

Brand Experience and Brand Loyalty Relationship: A Study Under Attribution Theory Perspective

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Abstract—Research on coffee shop brand loyalty has largely focused on factors like self-congruity, brand equity, and brand trust, while the role of brand experience remains underexplored. Moreover, its link to multidimensional loyalty outcomes and attribution theory has received little attention, especially in emerging markets. This study investigates how brand experience influences brand loyalty dimensions—willingness to pay more (WTPM), word-of-mouth recommendations (WOM), and repurchase intention (RI)—within Indonesian coffee shop brands, using attribution theory to explain the mechanisms. A quantitative approach was used, with 246 Indonesian coffee shop consumers completing a questionnaire. To confirm the assumptions, we applied partial least squares structural equation modeling (PLS-SEM). The findings reveal that brand experience significantly enhances all three factors of brand loyalty: WTPM, WOM, and RI. The research provides a theoretical foundation for understanding how brand experience affects customer loyalty, suggesting future studies could explore similar relationships in other cultural and market contexts. For coffee shop owners, the findings emphasize the need to enhance brand experience through sensory, emotional, and intellectual engagements. Tailoring environments for intellectual activities can help differentiate brands in a competitive market. The study emphasizes how coffee shops serve as social and intellectual hubs. By fostering such environments, coffee shops can enhance their value, offering spaces for cognitive engagement and social interaction.

Index Terms—Brand experience, brand loyalty, coffee shops, attribution theory.

I. INTRODUCTION

Coffee shops have a significant market share [1]. In 2014, globally, coffee consumption reached 2.25 billion cups per

day [2]. In contrast to the trend in the past when people preferred to consume Coca-Cola in their free time, now people prefer coffee [3]. Coffee has emerged as a new culture worldwide [3], including in Indonesia. As Indonesia is one of the world's top producers, coffee is significant to the nation's economy [4]. There is an increase on the downstream industry side of the coffee industry in Indonesia, as can be seen from the massive existence of coffee shops today [5]. The market value of this business is quite attractive, reaching IDR 4.8 trillion per year [6].

Based on research data from Toffin Indonesia, the number of coffee shops in Indonesia reached more than 2,937 outlets, an increase of 1,854 outlets compared to 2016 with 1,083 outlets [7]. In 2020, the coffee shop business was estimated to increase by around 13.9 percent to 294,000 tons, in line with the increase in domestic consumption of Indonesian coffee in 2019/2020. In 2021, domestic consumption of Indonesian coffee was estimated to increase again to 370,000 tons. Despite its importance to the economy, research investigating coffee production and consumption in Asia is still minimal [4].

The rapid increase in coffee shops has resulted in increasingly tight competition [8]. Coffee shops in Indonesia are facing declining sales due to this intense competition. Some have seen sales declines of up to 50% due to the increased number of competitors [8], [9]. Moreover, it is easy to find substitutes for a coffee shop and there are low barriers to entering this business [10]. At this point, brand loyalty plays a vital role [10]. Brand loyalty ensures a long-term relationship with customers, considering that there are two possibilities for consumption in coffee shops: continuous or occasional [11]. In addition, brand loyalty will make it easier for customers to differentiate certain brands from competing brands [12].

Various factors have been researched as causes of coffee shop brand loyalty, such as self-brand congruity and satisfaction [13]; brand authenticity, self-enhancement and brand attachment [14]; brand lovemark [10], brand affection and brand trust [15], consumer brand-preference and brand awareness [16]; brand love and brand trust [17], green image [18]; dimensions of brand love theory [3]; brand authenticity and brand trust [19]. In previous studies, there is one antecedent

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of brand loyalty that has yet to receive much attention in the coffee shop context literature, namely brand experience. So far, only Han et al. have tested the effects of brand experience in coffee shops on one dimension of loyalty, namely repurchase intentions [20]. On the other hand, in the service sector, the relationship between brand experience and brand loyalty still needs to be explored [21].

This study aims to fill a major gap in the literature by empirically investigating the impact of brand experience on the three elements of brand loyalty: willingness to pay more (WTPM), word-of-mouth (WOM), and repurchase intentions (RI). While prior studies have explored brand experience as a driver of consumer behavior, there remains limited understanding of how brand experience translates into specific loyalty outcomes through theoretical frameworks like attribution theory.

