

The Influence of Brand Image and Customer Satisfaction Towards Customer Loyalty in Fore Coffee Summarecon Mall Serpong

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Abstract. Companies must be able to retain customers in a variety of ways, including by emphasizing brand image, which can attract new customers, and customer happiness, which can lead to customer loyalty. Customer loyalty is one of the most significant variables in sustaining a company's growth and expanding its sales. A large number of public figures have opened companies, including restaurants, cafes, and snacks. Numerous entrepreneurs that enter the business field have prominent names to establish a positive brand image with consumers. Vico Lomar, who started a fore coffee business, is one of the businesspeople participating in this industry. This study combines descriptive and quantitative methods. This study was undertaken to determine the association between three variables: Brand Image, Customer Satisfaction, and Customer Loyalty. This study uses both primary and secondary sources to acquire its data. Survey methods will be used to collect primary data, while secondary data sources, such as books, journals, and articles from prior studies, will be used to obtain secondary data. Customers who bought Fore Coffee via an online application and dined at Fore Coffee in Summarecon Mall Serpong comprised the study population (Gofood, Grabfood and application). If the consumer is pleased with the product, he or she will purchase it again (Repurchase Behavior). This study aims to examine the relationship between Brand Image and Customer Satisfaction and customer loyalty. This study demonstrates that Customer Satisfaction has a greater impact on customer loyalty than Brand Image.

Keywords: Fore Coffee, Brand Image, Customer Satisfaction, Customer Loyalty

1. INTRODUCTION

1.1 BACKGROUND

Customers who remain loyal to a business have been determined to be a boon to the company, according to research conducted both in the academy and in practice. In a tightening market, it is more important than ever to retain customers loyal, yet doing so is becoming increasingly difficult. In fact, for many years, a company's ability to keep or lose consumers has been largely attributed to its ability to keep its customers happy. Organizations need to know how to keep their consumers, even if they appear to be happy, in order to succeed. Every company has realized that in order to exist, much alone develop, it must gain and maintain profitable consumers. Profits grow year after year as long-term clients remain loyal to brands (Ganiyu, Uche, & Elizabeth, 2012).

Customer satisfaction is critical for the success of any business company. When a business is preparing to commence operations, the client always comes "first," followed by the profit. Businesses that succeed in completely satisfying their clients will maintain their market leadership positions. Today's corporate organizations understand that customer happiness is critical to their performance and also play an important part in growing their market value. Customers are often defined as those who purchase goods and services from a market or business that satisfy their needs and desires. Customers buy things in order to achieve their financial expectations (Khadka & Maharjan, 2017). Providing acceptable service is one of the ways to establish positive relationships with consumers. When clients are satisfied with the service they receive, they are more likely to return and perhaps become loyal customers. Customers that are loyal or dedicated will provide numerous benefits to the business, one of which is that the consumer will not readily switch to another firm offering the same product or service.

Competition among brands is becoming more intense. Increasing numbers of companies are realizing the importance of branding. The company's success is dependent on its ability to effectively communicate its products and services through its image. As part of its overall strategy to ensure a healthy bottom line, the business prioritizes reaching as many customers as possible with its products and services in order to gauge the general public's interest and reputation. At this time, the number of restaurants and cafes

emphasizing a particular image of their products, as well as the implementation of specific names, logos, and slogans to brand their products to consumers, are all phenomena. Due to the increased competitiveness in specific market areas, brand image has a significant impact on the viability of businesses. Customer happiness has an impact on brand image, which in turn has an effect on customer loyalty. Due to the high level of competition in the restaurant and café industry, business owners are increasingly aware of the critical nature of customer satisfaction when consumers visit and purchase their products. Consumer satisfaction is something that can help a firm add more value (Maulana & Sunaryo, 2019).

The popularity of coffee has resulted in a rise in global coffee consumption. According to Bloomberg, the United States is now experiencing its highest coffee consumption in history, owing to the growing habit of coffee drinking among its millennial population (Perez, 2022). Indonesia, one of the world's leading coffee growers, is likewise confronted with the same phenomenon of rising coffee consumption as the rest of the globe. Otherwise, as a result of increased demand from restaurants, cafes, and grab-and-go coffee shops following the gradual loosening of social distancing restrictions since September, Indonesia's 2021/22 coffee consumption is revised up slightly from the 2021 Coffee Annual to 4.75 million bags, an increase of 300,000 bags from 2020/21. Since the recent reopening of public venues and huge meeting areas, demand has risen more swiftly than expected (Rahmanulloh, Indonesia: Coffee Semi-annual, 2021).

Since the Indonesian coffee market is seeing an upward trend, a number of coffee brands are beginning to establish branches in the country. This has resulted in an increase in retail coffee (such as Starbucks and The Coffee Bean and Tea Leaf) as well as the quick development of local coffee shops (e.g., Fore Coffee, Kopi Tuku, Filosofi Kopi).

In contrast to other food and beverage industries, such as restaurants, the coffee shop provides a unique and personal experience for its customers. Consumers consider a coffee shop to be a multi-purpose establishment, according to scholars (Lee, Moon, & Song, 2018). In other words, customers can enjoy facilities like free Wi-Fi, air conditioning, and a pleasant ambiance while they are at a coffee shop. Customers can accomplish their errands, work in the office, or just hang out

with friends while they enjoy the coffee drinks, they've ordered (Prajasantana, Dwi Mardiatmi, & Gunaedi, 2021). So, they often spend more than an hour in a coffee shop, stressing how important the atmosphere is. As a result, their satisfaction and future behavior consequently depend on whether the coffeeshop atmosphere may aid them in reaching their visiting goals.

There have been a number of coffee shops sprouting up across Indonesia, as well as a lot of demand for them from locals and tourists alike. Research undertaken by TOFIN, a coffee company organization, indicated that Indonesia had more than 2,950 coffee shop locations as of August 2019, according to the processed data. In comparison to 2016, when there were only 1,000 outlets, this number has climbed triple (Bodhi, 2020).

