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The Influence of Brand Experience Dimensions on Brand Loyalty of Coffee X with Age Moderation

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Abstract

The growth of the local coffee industry in Indonesia has triggered intense competition. The *ngopi* (coffee-drinking) culture, increasing purchasing power, and evolving lifestyles have created promising business opportunities. The concept of homogeneity among coffee businesses has driven innovation in developing competitive advantages. Customer loyalty is crucial for the sustainability of Kopi X. This research investigates the influence of brand experience on customer loyalty in local coffee shops, using Kopi X as a case study. This quantitative study employs an online questionnaire and structural equation modeling (SEM) with the aid of AMOS software. The independent variables are brand experience—comprising sensory, affective, behavioral, and intellectual components—and brand love. The dependent variable is brand loyalty, with age serving as a moderating variable. The research findings indicate that brand experience dimensions such as sensory, affective, and intellectual experiences positively and significantly affect brand love. However, the behavioral experience dimension does not significantly influence brand love. Brand love exerts a positive and significant influence on brand loyalty. Age strengthens the effect of brand love on brand loyalty. This research is expected to provide empirical contributions to understanding the factors influencing loyalty in local coffee shops. The results offer strategic recommendations for coffee business stakeholders to enhance customer loyalty through effective brand experience management.

Keywords: local coffee shop, brand experience, brand love, brand loyalty, age

INTRODUCTION

The increase in coffee consumption in Indonesia in recent years indicates a shift in consumer preferences towards a more coffee-centric lifestyle. Rabiah (2024), which reports a coffee consumption penetration rate of 79%, provides strong evidence of the significant market potential for coffee in Indonesia. The emergence of numerous local coffee brands in response to the dominance of foreign brands indicates unmet market opportunities, especially among consumer segments seeking more affordable yet quality alternatives. Business strategies focusing on product diversification and competitive pricing have proven effective in attracting and retaining customers.

The rapid growth of the local coffee industry in Indonesia can be attributed to several factors, including the role of the *kopi* culture as a social space, the rise in purchasing power of the middle class, and the interest of the younger generation in coffee. The *kopi* culture, deeply embedded in Indonesian society, positions coffee shops as more than just venues for beverage consumption, but also as centers for social interaction (Rahmiati et al., 2023). Increasing purchasing power drives demand for specialty coffee and product diversification. Additionally, the younger generation's interest in coffee not only as consumers but also as entrepreneurs demonstrates the potential for sustainable growth in this industry. The habit of drinking coffee, which originated as part of Indonesian culture, has now developed into a promising business opportunity.

The expansion of local coffee shops has created an increasingly competitive landscape. An analysis of several coffee shops reveals significant homogeneity in concepts, characterized by minimalist interior design and standardized menu offerings. This competition is further intensified by the growing popularity of the coffee-to-go concept, which prioritizes speed, convenience, and practical packaging. Although this business model is responsive to consumer needs, it poses challenges for market pioneers. This fierce competition suggests a risk of market saturation in certain segments, prompting coffee shops to seek innovative strategies to differentiate their brands (Han et al., 2018; Toffin and *MIX Magazine*, 2019), with Kopi X as a notable example.

Founded in 2015, Kopi X has successfully captured the attention of coffee aficionados in Indonesia. With a simple but compelling concept of serving quality coffee at affordable prices—primarily using local coffee beans—Kopi X has managed to attract a broad community of consumers. A key driver of Kopi X's success is the innovation of the "Kopi Susu Tetangga" menu. This unique combination of quality coffee, fresh milk, and palm sugar offers a distinctive and delicious taste that has created a new trend in Indonesia's coffee scene. This drink serves not only as Kopi X's signature offering but also as an icon for milk coffee lovers nationwide.

