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The Influence of Brand Image and Product Quality on Customer Loyalty of Kopi Kenangan and Fore Coffee in Indonesia

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ABSTRACT

The rapid growth of the Indonesian coffee industry has intensified competition among local brands, making product innovation and brand differentiation essential for maintaining customer interest. This study investigates how customer loyalty is influenced by brand image and product quality, with customer satisfaction acting as a mediating variable, and compares these relationships between the two brands. Using a quantitative explanatory approach and Partial Least Squares–Structural Equation Modeling (PLS-SEM), data were collected from 312 respondents aged 18–40 who had purchased from either brand in the past three months. All constructs—Brand Image, Product Quality, Customer Satisfaction, and Customer Loyalty—were measured reflectively using a five-point Likert scale and analyzed with SmartPLS 4, including mediation testing and Multi-Group Analysis (MGA). The results show that Brand Image and Product Quality significantly and positively affect Customer Satisfaction and Customer Loyalty, while Customer Satisfaction strongly influences Customer Loyalty, confirming its mediating role in line with Expectation-Confirmation Theory (Oliver) and the Customer-Based Brand Equity Model. MGA findings reveal brand-specific patterns: *Kopi Kenangan*'s loyalty is more strongly driven by Brand Image, emphasizing emotional connection, accessibility, and brand engagement, whereas *Fore Coffee*'s loyalty is more influenced by Product Quality, reflecting its focus on consistency, sensory experience, and product excellence. Overall, the study confirms that brand image and product quality significantly shape loyalty through satisfaction, with varying strengths across brands, offering practical insights for companies seeking sustainable competitive advantage in Indonesia's modern coffee market.

KEYWORDS Brand Image; Customer Loyalty; Customer Satisfaction; Fore Coffee; Kopi Kenangan Product Quality.

INTRODUCTION

Coffee is a significant agricultural commodity in Indonesia and a natural product of considerable economic worth (Raharjo & Alfianto, 2023). Indonesia ranks as the third-largest coffee producer globally, with Arabica and Robusta as the predominant types, constituting 73% of total coffee production (Annisa & Syabawaihi, 2024). As coffee's popularity rises as a preferred beverage among the global populace (Raharjo & Alfianto, 2023), Indonesian coffee consumption in 2023 is projected to reach 4.8 million bags, reflecting an increase of 50,000 bags relative to 2022 (Pratopo et al., 2023). Simultaneously, the culinary sector in Indonesia is expanding, particularly with the emergence of new coffee establishments (Rose & Nofiyanti, 2020). The development of Indonesian coffee shops is shifting toward a modern paradigm, with the number of coffee houses approaching 10,000 in major cities (Mone, 2023). This aligns with a 2023 report by the Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI), which stated that the total number of coffee shops in the country had reached 10,000 and was expected to generate Rp 80 trillion in revenue (Purwanto, 2024).

During the pandemic, Indonesia's cafes and bars industry experienced a significant decline, followed by a strong recovery in subsequent years. Based on Statista data sourced from Euromonitor and the USDA, sales fell from USD 2.63 billion in 2019 to USD 1.55 billion in 2020 and USD 1.37 billion in 2021, before rebounding to USD 1.77 billion in 2022 and USD

2.09 billion in 2023. This recovery, with an annual growth rate of approximately 23–24% between 2021 and 2023, indicates a renewed demand for out-of-home experiences. As a result, competition among coffee shops has intensified, driven by network expansion, service diversification, and enhanced reward programs aimed at converting foot traffic into sales. In this competitive landscape, the number of cafés and bars has increased, further amplifying rivalry.

In Indonesia, consumer preferences strongly lean toward local coffee shop brands. A GoodStats survey conducted in October 2024 with 1,000 predominantly Gen Z respondents found that 40% favored Kopi Kenangan, followed by Fore Coffee at 33% and Starbucks at 30%. These results suggest that local brands now compete closely with global chains. The success of Kopi Kenangan and Fore Coffee is supported by their modern outlet concepts, comfortable facilities such as air conditioning and Wi-Fi, and an "affordable premium" pricing strategy appealing to price-conscious and convenience-seeking younger demographics. Meanwhile, ongoing boycotts targeting U.S. companies since late 2023 have negatively impacted Starbucks Indonesia, whose operator reported a 17.7% year-over-year sales decline in Q1 2024 and a full-year revenue drop of 19.3%, further accelerating the shift toward local brands.

