research sample was determined using purposive sampling, with the criteria that respondents had made at least one purchase in the last three months and were at least 17 years old. The research sample consisted of 100 respondents, determined using the Lameshow formula.

#### Research Variables and Operational Variables

**Table 1.** Operational Definition of Research Variables

Research Variable	Definition	Indicators	Measurement Scale
Customer Experience (X <sub>1</sub> )	Customer experience is the response that arises from direct or indirect interactions with a company (Ristia & Marlien, 2021)	1. Sense 2. Feel 3. Think 4. Act 5. Relate (Mihron & Nuvriasari, 2023)	Likert Scale
Service Quality (X <sub>2</sub> )	Service quality is the match between customer expectations and their perception of the service received (Fida et al., 2020)	1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Physical evidence (Leninkumar, 2017)	Likert Scale
Customer Satisfaction (Z)	Customer satisfaction is a positive or negative emotional response felt by consumers after using a product or receiving a service, based on the extent to which the product or service meets (Lie et al., 2019)	1. Satisfaction with product quality 2. Satisfaction with the cafe atmosphere 3. Satisfaction with environmental comfort 4. Satisfaction with service 5. Satisfaction with service time 6. Satisfaction with price 7. Satisfaction with service accessibility (Gonu et al., 2023)	Likert Scale
Customer Loyalty (Y)	Customer loyalty is a consistent commitment to continuously repurchase desired products, goods, or services in the future. (Wicaksono, 2022)	1. Loyalty commitment 2. Regular purchases 3. Purchasing other product lines 4. Recommending to others 5. Purchase frequency 6. Customer retention (Sutame & Nuvriasari, 2023)	Likert Scale

### 4. Results and Discussion

The results of the respondent characteristics show that male respondents dominate visits to Kopi Pirak, with 60 respondents or 60%. The majority of visitors are aged 26-30 years old, with 25 respondents or 25%. Most respondents work as private employees, with 40 people or 40%. Meanwhile, the majority of respondents' income ranges from IDR 2,000,001 to IDR 4,000,000, dominating with 37%. The majority of respondents visited Kopi Pirak more than 2-3 times, totaling 42 respondents or 42%, and most respondents obtained information about Kopi Pirak from colleagues/relatives, totaling 82%.

**Validity Test Results****Table 2.** Convergent validity

Variable	Indicator	Factor loading	Mean	Conclusion
Customer Experience ( $X_1$ )	X1.1	0.927	4.02	Valid
	X1.2	0.902	4.00	Valid
	X1.3	0.933	4.10	Valid
	X1.4	0.925	4.06	Valid
	X1.5	0.923	4.00	Valid
Service Quality ( $X_2$ )	X2.1	0.910	4.05	Valid
	X2.2	0.895	3.96	Valid
	X2.3	0.934	4.02	Valid
	X2.4	0.904	3.94	Valid
	X2.5	0.931	4.05	Valid
Customer Satisfaction ( $Z$ )	Z.1	0.903	4.03	Valid
	Z.2	0.921	4.13	Valid
	Z.3	0.808	4.07	Valid
	Z.4	0.913	4.07	Valid
	Z.5	0.907	4.16	Valid
	Z.6	0.911	4.13	Valid
	Z.7	0.921	4.10	Valid
Customer Loyalty ( $Y$ )	Y.1	0.937	3.89	Valid
	Y.2	0.910	3.95	Valid
	Y.3	0.849	4.03	Valid
	Y.4	0.907	4.07	Valid
	Y.5	0.929	4.09	Valid
	Y.6	0.938	4.18	Valid

Source: Processed by the author in 2025

The convergent validity test results show that all constructs of each variable have a loading factor  $> 0.70$  and the AVE value for all variables is  $> 0.50$ . Thus, it can be concluded that the constructs in this study are valid.

**Table 3.** Discriminant Validity

	Customer Experience	Service Quality	Customer Loyalty	Consumer Satisfaction
Customer Experience ( $X_1$ )	0.922			
Service Quality ( $X_2$ )	0.856	0.915		
Customer Loyalty ( $Y$ )	0.797	0.806	0.912	
Consumer Satisfaction ( $Z$ )	0.866	0.863	0.846	0.899

Source: Processed by the author in 2025

Based on the table above, it can be explained that the AVE square value for the Customer Experience variable with the variable itself has a value of 0.922, meaning that the AVE square for the Customer Experience variable with itself has a higher value than other variables. This also applies to other variables, namely the AVE square value of Service Quality at 0.915, Customer Loyalty at 0.912, and Consumer Satisfaction at 0.899. In accordance with this, the research instrument meets the criteria for discriminant validity.

