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THE INFLUENCE OF BRAND IMAGE AND SATISFACTION ON LOYALTY MEDIATED BY CUSTOMER TRUST IN THE JANJI JIWA COFFEE BRAND, JAKARTA

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Abstrak. The growth of the coffee industry in Indonesia, especially in big cities like Jakarta, has increased competition between brands in building customer loyalty. One of the prominent brands is Kopi Janji Jiwa, which attracts attention because of its branding strategy and service innovation. In this context, this study aims to determine the influence of brand image and satisfaction on customer loyalty, which is mediated by customer trust. This study uses a quantitative approach with the *Structural Equation Modeling-Partial Least Square (SEM-PLS)* model through SmartPLS 4.0 software. A total of 100 respondents aged 18–35 years who had bought Kopi Janji Jiwa products in Jakarta participated in this study. The data collection technique was carried out by distributing questionnaires online. The results showed that all major hypotheses were significant: brand image affects trust ($\beta=0.511$; $p<0.001$), satisfaction with trust ($\beta=0.431$; $p<0.001$), trust in loyalty ($\beta=0.262$; $p=0.002$), brand image on loyalty ($\beta=0.253$; $p=0.001$), and satisfaction with loyalty ($\beta=0.422$; $p<0.001$). Trust was also shown to significantly mediate the influence of brand image ($\beta=0.134$; $p=0.002$) and satisfaction ($\beta=0.113$; $p=0.020$) on customer loyalty. This research provides the implication that companies need to strengthen their brand image and maintain customer satisfaction as a key strategy in building long-term trust and loyalty.

Keywords: brand image, satisfaction, trust, loyalty, Janji Jiwa coffee

INTRODUCTION

The coffee industry in Indonesia has experienced rapid growth in recent years. The emergence of various local coffee brands, such as Kopi Janji Jiwa, TUKU, Kopi Kenangan, Fore Coffee and others. This phenomenon has made the culture of drinking coffee in Indonesia also change in recent years. As we know in the past, coffee was only enjoyed by a few people, but now with the presence of local coffee brands that introduce various product innovations such as Palm Sugar Milk Coffee, the number of coffee connoisseurs has grown both in terms of demographics such as age and gender as well as socioeconomic status.

Janji Jiwa, which was established in 2018, has quickly gained popularity among coffee connoisseurs in Indonesia. One of the keys to their success is a strong branding strategy, rapid outlet distribution, continuous product innovation and active promotion through digital platforms. With the strategy carried out, Janji Jiwa has succeeded in building its brand image to become one of the best coffee shops in Indonesia and won several prestigious awards based on customer surveys such as Top Brand Indonesia and World Branding Awards.

One of Janji Jiwa's commitments to continue to maintain its existence is to consistently innovate continuously to meet consumer needs and tastes. They not only offer classic coffee menus, but also develop various innovative menu variations, such as creating coffee companion menus such as toast, snacks, and heavy foods (rice, noodles). In addition, launching seasonal menus in collaboration with brands or public figures such as collaborations with the mobile game "Mobile Legend Bang Bang", the Kretek Girl series on Netflix, plant-based milk OATSIDE to AI: Google Gemini. In addition, in 2023 Kopi Janji Jiwa is carrying out a rebranding process that makes its brand image different from other local coffee brands. These innovations make the brand image of Kopi Janji Jiwa more reliable and remain relevant in the eyes of consumers.

In addition to building a brand image, customer satisfaction is also one of the important factors in the food and beverage industry. Local coffee shops are not only concerned with the quality of coffee, but also with other factors such as the atmosphere of the shop, service, price, and facilities. Satisfied customers will feel valued and cared for, so they are more likely to come back and become loyal customers. As we can see in the table below, which is customer feedback on the Gojek platform on GoFood, at each local coffee shop in the same area of the Jakarta area in February 2025.

The rapid growth of Indonesia's coffee industry, especially in urban centers like Jakarta, has intensified competition among local coffee brands. Janji Jiwa, a prominent player, faces challenges in maintaining customer loyalty amid this competitive landscape. Despite its strong brand presence and product innovations, there remains uncertainty about how brand image and customer satisfaction influence customer loyalty, and to what extent customer trust mediates these relationships. This gap limits the company's ability to develop effective strategies for sustaining long-term customer engagement.