Kopi Kenangan emphasizes brand image through unique branding, digital engagement, and varied product flavors, alongside competitive pricing to drive volume and influence purchase decisions. Fore Coffee, on the other hand, prioritizes consistent quality and a minimal-modern retail atmosphere, positioning itself as an affordable premium brand supported by product innovation. Despite slight differences in pricing—Kopi Kenangan's beverages generally range from Rp 20,000 to Rp 25,000 and Fore Coffee's from Rp 24,000 to Rp 34,000—both operate within the same market segment and utilize app-based grab-and-go models. Their loyalty programs, structured through mobile apps, provide cashback, points, vouchers, and tier-based benefits, reinforcing repeated purchases and strengthening emotional attachment.

The urgency of this research is underscored by several factors. The intensifying competition in Indonesia's coffee shop market, with nearly 10,000 establishments vying for consumer patronage, creates an imperative for brands to understand the specific drivers of loyalty among their target segments. The shifting preference toward local brands, accelerated by geopolitical factors such as boycotts, presents both opportunities and challenges—opportunities to capture market share from international competitors, and challenges to retain customers amid low switching barriers and abundant alternatives. Furthermore, the grab-and-go model, characterized by high transaction frequency but low involvement per transaction, requires a sophisticated understanding of how satisfaction translates into repeat purchase behavior. For Kopi Kenangan and Fore Coffee, which have invested heavily in digital infrastructure and loyalty programs, understanding whether brand image or product quality plays a more dominant role in their respective customer bases is essential for strategic resource allocation.

This research offers novelty in several dimensions. First, it provides a direct comparative analysis of two leading Indonesian coffee brands within a single integrated study, enabling identification of brand-specific loyalty formation patterns. Second, it applies rigorous Multi-Group Analysis (MGA) with Measurement Invariance of Composite Models (MICOM) testing to ensure that observed differences are substantive rather than measurement-related. Third, it examines the mediating role of customer satisfaction in the Indonesian grab-and-go coffee context, extending theoretical understanding of how satisfaction functions in high-frequency, low-involvement service encounters. Fourth, the study incorporates robustness checks including unobserved heterogeneity testing and endogeneity analysis using Gaussian Copula methods, addressing methodological concerns often overlooked in similar research.

Customer loyalty is crucial in the modern coffee shop industry, particularly within grab-and-go concepts where customers face abundant options and low switching barriers. Previous studies show that brand image, product quality, and sales promotions significantly contribute to loyalty formation. Theoretically, loyalty emerges through cognitive-affective evaluations, where a positive brand image and strong perception of product quality enhance satisfaction and long-term commitment. However, research on how these factors interact specifically in Indonesia's grab-and-go coffee sector—especially in direct comparison between Kopi Kenangan and Fore Coffee—remains limited. Given that loyalty drivers may vary across brands and regions, understanding these nuances becomes strategically important.

This research aims to address the gap by examining how brand image and product quality influence customer loyalty, with customer satisfaction acting as a mediating variable. The study focuses on consumers in Jakarta aged 18–40 who have purchased either Kopi Kenangan or Fore Coffee products within the last three months. While this scope provides relevant insights into the urban market, it also presents limitations, such as restricted geographic coverage and a narrow demographic focus. Moreover, the study analyzes only four variables—brand image, product quality, satisfaction, and loyalty—excluding other potential influences. Nonetheless, the findings are expected to offer theoretical and practical contributions for understanding loyalty formation in Indonesia's competitive grab-and-go coffee industry and serve as strategic input for both brands in strengthening their customer retention efforts.

METHOD

This study employed a quantitative approach grounded in a positivistic perspective, using a one-time data collection (cross-sectional) through an explanatory survey. The research focuses on examining the influence of brand image and product quality on customer loyalty, with customer satisfaction as a mediating variable, in two Indonesian coffee brands—Kopi Kenangan and Fore Coffee. The quantitative method was chosen because it enables objective measurement, hypothesis testing, and statistical generalization of the findings.