Attribution theory posits that individuals assign meaning to their experiences by attributing them to internal or external causes [22]. The research gap lies in the insufficient integration of this theory in exploring the relationship between brand experience and loyalty outcomes. Existing studies often neglect how external attributions, such as consistent and favorable brand interactions, foster internal responses, including trust and emotional attachment, which underpin loyalty behaviors. This study seeks to bridge this gap by analyzing how external brand experiences translate into internal attributions that subsequently manifest as WTPM, WOM, and RI [23].

By conceptualizing brand experience as a multidimensional and cumulative process, the study contributes to advancing the theoretical understanding of consumer loyalty within highly competitive sectors such as coffee shops. The following sections include a discussion of previous research on related work that underlies the development of this research hypothesis, a rigorous research method applied in collecting and analyzing data, and viable results presented in the results and conclusion sections.

II. RELATED WORK

Early in its development, Heider's attribution theory elucidates how individuals interpret daily experiences and how these interpretations (or attributions) affect their ultimate views and satisfaction with those events or experiences [24]. That said, attribution theory explains that people collect information and try to form causal judgments [22]. Attribution theory is an approach that abounds in opinions about various consumer behavior issues [25]. Attribution theory can be used to explain consumer behavior because attribution influences consumers after they experience using a product or service and before the next purchase is made [26]. Attribution research shows post-consumption impacts, for example, when consumers recommend products to other consumers or when consumers complain [25], [27]. Marketing research has applied this theory to explain consumer behavior. Su et al. applied attribution theory to comprehensively explain how tourists process and respond to DSR strategies regarding travel intentions [28]. Cheng used the same theoretical perspective to explain how

anthropomorphism affects consumers' attribution toward and forgiveness of service failure [26].

Increasing business competition requires marketers to provide more value for customers, value that focuses on more than just functional benefits [29]. One thing that can be offered is a brand experience [29]. In both goods and services marketing strategies, it is essential to understand the brand experience [30]. In a mature market, the ability to deliver the best experience to customers often determines the success of long-term relationships with them [31]. Experiences that provide a deep impression on consumers can strengthen brand identity and differentiate from competing brands, which impacts brand loyalty [32]–[35]. Numerous studies have been conducted by marketing scholars to comprehend the pivotal significance of brand experience. Mostafa and Kasamani investigated the influence of brand experience on brand loyalty, with emotional brand attachment serving as a mediating variable [36]. A previous study established a favorable correlation between brand experience and brand prestige within the coffee shop domain [37]. Also, [38] examined the influence of brand experience on brand loyalty within the restaurant sector. Meanwhile, another study discovered that brand experience influences word of mouth in the hospitality sector [39]. Brand experience is crucial in cultivating brand affinity [40].

Consumers experience brand-related stimuli during the processes of searching for, purchasing, and consuming brands [29]. Brand experience considers the stimuli that the brand evokes [29]. Brand experience encompasses the reactions to sensations, emotions, cognition, and behaviors elicited by brand-related stimuli inherent in brand design, identity, packaging, communication, and the surrounding environment [41], [42]. Also, [30] delineated brand experience into four dimensions: sensory, affective, intellectual, and behavioral. According to [20], the sensory dimension encompasses the consumer's sensory perceptions: audio, visual, smell, and touch. This dimension emphasizes the level of brand attractiveness for consumers and how capable the brand is of giving a strong impression [43]. The affective dimension involves consumers' emotions, sentiments, and feelings related to experiences with the brand (e.g., fun, sad, etc.) [44]. The intellectual dimension refers to a brand's ability to stimulate consumers' thoughts and curiosity [20], [45]. The latter, the behavioral dimension, occurs when consumers interact physically with a brand [20].

According to [46], [47], businesses that have devoted customers would see enormous profits, larger sales volumes, a bigger market share, and premium prices in the marketplace. This is due to the fact that devoted customers are prepared to pay more and will make further purchases [47]. Recurring purchases save businesses money and effort compared to acquiring new customers, and they obviously yield more benefits [48]. Additionally, devoted customers are pleased to refer and ask others to purchase goods or services from them [47]. According to marketing researchers, word-of-mouth has a greater impact than any other marketing tool [49].