As consumer preferences evolve and market competition intensifies, understanding the drivers of customer loyalty becomes crucial for local coffee brands seeking sustainable growth. Building and maintaining trust through positive brand perception and consistent customer

satisfaction can significantly impact customer retention. Without this understanding, brands risk losing customers to competitors who better align with customer expectations. This urgency is heightened by increasing consumer demands for quality and service innovation, making loyalty a key factor for business success.

Moreover, the digital transformation and social media proliferation have altered how consumers interact with brands. Effective loyalty strategies must now incorporate trust-building elements to withstand the volatile online environment. Consequently, this research provides timely insights that can help Janji Jiwa and similar brands strengthen their market position and foster durable customer relationships.

Previous studies highlight the critical role of brand image in shaping customer perceptions and trust (Keller & Aaker, 2019). A strong brand image creates favorable associations that enhance confidence and comfort in product choices, which is foundational for customer loyalty. Research also emphasizes customer satisfaction as a direct antecedent to loyalty, where fulfilling or exceeding customer expectations leads to repeated purchases and brand advocacy (Duman, 2020).

Studies further establish trust as a mediating factor that links brand image and satisfaction to loyalty (Azizan & Yusr, 2019). Trust reinforces the customer-brand relationship by assuring consistent quality and service reliability, which helps retain customers even in competitive markets. In the context of the coffee industry, trust has been shown to sustain long-term engagement and buffer against competitors (Dhisasmito & Kumar, 2020).

Additional research underscores the importance of combining brand image and satisfaction to foster trust, thereby generating higher customer loyalty (Faizal & Nurjanah, 2019). This integrated approach aligns well with the experiences of fast-growing local brands like Janji Jiwa, which rely on continuous innovation and customer-centric strategies.

Despite the extensive literature on brand image, satisfaction, and trust in consumer behavior, few studies focus specifically on the coffee industry in Indonesia, especially concerning Janji Jiwa's unique market context. Existing research tends to examine these variables independently or in broader industries, lacking empirical evidence on the mediating role of trust within this local coffee brand ecosystem. Addressing this gap can help tailor marketing strategies to the Indonesian coffee market's specific cultural and competitive dynamics.

This study contributes uniquely by empirically testing the mediating effect of customer trust on the relationships between brand image, satisfaction, and loyalty within the fast-growing Janji Jiwa coffee brand in Jakarta. Utilizing Structural Equation Modeling (SEM-PLS) with primary data collected from actual customers, it offers localized insights into how brand management and service quality drive loyalty. This approach enriches the academic discourse by contextualizing well-established consumer behavior theories within Indonesia's evolving coffee culture.

The primary objective is to analyze the influence of brand image and customer satisfaction on customer loyalty toward Janji Jiwa coffee brand, with customer trust serving as a mediating variable. This aims to provide actionable insights for enhancing customer retention and brand

competitiveness in Jakarta's coffee market.

The findings offer practical guidance for Janji Jiwa and similar brands in designing marketing and service strategies that build trust and foster loyalty. By understanding these dynamics, companies can improve customer experiences, increase repeat purchases, and strengthen brand advocacy. Academically, the study adds to the literature on brand loyalty mediation effects within emerging markets and niche industries like local coffee shops.

MATERIALS AND METHODS

This research employs a quantitative approach using a survey method to investigate the relationships between brand image, customer satisfaction, trust, and loyalty among customers of Kopi Janji Jiwa in Jakarta. Data were collected through questionnaires distributed to the target population, which includes all customers of Kopi Janji Jiwa in Jakarta, except those under 17 years old. The study was conducted in February 2025, and the data gathered were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique, processed through SmartPLS software. This method allows for examining complex relationships among multiple variables simultaneously and testing the mediating role of trust.

