

The Influence of Customer Experience and Brand Image on Customer Loyalty at Fore Coffee Citraland Helvetia Branch

Lamriama Valintina Chrystina Siregar¹, Fadli², Beby Karina Fawzee Sembiring³

^{1,2,3} Management Science, Indonesia

Abstract

This study aims to analyze the influence of customer experience and brand image on customer loyalty at Fore Coffee, Citraland Helvetia branch. The research employed a quantitative approach with purposive sampling techniques involving 100 respondents who are customers of Fore Coffee at the Citraland Helvetia branch. Data were collected through a questionnaire using a 5-point Likert scale. Data analysis was conducted using multiple linear regression with the assistance of SPSS version 25. The research findings indicate that (1) customer experience has a positive and significant effect on customer loyalty with a coefficient value of 0.427 and a t-value of 4.356 ($p < 0.05$); (2) brand image has a positive and significant effect on customer loyalty with a coefficient value of 0.385 and a t-value of 3.982 ($p < 0.05$); and (3) customer experience and brand image simultaneously have a significant effect on customer loyalty with an F-value of 42.763 ($p < 0.05$) and a coefficient of determination (R^2) of 0.468. The study concludes that enhancing customer experience and brand image can increase customer loyalty at Fore Coffee, Citraland Helvetia branch.

Keywords: Customer Experience, Brand Image, Customer Loyalty, Fore Coffee, Coffee Shop

Introduction

The food and beverage industry in Indonesia has experienced rapid growth in recent years, including the coffee shop sector, which has seen significant expansion. According to data from Toffin (2023), the number of coffee shops in Indonesia increased by 31% in 2022 compared to the previous year. Fore Coffee, as one of the key players in this industry, has grown into one of the largest modern coffee shop networks in Indonesia, with over 200 outlets since its establishment in 2018. One of the Fore Coffee branches that becomes the focus of this study is the Citraland Helvetia branch, which is located in a strategic area and frequently visited by consumers.

In facing intense business competition within the coffee shop industry, companies need to develop strategies to retain customers. Customer loyalty is a crucial factor in achieving long-term business success (Kotler & Keller, 2022). The creation of customer loyalty cannot be separated from the influence of a positive customer experience and strong brand image. According to Lemon & Verhoef (2021), a good customer experience can enhance customer satisfaction and loyalty. Additionally, Keller (2023) states that a strong brand image plays an important role in shaping positive consumer perceptions, which in turn influence loyalty.

Based on initial observations at the Fore Coffee Citraland Helvetia branch, several issues were identified regarding inconsistencies in customer experience and

challenges in maintaining customer loyalty amidst the increasingly fierce competition among modern coffee shops. Therefore, this study aims to analyze how customer experience and brand image influence customer loyalty at the Fore Coffee Citraland Helvetia branch.

The objectives of this study are to: (1) analyze the influence of customer experience on customer loyalty at the Fore Coffee Citraland Helvetia branch; (2) analyze the influence of brand image on customer loyalty at the Fore Coffee Citraland Helvetia branch; and (3) analyze the simultaneous influence of customer experience and brand image on customer loyalty at the Fore Coffee Citraland Helvetia branch.

Methods

Research Design

This study employs a quantitative approach with an explanatory survey design to test the hypotheses regarding the influence of customer experience and brand image on customer loyalty. The unit of analysis in this research is individual customers of the Fore Coffee Citraland Helvetia branch.

Population and Sample

The population of this study consists of all customers of the Fore Coffee Citraland Helvetia branch. The sampling technique used is purposive sampling with the following criteria: (1) customers who have visited the Fore Coffee Citraland Helvetia branch at least three times within the past three months; (2) aged at least 17 years; and (3) willing to participate as respondents. Based on calculations using the Slovin formula with a 10% margin of error, a sample size of 100 respondents was obtained.

Data collection technique

Primary data were collected through a questionnaire using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The questionnaires were distributed directly to customers at the Fore Coffee Citraland Helvetia branch. Secondary data were obtained from literature studies, industry reports, and internal data from Fore Coffee (if available).