The following table shows that Indonesia has a total of over 2,000 large coffee outlets, not including small and traditional coffee shops distributed around the country, and this only includes outlets with big company names.

Coffee firms in Indonesia that are well-known and have 100 stores around the cities distributed across Indonesia will be the subject of this study. The company is Fore Coffee. ForeCoffee, which has been in operation since 2018, claims that its business has increased after a Series A fundraising round of \$1 million in April 2019. (Around Rp. 14.7 billion). Fore Coffee, which has a capital of Rp147 billion, plans to open outlets in cities including Bandung, Medan, and Surabaya. Fore has 35 stores in Jakarta as of April 2019. The following year, the number of outlets grew to more over 100, with sites outside Jakarta (Isna, 2020).

Fore Coffee with the goal of revitalizing the coffee sector, which has been extremely busy in recent years. Fore is an acronym for forest, with the intention of benefiting a large number of people. Until recently, Fore Coffee operated 134 locations throughout the Indonesian island of Java. All Fore Coffee locations utilize high-quality tools. Apart from employing high-grade equipment, Fore Coffee claims to use coffee beans from Indonesia that are of the highest quality and under strict control throughout the process, from upstream, namely coffee farmers, to the roasting process (East Ventures, 2019). All of this is done to ensure that Fore Coffee produces the highest-quality coffee that consumers can enjoy.

Since the development of es kopi susu, the taste for coffee among Indonesians has increased. Local coffee shops such as Fore Coffee have offered milk coffee with palm sugar, which has attracted many consumers. There are a few Fore coffee locations in around Tangerang, including FORE Summarecon Mall Serpong, Smartfren BSD, Pamulang, Living World, Supermall Karawaci, Cipondoh, and Graha. This research focuses exclusively on Fore coffee summarecon mall serpong in this study.

According to the data in the table above, the population of sub district in Tangerang especially in Kelapa Dua based on the Fore Summarecon Mall Serpong located are 169.264 (Badan Pusat Statistik Kabupaten Tangerang, 2022). South Tangerang is presently known as the "city of apartments" because of the large number of apartment and housing providers in the area. The South Tangerang City Government, on the other hand, has recently implemented an innovative strategy to ensure that its area is recognized for more than just homes. In order to promote the development of a creative economy, citizens and businesses are encouraged to get involved. This activity also enhances the number of F&B pleasures that are available in South Tangerang as a result of this activity (Petriella, 2021).

South Tangerang is one of the cities experiencing the phenomenon of lifestyle changes. The development of the cafe, coffee shop and restaurant sector in Tangerang, notably South Tangerang, is driven by the economic expansion of the community that leads to metropolis life, which causes an increase in goods and services needed to suit their demands. The tightness of the restaurant, cafe and coffee shop industry in South Tangerang needs business people to pay attention to fast-changing clients. In his perspective, consumers tend to pay attention to the values of satisfaction they feel. South Tangerang City today has many modern coffee shops rising, each of which has its benefits and diversity in offering facilities that can become more and more desirable (Liputan 6, 2015).

In light of the foregoing, researchers are interested in doing research on Fore Coffee in the following locations: Jl. Boulevard Raya Gading Serpong, Pakulonan Bar., Kec. Klp. Dua, Kabupaten Tangerang, Banten.

1.2 RESEARCH PROBLEM

There are several research problems to be investigated in this research as follows:

1. The purpose of this study is to determine whether or not there is a statistically significant influence between brand image and customer loyalty at Fore Coffee Summarecon Mall Serpong.
2. The purpose of this study is to determine whether or not there is a statistically significant influence between customer satisfaction and customer loyalty at Fore Coffee Summarecon Mall Serpong.

1.3 RESEARCH QUESTIONS

With regards to the above-mentioned research problems, the following are the respective research questions to be analyzed further in this thesis. Those research questions include:

1. How significant are Fore Coffee's brand image Summarecon Mall Serpong towards consumer loyalty?
2. How significant are Fore Coffee's customer satisfaction Summarecon Mall Serpong towards customer loyalty?

2. LITERATURE REVIEW

2.1 BRAND IMAGE

A customer's image of a brand can be described as their view of the brand as a whole, as long as it has been ingrained in the customer's mind. A brand's overall impression is generated by a consumer's recognition, feeling, and attitude toward the product. Levy (1978) defines this impression as brand image. As one of the most essential antecedents of branding, the image of a brand has played a significant influence in determining how customers view it. In addition, the image that corporations want to project to customers is influenced by their market activity, which can affect whether or not the organization has a positive or negative image among customers or the general public (Wilson, *The Impact of Service Quality and Brand Image toward Customer Loyalty in the Indonesian Airlines Industry*, 2018). Consumers can identify specific items, evaluate them, decrease their buying risk, and gain experience and satisfaction from product differentiation. Consumers' perceptions of the goods they purchased shape their brand image, which may then be used to raise repurchase intention or even purchase intention of potential customers (Yasa, 2019). Hence, brand image is a collection of distinctive associations that brand strategies seek to

build and maintain (CHO, KIM, & LEE, 2020). A brand is more than a name or a symbol; it is a critical component of the relationship between a business and its customers (Kotler, Wong, Saunders, & Armstrong, 2005).

Brand image, as defined by Kotler, is the public's opinion of a company or product. When it comes to the company's brand image, there are a number of aspects that have nothing to do with the organization. Three factors will determine the success of a company's brand image (Nugraha, 2016):

1. Determine the product's key features and value proposition.
2. Differentiating the product's characteristic from the competitor's feature in order to avoid confusion.
3. Emotional power, rather than merely a cerebral image, is what gives the image its power.

Furthermore, a company's brand image can be viewed as the sum total of how a consumer views, perceives, understands, and knows a company's brand. Because the long-term impact of brand image on consumer perception (enduring perception) is so critical, it is critical to create and maintain a strong brand image. It's difficult to change a brand's image once it's been established (Rulyadi, Arrafiqurrahman, & Seprini, 2017).