The population consists of all customers who meet the criteria, enabling researchers to identify appropriate samples that represent the entire customer base. According to Mardalis et al., samples are subsets of the population selected for examination, which must adequately reflect the characteristics of the whole group. In this study, questionnaires were distributed among selected respondents from the population, forming the sample used for analysis. This sampling ensures that the findings are generalizable to the broader population of Kopi Janji Jiwa customers in Jakarta.

Table 1. Research Data

Variable	Definition	Indicator
Independent Variable of Brand Image (X1)	Brand image is a brand perception and association embedded in consumers' memory, which influences their evaluation and preference for a brand (Keller dan Aaker, 2019)	Familiar brands Trusted brand Quality brand Brands that have a uniqueness Highly recommended brands
Customer Satisfaction In-depth Variable (X2)	Customer satisfaction is the compatibility between consumer expectations and those obtained in enjoying Janji Jiwa Coffee	Product quality Service Ease of obtaining products Diverse product variety Offers

Belief (Z)	Trust is one of the aspects that can support the formation of loyalty, namely as the willingness of consumers to trust products or services in situations where there is a consumer expectation that the product or service will provide positive results (Tjiptono, 2014),	Products in line with consumer expectations Service in accordance with consumer expectations Consumer satisfied products Brand-compliant products
Customer loyalty (Y2)	Repeat purchase intentions must also be supported by customers when recommending the company's products or services and paying more for products or services that indicate loyalty to the company (Duman, 2020)	Make repeat purchases regularly. Buying or using other products. Recommend the product to others. Demonstrate immunity to competitors' products

This research is a primary data collection technique through interviews using questionnaire instruments in February 2025. Meanwhile, secondary data collection is carried out through literature data by studying journals, books, previous research, academic papers, and tracing data and information related to research. The data analysis used in this study is through the Structural Equation Model (SEM) approach.

RESULTS AND DISCUSSION
Data Analysis
The results of data processing with Smart PLS 4.0 with the following chart:
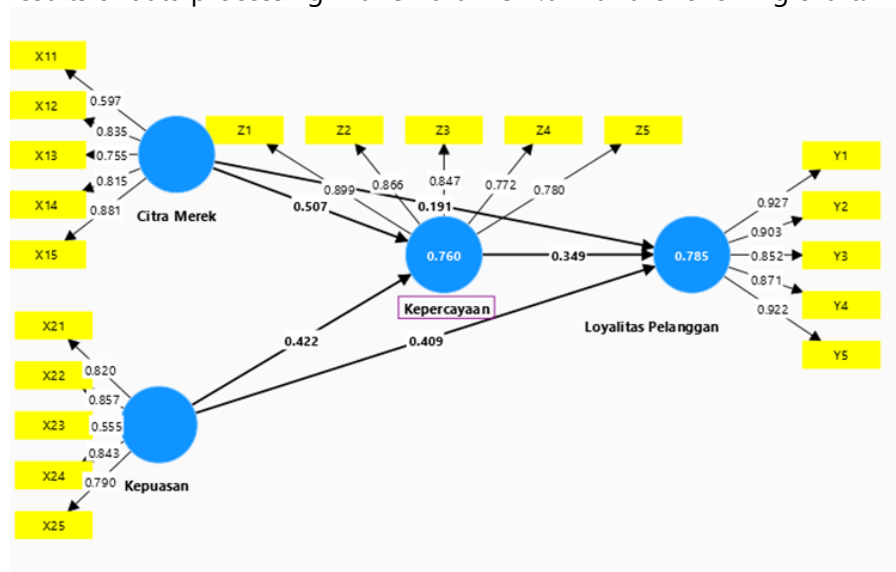
Figure 1. Stage 1 Data Processing

Evaluation of Measurement Models (*Outer Model*)

Convergent Validity

Based on the results of the first stage of data processing based on 3 variables and 20 questions as follows:

Tabel 2. *Loading Factor*

Variable	Indicator	*Loading Factor*	*Rule of Thumb*	Conclusion
Brand Image	X1	**0,597**	0,700	Tidak Valid
	X2	0,853	0,700	Valid
	X3	0.755	0,700	Valid
	X4	0,815	0,700	Valid
	X5	0,881	0,700	Valid
Satisfaction	X21	0,820	0,700	Valid
	X22	0,857	0,700	Valid
	X23	**0,555**	0,700	Tidak Valid
	X24	0,843	0,700	Valid
	X25	0,790	0,700	Valid
Trust	Z1	0,899	0,700	Valid
	Z2	0,866	0,700	Valid
	Z3	0,847	0,700	Valid
	Z4	0,772	0,700	Valid
	Z5	0,780	0,700	Valid
Customer Loyalty	Y1	0,927	0,700	Valid
	Y2	0,903	0,700	Valid
	Y3	0,852	0,700	Valid
	Y4	0,871	0,700	Valid
	Y5	0,922	0,700	Valid

Source: Data Processed, 2025
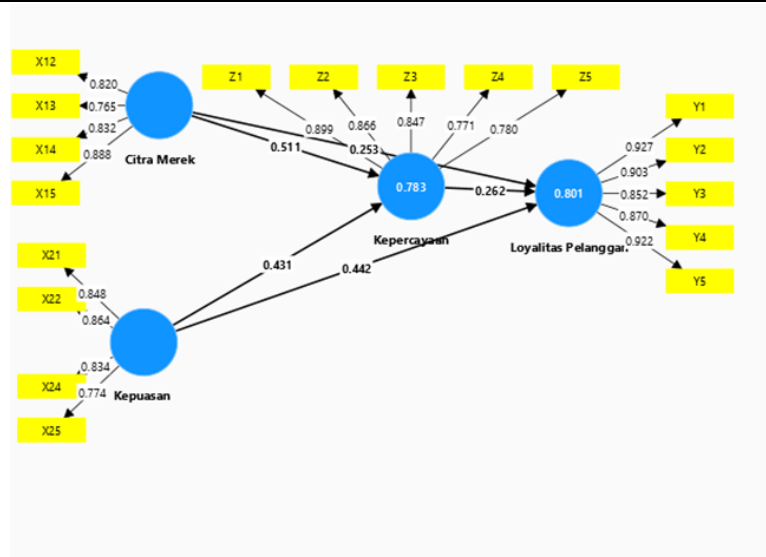
Figure 2. Phase 2 data processing

Tabel 3. *Loading Factor*

Variable	Indicator	*Loading Factor*	*Rule of Thumb*	Conclusion
Brand Image	X2	0,820	0,700	Valid
	X3	0.765	0,700	Valid
	X4	0,832	0,700	Valid
	X5	0,888	0,700	Valid
Satisfaction	X21	0,848	0,700	Valid
	X22	0,864	0,700	Valid
	X24	0,834	0,700	Valid
	X25	0,774	0,700	Valid
Trust	Z1	0,899	0,700	Valid
	Z2	0,866	0,700	Valid
	Z3	0,847	0,700	Valid
	Z4	0,772	0,700	Valid
	Z5	0,780	0,700	Valid
Customer loyalty	Y1	0,927	0,700	Valid
	Y2	0,903	0,700	Valid
	Y3	0,852	0,700	Valid
	Y4	0,871	0,700	Valid
	Y5	0,922	0,700	Valid

Source: primary data processed by researchers 2025

Based on the results of data processing, 2 stages were carried out by eliminating or deleting several instruments that met the criteria, namely >0.700.

Table 4. Discriminant Validity (Cross Loading)

	Citra Merek	Kepercayaan	Kepuasan	Loyalitas Pelanggan
Citra Merek	0.827			
Kepercayaan	0.840	0.834		
Kepuasan	0.765	0.822	0.831	
Loyalitas Pelanggan	0.811	0.838	0.851	0.895

Tabel 5. Composite Reliability, Cronbach Alpha, and AVE

Variable	Composite Reliability	Average Variance Extracted	Cronbach alpha
Brand Image(X1)	0.856	0.685	0.846
Satisfaction (X2)	0.899	0.690	0.852
Trust (Z)	0.898	0.696	0.890
Customer Loyalty (Y)	0.941	0.802	0.938

Source: primary data processed by researchers 2025

Evaluation of Structural Models (*Inner Model*)