Reference [46] defines loyalty as "a deeply held commitment to repurchase or re-patronize a preferred product/service consistently in the future, resulting in repeated

purchases of the same brand or set of brands, despite situational influences and marketing efforts potentially causing switching behavior". Brand loyalty topics have been discussed widely in marketing literature. In the tourism context, [50] explored the role of brand attachment in mediating customer engagement and brand loyalty relationships. Reference [51] established a theoretical framework that positions precise affective processing as a major mechanism influencing the impact of branded content marketing on brand loyalty. Also, [52] observed that satisfaction partially mediates the link between perceived quality, perceived value of cost, and brand loyalty in the oral care industry. In general, brand loyalty is measured through word-of-mouth, readiness to pay more, and repurchase intentions [38], [53], [54]. However, some studies only tested one of these components [20], [39]. Others, however, measure these three elements independently or in a single unit [20]. WOM, WTPM, and RI are going to be measured independently in this study. We have access to a deeper and more profound understanding and information due to this independent measurement [38].

The first metric is word-of-mouth. Word-of-mouth refers to "verbal, interpersonal communication between a perceived non-commercial source and a recipient concerning a brand, product, or service available for acquisition" [55]. Word-of-mouth is a more effective marketing strategy than advertising. Individuals may disregard, disbelieve, or forget the content of advertising; yet, they are more likely to retain and contemplate the remarks of their close relatives [56], [57]. When a company delivers excellence, consumers willingly assist in disseminating it to a broader audience [56]. Consumers readily acquire word-of-mouth from peers due to the knowledge being distilled and curated based on their experiences [58].

Second is willingness to pay more. Willingness to pay refers to the price point at which a consumer is willing to pay for a product or service [59]. When customers are prepared to spend more than they ought to, this is known as willingness to pay more [60]. Customers are more likely to spend more to experience the value of a brand if they are satisfied with it [61].

Repurchase intention is the final one. Repurchase intention is a customer's evaluation of whether, given the circumstances, they will repurchase a specific good or service from the same firm or brand in the future [62]. Customers are more inclined to make additional purchases in the future when they believe a product or service performs exceptionally well [63], [64]. The company benefits from future repeat business from existing customers.

Coffee shops need to provide a range of offerings because customers visit them for more than just the coffee and the menu [65]. The ambiance is one of the elements that draws visitors [11]. Through experience, customers are able to sense the ambiance of a coffee shop. A brand experience stimulates the senses and is a mental and physical experience [66]. Customers attempt to patronize a brand that appeals to them and stimulates their senses [66]. An overall experience is provided by the sensory, affective, cognitive, and behavioral aspects of brand

experience [67]. Together, these experiences influence consumer behavior, including word-of-mouth and purchasing behavior [68]. Customers are more likely to promote a brand favorably to those in their immediate vicinity if they have had favorable experiences with it more often [68]. It has also been demonstrated that certain aspects of the brand experience have a beneficial impact on repurchase intentions [38]. Repurchase intention increases with brand experience [38]. Additionally, if the pricing is in line with their brand experience, customers might be prepared to spend more [69]. Customers may willingly spend time, money, and effort to sustain a long-term relationship with a business after having a positive brand experience, which affects their readiness to pay higher prices [69].

In summary, previous research has investigated the role of brand experience in loyalty. However, a limited understanding remains of how brand experience translates into specific loyalty outcomes (RI, WOM, WTPM) through theoretical frameworks like attribution theory. Previous works neglect how external attributions, such as brand-related stimuli, can shape internal consumer responses, such as trust and emotional connections, underpinning loyalty behaviors, particularly in a coffee shop setting in an emerging market. This study proposes a research model, as shown in Fig. 1, to accommodate this gap.