However, the number of Kopi X consumers has fluctuated, indicating challenges with brand loyalty. For instance, September saw a decrease of 729 customers, while August experienced an increase of 946 customers. According to Evanschitzky et al. (2012), significant fluctuations in the customer base strongly suggest weak consumer loyalty. This pattern aligns with Kopi X's sales trends, indicating that consumers have not yet demonstrated full loyalty to the brand. Discussions with Kopi X's management revealed that the decline in customer numbers is not solely due to external factors such as price adjustments but also reflects weakening consumer loyalty. This situation can hinder the company's ability to develop a sustainable competitive advantage.

Prior research on brand loyalty in the coffee industry (Bernard et al., 2022; Chang, 2021a; S. H. Kim et al., 2021) has contributed to understanding the impact of brand experience on consumer loyalty. This study builds upon that foundation, aiming to empirically examine how the four dimensions of brand experience—sensory, affective, behavioral, and intellectual—directly or indirectly affect brand satisfaction, which in turn influences brand attitudes, brand attachment, and ultimately brand loyalty. Huang (2017a) emphasized that maintaining customer loyalty significantly impacts brand performance. Although Kopi X has positioned itself as a strong local coffee brand, ongoing efforts to enhance brand experience remain essential. Positive brand experiences foster consumers' love for the brand, as supported by research from Huang (2017b), Song, Bae, et al. (2019), and Widiasuari & Sukaatmadja (2021), showing that a good brand experience increases consumer trust and affection, which in turn encourages loyalty in both attitude and behavior.

Understanding consumers' love for brands is relevant given its positive correlation with brand loyalty, as well as consumers' willingness to pay premium prices, engage in positive word-of-mouth, and exhibit tolerance for product or service failures (Hegner et al., 2017; S. H. Kim & Lee, 2019). Furthermore, brand loyalty is influenced by demographic factors such as age, which affects consumers' characteristics, preferences, and modes of brand interaction. This study aims to examine the effects of brand experience attributes on brand loyalty by mediating brand love. Through this research, Kopi X is expected to better understand the dynamics between brand experience, brand love, and brand loyalty across different age groups.

MATERIALS AND METHODS

This study adopted a quantitative approach to test the influence of brand experience and brand love on brand loyalty at Kopi X. The research began by formulating hypotheses that were empirically tested using quantitative data collected through surveys and questionnaires distributed to respondents. The study aimed to provide empirical evidence regarding the influence of these variables on brand loyalty at Kopi X. The research was carried out in several stages: problem identification, determination of variables, data collection, data processing, and drawing conclusions and recommendations.

Preliminary studies involved identifying issues related to brand loyalty at Kopi X in collaboration with management. Subsequently, a questionnaire was developed to serve as an assessment tool for the variables under investigation. The research model included one independent variable, Brand Experience (comprising Sensory, Affective, Behavioral, and Intellectual experiences), and one dependent variable, Brand Loyalty. Additionally, the study incorporated a mediating variable, Brand Love, and a moderating variable, age. The variables were categorized as follows: Brand Experience (X1) served as the exogenous (independent) variable, while Brand Loyalty (Y) was the endogenous (dependent) variable. Brand Love functioned as the mediating variable, and age was included as a moderator.

The measurement of the Brand Experience variable was based on established indicators outlining its four dimensions. Sensory Experience included five indicators: Visual (sight), Auditory (hearing), Tactile (touch), Gustative (taste), and Olfactory (smell). Affective Experience included Sentiments and Emotions. Intellectual Experience comprised Cognitive Stimulation and Emotional Engagement. Behavioral Experience consisted of Bodily Experience (physical experience), Lifestyle, and Interaction with the brand. Each dimension

uniquely shaped the consumer brand experience: Sensory experience focused on sensory perceptions detecting environmental changes and differences; Affective experience involved feelings and emotional attachment to the brand; Intellectual experience referred to mental processes such as thinking, problem-solving, and creativity triggered by the brand; and Behavioral experience concerned physical sensations and interactions with the brand, including lifestyle and communication.