Consumers' memories and experiences with the brand are reflected in their perceptions of a brand's image, which may be seen as a collection of the associations that make up that image. Brand image is formed by a number of elements, including (Ronitua, Brida, & Barry, 2017):

1. Quality of a brand's product as given by its manufacturers
2. Trust and Reliability. A product's reputation for dependability and trustworthiness can be measured by the degree to which society as a whole agrees on a certain aspect of that product's use.
3. Usability, or the ability of a product to fulfill its intended purpose in a way that benefits the end user
4. It's about the producer's obligation to provide the greatest service to the customer/buyer.
5. Risk. Consumers may have to deal with risk, which is linked to profit and loss levels.
6. Price. To a product's long-term value and reputation, the price at which people are willing to pay can have an impact on sales and demand.
7. In this sense, a brand's image encompasses all the data, opinions, and agreements associated with a specific product of that brand.

According to Keller, brand image is created by (Kotler, Wong, Saunders, & Armstrong, 2005):

1. Favorability of brand association
2. Strength of brand association
3. Uniqueness of brand association

When building a company's image, all of the signs stated above should be used as a guide. Those brand image markers will be addressed in further depth in the following sections.

2.1.1 STRENGTH OF BRAND ASSOCIATION

The strength of brand association occurs when information about a brand enters the consumer's memory and remains there as a brand image (Bnu, Hastuti, Amin, & Nursaban, 2018). Customers develop stronger associations in their minds when they actively consider and describe the significance of information about a product. Consumers detect stimuli with the help of their five senses: eyes, ears, nose, skin, and tongue (Firmansyah, 2019).

Personal relevance and the consistency with which it is provided throughout time are two variables that contribute to a strong connection to any given piece of information. In addition to the strength of a connection, retrieval cues and the context in which we think about a brand will influence the specific associations we recall and their significance. Word-of-mouth is likely to play a significant role in a consumer's decision-making process when they correctly evaluate the brand attributes and benefits, they have experienced (Esayas, 2018).

2.1.2 FAVORABILITY OF BRAND ASSOCIATION

Positivity is conjured by a brand when its features and advantages meet the expectations of its target audience (Miati, 2020). The benefits of a product determine the favorability of a brand association, as the goal is for consumers to feel satisfied with the requirements and desires met by a product. A product's benefits can include the availability of items that customers require and the provision of a selection of goods that piques customers' interest in the goods offered. Additionally, the product is readily available at reasonable pricing, and if a business has a strong brand name, this is an advantage because it enables the company to support a brand (Firmansyah, 2019).

Consumers will not believe all brand associations to be equally important, nor will they regard them all favorably or value them similarly in diverse purchase or consumption situations. Situational or contextual factors can affect how customers perceive a brand and how they use it to make a purchase or consumption choice. The worth of a group might therefore vary depending on the context. However, it is possible that the packaging's color may play a vital role in establishing a brand's identity among consumers. Certain circumstances may necessitate faster, more dependable and convenient service; even then only in limited circumstances (Esayas, 2018).

2.1.3 UNIQUENESS OF BRAND ASSOCIATION

The brand's ability to preserve a competitive edge or "unique selling proposition" that gives customers a compelling cause for purchasing it. Direct comparisons with competitors are one way to make this unique feature obvious for marketers, but they can also emphasize it subtly. Based on performance-related or nonperformance benefits or qualities, they may make the decision. Even though a brand's success depends on its ability to stand out from the crowd, unless there is no rivalry for the brand, it will almost certainly have certain connotations with rivals. One of the primary functions of shared associations is to establish category membership and set the boundaries of competition with other products and services. Product or service categories can also share a set of associations that include beliefs about specific members of the category and overall attitudes about all members of the category. Beliefs may comprise many of the key performance-related criteria for brands within the category, as well as other descriptive features, such as the color of a product, that are not always linked to performance outcomes. Various product category connections, such as specific beliefs or general attitudes, may get attached to the brand because of this linkage (Esayas, 2018).

2.2 CUSTOMER SATISFACTION

Customers are critical to a business's survival. Customer satisfaction is frequently seen as a critical predictor of future behavioral intentions, as it can reinforce the customer's deliberate effort to repurchase the product or service (Cha & Borchgrevink, 2018). Following the acquisition of a product or service and payment, Fornell (1992)

defines customer satisfaction as an attitude formed by the customer's experience. To go along with this idea, Ningsih and Segoro (2014) defined customer satisfaction as a post-purchase attitude, assessment, and emotional response. It's a sign that people are satisfied with the goods or service in question. According to Yap, Ramayah, and Shahidan (2012), overall client attitude toward a service provider is defined as "satisfaction." Customer happiness is usually cited as a key determinant of long-term customer retention. This means that customer happiness directly correlates with customer loyalty (Leninkumar, 2017). Customer satisfaction has become the main operational goal for many businesses. They have put a lot of money into improving performance in areas that are very important to customer satisfaction, such as quality and customer service (Hill & Alexander, 2006).

2.2.1 QUALITY OF PRODUCT

Kotler and Keller, in Herviana and Anik., (2018), define product quality as the sum of a product's or service's features and qualities that depend on its ability to meet expressed or implied needs. Based on research by Akpoyomare in Djumarno, et al. (2018), customers are more likely to stick with a company that makes better products (Wantara & Tambrin, 2019).

2.2.2 QUALITY OF SERVICE

The quality of the service is extremely important since it has the power to alter an individual's perceptions and the value that they assign to those perceptions. In addition to this, the quality of any given product or service has the potential to have a positive significant relationship on both the customers and their loyalty as well. This can be the case if the quality is up to the mark. The extent to which a customer is loyal to a brand is directly proportional to the level of satisfaction they derive from the quality of the service provided (Khokar & Khokar, 2020). The terms "service quality" and "technical service quality" are used to describe what the customer gets from the service. In the service industry, service quality could be thought of as a tendency to pay attention to what the customer wants and what they trust and expect from the products. Because of this, every market or business area needs to pay attention to the things that draw customers' attention. And Gronross's (1984) classification says that service quality has two parts: technical quality and functional quality. Technical quality is about what the customer was

served, and functional quality is about how the service was delivered (Ali, et al., 2021).