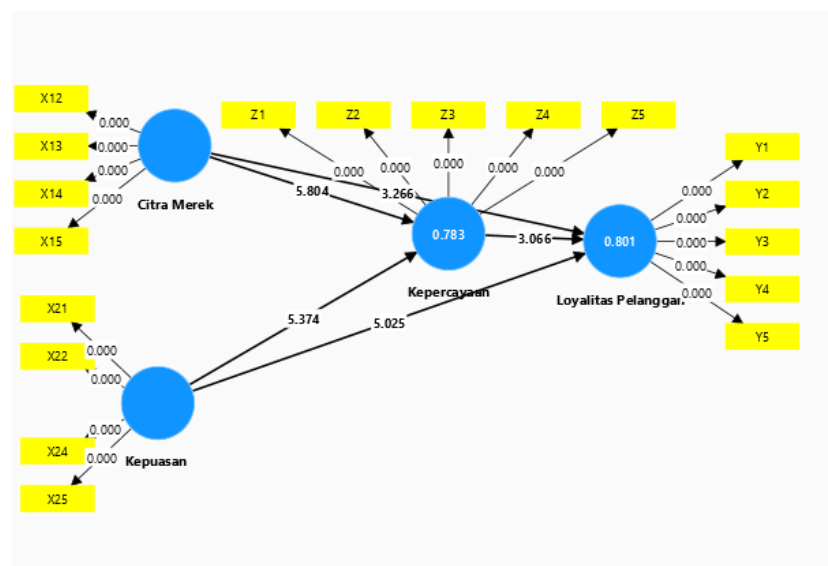The following is the structural model of this research, obtained through the bootstrapping process.

Figure 3. Bootstrapping Images (Inner Model)

Tabel 6. Path Coefficients (Original sample, T-Statistic, P-Value)

Hypothesis	Influence	Original Sample	T-Statistic	P-Value	Result

H1	Brand Image to Trust	0,511	5,804	0.000	Accepted
H2	Satisfaction with trust	0,431	5,374	0,000	Accepted
H3	Belief Towards customer loyalty	0,262	3,066	0.002	Accepted
H4	Brand image of loyalty	0,253	3,266	0.001	Accepted
H5	Customer loyalty satisfaction	0,422	5.025	0.000	Accepted
H6	Brand image on customer loyalty through trust	0,134	3.113	0.002	Accepted
H7	Customer Loyalty satisfaction through trust	0,113	2.318	0.020	Accepted

Source: primary data processed by researchers 2025

Hypothesis testing uses t-statistics and it can be found that from the three hypotheses in the study, H1, H2, H3, H4, H5, H6 and H7 hypotheses are accepted and significant because of the p value of <0.05 which means that there is an influence between variables.

Discussion

The Influence of Brand Image on the *Trust of the Janji Jiwa Coffee* Brand

Based on the results of the analysis, brand image plays an important role in increasing customer trust in the Janji Jiwa Coffee Brand. The stronger the brand image that is built, the greater the level of customer trust in the products offered. A positive brand image creates the perception that the product is of good quality, so that customers are more confident and comfortable in choosing it.

The Effect of Satisfaction on the Trust *of* the Jakarta Promise Jiwa Coffee Brand

Based on the results of the analysis, customer satisfaction has an important role in building trust in the Janji Jiwa Coffee Brand. When customers are satisfied with the products they consume, they tend to have a higher level of trust in the brand. This satisfaction arises when the customer experience matches or even exceeds their expectations of the quality and service provided. Satisfied customers will feel confident in the brand's consistency in providing a good experience. This strengthens the relationship between customers and brands, so that trust is further formed. Thus, the higher the level of customer satisfaction with Kopi Janji Jiwa, the greater their confidence in choosing and consuming this product repeatedly.

The influence of brand image has a significant effect on customer loyalty *of Kopi* Janji Jiwa Jakarta Brand

Based on the results, brand image has an important role in building customer loyalty to the Janji Jiwa Coffee Brand. The better the image built, the more likely customers are to

remain loyal in consuming this product. A strong brand image creates a positive impression in the minds of customers, so they feel confident that the products offered are of consistent quality and in accordance with their expectations. Thus, a positive brand image can encourage customers to continue to choose and recommend Kopi Janji Jiwa to others.