After analyzing the relationships between variables, conclusions were drawn, along with suggestions and recommendations to provide input for Kopi X in managing existing resource challenges.

RESULTS AND DISCUSSION
Overview

Kopi X is a prominent player in the local coffee industry that has successfully established a strong identity amidst the competitive landscape of contemporary coffee brands in Indonesia. Its emergence signifies a shift in consumer preferences, especially among the younger generation, who increasingly value coffee quality while considering affordability. Established in 2015, Kopi X adopts a grab-and-go concept, offering a simple yet high-quality coffee experience. The brand gained widespread recognition through its flagship product, "Kopi Susu Tetangga," which combines local robusta coffee with fresh milk and traditional Indonesian palm sugar. This product not only offers a familiar and approachable taste but also reflects Kopi X's strategy of making coffee accessible to consumers from various social backgrounds. In addition to "Kopi Susu Tetangga," the brand also offers a variety of other coffee options, including Americano, Filter Pagi, Filter Sore, and Latte. The product diversification strategy is also reflected in its non-coffee offerings, such as Es Teh Remon, Es Teh Wanda, and chocolate drinks, catering to consumers who do not drink coffee. The availability of snacks, while not the main focus, complements the overall customer experience in-store. Kopi X not only provides coffee as a commodity but also builds a strong brand narrative through its local identity and emotional connection with consumers. In its marketing efforts, Kopi X demonstrates a deep understanding of digital consumer behavior and the importance of fostering emotional connections. The use of social media is not just for promotion but also to build an authentic and relatable brand image. Strategic collaborations with popular brands or figures are tactics used to reach a wider audience and create buzz in the market.

The brand also relies heavily on word-of-mouth and community strength, with minimal reliance on paid digital advertisements. Its strategic store placements in residential areas and community hubs reinforce its image as a "coffee for the neighborhood." Without relying heavily on paid promotions, Kopi X builds brand loyalty through storytelling, customer experiences, and an organic approach. One of the strengths of its marketing strategy is the consistency in taste and the simplicity of the concept, which helps create an emotional bond with the brand. From a segmentation perspective, Kopi X targets urban young adults, office workers, and the general public seeking affordable yet high-quality coffee. Its market segmentation spans from lower to middle-class consumers with practical lifestyles. In terms of targeting, Kopi X focuses on consumers who value quality and service speed without compromising on price.

From a positioning standpoint, Kopi X positions itself as an authentic, affordable, and easily accessible "people's coffee," reflected in its simple store design, efficient service, and competitive pricing. This position is consistently communicated through its marketing aspects, from product naming to social media interactions. Today, Kopi X has grown into more than just a local coffee shop. With significant store expansion and strong customer loyalty, it competes with both national and international brands that are more aggressive in their marketing efforts. Periodic menu innovation is a strategy to maintain consumer interest and accommodate changing preferences. Strengthening its brand image through creative and interactive social media content continues to be a primary focus. Adapting to digital trends, especially in delivery and take-away services, allows Kopi X to reach consumers beyond the physical store experience. This achievement demonstrates that a digital-based, community-driven, and authentic product approach can be a powerful strength in the increasingly competitive food and beverage industry.

Respondent Profile

Data collection was conducted using an online questionnaire distributed via the Tally platform, with respondents selected based on predefined criteria. The questionnaire was shared through social media platforms like Instagram and WhatsApp. A total of 158 respondents were gathered based on these criteria. The gender distribution of respondents reveals that the majority were women aged 15-25 years (41.8%), followed by women aged 26-61 years, totaling 33 individuals (20.9%). Men aged 15-25 years accounted for 36 respondents (22.8%), and men aged 26-61 years made up 23 respondents (14.5%). This indicates that young women were the dominant group in this study, suggesting that Kopi X's marketing strategy may be more effective in capturing the attention of female consumers. The predominance of younger respondents highlights that Kopi X is well-aligned with the lifestyle and preferences of the younger generation.