Data Analysis Techniques

Data analysis was conducted using descriptive and inferential statistics with the assistance of SPSS version 25. The stages of analysis included :

1. Validity test using Corrected Item-Total Correlation, with the requirement that the calculated r-value must be greater than the table r-value.
2. Reliability test using Cronbach's Alpha with a minimum value of 0.7.
3. Classical assumption tests :
 - a. Normality test using the Kolmogorov-Smirnov test
 - b. Multicollinearity test with VIF < 10
 - c. Heteroscedasticity test using the Glejser Test
4. Multiple linear regression analysis using the equation: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$
5. Hypothesis testing :
 - a. t-test for partial effects ($\alpha = 0.05$)

- b. F-test for simultaneous effects ($\alpha = 0.05$)
- c. Coefficient of determination (R^2)

Results and Discussion

Respondent Characteristics

Of the 100 respondents, 58% were female and 42% were male. The majority of respondents (45%) were aged 18–25 years, followed by 35% aged 26–35 years, 15% aged 36–45 years, and 5% aged over 45 years. Based on visit frequency, 42% of respondents visited Fore Coffee 3–4 times per month, 38% visited 5–8 times per month, and 20% visited more than 8 times per month.

Validity and Reliability Test

Table 1. Validity Test Results

| Variable | Items | r-count | r-table | Information |
|-------------------------------|------------------|---------|---------|-------------|
| Customer Experience (X_1) | X _{1.1} | 0,762 | 0,196 | Valid |
| | X _{1.2} | 0,725 | 0,196 | Valid |
| | X _{1.3} | 0,698 | 0,196 | Valid |
| | X _{1.4} | 0,743 | 0,196 | Valid |
| | X _{1.5} | 0,781 | 0,196 | Valid |
| Brand Image (X_2) | X _{2.1} | 0,723 | 0,196 | Valid |
| | X _{2.2} | 0,751 | 0,196 | Valid |
| | X _{2.3} | 0,705 | 0,196 | Valid |
| Customer Loyalty (Y) | Y.1 | 0,824 | 0,196 | Valid |
| | Y.2 | 0,787 | 0,196 | Valid |
| | Y.3 | 0,762 | 0,196 | Valid |
| | Y.4 | 0,729 | 0,196 | Valid |

Source: Processed primary data (2025)

Table 2. Reliability Test Results

| Variable | Cronbach's Alpha | Information |
|-------------------------------|------------------|-------------|
| Customer Experience (X_1) | 0,865 | Reliable |
| Brand Image (X_2) | 0,843 | Reliable |
| Customer Loyalty (Y) | 0,872 | Reliable |

Source: Processed primary data (2025)

The validity test results show that all questionnaire items have a calculated r-value greater than the table r-value (0.196), indicating that all items are valid. The reliability test results show that all variables have a Cronbach's Alpha value greater than 0.7, indicating that the research instrument is reliable.

Classical Assumption Test

Table 3. Normality Test Results

| Kolmogorov-Smirnov Z | Asymp. Sig. (2-tailed) | Information |
|----------------------|------------------------|------------------------------|
| 0,074 | 0,192 | Data is normally distributed |

Source: Processed primary data (2025)

Table 4. Multicollinearity Test Results

| Variable | Tolerance | VIF | Information |
|---------------------------------------|-----------|-------|-------------------------------|
| Customer Experience (X ₁) | 0,647 | 1,546 | There is no multicollinearity |
| Brand Image (X ₂) | 0,647 | 1,546 | There is no multicollinearity |

Source: Processed primary data (2025)

Table 5. Results of Heteroscedasticity Test (Glejser Test)

| Variable | t-hitung | Sig. | Information |
|---------------------------------------|----------|-------|--------------------------------|
| Customer Experience (X ₁) | 1,128 | 0,262 | There is no heteroscedasticity |
| Brand Image (X ₂) | 0,943 | 0,348 | There is no heteroscedasticity |

Source: Processed primary data (2025)

The results of the classical assumption test show that the research data meets the requirements for multiple linear regression analysis, with normally distributed data, no multicollinearity (VIF < 10), and no heteroscedasticity (sig. value > 0.05).

Multiple Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

| Model | Unstandardized Coefficients | Standardized Coefficients | T | Sig. |
|---------------------------------------|-----------------------------|---------------------------|-------|-------|
| | B | Std. Error | Beta | |
| (Constant) | 0,876 | 0,314 | | 2,790 |
| Customer Experience (X ₁) | 0,427 | 0,098 | 0,412 | 4,356 |
| Brand Image (X ₂) | 0,385 | 0,097 | 0,376 | 3,982 |

Source: Processed primary data (2025)

Dependent Variable: Customer Loyalty (Y) Source: Processed primary data (2025)

Based on the results of the regression analysis, the equation obtained is :

$$Y = 0,876 + 0,427X_1 + 0,385X_2 + e$$

Interpretasi:

1. The constant value of 0.876 shows that if customer experience and brand image have a value of zero, then customer loyalty has a value of 0.876.
2. The regression coefficient X_1 of 0.427 shows that every one unit increase in customer experience will increase customer loyalty by 0.427 units.
3. The regression coefficient X_2 of 0.385 shows that every one unit increase in brand image will increase customer loyalty by 0.385 units.