**Reliability Test Results****Table 4.** Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Description
Customer Experience ( $X_1$ )	0.956	0.957	0.966	Valid
Service Quality ( $X_2$ )	0.951	0.952	0.962	Valid
Customer Satisfaction ( $Z$ )	0.960	0.962	0.967	Valid
Customer Loyalty ( $Y$ )	0.959	0.960	0.968	Valid

Source: Processed by the author in 2025

The results of Cronbach's Alpha and Composite Reliability tests in Table 4 show that the values of all variables are  $> 0.60$ . Thus, it can be concluded that the variables have met the minimum reliability requirements.

### R-square Test Results

**Table 5.** R-square Test Results

	Cronbach's alpha	Composite reliability (rho_a)
Customer Satisfaction	0.806	0.802
Customer Loyalty	0.743	0.735

Source: Processed by the author in 2025

Based on the table above, it shows that the R-square for the customer loyalty variable is 0.743, the amount of variation in the customer satisfaction variable explained by customer experience, service quality, and customer loyalty is 74.3% and is included in the high category. The R-square for the customer satisfaction variable is 0.806. The amount of variation in the customer satisfaction variable explained by customer experience and service quality is 80.6%, which is classified as high.

### Sobel Test Results

**Table 6.** Discriminant Validity

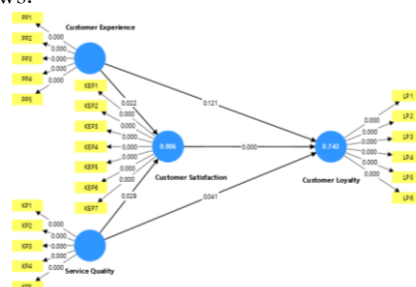
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Customer Experience -> Customer Satisfaction -> Customer Loyalty	0.246	0.242	0.125	1.965	0.049
Service Quality -> Customer Satisfaction -> Customer Loyalty	0.235	0.203	0.112	2.089	0.037

Source: Processed by the author in 2025

The table above shows that variable (Z) has a positive and significant effect in mediating variable (X1) on variable (Y), with a T-statistic value of  $1.965 < 1.96$  and a P-value of  $0.049 > 0.05$ . Next, variable (Z) has a positive and significant effect in mediating variable (X2) on variable (Y), with a T-statistic value of  $2.089 < 1.96$  and a P-value of  $0.037 > 0.05$ .

### Hypothesis Test Results

Hypothesis testing was conducted using the bootstrapping technique in Smart PLS 4. The testing was conducted with a two-tailed hypothesis. The model results in the bootstrapping technique are as follows:



**Figure 1.** Path Diagram

with the rule of thumb, namely if the t-value  $> 1.96$  or if the p-value  $< 0.05$ , then the alternative hypothesis is accepted.

### t-Test Results

**Table 8.** F-Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Customer Experience -> Customer Satisfaction	0.477	0.506	0.209	2.283	0.022
Customer Experience -> Customer Loyalty	0.154	0.178	0.099	1.550	0.121
Service Quality -> Customer Satisfaction	0.455	0.426	0.208	2.182	0.029
Service Quality -> Customer Loyalty	0.229	0.240	0.112	2.041	0.041
Customer Satisfaction -> Customer Loyalty	0.516	0.478	0.142	3.64	0.000

Source: Processed in 2025

It can be seen that the significance of (X2), (X3), (X4), and (X5) is smaller than the significance (0.05), so variables (X2), (X3), (X4), and (X5) have a positive and significant effect on (Y). Meanwhile, the significance value of variable (X1) is greater than (0.05), so variable (X1) has no significant effect on (Y).

## **Discussion**

### ***The Effect of Customer Experience on Customer Loyalty***

The results of hypothesis 1 (H1) testing show that customer experience does not have a significant effect on customer loyalty. These findings indicate that the customer experience perceived by consumers is not always directly proportional to an increase in Kopi Pirak customer loyalty. This is because customers do not yet fully appreciate the comfortable atmosphere and environmental conditions that support social interaction. Kopi Pirak atmosphere has not been able to create a comfortable, relaxed, and meaningful interaction space, so the customer experience tends not to leave a deep impression. Therefore, the customer experience at Kopi Pirak is not strong enough to encourage customer loyalty, even though customers may still visit for reasons such as reasonable prices or a place to spend time with friends or family.

The results of this study are in line with the research conducted by (Raudhina & Siregar, 2022 ; Sutriani et al., 2024) which states that Customer Experience does not have a significant effect on Customer Loyalty.

### ***The Influence of Service Quality on Customer Loyalty***

The results of hypothesis testing 2 (H2) show that service quality has a positive and significant effect on customer loyalty. This effect shows that the better the service quality provided by Kopi Pirak, the higher the customer loyalty. Conversely, if the quality of service provided is poor, it will decrease customer loyalty. This is due to the accuracy of order delivery and the sufficiency of facilities and infrastructure. Accurate delivery can create a perception of reliable service, while sufficient facilities can increase customer comfort. The combination of these two aspects can strengthen positive service quality, thereby encouraging customer loyalty.