Direct Effects Hypothesis Testing

There are five direct influence hypotheses proposed in this study. Exogenous variables are said to have a significant effect on endogenous variables if the p-value is $< \alpha$ (0.05). The following table presents the results of hypothesis testing in this study.

Table 1. Model's Direct Influence Hypothesis

Hypothesis			*Estimate*	*C.R*	*p-value*	**Results**
H1:	*Sensory Experience* increases *Brand Love*	significantly	0,740	3,465	0,000	H1 accepted
H2:	*Affective Experience* increases *Brand Love*	significantly	0,225	2,989	0,003	H2 accepted
H3:	*Behavioral Experience* increases *Brand Love*	significantly	-0,122	-0,742	0,458	H3 rejected
H4:	*Intellectual Experience* increases *Brand Love*	significantly	0,223	2,619	0,009	H4 accepted
H5:	*Brand Love* significantly increases Brand Loyalty		0,848	13,720	0,000	H5 accepted

1. Hypothesis 1: Sensory Experience significantly increases Brand Love

The results of hypothesis 1 test of the influence of sensory experience on brand love gave a

coefficient value of 0.740 with a significance value of 0.000 < 0.05. So it can be concluded that sensory experience has a significant effect on increasing the brand love of Kopi X consumers.

2. Hypothesis 2: Affective Experience significantly increases Brand Love

The results of hypothesis 2 testing the effect of affective experience on brand love gave a coefficient value of 0.225 with a significance value of 0.003 < 0.05. So it can be concluded that affective experience has a significant effect on increasing the brand love of Kopi X consumers.

3. Hypothesis 3: Behavioral Experience significantly increases Brand Love

The results of hypothesis 3 testing the influence of behavioral experience on brand love gave a coefficient value of -0.122 with a significance value of 0.458 > 0.05. So it can be concluded that behavioral experience does not have a significant effect on the brand love of Kopi X consumers.

4. Hypothesis 4: Intellectual Experience significantly increases Brand Love

The results of hypothesis 4 testing the influence of intellectual experience on brand love gave a coefficient value of 0.223 with a significance value of 0.009 < 0.05. So it can be concluded that intellectual experience has a significant effect on increasing the brand love of Kopi X consumers.

5. Hypothesis 5: Brand Love significantly increases Brand Loyalty

The results of the hypothesis test 5 of the influence of brand love on brand loyalty gave a coefficient value of 0.848 with a significance value of 0.000 < 0.05. So it can be concluded that brand love has a significant effect on increasing the loyalty of Kopi X consumer brands.

6. Hypothesis 6: Age strengthens the influence of Brand Love on Brand Loyalty

The results of the hypothesis test 6 of the influence of brand love on brand loyalty moderated by the age variable gave a coefficient value of 0.312 with a significance value of 0.000 < 0.05. So it can be concluded that age significantly moderates (strengthens) the influence of brand love on the brand loyalty of Kopi X consumers.

Full Model SEM Analysis with Moderating

The existing model can be developed by using the age variable as a moderating variable for the relationship between brand love and brand loyalty of coffee consumers X. The moderation variable will be analyzed using the cross product of the interacting variable, namely the observed age variable with the brand love variable which has 8 indicators, it will produce 1x 8 = 8 indicators. Therefore, if you interact the interaction variables with the initial model as many as 22 indicators and 8 additional indicators, the total model will have 30 indicators. Therefore, the model requires a large sample count and the number of samples used in this study does not meet. Therefore, the variable of interaction between age and brand love can be used as a composite (single) indicator with the following CFA analysis results.
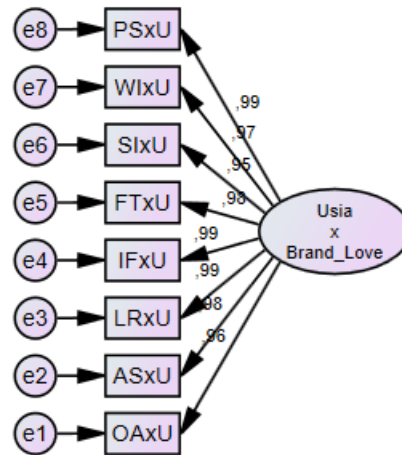
Figure 1. CFA Variables Age Moderation*Brand Love