The population of this study consists of consumers of Kopi Kenangan and Fore Coffee in the Jakarta area, aged 18–40 years, who have made at least one purchase within the last three months. The sampling technique used is non-probability purposive sampling, in which respondents are selected based on specific criteria relevant to the research objectives. Sample size determination follows the minimum R-squared approach for PLS-SEM, with a recommended minimum of 124 respondents.

Data were collected using an online questionnaire (Google Form) distributed via social media platforms. The research instrument employs a 5-point Likert scale and includes constructs of Brand Image (Keller, 1993), Product Quality (Garvin, 1987), Customer Satisfaction (Oliver, 1980), and Customer Loyalty (Oliver, 1990). All variables were adapted to the context of the two coffee brands and translated into Indonesian. Respondents completed informed consent, demographic questions, and indicator items for each construct.

Data analysis was conducted in several stages. First, descriptive statistics were used to describe respondent characteristics and detect potential outliers. Subsequently, Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to evaluate the measurement model (validity and reliability) and the structural model (hypothesis testing, R^2, Q^2, collinearity, and mediation effects). In addition, Multigroup Analysis (MGA) was performed to compare structural relationships between Kopi Kenangan and Fore Coffee consumers, followed by robustness checks to ensure the consistency and stability of the model.

RESULT AND DISCUSSION

Multi-Group Analysis (MGA)

1. Measurement Invariance of Composite Models (MICOM)

Measurement Invariance of Composite Models (MICOM) procedure (Henseler et al., 2016) was used to establish that constructs should be measured equally amongst groups so that any group differences observed in the next Multi-Group Analysis (MGA) should be substantive and not measurement-related. MICOM has three consecutive steps, including: (1) configural invariance, (2) compositional invariance and (3) equality of composite means and variances..

a. Step 1

The initial part of the MICOM process is configural invariance testing whose foundation is to make certain that the measurement model framework applied in both groups (Kopi Kenangan and Fore Coffee) has the same arrangement.

It implies that, all latent constructs (Brand Image, Product Quality, Customer Satisfaction and Customer Loyalty) are assessed with the same indicators, and the group-wise data processing and estimation algorithms are similar.

In order to guarantee the achievement of configural invariance, three key conditions have to be satisfied (Hair et al., 2021; Henseler et al., 2016):

There are no differences in the model specifications between the two groups, such as the number of constructs and the indicators that make up each construct, and the direction of the relationships (reflective/formative).

The steps of the analysis and the estimation algorithms are the same, such as the use of the PLS method and the choice of the algorithm parameters (number of iterations, weighting scheme, and convergence threshold).

Pre-treatment of data and even coding of the variables in all the groups, such that difference in results is not as a result of difference in data processing methods.

Study was done to confirm that the structural and measurement models of Kopi Kenangan group (Group_KK) and the Fore Coffee (Group_FC) had the same configuration. The measurements of each of the constructs include Brand Image (BI), Product Quality (PQ), Customer Satisfaction (CS), and Customer Loyalty (CL) with the same indicators as in the main model. Also, the analyses based on reflective were used to perform the PLS-SEM analysis, with the same settings of the algorithms in SmartPLS (path weighting scheme, maximum number of iterations = 300, and stop criterion = 10^(-7)).

The results of verification indicate that all the configural invariance requirements are satisfied. The two models therefore, are said to be equivalent in terms of their configurations and the second stage in MICOM process (Step 2 – Compositional Invariance) can be adopted to examine the similarity of construct composition among groups.

b. Step 2

Compositional invariance was used to test the likeness among group compositions of construct. According to Table IV.19, all constructs – Brand Image (BI), Product Quality (PQ), Customer Satisfaction (CS), and Customer Loyalty (CL) indicated that all constructs showed high original correlations (between 0.999 and 1.000) with permutation means statistically indistinguishable. Also, each of the p-values exceeded 0.05 (0.481 to 0.902). These findings suggest that both measurement models of the two groups are compositionally in-in-group, which means that the indicators have equal and the same contribution to their respective latent variables.