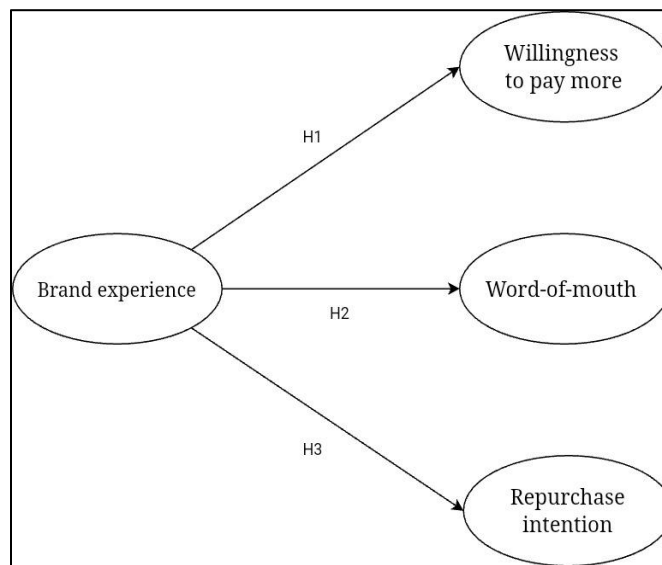


Fig.1. Research model.

III. RESEARCH METHOD

This research is a quantitative-explanatory study with a cross-sectional design conducted at one time. Explanatory research allows researchers to test hypotheses to explain certain phenomena [70]. We applied partial least squares structural equation modeling (PLS-SEM) to test the hypotheses. A self-report survey questionnaire via Kudata.id using Google Forms was disseminated for data collection between December 2022 and February 2023. We employed a purposive sampling

technique to select the sample for this investigation [70].

This technique determines samples based on specific characteristics. Respondents who were at least 18 years old and who visited one of the coffee shop brands listed in the study at least three times a week were eligible to complete the questionnaire.

This study selected 10 coffee shops (e.g., Starbucks, Coffee Bean and Tea Leaf, Fore Coffee, etc.) as research subjects. The main reason for choosing these brands is that they are Indonesia's most popular coffee shop brands [71]. A complete list of coffee shop brands is attached in Table 1. Individuals who failed to fulfill these requirements were immediately eliminated from the survey and were not instructed to finish it. In all, 246 samples were gathered for this investigation. Table 1 displays the full profile of the respondents, which was obtained through data analysis with the 21st edition of SPSS software.

Table 1.
Respondent Profile

Variable (n=246)	Characteristics	Frequency
Age	18–23	179 (72.8%)
	24–28	46 (18.7%)
	29–33	12 (4.9%)
	34–38	5 (2%)
	< 38	4 (1.6%)
Gender	Male	65 (26.4%)
	Female	181 (73.6%)
Occupation	Student/college	161 (65.4%)
	Employee	53 (21.5%)
	Entrepreneur	12 (4.9%)
	Freelancer	12 (4.9%)
	Others	8 (3.2%)
Education	Bachelor	117 (47.6%)
	Master	3 (1.2%)
	Diploma	17 (6.9%)
	High School	106 (43.1%)
Brand coffee shops	Coffee Bean and Tea Leaf	1 (0.4%)
	Fore Coffee	8 (3.3%)
	J.CO Donuts & Coffee	16 (6.5%)
	Janji Jiwa	75 (30.5%)
	Kopi Kenangan	77 (31.3%)
	Kopi Lain Hati	7 (2.8%)
	Kopi Soe	3 (1.2%)
	Point Coffee	27 (11%)
Purpose of visit	Starbucks	31 (12.6%)
	Studying/doing	139 (56.5%)
	Assignments and/or work	
	Meeting or discussion	18 (7.3%)
	Spending free time	97 (39.4%)

Note: n = 246 respondents

This study uses a scale created by [30]. The WTPM, WOM, and RI variables are measured using measurements from earlier brand loyalty studies conducted by [38], [47], [54], [72], [73]. A Likert scale with 1 denoting strongly disagree and 5 denoting strongly agree was used to rate each statement.

H1 Brand experience has a positive effect on willingness to pay more (WTPM) in the coffee shop brand context.

H2 Brand experience has a positive effect on word-of-mouth (WOM) recommendations in the coffee shop brand context.

H3 Brand experience has a positive effect on repurchase intention (RI) in the coffee shop brand context.

IV. RESULT

To analyze the data, SmartPLS version 3 software was used. Examining the indicator load levels is the first step in the data analysis process. According to standards, the recommended loading value is 0.708 or more [74]. Eliminating indicators with values between 0.40 and 0.70 can improve composite reliability [75]. If there is an indicator load whose value is lower than 0.40, it must be removed [75]. The results show that all indicators are adequate.