Based on the CFA test that has been carried out, the *loading factor* and *factor score* values of each indicator are obtained as follows:

Table 2. Loading Factor Score and Moderation Variable Score (Age*Brand Love)

	Loading Factor	*Factor Score*
OAxU	,965	,062
ASxU	,984	,137
LRxU	,989	,200
IFxU	,989	,209
FTxU	,979	,113
SIxU	,952	,048
WIxU	,971	,081
PSxU	,986	,162

Factor score is the score weight of each indicator which is then used to calculate the composite score of 8 indicators of age moderation variables*brand love by calculating each multiplication of the indicator in the age variable with the indicator in the brand love variable. The total score from the sum of the multiplication score of each indicator of the age*brand love variable with the corresponding factor score is then used as the composite score of age*brand love. The loading factor and score factor values were used to obtain the values of λc and θc parameters from the composite indicator of age*brand love.

Table 3. Calculation of Age Composite Parameters*Brand Love

	λ	*factor score*	θ
OAxU	,965	,062	0.214
ASxU	,984	,137	0.402
LRxU	,989	,200	0.658
IFxU	,989	,209	0.291
FTxU	,979	,113	0.161
SIxU	,952	,048	0.169
WIxU	,971	,081	0.254
PSxU	,986	,162	0.558

$\sum$	7,815	1,012	2,707
σc	2,742		
$\sigma^2 c$	7,516		
ρc	0,958		
λc	2,683		
θc	0,319		

Information:

σc : standard deviation

σ^2 c : varian

ρc : composite reliability

λc : loading factor composite

θc : error composite

Based on the calculation of the composite index above, a value of 2.683 and a value of 0.319 were obtained. So the variable model of a single indicator composite is as follows:$\lambda c \theta c$
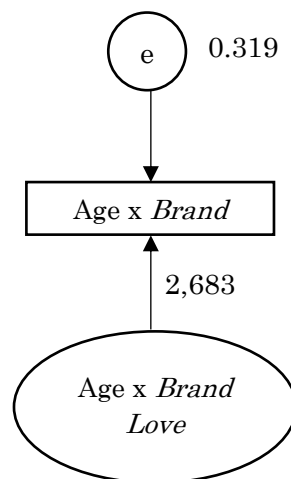

Figure 3. Single Indicator Composite Variable Model

Table 4. Moderation Model Hypotheses

Hypothesis	Estimate	p-value	Decision
H6: Age strengthens the influence of Brand Love on Brand Loyalty	0.312	0.000	H6 accepted

The Influence of Sensory Experience on Brand Love

Brand experience involves the consumer's interaction with the brand through a variety of senses, where the sensory dimension of brand experience includes stimulation to the senses of sight, hearing, smell, taste, and touch. Rich and deep sensory stimuli can create a powerful and memorable impression, which in turn shapes consumers' perception of the brand and creates an emotional connection. Theories about sensory information processing and consumer psychology emphasize how sensory stimuli can affect brand evaluation, attitude formation, and consumer emotional responses (Bae & Jeon, 2022b).