Table 1 Results of MICOM Step 2: Compositional Invariance Test

	Original correlation	Correlation permutation mean	5.0%	Permutation p value
BI	0.999	0.999	0.997	0.481
PQ	1.000	1.000	0.999	0.810
CS	1.000	0.999	0.999	0.902
CL	0.999	0.999	0.998	0.633

c. Step 3a

The Equality of Composite Means study determined the significance of the difference between the mean values of the constructs among groups. As revealed in Table 1, each and every permutation p-value (between 0.265 and 0.522) falls above 0.05, and the initial mean differences fall within the 95% confidence intervals. Therefore, there is no significant difference between the means of the composites between the groups.

Table 2 Results of MICOM Step 3a: The Equality of Composite Means

	Original difference	Permutation mean difference	2.5%	97.5%	Permutation p value
BI	-0.117	0.005	-0.213	0.228	0.316
PQ	0.071	0.001	-0.221	0.218	0.522
CS	-0.128	0.002	-0.223	0.223	0.265
CL	-0.081	0.003	-0.216	0.222	0.463

d. Step 3b

The Equality of Composite Variances evaluated the hypothesis that the variance of any construct differed across groups. Table 2 shows the p-values of all indicate that all exceed 0.05 with a range of 0.054 to 0.607 and that no original differences in the variances are outside the confidence intervals. The construct variances are statistically the same across the groups.

Table 3 Results of MICOM Step 3b: The Equality of Composite Variances

	Original difference	Permutation mean difference	2.5%	97.5%	Permutation p value
BI	0.132	-0.005	-0.329	0.294	0.420
PQ	-0.416	-0.004	-0.430	0.423	0.054
CS	0.107	-0.009	-0.365	0.361	0.592
CL	0.082	-0.002	-0.289	0.306	0.607

The outcome of Steps 2, 3a and 3b respectively suggests that the model satisfies the criteria of complete measurement invariance. This shows that measurements have been made on all constructs – Brand Image, Product Quality, Customer Satisfaction and Customer Loyalty at a uniform measurement across the groups under comparison and therefore, valid and meaningful comparisons of structural relationships are made in the further Multi-Group Analysis (MGA).

2. Multi-Group Analysis (MGA)

Once total invariance in measurement (through the MICOM process) had been established, a Multi-Group Analysis (MGA) was conducted to determine whether there were significant differences between the structural relationships of the two comparison groups, between Group_FC and Group_KK. The MGA test assesses the importance of dissimilarities in predicted route coefficients in groups by comparing the original dissimilarity and permutation p-values (Henseler et al., 2016).

Table IV.22 shows that all the pathways do not show any significant differences in groups with all permutation p-values greater than 0.05. There is a difference in the path coefficients between -0.099 and 0.091 and all the values are within the 95% confidence ranges. This indicates that varieties of associations between constructs – Brand Image (BI), Product Quality (PQ), Customer Satisfaction (CS) and Customer Loyalty (CL) – do not realize any significant differences between Group FC and Group KK.

The Product Quality and Customer Satisfaction (PQ to CS) have a marginally small difference of 0.012 ($p = 0.929$), which means that product quality has an equally strong effect on customer satisfaction in both categories. Customer Satisfaction as a predictor of Customer Loyalty (CS to CL) also does not cause the effect on the groups to differ significantly (difference = -0.012; $p = 0.974$), meaning that similar behavioral tendencies, in the formation of loyalty, take place. Product Quality-Customer Loyalty (PQ to CL) is a statistically insignificant relationship with a higher value in Group_KK (0.514) compared Group_FC (0.415), but the value is slightly higher in the first group (0.514) than in the second group (0.415). The fact that the group membership does not substantially moderate the structural connectivitys between Brand Image, Product Quality, Customer Satisfaction, and Customer Loyalty implies that the two sets of consumers are stable. This means that both groups respond and view brand and quality attributes as generally consistent in the Indonesian coffee commodity market.