The next stage is reliability testing. A good reliability value is 0.70 to 0.90 [76]. Reliability measurement uses composite reliability [77]. The research's scales are highly reliable. Next is the validity test. Convergent validity is assessed through the average variance extracted (AVE). An AVE greater than 0.50 indicates adequate convergent validity [77]. The AVE value shows that this research scale has convergent validity. This study assesses discriminant validity using the Fornell-Larcker criterion. The test findings demonstrate that this study meets the criteria for discriminant validity. Table 2 shows the indicators, loading, Composite Reliability (CR), and AVE.

Table 2.
Indicator Loading, VIF, Composite Reliability, and AVE

Item	Loading	CR	AVE
Brand Experience		0.929	0.522
Sensory			
This coffee shop brand is sensory-appealing (Sensory1)	0.720		
This coffee shop brand makes a strong positive impression on my senses (Sensory2)	0.730		
This coffee shop brand focuses on experiences through positive senses (Sensory3)	0.729		
Affective			
This coffee shop brand evokes positive feelings (Affective1)	0.726		
I have strong positive feelings about this coffee shop brand (Affective2)	0.744		
This coffee shop brand focuses on experiences through positive emotions (Affective3)	0.746		
Behavior			
This coffee shop brand is trying to remind me of activities I can do (Behavior1)	0.636		
This coffee shop brand is trying to make me think about lifestyle (Behavior2)	0.681		
This coffee shop brand focuses on experiences through activities (Behavior3)	0.670		
Intellectual			
I engage in much positive thinking when I am in this brand of coffee shop (Intellectual1)	0.763		
This coffee shop brand stimulated my curiosity (Intellectual2)	0.728		
This coffee shop brand focuses on experiences through positive thoughts (Intellectual3)	0.787		
WTPM			
I am committed to this coffee shop brand (WTPM1)	0.852	0.898	0.746
I would be willing to pay a higher price for this coffee shop brand over others (WTPM2)	0.904		

I will continue to visit this coffee shop brand, even if the prices increase (WTPM3)	0.835		
WOM		0.793	0.564
If this coffee shop brand is mentioned in a conversation, I recommend it (WOM1)	0,622		
I have recommended this coffee shop brand to my friends and family (WOM2)	0,822		
If someone comments negatively about this coffee shop brand, I will defend them (WOM3)	0,793		
RI		0.783	0.549
I will choose this coffee shop brand next time I look for a coffee shop with friends or colleagues (RI1)	0.708		
I intend to keep visiting this coffee shop in the future (RI2)	0.839		
If this brand of coffee shop is not available when I need it, I will visit them another time (RI3)	0.664		

For the regression results to be free of bias, the research model must be free of collinearity [76]. Evaluation of the VIF value is the basis for detecting the presence of collinearity. The ideal VIF value, which indicates no collinearity issue in the model, is 3.0 or below. The results of data analysis show that this research does not have collinearity issues, and this is shown in Table 2. The Fornell–Larcker criterion states that a latent construct shares more variance with the indicators it measures than with any other latent variable in the structural model [78]. Table 3 shows the Fornell-Larcker criterion.

Table 3.
Fornell-Larcker Criterion

	Brand Experience	RI	WOM	WTPM
Brand Experience	0.723			
RI	0.580	0.741		
WOM	0.650	0.645	0.751	
WTPM	0.658	0.662	0.700	0.864

The following criterion used to evaluate the structural model is the R² value. The R² value range is 0 to 1. It exhibits greater explanatory power when the value is higher [76]. The R² value of this research model is shown in Table 4. In addition, this study also evaluated the f² value to check the effect of removing certain constructs on the R² value [76]. An f² value greater than 0.35 indicates a large effect size [79]. The f² value of this research model is listed in Table 4.

Table 4.
R² and f² Results

	R ²	R ² Adjusted	f ² of Brand Experience
RI	0.337	0.334	0.508
WOM	0.422	0.420	0.731
WTPM	0.433	0.430	0.763

The hypothesis testing outcomes show that all proposed hypotheses are supported, as indicated by T-statistics higher than 1.96 and p-values lower than 0.001. The results show that brand experience has a strong **positive** impact on all three

aspects of brand loyalty: willingness to pay more (WTPM), word-of-mouth recommendations (WOM), and repurchase intention (RI). These results suggest that consumers who engage with a coffee shop brand through sensory, affective, behavioral, and intellectual experiences are more likely to exhibit loyal behaviors. Such loyalty manifests in their willingness to pay premium prices, recommend the brand to others, and maintain repeated patronage.