Previous research has identified important role sensory experiences play in shaping brand love. A positive sensory experience significantly increases brand love (Gao & Shen, 2024b; Putra & Keni, 2020). Sensory elements such as visual design, aroma, and taste can trigger an emotional response and strengthen the bond between consumers and brands. Other studies have

also highlighted the importance of sensory experiences in creating brand differentiation and customer loyalty. Research by Elder & Krishna (2022b) shows that a combination of various sensory stimuli can increase consumer engagement and strengthen brand memory. Furthermore, J. Brakus et al. (2009) developed a brand experience framework that includes sensory, affective, intellectual, and behavioral dimensions, all of which contribute to the formation of brand love. These studies emphasize that sensory experiences are not just about a single sense, but are a combination of various stimuli that create a holistic experience and impact the consumer's relationship with the brand

Kopi X creates a sensory experience through a minimalist yet comfortable shop interior design, a distinctive coffee aroma, and a unique product taste. The aroma of coffee that you smell when entering the tavern creates an emotional association and a memorable experience. The design and atmosphere of the tavern with comfortable music enhances the visual and auditory experience of customers. The use of quality ingredients and distinctive local coffee beans creates a positive taste experience. This study found that sensory experience has a significant effect on the brand love of Kopi X consumers. This indicates that a positive sensory experience contributes to shaping and increasing consumer love for the Kopi X brand

The Influence of Affective Experience on Brand Love

Affective experience emphasizes the feelings and emotions that arise in consumers in response to brands. Where the affective dimension of brand experience includes the feelings, emotions, and moods generated by the brand. A positive affective experience can create a strong emotional bond between consumers and brands, which in turn increases brand love. Zarantonello & Schmitt (2010) explain how the overall brand experience, and affective experience in particular, can influence consumers' attitudes towards brands and ultimately shape brand loyalty.

Previous research has identified an important role affective experience plays in shaping brand love. Positive affective experiences significantly increase brand love. Chang (2021b) found that brand love acts as a full mediator in the relationship between experiential marketing and brand loyalty in Taiwan's popular coffee brand, Starbucks. In this context, the positive emotions evoked by the brand experience can increase brand love, which in turn increases brand loyalty. In this context, the positive emotions evoked by the brand experience can increase brand love, which in turn increases brand loyalty. In addition, Y. J. Kim et al. (2021b) also found that positive emotions have a significant influence on brand love in café customers in Korea. These studies emphasize the importance of emotions in shaping the relationship between consumers and brands, as well as their impact on brand loyalty.

Kopi X creates an affective experience through a comfortable and friendly shop, warm service, and positive interactions between baristas and customers. The pleasant atmosphere of the tavern makes customers feel relaxed and enjoy their time, which in turn creates a positive emotional association with the Kopi X brand. The friendly and personalized service of the baristas also contributes to a positive affective experience, as customers feel valued and cared for. This study found that affective experience has a significant effect on the brand love of Kopi X consumers.

The Influence of Behavioral Experience on Brand Love

Brand experience involves the interaction of consumers with brands through various senses, where the behavioral dimension of brand experience includes physical actions and consumer behavior towards brands, such as product usage, store visits, and interactions with baristas. Brand experience theory J. Brakus et al. (2009) states that behavioral experiences reflect the physical engagement and actions of consumers towards brands. However, this theory does not explicitly state that behavioral experiences always lead to brand love. In some cases, consumer actions are driven more by habits, convenience, or other rational factors than emotions or feelings of love for the brand.

Previous research on the influence of behavioral experience on brand love has shown mixed results. Several studies have found that consumers' positive actions towards brands, such as repeat purchases and participation in brand activities, can increase brand love. However, other research shows that this relationship is not always significant or influenced by other factors such as product quality, price, or customer satisfaction. Research from Ferreira et al. (2019a) found a weak influence of behavioral experiences on brand love in the context of fashion retail in Europe (Portugal), highlighting that consumers may engage in purchasing behaviors due to functional needs or momentary fashion trends, in the absence of a strong emotional bond with the brand. Meanwhile, the study by Safeer et al. (2020) also indicates the weak impact of behavioral experience on brand love on global brands. This shows that even though consumers in different countries engage in the same behavior towards brands (e.g., online purchases, following a brand's social media), this does not necessarily translate into brand love. Cultural differences, individual preferences, and other contextual factors can influence the extent to which consumer behavior contributes to feelings of love for the brand.