2.2.3 PRICE

Kotler and Keller argue in Herviana and Anik (2018) that the price of a product or service is the sum of money or value that people exchange for ownership profits or that is charged for the product or service. The customer puts a focus on price, whereas the seller values something different. This is the price paid by the consumer. For the price seller, revenue and primary source of profit is the selling price. According to Kotler and Armstrong in Friani et al. (2018), another definition of price is "the sum of money traded for a product or service." Moreover, prices are a number of values that consumers exchange for the quantity of benefits they receive from possessing or utilizing a product or service. The indicator utilized in accordance with Kotler and Armstrong in Ismail et al. (2016) recommended that price is the amount of money charged for a product or service; the sum of values that customers exchange for the benefits of owning or utilizing a thing. Price is a significant determinant of customer happiness and brand loyalty since a client carefully evaluates if he is receiving the greatest value for his money (Wantara & Tambrin, 2019).

2.3 CUSTOMER LOYALTY

Customer loyalty refers to a customer's commitment to repeatedly select the product that one particular firm provides and to subscribe to or make recurrent purchases of the item that is sought consistently in the future. This occurs as a result of the alignment of interests between the consumer and the company, as well as the satisfaction that the client experiences (Fitriani, 2019). According to Oliver (2010), the definition of loyalty is "a deeply held commitment to re-buy or patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior." Loyalty is defined as "a deeply held commitment to re-buy or patronize a preferred product or service consistently in the future (Jin & Huffman, 2017). Because loyal consumers continue to only purchase product from the same company and have little interest in similar products given by the competitor, customer loyalty has become an essential component in determining how well a firm performs in the market. According to Zakaria et al.

(2014), keeping customers and making them loyal to businesses is a positive step that will benefit businesses because loyal customers will minimize the costs and effort required to attract new customers. Accordingly, keeping customers and making them loyal to businesses is a step that will benefit businesses (Wilson, 2018).

2.3.1 REPEAT PURCHASE

According to Suryani's idea published in the journal Rizal (2013), clients who make regular or repeated purchases are those who have bought a product at least twice. In the meantime, the Schiffman-Kanuk theory published in the journal Rizal (2013) identifies two sorts of purchases: trial purchases and recurring purchases. Trial purchasing is the exploratory phase of purchasing behavior in which consumers attempt to evaluate a product by utilizing it. Consumers are willing to repurchase a product if it proves to be satisfactory or more satisfactory than similar products previously utilized (Repurchase behavior) (Mas'ud, Rombe, & Nainggolan, 2018).

2.3.2 RETENTION

Customer retention refers to the propensity of existing consumers to continue purchasing products from the same vendor. Customer retention is more likely how often someone buys a product, so it is not only based on the behavior of consumers making purchases, but also the frequency. If loyalty is more likely to attitudes, beliefs, feelings, and desires for someone to make a purchase, then customer retention is more likely how often someone buys a product. The retention rate can be calculated by comparing the number of customers an organization is able to keep with the number of customers it was able to bring in during the prior year (Wijayanto, Lubis, & Esti, 2014). According to Bakar (2010), customer retention is a type of company loyalty to consumer behavior that allows the company to continue to supply services carried out by the company. This type of loyalty is marked by customer re-purchase. According to Bakar (2010), there are also a number of factors that contribute to the retention of customers (Nurlindah, 2019):

1. Consumer intensity, it is determined from the use of a product or service that is repeated in a predetermined period
2. Consumers talk about the company's products or services with others.
3. The company makes other sales (Cross-Selling).

4. Consumers determine price perceptions.

2.3.3 REFERRAL

According to Kotler and Keller (2006), referrals are an activity that promotes every consumer to be able to trust a company as a whole for the things that it creates. This trust can be earned through positive experiences with a company's products and services. If it turns out that the things, they acquire have a decent quality level, this action that was taken might lead to satisfaction within the consumer if they choose to take it. In the hope that these users would in the future promote the use of these items to other people (Simanjuntak & Johnson Kennedy, 2019).

3. METHODOLOGY

This study takes a quantitative approach and adopts a descriptive methodology. Research that is descriptive requires not only the collection of data and its compilation, but also an analysis of the data and an interpretation of what it means. As an outcome of this, research is carried out in the form of a correlation between all of the variables. The objective of research that is classified as descriptive is to provide a description of a symptom or an event that is currently taking place. The focus of descriptive research is on the actual problems that are encountered during the study process. In order to provide an accurate description of the happenings that are the subject of attention, researchers conduct extensive investigation. One type of research is known as descriptive research, and its primary objective is to collect as much information as possible on the topic under study at a certain point in time (Salmaa, 2021). Instead of testing specific hypotheses, descriptive research is used to describe the presence of a variable, symptom, or condition.

This study used primary and secondary data. Primary data is information that has been gathered in a variety of ways, including through the use of questionnaires, interviews, focus groups, and direct observation. The primary data for this study will be obtained by survey methods from clients of Fore Coffee Summarecon Mall Serpong, and the secondary data will be collected through the use of many sources, such as books, journals, and articles from previous studies. The data from the primary data will be collected until the required number of data is acquired using a survey utilizing Google form and an on-the-spot questionnaire. These data

will be collected until the appropriate number of data is acquired.

This study will employ primary data that will be acquired by distributing questionnaires using Google Form to consumers of Fore Coffee Summarecon Mall Serpong who have consumed Fore coffee. The questionnaires will be sent to customers of Fore Coffee. A questionnaire was developed on the basis of the variables and indicators that were utilized in this study. The researcher will conduct preliminary tests to determine the reliability and validity of the questionnaire before he or she sends it out to all of the respondents. A questionnaire that has been meticulously organized will be sent out to twenty different customers of Fore Coffee in the form of an online survey so that it may be pre-tested. This result from the pre-test was put through an SPSS analysis to determine whether or not the data was accurate and trustworthy. If the number of reliability and validity tests shows that they are higher than the permitted percentage, then the questionnaire will be given to a greater number of people.