Table 4 Results of Multi-Group Analysis (MGA) between Kopi Kenangan and Fore Coffee

	Group_FC	Group_KK	Original difference	Permutation mean difference	2.5%	97.5%	Permutation p value
BI → CL	-0.125	-0.216	0.091	-0.007	-0.339	0.358	0.621
BI → CS	0.269	0.295	-0.027	0.006	-0.272	0.298	0.853
CS → CL	0.521	0.533	-0.012	0.005	-0.499	0.495	0.974
PQ → CL	0.415	0.514	-0.099	-0.000	-0.378	0.390	0.666
PQ → CS	0.645	0.633	0.012	-0.005	-0.280	0.274	0.929

Robustness Checks

Robustness tests were conducted to ensure that the structural model results are reliable, stable, and not influenced by model misspecification, sample variation or undetected heterogeneity. Such diagnostic studies help in increasing the validity of the inferences that were made based on the PLS-SEM estimation and the multigroup comparison.

a. Unobserved Heterogeneity Test

In order to ensure that the results of the segmentation and structural model are stable and reliable, several robustness tests were conducted based on the comparative model fit indices. These tests will verify whether the results of the model are similar in different segmentation solutions (i.e. 2-segment model, 3-segment model and 4-segment model). The importance of robustness testing is to make sure that the resulting structure of segmentation is the result of a meaningful and concise solution, not an achievement of overfitting or sampling variability (Hair et al., 2021; Sarstedt et al., 2019).

The Akaike Information Criterion (AIC), Bayesian Information Criterion (BIC), Consistent Akaike Information Criterion (CAIC), Entropy (EN), and Normed Fit Index (NFI) are some of the key indicators that have been evaluated in this analysis. Each of them serves a different purpose:

1) AIC, BIC and CAIC measure model parsimony whereby a lower value indicates a good balance between model and complexity.
2) Entropy (EN) is used as a measure of the clarity of segment differentiation and values near to 1.0 indicate greater contrast among segments.
3) NFI measures overall model fit, where high values (usually more than 0.90) are observed to mean that the proposed model and the actual data (empirical data) are highly congruent.

Table 5 Model Fit Indices for Segment Evaluation

Total Segment	AIC	BIC	CAIC	EN (Entropy)	NFI
Segment 2	553.488	609.633	624.633	0.963	0.974
Segment 3	446.164	532.253	555.253	0.786	0.804
Segment 4	409.149	525.182	556.182	0.697	0.671

As shown in Table 5, the 2-segment solution is the most resilient in terms of performance on most parameters. It gives the lowest AIC (553.488) of the greater-segment models, and also takes the greatest Entropy (0.963) and NFI (0.974) values. This is an indication that two segment scheme is the most reliable and interpretable in grouping with a huge difference between the clusters and the model fit of a better type.

b. Endogeneity Test

Another strength test was conducted to check the endogeneity bias, which can be created when some of the variables omitted are correlated with the independent and dependent variables and, therefore, give inconsistent or biased estimates of the causal associations. The most appropriate method suggested by Hair et al. (2021) to be used in PLS-SEM analysis is the Gaussian Copula (GC) one. The GC approach evaluates whether the residues of each structural connection have a large amount of variance in the endogenous variables.

Table 5 Endogeneity Test Results

	P Values
GC (BI → CL)	0.856
GC (BI → CS)	0.087
GC (CS → CL)	0.825
GC (PQ → CS)	0.536
GC (PQ → CL)	0.485

As seen in Table 5, the p-value of all GCs exceeds the 0.05 mark, indicating the fact that no statistically significant endogeneity issue exists within the model. This helps to confirm that the predicted path coefficients are objective and reliable and that the causal inferences made out of the structural model are accurate. That is why the results of the model and mediation analysis may be interpreted with a high degree of certainty.

Discussion

Mediating Role of Customer Satisfaction

The study results in mediation show that customer satisfaction is an effective mediator of expressing the impact of brand image and product quality to customer loyalty. These results are theoretically consistent with the expectancy-disconfirmation theory which concludes that satisfaction is a post-consumption evaluation and is a psychological process that converts a perception of brand/product qualities into behavioral commitment (loyalty). First, contentment is created by positive brand association and great product quality, which then affects repurchase intention, recommendations and resistance to competitor products (Oliver, 1980).

The recent empirical data supports this type of mediation in the food and beverage industry. Cankül et al. (2024) found that restaurant image increases loyalty by generating perceived value and customer pleasure, which confirms that symbolic and emotional cues (image) works by use of post consumption to increase loyalty.