Hypothesis Testing

Table 7. t-Test Results (Partial)

| Variable | t-count | t-table | Sig. | Information |
|-------------------------------|---------|---------|-------|----------------|
| Customer Experience (X_1) | 4,356 | 1,984 | 0,000 | H_1 accepted |
| Brand Image (X_2) | 3,982 | 1,984 | 0,000 | H_2 accepted |

Source: Processed primary data (2025)

Table 8. F Test Results (Simultaneous)

| F-hitung | F-tabel | Sig. | Keterangan |
|----------|---------|-------|----------------|
| 42,763 | 3,09 | 0,000 | H_3 diterima |

Source: Processed primary data (2025)

Table 9. Results of the Determination Coefficient Test (R^2)

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|----------|-------------------|----------------------------|
| 0,684 | 0,468 | 0,457 | 0,4721 |

Source: Processed primary data (2025)

Discussion

The Influence of Customer Experience on Customer Loyalty

The results of the analysis show that customer experience has a positive and significant effect on customer loyalty with a coefficient value of 0.427 and a t-count of 4.356 ($p < 0.05$). This supports the first hypothesis (H_1) and is in line with the theory of Lemon & Verhoef (2021) which states that good customer experience can increase customer loyalty. This finding is consistent with the results of Maklan & Klaus's (2020) study which shows that consistent and positive customer experience has a significant effect on the formation of customer loyalty. When customers get a positive experience at Fore Coffee, Citraland Helvetia branch, such as consistent product quality, comfortable atmosphere, and pleasant interactions with staff, they tend to come back and become loyal. This result is also supported by descriptive data showing that the sensory experience and relational experience indicators received the highest ratings from respondents. This indicates that the sensory experience related to the product and the atmosphere of the shop, as well as

interactions with friendly and professional staff are important factors in forming a positive customer experience at Fore Coffee, Citraland Helvetia branch.

The Influence of Brand Image on Customer Loyalty

The analysis results show that brand image has a positive and significant effect on customer loyalty, with a coefficient value of 0.385 and a t-value of 3.982 ($p < 0.05$). This supports the second hypothesis (H_2) and is in line with Keller's (2023) theory, which states that a strong brand image can drive customer loyalty. This finding is consistent with the study by Foroudi (2022), which found that a positive brand image enhances consumer trust and affective commitment, both of which are positively correlated with loyalty. Fore Coffee's image as a premium coffee shop that uses high-quality coffee beans and offers a unique coffee-drinking experience has successfully shaped positive perceptions in the minds of consumers, ultimately contributing to their loyalty. Descriptive data show that the indicators of functional image (product quality) and experiential image (store atmosphere) received the highest ratings from respondents. This indicates that product quality and the consumption experience at the Fore Coffee Citraland Helvetia branch play a crucial role in shaping a positive brand image.

The Influence of Customer Experience and Brand Image on Customer Loyalty

The analysis results show that customer experience and brand image simultaneously have a positive and significant effect on customer loyalty, with an F-value of 42.763 ($p < 0.05$). This supports the third hypothesis (H_3) and aligns with the findings of Khan et al. (2022), who found that customer experience and brand image simultaneously have a positive impact on customer loyalty. The coefficient of determination (R^2) of 0.468 indicates that 46.8% of the variation in customer loyalty can be explained by customer experience and brand image, while the remaining 53.2% is explained by other variables not examined in this study. These findings emphasize that the Fore Coffee Citraland Helvetia branch needs to focus on simultaneously enhancing customer experience and strengthening brand image in order to maximize customer loyalty. Marketing strategies that integrate both aspects will be more effective in building and maintaining a loyal customer base compared to strategies that focus on only one aspect.

Conclusion

Based on the research findings and discussion, it can be concluded that :

1. Customer experience has a positive and significant effect on customer loyalty at the Fore Coffee Citraland Helvetia branch. This indicates that the better the experience customers have when interacting with Fore Coffee, the higher their loyalty to the brand.
2. Brand image has a positive and significant effect on customer loyalty at the Fore Coffee Citraland Helvetia branch. This finding suggests that customers' positive perceptions of Fore Coffee's brand image contribute to the development of customer loyalty.

3. Customer experience and brand image simultaneously have a positive and significant effect on customer loyalty at the Fore Coffee Citraland Helvetia branch, with a contribution of 46.8%. This shows that both factors are important determinants in shaping customer loyalty.

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