For each of the variables that were used, indicators were used to build questionnaires. A Likert scale is used in this study. Using a Likert 5-scale, researchers can determine how strongly respondents feel about a certain topic in respect to each of the statements, and how strongly they feel about each statement. Because it employs a point scale, all possible responses are equal in terms of their value (Nawangwulan & Anantadjaya, 2018).

This study will also make use of secondary data, which will collect the information from previously published articles, theses, documents, and journals as well as online domains. Secondary data was collected from a variety of sources, including journals, textbooks, and articles found on the internet, with the goal of providing support for the theoretical framework, developing hypotheses, and developing a research model.

The population in this study comes from customers who have consumed Fore Coffee Summarecon Mall Serpong, or taken home from or ordered Fore Coffee through an online application (Shopeefood or Grabfood).

The sample is a representation, or a part, of the population that is being studied. If there are so many people in the population that it would be

impossible for the researcher to examine each and every one of them, then the researcher may utilize a sample that has been drawn from the population (Majid, 2018). Cluster sampling is the method of sampling that was used in this study. In this method, the sample elements are grouped together. The cluster sampling method, which is also called the group or clump sampling method, chooses samples based on the group as a whole instead of on each individual. With this method of random sampling by clusters, the sample is chosen based on the area group of the study population. In this cluster-random sampling method, the research subjects are put into groups based on where they live or where they are from.

In this study, researchers will do random sampling to choose the research sample. This sampling method makes sure that each member of the population has the same chance of being chosen for the sample.

In this study, researchers utilized a questionnaire as their instrument. The questionnaire is one method for collecting data by providing a list of questions to target respondents with the expectation that each respondent will answer each item on the list.

Table 3. 1 Operational Variable

Variables	Indicators	Questions
	Strength Of Brand Association	Fore Coffee has a very well-known brand
		Fore Coffee has a very recognizable logo
		I am aware of Fore Coffee because of its advertisement and promotions
Brand Image		Fore coffee is identical to premium arabica beans

	Favorability Of Brand Association	Fore Coffee outlets is identical to nature decorations
		Fore coffee is identical to technology based
	Uniqueness Of Brand Association	The collaboration with local public figure only available at Fore Coffee
		Fore Coffee is the first coffee shop to use online ordering through the app
		Nature's theme makes Fore Coffee unique
	Customer Satisfaction	Quality of product
The packaging provided by Fore Coffee uses premium materials and designs		
		Fore Coffee employees have the willingness to help the customer

	Quality of service	Fore Coffee employees are always ready to serve the customers
		Fore Coffee employees are always friendly in serving customers
	Price	Fore Coffee has an affordable price
		Promotions and discounts provided by Fore Coffee make me satisfied
		Offered price by Fore Coffee makes me satisfied
Customer Loyalty	Repeat Purchase	I repurchase Fore coffee, because the taste is different from others
		I repurchase Fore Coffee because I am satisfied with the service
	Retention	I often get a discount when I bought Fore Coffee
		I often get a buy one gets one when I bought Fore coffee

	Referrals	I recommend Fore Coffee to my acquaintance because I am satisfied with the products and services it offers
		I recommend my acquaintances to download the Fore Coffee application because it offers promo- free cup of coffee

The name Fore is derived from the acronym of the English word Forest, which also serves as the conceptual foundation for the coffee beverage business. The Deputy CEO of ForeCoffee, Elisa Suteja, desires to open her own coffee shop. Elisa was able to accomplish her passion and build Fore Coffee into the success it is today because to her prior knowledge and awareness of the qualities of Indonesian coffee connoisseurs. Elisa began her business by advertising on the two platforms, aided by the significant growth of individuals who use online transportation services such as Gojek and Grab. In addition, this coffee business is aggressively promoting via Indonesia's most prominent social media platforms, such as Instagram and Facebook. Thus, the public will be quicker to recognize the given products (Saretta, 2019).

In order to determine whether or not the questionnaire can be utilized in this research, validity and reliability tests, which evaluate the integrity of the data, will be carried out. The purpose of the validity test is to determine whether or not the data being used to assess the concept are accurate. To determine the validity of a statement, KMO and Bartlett test will be used. A statement will be considered as valid if the condition in the factor analysis fulfilled the requirement. If the score is ≥ 0.5 then the statement is valid, but if the KMO score is <0.5 , then the statement is invalid.

The reliability test determines how credible the instrument is by measuring its level of accuracy. The uniformity and the steadiness of the data are directly related to reliability. The Cronbach Alpha statistic is used to determine the reliability score. If the score is higher than 0.7, it can be deemed to be dependable (Budiastuti & Bandur, 2018).

This research's data will be examined using Structural Equation Modeling with Amos, a statistical application. From the obtained data, a path diagram will be built. Additionally, SPSS is used to observe and estimate structural equation models (Hooper, Coughlan, & Mullen, 2016).

4. RESULT

4.1 COMPANY OVERVIEW

Fore Coffee is a startup coffee shop that aims to provide enthusiasts with premium brewed coffee.

4.2 RESPONDENT CHARACTERISTIC

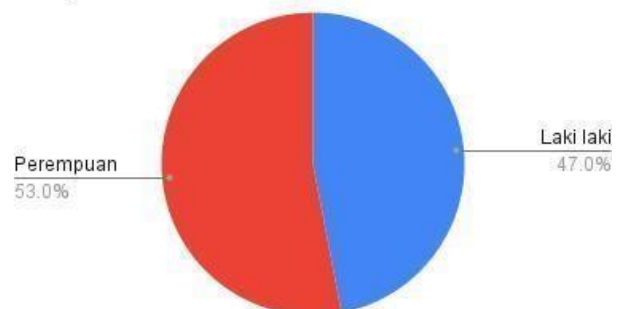
In this study, respondents had diverse background characteristics starting from Age, Gender, Occupation of each respondent. All respondents were customers of Fore Coffee Summarecon Mall Serpong. In this study, the questionnaire was distributed to 270 online. The data that was finally received by only 270 questionnaires. The entire data was filled in well by the respondents so that there were no errors in the data collection process so that all data could be used.