In the context of Kopi X, this study found that behavioral experience did not have a significant effect on brand love. In terms of the frequency of visits, as many as 40 people (25.3%) have only visited less than once (perhaps only knowing without a direct visit), 75 people (47.5%) have visited 1-2 times, 32 people (20.3%) 3-4 times, and 11 people (7%) have visited more than 5 times. The frequency of visits data shows that most of the respondents are in the initial exploration stage with Kopi X. Where many consumers visit Kopi X because they are curious, following trends, or looking for a new coffee place, not because of deep brand love. This supports research findings that show the influence of weak behavioral experiences on brand love.

In addition, the insignificant behavioral experience of brand love at Kopi X is also caused by physical interaction which includes the purchase process, product consumption, and interaction with the shop environment. In this study, contextual factors such as inconveniences that are not directly related to service—such as inadequate venue facilities, limited accessibility of shop locations, and availability of parking spaces—have the potential to have a more dominant negative influence on brand love. Although Kopi X consumers often visit the shop and buy its products, these actions do not always reflect a deep feeling of love for the brand.

The Influence of Intellectual Experience on Brand Love

Theoretically, the relationship between intellectual experience and brand love can be explained through the framework of Experiental Marketing Theory put forward by Schmitt (1999b). Intellectual experience is one of the key dimensions that drive consumer engagement through cognitive stimulation, problem-solving, and creative thinking brought about by a

brand's interaction. Brand love, as explained by Batra et al. (2012b), is a form of deep emotional connection between consumers and brands, which is not only formed from affective aspects but also from cognitive involvement. This means that when consumers feel that a brand is capable of providing an intellectual challenge or triggering meaningful thoughts, it can strengthen their emotional closeness to the brand.

Some empirical studies also support the relationship between intellectual experience and brand love. Research by J. Brakus et al. (2009) shows that intellectual experience contributes to the creation of unique and meaningful brand perceptions, which then plays a role in the formation of loyalty and affection towards brands. Another study by Iglesias et al. (2011) also confirms that the intellectual dimension of brand experience has a significant influence on emotional attachment and brand relationship quality.

In the context of the Kopi X brand, intellectual experience is present in the form of brand communication that encourages critical thinking, storytelling that raises social or sustainability issues, and product innovations that arouse consumer curiosity. If Kopi X succeeds in creating meaningful intellectual experiences—for example, by educating consumers about the origins of coffee, unique brewing methods, or local community involvement—it can strengthen consumers' emotional attachment to the brand.

The Influence of Brand Love on Brand Loyalty

Brand love is a positive emotional state towards a brand, which is characterized by feelings such as desire, joy, and attachment (Langner et al., 2016). The relationship between brand love and brand loyalty can be explained through the Attachment Theory approach which was then developed in the context of marketing by Thomson et al. (2005). This theory states that a strong emotional attachment to an object, in this case a brand, will give rise to a tendency to maintain closeness, which in the context of the consumer is shown through loyalty to the brand.

Previous research has consistently shown that brand love has a positive influence on brand loyalty. Carroll & Ahuvia (2006) found that brand love has a strong positive correlation with brand loyalty, especially in the context of hedonistic or symbolic products. The study shows that consumers who love a brand are likely to not only repurchase but also recommend the brand to others. The same thing is also expressed by Albert & Merunka (2013), who affirm that brand love plays a role as the main determinant of loyalty, especially in the context of the long-term relationship between consumers and brands.

In the context of Kopi X, brand love can be reflected in the emotional connection of consumers who feel personally connected to the values, identity, or story behind the brand. Consumers who love Kopi X are more likely to show loyalty in the form of repeat purchases, a preference for the brand despite the availability of alternatives, and a willingness to recommend the product to others. The significance of this influence is also supported by the trend of today's coffee consumers who increasingly favor brands with authentic narratives, local approaches, and concerns about sustainability—elements that can foster a love for the brand. If Kopi X is able to manage these emotional elements consistently, then the brand love that is formed will be the main driver of long-term loyalty.