The results of this study are in line with research conducted by Leninkumar (2017), Mihron & Nuvriasari (2023), Sitorus & Yustisia (2018) which explains that service quality has a significant effect on customer loyalty.

### ***The Influence of Customer Experience on Consumer Satisfaction***

The results of hypothesis testing 3 (H3) show that customer experience has a positive and significant effect on customer satisfaction. This explains that customer experience is a factor that influences customer satisfaction. The better the experience felt by customers at Kopi Pirak, the higher the level of customer satisfaction will be. The customer experience that is considered to be the main impact in creating customer satisfaction is that the prices offered are more reasonable than other coffee shops. Competitive prices build a high perception of value, so that consumers feel they are getting comparable benefits. If consumers can consistently enjoy this experience, then customer satisfaction will increase significantly.

The results of this study are in line with the research conducted by Hijjah (2015), Karnowati & Astuti (2020), Sabrina et al. (2023) which explains that customer experience has a significant effect on customer satisfaction.

### ***The Influence of Service Quality on Consumer Satisfaction***

The results of hypothesis 4 (H4) testing show that service quality has a positive and significant effect on customer satisfaction. This explains that service quality is a factor that influences customer satisfaction. The better the service quality provided, the higher the level of satisfaction felt by consumers. Fast and friendly service that meets consumer expectations can create a positive perception of the company. This makes consumers feel valued and that their needs are being addressed, resulting in satisfaction with the service received.

The results of this study are in line with research conducted by Agustina & Triwidyati (2024), Gonu et al. (2023) Supriyanto et al. (2021) proving that service quality has a significant effect on customer satisfaction.

### ***The Influence of Customer Satisfaction on Customer Loyalty***

The results of hypothesis 5 (H5) testing show that customer satisfaction has a positive and significant effect on customer loyalty. Customer satisfaction has a positive effect on customer loyalty because a high level of satisfaction will create trust and emotional attachment to a product or service. When consumers are satisfied with their experience, they are more likely to make repeat purchases, recommend the product or service to others, and are reluctant to switch to other service providers. Thus, satisfaction is the main basis for customer loyalty.

The main contributor of customer satisfaction that can increase customer loyalty is the speed of service delivery. Accuracy and speed in providing service create a perception of high efficiency, so that consumers feel valued and that their needs are being addressed. When consumers consistently experience fast and accurate service, their level of satisfaction will increase and develop into a commitment that ultimately drives the formation of customer loyalty.

The results of this study are in line with research conducted by Grace et al. (2021), Pérez-Morón et al. (2022), Tunio et al. (2022) proving that Customer Satisfaction has a significant effect on Customer Loyalty.

#### ***Customer Satisfaction Mediates the Effect of Customer Experience on Customer Loyalty***

The results of hypothesis testing 6 (H6) show that customer satisfaction has a significant effect in mediating the relationship between customer experience and customer loyalty. This means that positive experiences felt by customers will increase their level of satisfaction, and ultimately that satisfaction will encourage customer loyalty. In other words, the better the experience obtained by customers, the higher their level of satisfaction, which then strengthens their commitment to remain loyal to the products or services provided.

The results of this study are in line with the research conducted by Tri (2021); Simanjuntak & Purba (2020) proving that customer satisfaction has a significant effect in mediating customer experience towards customer loyalty.

#### ***Customer Satisfaction Mediates the Effect of Service Quality on Customer Loyalty***

The results of hypothesis 7 (H7) testing show that customer satisfaction has a significant effect in mediating the relationship between service quality and customer loyalty. This indicates that good service quality can create higher customer satisfaction, which in turn increases customer loyalty. In other words, satisfaction acts as a psychological bridge that connects customers' perceptions of service quality with their commitment to remain loyal to the products or services provided.

The results of this study are in line with the research conducted by (Andriyani, 2024) which proves that customer satisfaction has a significant effect in mediating service quality on customer loyalty.

## **5. Conclusion**

The results of this study reveal several important findings regarding the relationship between customer experience, service quality, customer satisfaction, and customer loyalty at Kopi Pirak. First, customer experience does not have a significant effect on customer loyalty to Kopi Pirak, indicating that customer experience is not a driving factor in the formation of customer loyalty. On the other hand, service quality has a positive and significant effect on customer loyalty, highlighting its importance as a determining factor in fostering customer loyalty. Additionally, customer experience positively and significantly impacts consumer satisfaction, suggesting that a positive customer experience can enhance consumer satisfaction with Kopi Pirak. Similarly, service quality also has a positive and significant effect on consumer satisfaction, indicating that high service quality is a key factor in improving customer satisfaction. Moreover, customer satisfaction plays a crucial role in driving customer loyalty, as it has a positive and significant effect on customer loyalty. Furthermore, customer satisfaction serves as a significant mediator in the relationship between customer experience and customer loyalty, as well as between service quality and customer loyalty. These findings emphasize the importance of both customer experience and service quality in improving customer satisfaction and, ultimately, customer loyalty to Kopi Pirak.

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