4.2.1 GENDER

The description of the characteristics of respondents based on "Gender" is presented in the Figure below:

Figure 4. 1 Gender

Respondent Gender

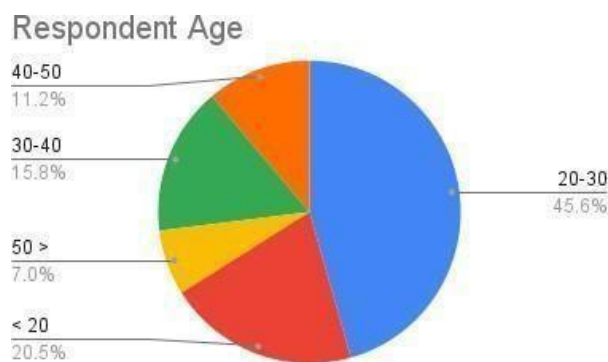


Based on the figure above, in this research, the majority of respondents are female, at 53%, and the remaining 47% were male. It indicates that females are the primary purchasers at Fore Coffee Summarecon Mall Serpong outlet

4.2.2 AGE

The description of the characteristics of respondents based on "age" is presented in the figure below:

Figure 4. 3 Age

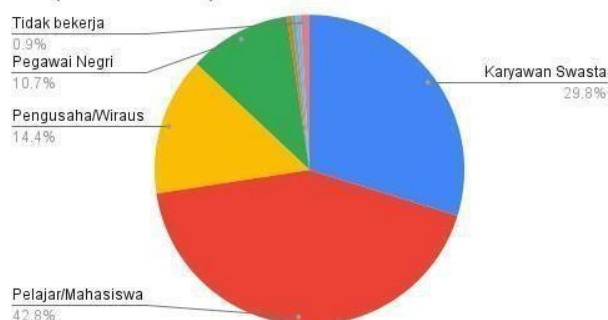


Based on the figure above, it shows the majority of respondents in this study are 20-30 years old, as much as 45.6%, followed by the age of less than 20 years with 20.5%. The third is 30-40 years old with 15.8%, followed in fourth place there is over 40-50 years old with 11.2% and the last is with the age of more than 50 years with only 7%. From the figure above, it can be concluded the majority of respondents' age is in the range of 20-30 years old.

4.2.3 OCCUPATION

The description of the characteristics of respondents based on "Occupation" is presented in the table below:

Figure 4. 4 Occupation
Respondent Occupation



It can be seen in the table above that in the study, respondents had a wide range of jobs; there were five categories that the researchers gave in this work. Namely, there are Students, Private Employees, Entrepreneurs, Civil Employee and not working. In the first position with a total of 42.8% there are students; the second position with 29.8% is Private Employee; the third position with 14.4% is Entrepreneur; the fourth position with 10.7% is Civil employee and the last one with 0.9% is not working

4.3 DESCRIPTIONS ON RESEARCH VARIABLES

4.3.1 VARIABLE 1: BRAND IMAGE

In this study, the measurement of Brand Image from Fore Coffee Summarecon Mall Serpong was carried out with indicators of the formation of Brand Image, according to experts. These indicators are Strength of Brand Association, Favorability of Brand Association, and Uniqueness of Brand Association.

4.3.2 VARIABLE 2: CUSTOMER SATISFACTION

Customer satisfaction is treated as a strategic strategy for business growth. Customer satisfaction has a beneficial effect on the profitability of an organization, and satisfied consumers are the foundation of any successful business, as they lead to repeat purchases, brand loyalty, and positive word of mouth. Customers who are satisfied are likely to tell at least five or six others about their positive experiences. Additionally, unsatisfied customers are more likely to tell 10 others about their negative experience.

4.3.3 VARIABLE 3: CUSTOMER LOYALTY

The term "loyalty" refers to a commitment to purchase or re-subscribe to specific products often in the future. Customer loyalty is the result of a customer's satisfaction with a product offered by a business. The dimensions of customer loyalty are Repeat Purchase, Retention and Referrals.

4.4 STATISTICAL ANALYSIS

The data were generated and analyzed using Structural Equation Modeling (SEM) in AMOS Software. As a result, a path graphic was developed based on the research model and model fit to establish whether or not the research model was valid. As a research instrument, the questionnaire's validity and dependability were confirmed through pre-testing. After that, data collection and post-testing were conducted to guarantee the validity and reliability of the data collected.

Descriptive statistics present, evaluate, and analyze numerical data in order to provide a precise interpretation or description of a particular occurrence. In order for it to be able to draw conclusions and be understood, it must contain sufficient detail (Solikhah & Amiroton, 2016). According to the table above, the statistical mean indicated by each sub-variable shows the number more than 3 which are almost close to the number 5, the number 5 itself indicates the most ideal or good result in this study. The highest sub-variable is SBA (Strength of Brand Association) with a number of 3.57.

From all the data in the Standard deviation, mostly, its indicators show number 0.9, which means that each respondent has the same answer in the statement in the questionnaire.

Moreover, RP (Repeat Purchase) shows the number 1.0 where each respondent has a very high similarity of answers.

4.5 THE RESULT ON VALIDITY TEST AND RELIABILITY TESTS

4.5.1 VALIDITY PRE-TEST RESULT

30 questionnaires were distributed to prospective respondents related to the variables of Brand Image, Customer Satisfaction, and Customer Loyalty. Based on the table above, the result of KMO and Bartlett's pre-test is 0.775 and this number is > 0.5 , it indicates the data is acceptable. Therefore, the questionnaire is considered to be valid.

4.5.2 RELIABILITY PRE-TEST RESULT

The Cronbach's Alpha data show the result as 0.881 and it is higher than 0.7. Therefore, it can be concluded that the existing data is considered to be reliable because the higher the number, the more it

indicates the level of reliability of the data in the questionnaire that has been made.