This study's findings align with and confirm prior research that demonstrates the positive impact of brand experience on brand loyalty dimensions [20], [38]. By emphasizing the multifaceted nature of brand experience, comprising the sensory, emotional, behavioral, and cognitive elements, the results underscore its critical role in fostering deeper consumer-brand relationships. These insights contribute to a growing body of literature affirming the importance of brand experience as a foundational driver of loyalty in the highly competitive coffee shop industry. Table 5 shows the results.

Table 5.
Hypotheses Testing

	Original Sample	Sample Mean	Std Dev	T Statistic	P Values
Brand Experience → RI	0.580	0.593	0.057	9.441	0.000
Brand Experience → WOM	0.650	0.658	0.037	16.179	0.000
Brand Experience → WTPM	0.658	0.664	0.040	15.670	0.000

V. DISCUSSION AND IMPLICATION

Prior research in the coffee shop industry has largely concentrated on exploring the relationship between brand experience and repurchase intentions. While valuable, this focus provides a limited understanding of the broader implications of brand experience on consumer loyalty. This study extends the scope of investigation by examining the relationship between brand experience and multiple dimensions of brand loyalty, namely word of mouth (WOM), willingness to pay more (WTPM), and repurchase intentions (RI). The findings confirm that brand experience positively and significantly influences these dimensions, demonstrating its multifaceted impact on consumer loyalty behaviors.

The findings demonstrate consistency with prior research that establishes the favorable relationship between brand experience and loyalty dimensions such as WTPM, WOM, and RI. Consumers who engage in sensory, affective, behavioral, and intellectual experiences with coffee shop brands exhibit greater loyalty, reflected in their willingness to pay premium prices, provide recommendations, and commit to repeat purchases. The literature collectively underscores the centrality of brand experience in fostering consumer loyalty [38], [39], [69]. By confirming these relationships, the current research adds to the growing body of evidence supporting the multidimensional impact of brand experience on consumer

loyalty behaviors.

This study also provides a critical perspective on the methodological differences that may account for inconsistencies in prior findings. For instance, while previous research did not identify a significant relationship between brand experience and repurchase intentions, this study demonstrates a positive and significant effect [20]. The divergence may stem from differences in research scope, with Han et al. focusing on a single coffee shop brand, whereas the present study examines multiple brands, capturing a broader spectrum of consumer experiences and interactions [20]. This methodological nuance highlights the importance of considering varied contexts and brand offerings when analyzing the impact of brand experience on loyalty.

A. Theoretical Implication

The theoretical foundation of this study is grounded in attribution theory, which posits that individuals make causal attributions about their experiences, influencing subsequent attitudes and behaviors. Attribution theory has been extensively applied in marketing research to explain consumer decision-making processes, illustrating how cause-and-effect relationships shape attitudes. For instance, prior research demonstrated that consumers associate specific products or services with desired outcomes, such as improved social interactions [27], [80]. In the context of this study, attribution theory explains how positive brand experiences translate into loyalty outcomes. Consumers attribute favorable sensory, emotional, behavioral, and intellectual interactions to the coffee shop brand, fostering loyalty behaviors such as increased WTPM, advocacy through WOM, and continued patronage. This application of attribution theory highlights the role of brand experience as a driver of consumer loyalty in the competitive coffee shop industry.

Among the dimensions of brand experience, intellectual experience emerges as the most significant contributor to the construct, as indicated by its high statistical representation. Intellectual experience, which involves cognitive engagement and stimulation of thought, is particularly relevant to the study's sample, which predominantly comprises students. Coffee shops are frequently utilized by students for cognitively intensive activities such as studying, completing assignments, and engaging in discussions, all of which align with intellectual stimulation. This aligns with a past study that defines intellectual experiences as those that stimulate consumers' thought processes, and emphasizes that individuals actively seek and process information in environments that demand cognitive engagement [30], [81]. The alignment of these findings with Ong et al., who identified intellectual experience as a significant driver of all dimensions of brand loyalty, further reinforces the importance of this dimension [38].