The Influence of Age in Strengthening Brand Love on Brand Loyalty

Theoretically, this hypothesis rests on the theory of brand loyalty developed by Oliver (1999b), which states that loyalty is not just a repetitive purchasing behavior, but is the result of an affective and cognitive commitment to a brand. In this context, brand love is an important emotional component that forms loyalty, and age is positioned as a moderation variable that represents differences in psychographic segmentation that affect the process of forming loyalty.

From the perspective of consumer segmentation theory, specifically demographics, age reflects the phases of an individual's psychosocial development that affect the way they build an emotional attachment to a brand (Dyussenbayev, 2017b). Young consumers are more open to new brand exploration and are more affected by trend dynamics, while older consumers tend to have more stable and deep emotional attachments, making it easier to maintain loyalty (Ramos & Rodrigues, 2021b).

Previous research has shown mixed results regarding the influence of age as a moderator on the relationship between brand love and brand loyalty. Anesbury et al. (2022a) found that younger consumers tend to have a larger "brand repertoire," meaning they are less loyal and prefer to try different alternatives. In contrast, older consumers have a stronger attachment to brands they've known for a long time. Manyanga et al. (2022b) show that age plays a significant role as a moderator in the relationship between satisfaction and loyalty, especially in service industries such as banking. Similar research by Chawla & Joshi (2020b) confirms that demographics, including age, influence the way consumers form loyalty, both in terms of affection and behavior.

In the context of Kopi X, the dynamics of Kopi X consumers consist of various age groups, from the younger generation (15 – 25 years) to more mature age groups (26 – 61 years). This positive estimate coefficient implies that the influence of brand love on brand loyalty is stronger in older consumer groups. This significance reflects differences in how consumers of different age groups internalize love for brands and translate them into loyal actions. In particular, consumers aged 26 – 61 tend to show a conversion of brand love to stronger brand loyalty. This aligns with their psychological characteristics of being more stable in preferences, tend to avoid switching behaviors, and have a long-term attachment to trusted brands (Ramos & Rodrigues, 2021b). They value quality consistency, comfortable service experience, and emotional attachment built over time. In the context of Coffee X, for example, adult consumers show a higher preference for local authentication values, stable coffee quality, and a calm and unpretentious consumer experience, making it easier to form sustained loyalty.

On the other hand, the 15-25 year old consumer group, although showing a high level of brand love, tends to make that attachment more dynamic, temporary, and influenced by trends. They are more responsive to product innovation, attractive packaging design, and brand narratives that are relevant to their social identity in digital media. Thus, brand love in this group does not always translate fully into long-term brand loyalty, unless the brand is able to consistently present new values that resonate with them.

These findings suggest that in the context of Kopi X, brand love is indeed an important prerequisite for the formation of loyalty, but the role of age influences the strength of the relationship, where older age groups tend to turn love for the brand into more consistent and long-term loyal commitments (Anesbury et al., 2022a).

CONCLUSION

The analysis of customer data from 2023 revealed fluctuating customer numbers at Kopi X, indicating inconsistent brand loyalty. Empirical results showed that sensory, affective, and intellectual brand experience dimensions positively and significantly influenced brand love, while behavioral experience did not have a significant impact. This suggests that physical interactions with the brand alone do not necessarily foster emotional attachment. Moreover, brand love strongly and positively affects brand loyalty, highlighting its importance in encouraging repeat purchases, advocacy, and resistance to competition. Additionally, age moderated this relationship, with older consumers exhibiting a stronger link between brand love and loyalty, implying that consumer maturity affects how emotional attachment translates into loyal behavior. Future research could explore strategies to enhance the behavioral experience dimension and investigate its potential role in building brand love and loyalty across diverse demographic segments.

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