4.5.3 VALIDITY POST-TEST RESULT

There are 270 usable questionnaires collected from respondents regarding the variable of Brand Image, Customer Satisfaction and Customer Loyalty. Similar to pretest, a significant level is set at 0.5. According to the KMO and Bartlett's test, the post-test result is 0.896. Therefore, the questionnaire is still considered to be valid.

4.5.4 RELIABILITY POST-TEST RESULT

The Cronbach's Alpha data show the result of number 0.906 and it is higher than 0.7. Therefore, it can be concluded that the existing data is considered to be reliable because the higher the number, the more it indicates the level of reliability of the data in the questionnaire that has been made.

4.6 DATA ANALYSIS

4.6.1 THE RESULT OF STRUCTURAL EQUATION MODELLING

The model is generated in AMOS after the data have been inserted in SPSS for the purpose of conducting the validity and reliability test.

Below are the explanations of the relationship between each variable and indicators:

1. Brand Image to Customer Loyalty

Based on the path analysis, the correlation between Brand Image to Customer Loyalty is 0.15. It is only a 15% explanatory power towards customer loyalty. It can be inferred that the Brand Image of Fore Coffee Summarecon Mall Serpong has low effect on Customer Loyalty, and that Brand Image plays no significant part in fostering customer loyalty among Fore Coffee Summarecon Mall customers. According to the previous research conducted by Adnan Duygun (2020), during the pandemic phase, people revert back to their most fundamental need, such as those outlined in Maslow's hierarchy, in which necessities such as food, clothes, and shelter are prioritized. From this the conclusion that buyers are less concerned about the reputation of a brand and more concerned about how their dietary requirements will be met. The

results of the values from this research are because they were carried out at Serpong outlets, but the values may change if research was carried out at other Fore Coffee outlets. This conclusion was unrelated to Davies et al. (2003)'s assumption that "customers will be satisfied if a brand has a good brand image also followed conclusion was supported by previous study Sudaryanto et al. (2018)'s; Rizqi Nurfitriana et al. (2020)'s.

2. Customer Satisfaction to Customer Loyalty

Based on the path analysis, the correlation between Customer Satisfaction to Customer Loyalty is 0.91, it means 91% explanatory power towards customer loyalty. It indicates the Customer loyalty is moderately influenced by the Customer Satisfaction at Fore Coffee Summarecon Mall Serpong. The relationship of this correlation can also be concluded to be moderately strong, which is supported by several previous studies that stated "Satisfaction is a response or consumer response to meet needs. Customer satisfaction acts as a basic factor of customer loyalty that increases repeat purchases" (Hanny & Krisyana, 2022). The results of the values from this research are because they were carried out at Serpong outlets, but the values may change if research is carried out at other Fore Coffee outlets. This conclusion is also related by previous study Sudaryanto et al. (2018)'s; Yanuar Ahmad et al. (2019)'s

3. Brand Image

a. Strength of Brand Association by 85%

The influence of Brand Association Strength on Brand Image is 85%. It translates to 85% explanatory power for Brand Image. The importance of brand association strength in business has been established. It may be claimed that if a corporation fails to provide a strong value for the strength of brand association, it will result in a negative brand image that will affect customers' memories of the product and brand in question. Customers will eventually choose a different product from a different brand. In this study, however, the consumer has confidence in the company's ability to continue strengthening brand association because the effect size is larger than 50% at 85% and the coefficient mode is strong. In addition, this number is derived from the well-known emblem and name of the Fore Coffee brand.

b. Favorability of Brand Association by 84%

Favorability of Brand Association has an 84 percent influence on brand image. It indicates an 84% explanatory capacity for Brand Image. It has been investigated and researched that favorable brand association influences brand image, with a strong coefficient mode of 84% greater than 50%. The strong value of the favorability of brand association indicates that customers believe that the Fore Coffee brand is already strongly associated with coffee beverages, and with that value making the Fore Coffee Summarecon Mall Serpong brand image quite good, it can be continued by strengthening the value of the favorability of brand association, as a brand is said to be favorable if it creates a positive attitude if customers perceive the benefits of the positive brand in their daily lives.

c. Uniqueness of Brand Association by 78%

The impact of Uniqueness of Brand Association on Brand Image is 78%. It has been studied and researched that Uniqueness of Brand Association influences to Brand Image with 78% explanatory power toward Brand Image and it shows the moderate value in the coefficient range and strength of association table above. The moderate value indicates that Fore Coffee Summarecon Mall Serpong been able to differentiate their products from other coffee shops that sell similar products. Because several previous studies have stated that a brand is unique when it has the ability to be different from other brands. Moreover, "Make a unique and different impression between other brands and have different character elements that other restaurant does not have, it will make customers only get these things in this restaurant, so that customers only buy or enjoy these products in this restaurant" (Ardian & Wijaya, 2017). The customer already remembers that the logo is identical to the Fore Coffee so, Fore Coffee need to keep and improve their uniqueness of products by making an innovation in their beverage that other restaurants do not have to increase the brand image of the restaurant.

4. Customer Satisfaction

a. Quality of Products by 81%

The influence of Product Quality is 81%. It indicates an 81% explanatory capacity for Customer Satisfaction. Quality of Products influences customer satisfaction at Fore Coffee Summarecon Mall Serpong, with an 81% coefficient mode that is greater than 50% and has a strong mode coefficient. It can be claimed that the Fore Coffee Summarecon Mall Serpong product

quality is crucial in determining customer satisfaction. The high value suggests that Fore Coffee Summarecon Mall Serpong is quite capable of ensuring client satisfaction with its products. Therefore, consumer satisfaction would grow due to the Beans Quality of the beverage is one of the most important factors in customer satisfaction, and it is a crucial aspect of every company's operation. Therefore, coffee shops must evaluate the quality of their products and ensure they satisfy client wants and expectations.