The Effect of Satisfaction on Customer Loyalty *of Janji* Jiwa Coffee Brand Jakarta

Based on the results of the analysis, customer satisfaction has an important role in increasing customer loyalty to the Janji Jiwa Coffee Brand. The higher the customer satisfaction level, the more likely they are to remain loyal in choosing the Janji Jiwa Coffee Brand. Satisfied customers are more likely to make a repeat purchase and recommend the brand to others. Therefore, maintaining customer satisfaction is an important strategy in increasing loyalty to Kopi Janji Jiwa.

The Influence of Trust on Customer Loyalty is Significant Brand Kopi Janji Jiwa Jakarta

Based on the results of the analysis, customer trust has an important role in increasing customer loyalty to the Janji Jiwa Coffee Brand. Customer trust in a brand plays a role in creating long-term relationships. When customers feel confident that the Janji Jiwa Coffee Brand always provides quality products, they will be more likely to continue consuming and recommending this product to others. This trust can be built through consistency in product quality, good service, and transparent and authentic brand communication. Therefore, maintaining customer trust is an important aspect in building strong loyalty to the Janji Jiwa Coffee Brand.

The influence of brand image on customer loyalty is significant through trust as a mediating variable *of the Jakarta* Janji Jiwa Coffee Brand

Based on the results of the analysis, trust is an important element in strengthening the relationship between brand image and customer loyalty of Brand Kopi Janji Jiwa. A good brand image can build a strong trust in the minds of customers, which ultimately increases their loyalty to the Janji Jiwa Coffee Brand. When customers feel confident in a brand, they are more likely to remain loyal in choosing the product compared to other brands. With high trust, customers feel confident that the products consumed have consistent quality. Therefore, a well-managed brand image will have a greater impact on customer loyalty through the trust formed.

The Effect of Satisfaction on Significant Customer Loyalty through Trust as a Mediation Variable *of the Jakarta* Janji Jiwa Coffee Brand

Based on the results of the analysis, trust is an important element in strengthening the relationship between customer satisfaction and loyalty of the Janji Jiwa Coffee Brand. In addition to brand image, customer satisfaction also plays a role in increasing loyalty through trust. Customers who are satisfied with the quality of products and services tend to build trust in the brand. This trust is a factor that strengthens the relationship between satisfaction and loyalty, where customers who are satisfied and trust the brand will have a higher tendency to remain loyal in consuming Kopi Janji Jiwa. Therefore, ensuring customers remain satisfied and trusting the brand is an important strategy in building sustainable customer loyalty. The higher the

level of customer trust that comes from the satisfaction they feel, the more likely they are to become loyal customers who continue to consume and recommend the Janji Jiwa Coffee Brand.

CONCLUSION

Based on the comprehensive analysis of the data, the study concludes that both brand image and customer satisfaction significantly and positively influence customer trust in the Jakarta Janji Jiwa Coffee Brand. Trust, acting as a pivotal factor, has a strong positive effect on customer loyalty, reinforcing the notion that trust is essential for fostering long-term relationships between customers and the brand. Furthermore, brand image and satisfaction not only have direct positive impacts on customer loyalty but also exert additional influence through trust as a mediating variable. This highlights that a well-crafted brand image coupled with high levels of customer satisfaction builds trust, which in turn strengthens loyalty and encourages repeat purchases and advocacy among customers. These results underscore the importance for Kopi Janji Jiwa and similar brands to continuously invest in brand management, product quality, and customer experience to maintain and grow their loyal customer base. For future research, it is suggested to investigate other potential mediators or moderators such as perceived value, emotional attachment, or social influence that might affect loyalty dynamics. Additionally, longitudinal studies could provide valuable insights into how these relationships develop and change over time, while expanding the geographic scope beyond Jakarta could reveal regional variations in consumer behavior. Incorporating qualitative methods, such as interviews or focus groups, might also enrich understanding of the deeper psychological and cultural factors that influence trust and loyalty in the coffee retail sector.

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