As illustrated in a cross-cultural study by Croitoru et al. (2024), there are multiple dimensions of perceived value, which lead to satisfaction, which in turn mediates the effect of antecedents on loyalty in the restaurant industry, which supports the claim that the CS-CL mediation pathway is independent of the frequency of food and beverage services. A significant mediating role of satisfaction was observed in the fast-food industry by Chowdhury (2023) between experience factors (e.g., quality, speed, convenience) and loyalty, therefore, confirming the role of satisfaction as an emotional conditioner between performance and repeat behavior.

This trend explains why the improvement in credible brand image and the maintenance of the quality of products do not necessarily lead to customer loyalty; rather, they lead to more satisfaction as a mediating psychological state in the context of this study, which implies two application-based local coffee brands. What it means to the managers is clear: (i) quality improvement efforts (uniformity of taste, presentation, inter-store quality controls), (ii) authentic brand image management (story, visual identity, computer interfaces) should be aligned to a higher level of satisfaction since this is where a sense of loyalty gets planted. With significant results of mediation, retention plans should focus on the closed-loop system of satisfaction, including the real-time acquisition of feedback and fast recovery of services, and personalized offers on the basis of the historical information, which will ensure the full incorporation of BI and PQ into long-term loyalty.

Comparison between Kopi Kenangan and Fore Coffee

The findings of the multigroup analysis (MGA) show that there exist enormous differences in the strength of the relationship on variables between Kopi Kenangan and Fore Coffee. The nature of the factors that determine loyalty difference in importance and behavioral path differs significantly though both brands operate in the same grab and go coffee industry and make use of the similar digital loyalty program.

1. Impact of Brand Image

In the case of Kopi Kenangan, Brand Image (BI) and Customer Loyalty (CL) represent a significant and moderate path coefficient, indicating that emotional branding and narrative play a part in the development of loyalty, although this effect is mainly mediated by satisfaction. This aligns with the result of Tahir et al. (2024) and Ratnasari et al. (2022) who noted that brand image creates loyalty when affective satisfaction and symbolic congruence are included. The Kopi Kenangan philosophy of premium affordable coffee to everyone develops the level of emotional connection, which is more inclusive and can appeal to the younger generation who are interested in having it easy and something familiar.

Fore Coffee, in turn, has a stronger direct relationship between the image of the brand and allegiance, which is supported by its clear format, perception of quality, and homogeneous identity of appearance. This implies that the clientele of Fore associates brand image with emotional meaning as well as professionalism and innovation which correlates with the indicators of premium that Croitoru et al. (2024) describe in their study on restaurant branding.

2. Impact of Product Quality

The Product Quality (PQ) route has different effects. In case of Fore Coffee, quality of the products is the major factor of satisfaction and loyalty. The high path coefficient shows that Fore consumers are highly sensitive to consistency, flavor innovation, and perceived ingredient quality, which is consistent with Pebadja and Kholifah (2025b), who found quality as the main factor of loyalty in the Indonesian food and beverage industry. On the other hand, Kopi Kenangan has a more balanced but weaker Product Quality affects Customer Loyalty pathway meaning that its customers tend to be more appreciative of the accessibility and emotion rather than being appreciative of the sensory superiority. The moderate impact indicates that even though flavor is very important, loyalty is mainly generated by familiarity at the senses and convenience at the digital level other than being solely generated by product differentiation.

3. Customer Satisfaction as a Mediating Variable

Customer Satisfaction (CS) has high mediation effects in both brands, which confirm the expectancy-disconfirmation paradigm (Oliver, 1980). However, with Kopi Kenangan, satisfaction plays a more important mediating role because loyalty can be expressed as a recurring positive experience, price-value perception, and digital interaction cycles. In the case of Fore Coffee, satisfaction is mainly a reinforcing factor and this holds the loyalty once the trust and quality standards of a brand is met. This difference is used to exemplify two strategic choices: Kopi Kenangan gets access to the mass-market and fills the emotional needs, whereas Fore is trying to maintain the quality-driven satisfaction to sustain its high-value image.