b. Quality of Service by 85%

The impact of Service of products is 85%. It means 85% explanatory power towards Customer Satisfaction. It has been studied and researched that Quality of Service affects customer satisfaction of Fore Coffee Summarecon Mall Serpong, with 85% it is higher than 50% and has a strong coefficient mode. It can be said, the Quality of service in Fore Coffee Summarecon Mall Serpong is important in determining the Customer Satisfaction The strong value indicates that the Fore Coffee Summarecon Mall Serpong is quite able to make its customers feel satisfied with the service. Thus, the satisfaction of customers will increase because of the strong quality of service is one of major factor in customer satisfaction and it is a major component in every company operation where quality of service is an important thing that coffee shops especially hospitality industry must consider and must have to meet customer needs and satisfaction.

c. Price by 84%

The impact of price is 84%. It means 84% explanatory power towards Customer Satisfaction. It has been studied and researched that price affects customer satisfaction of Fore Coffee Summarecon Mall Serpong, with 84% it is higher than 50% and has a strong coefficient mode. It can be said, the price in Fore Coffee Summarecon Mall Serpong is important in determining the Customer Satisfaction The strong value indicates that the Fore Coffee Summarecon Mall Serpong is quite able to make its customers feel satisfied with the affordable price. Thus, the satisfaction of customers will increase because of the price is one of major factor in customer satisfaction and it is a major component in every company operation where price of one cup is an important thing that coffee shops must consider and must have to meet customer needs and satisfaction.

5. Customer Loyalty

a. Repeat Purchase by 77%

Repeat Purchase has a 77% Influence on Customer Loyalty. It signifies a 77% explanatory capacity for Customer Loyalty. Repeat Purchase has a 77% explanatory power towards Customer Loyalty, according to studies and research. It has a coefficient manner of moderation. The product given by Fore Coffee Summarecon Mall Serpong has satisfied customers. It induces customers to repurchase things. Repeat Purchase plays an important role in determining customer loyalty because multiple studies have shown that Repeat purchasers are customers who buy a product more than twice, and according to Zakaria et al. (2014), keeping customers and making them loyal to businesses is a positive step that will benefit businesses because loyal customers will reduce the costs and effort required to attract new customers. It indicates that Fore Coffee Summarecon Mall Serpong has retained its consumers.

b. Retention by 75%

The impact of Retention on Customer Loyalty is 75%. It has been studied and researched that Retention studied affected to customer loyalty with 75% explanatory power toward Customer Loyalty. It has a moderate coefficient mode. It means Fore Coffee Summarecon Mall Serpong customers quite often buy products that offer discounts or other gifts and it makes customers want to repurchase the products of Fore Coffee Summarecon Mall Serpong. Customers think that Fore Coffee Summarecon Mall Serpong quite often gives them a discount that makes them attracted to buy Fore Coffee Summarecon Mall Serpong and improves the value of Retention to a moderate level where it can increase customer loyalty.

c. Referrals by 76%

The impact of Referrals on Customer Loyalty is 76%. It has been studied and researched that Referrals affected to customer loyalty with 76% explanatory power toward Customer Loyalty. It has a moderate coefficient mode. It indicates buy Fore Coffee Summarecon Mall Serpong customers are satisfied with what they get from the buy Fore Coffee Summarecon Mall Serpong product which causes many of the customers to recommend buy Fore Coffee Summarecon Mall Serpong food to others. It makes many people curious Fore Coffee and buying the product. Moreover, when the customers already trust the products offered from this Coffee Shop, it makes them loyal to this

restaurant and it results in increasing the customer loyalty to Fore Coffee Summarecon Mall Serpong.

4.7 RESULTS OF HYPOTHESIS TESTING

4.7.1 INFLUENCE OF BRAND IMAGE TO CUSTOMER LOYALTY

H1: Brand Image has significant effect on customer Loyalty

Based on the result of hypothesis testing, it shows that the relationship between Brand Image and customer loyalty is significant because the p-value is 0.06; it is lower than 0.05 (>0.05). The correlation between brand image and customer loyalty is none; which is only 15%. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected.

4.7.2 INFLUENCE OF CUSTOMER SATISFACTION TO CUSTOMER LOYALTY

H2: customer satisfaction has significant effect on customer Loyalty

Based on results of hypothesis testing, it shows that the relationship Customer Satisfaction and Customer Loyalty is significant in p-value that is (***) or 0.00 which qualifies p-values of lower than 0.05 (< 0.05). The correlation between customers satisfaction and Customer loyalty is moderately influenced each other at 91%. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

5. CONCLUSION

Based on the descriptions that have been disclosed in the discussion, then some conclusions can be drawn as answers to the main issues raised in this study:

1. Based on the results of the test in this study, brand image has no significant effect towards the customer loyalty of Fore Coffee Summarecon Mall Serpong. This means that the brand image of Fore Coffee Summarecon Mall Serpong directly does not affect the customer loyalty and to be able influence towards customer loyalty
2. Customer satisfaction proved to be able influence towards customer loyalty significantly, customer satisfaction was proven to be able to influence customer loyalty.

This study successfully enhances the relationship between brand image and customer satisfaction

towards consumer loyalty in Fore Coffee Summarecon Mall Serpong. From all the results, it was suggested:

1. According to the result of this study, brand image has a very weak significant influence towards customer loyalty, previous study by Adnan Duygun (2020) said it is because during this pandemic period, people return to their basic needs, such as in Maslow's hierarchy where food and clothing and shelter are highly sought after or needed. From this it can also be concluded that customers think more about how to meet their food needs, not about the image of a brand. Even so, the company needs to be aware of the brand image of Fore Coffee which can affect the increasing number of Fore Coffee Summarecon Mall Serpong loyal customers by inviting collaboration with more other public figures or current well-known influencers or making them become Fore Coffee brand ambassadors that will attract sympathetic customers to buy more Fore Coffee.
2. This study is beneficial for business owners and aspiring entrepreneurs who wish to open up their businesses. It enables them to examine a new industry in Indonesia and determine the importance of brand image and customer satisfaction towards customer loyalty in any online application. All three factors are tightly related, and the conclusion of the correlation between brand image and customer satisfaction and customer loyalty is significant.
3. As the researcher mentioned about the limitation in this research, this research only focuses on online customer of Fore coffee Summarecon Mall Serpong which means for university students who wish to pursue a similar research topic can expand their research by offline and online for this study in the future.

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