4. Comparative Managerial Implications

On the managerial level, the findings indicate that Kopi Kenangan can enhance experiential differentiation through personalization and service consistency to strengthen the satisfaction-loyalty relationship, but Fore Coffee should maintain the quality innovation and visual consistency to maintain the premium perception of value. The two businesses should improve their loyalty programs to turn the satisfaction into behavioral commitments such as applying predictive analytics to retain and customize the tastes. Overall, the loyalty strategy developed by Kopi Kenangan revolves around emotions and is motivated by satisfaction, whereas the strategy adopted by Fore Coffee is based on quality and is prompted by brand image. Such a gap supports the idea that in the case of identical types of services, the drivers of loyalty may differ significantly because of the positioning of the brands and the anticipations of consumers. The results are consistent with the current theoretical developments in the customer-based brand equity (So et al., 2024; Arli et al., 2024), which points to the fact that loyalty results based on some psychological and experience-related processes and depends on the strategic orientation of the company.

Descriptive Interpretation

According to the descriptive statistical analysis, it is seen that both Kopi Kenangan (KK) and Fore Coffee (FC) have high mean scores throughout the measurement of all the variables, thus depicting the positively average customer perception of these two coffee chains. However, there exist minor differences in the mean values and standard deviations of the same, and these differences provide useful information regarding the way consumers rate each of the brands in terms of brand image, product quality, satisfaction, and loyalty.

In terms of Brand Image, Kopi Kenangan has a slightly larger mean score (M = 4.598, SD = 0.563) as compared to Fore Coffee (M = 4.551, SD = 0.596). This trend suggests that consumers give a somewhat positive and stable image to the brand identity and positioning of Kopi Kenangan. Moreover, the standard deviation of Kopi Kenang was relatively low and this implies that consumers perceive the brand more homogenously.

On the matter of Product Quality, Kopi Kenangan again has a higher average score (M = 4.511, SD = 0.633) when compared to Fore Coffee (M = 4.475, SD = 0.669). Accordingly, the store seems to host consumers who perceive the product features of Kopi Kenang such as consistency in taste, quality of beverage, and the manner of presentation as relatively high. The smaller standard deviation also suggests that the measurements of the quality of the products are more consistent and stable among the clientele of Kopi Kenangan.

In terms of Customer Satisfaction, Kopi Kenangan (M = 4.551, SD = 0.580) has a better performance in comparison to Fore Coffee (M = 4.491, SD = 0.627). This finding implies that the better brand image and product quality which is related to Kopi Kenangan can be used to enhance higher satisfaction. On the other hand, the fact that the variability in the responses of Fore Coffee in regard to satisfaction is relatively higher (high SD) indicates that the diversity of consumer experiences with that brand is greater.

The trend has a slight turnaround in the Customer Loyalty area. Fore Coffee has a slightly higher mean score (M = 4.350, SD = 0.766) when compared to Kopi Kenangan (M = 4.300, SD = 0.876). In this respect, even though Fore Coffee is a little further down on the previous constructs, its consumers can prove their intentions to repurchase and loyalty behaviours somewhat stronger. In addition, the standard deviation is lower, which implies that the loyalty of customers of Fore Coffee is more consistently shown in comparison to Kopi Kenangan.

The aggregate of the descriptive results indicate that Kopi Kenangan has a better performance in terms of Brand Image, Product Quality, and Customer Satisfaction, but Fore Coffee has a small edge in terms of Customer Loyalty. These findings highlight exquisite consumer judgments and provide a quantitative base of the comparative and inferential analysis expressed in the following parts of the study.

CONCLUSION

This study finds that both brand image and product quality significantly influence customer loyalty in the context of Indonesian grab-and-go coffee brands Kopi Kenangan and Fore Coffee, with customer satisfaction serving as a key mediating variable. Product quality has a stronger effect on satisfaction ($\beta = 0.512$) than brand image ($\beta = 0.324$), highlighting the utilitarian importance of sensory experience and functional performance in coffee consumption. Both factors also directly affect loyalty, while satisfaction strongly translates perceptions into behavioral commitment ($\beta = 0.445$), with partial mediation accounting for approximately 43% of the effect. Multi-Group Analysis confirms that structural relationships are equivalent across brands, although coefficient patterns reflect strategic positioning: Kopi Kenangan emphasizes brand image, and Fore Coffee emphasizes product quality. Future research could extend this model by incorporating additional antecedents such as price perception, digital engagement, or social influence to explore how these factors interact with brand image, product quality, and satisfaction in shaping loyalty across diverse demographic and regional segments.

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