This study contributes to the literature by addressing a gap in understanding the link between brand experience and loyalty in the coffee shop sector, particularly in emerging markets such as Indonesia. While the relationship has been studied across various industries, its importance in coffee shops has been underexplored. This research enhances the theoretical comprehension of brand experience and its influence on

consumer loyalty in the coffee shop sector. Additionally, it highlights the multifaceted aspects of loyalty, including WTPM, WOM, and RI, offering significant insights into how brand experience enhances consumer engagement and retention. The outcomes of this study shed light on this relationship and demonstrate the usefulness of the second-order brand experience measurement scale for coffee shop brands in Indonesia, thereby validating the construct in diverse cultural and market settings.

B. Practical Implication

This study offers practical insights for coffee shop businesses in Indonesia and potentially across Southeast Asia, where coffee consumption is rapidly growing. The findings provide actionable implications for coffee shop managers seeking to enhance customer loyalty by designing experiences that cater to the sensory, emotional, behavioral, and intellectual needs of their customers. In Indonesia alone, ranked fourth in the world, over 758,000 metric tons of coffee were produced in 2023 [82], [83], [84], supporting a domestic market that now hosts over 300,000 coffee shops [85]. The sector's low barriers to entry lead to intense competition, market saturation, and profit margin erosion [86]. The new entrants often leverage franchise agreements to establish their presence swiftly, contributing to the proliferation of businesses offering homogenous products and services [87]. To navigate these challenges, coffee shop owners should focus on enhancing customer retention through strong, multidimensional brand experiences.

The concept of brand experience encompasses the totality of a consumer's sensory, emotional, and intellectual interactions with a brand, each of which plays a critical role in shaping customer perceptions, satisfaction, and loyalty. Sensory experiences, for instance, are designed to engage customers' five senses to evoke pleasure and interest. This can be achieved through the strategic use of visually appealing interior designs, aesthetically pleasing decorative elements, and the incorporation of soothing auditory stimuli, such as ambient music, to create a welcoming and memorable environment [88]. Affective experiences, by contrast, focus on eliciting emotional responses, fostering a deeper emotional connection with the brand [67]. Intellectual experiences, meanwhile, aim to stimulate cognitive engagement, encouraging customers to think critically or creatively, which in turn fosters a more profound connection and influences behavioral loyalty.

The findings highlight the significance of intellectual experiences. As customers increasingly use coffee shops as spaces for studying or working, not merely consumption, crafting an environment conducive to intellectual engagement (e.g., ergonomic seating, quiet ambiance, reliable internet) can set a business apart. Additionally, initiatives such as book clubs, writing sessions, or art showcases can reinforce the coffee shop's identity as a creative and intellectual hub. These strategies not only appeal to the target demographic but also serve as a competitive differentiator. Designing an atmosphere that facilitates intellectual activity requires careful attention to environmental factors that promote focus and productivity. For

instance, creating a calm and serene setting with minimal distractions can significantly enhance patrons' cognitive processes, enabling consumers to engage in clear and effective thought. Specific interventions may include the provision of adequate lighting, the availability of power outlets for electronic devices, and the maintenance of an appropriate noise level. Features such as reliable internet connectivity and spatial configurations that balance privacy with communal interaction can further contribute to an environment conducive to intellectual endeavors.

While centered on Indonesia, these insights may also be relevant to other Asian markets experiencing similar trends in urban café culture, particularly in Vietnam, the Philippines, and Thailand. Emphasizing brand experience, especially intellectual engagement, can thus serve as a regionally relevant strategy for long-term growth and differentiation in Asia's competitive coffee retail landscape. By strategically designing sensory, affective, and intellectual experiences, coffee shop owners can create meaningful and memorable interactions that resonate with their patrons. In particular, recognizing and responding to the intellectual needs of customers represents a compelling avenue for differentiation and competitive advantage. Such approaches not only contribute to the immediate goal of customer retention but also align with broader strategies for building brand equity and ensuring long-term profitability in a highly competitive sector.

VI. CONCLUSION

This study extends prior research by examining the influence of brand experience on multiple dimensions of brand loyalty in the coffee shop industry, specifically word of mouth, willingness to pay more, and repurchase intentions. The findings confirm that brand experience exerts a significant and positive effect on all three outcomes, underscoring its role as a multidimensional driver of consumer loyalty behaviors.

Importantly, the results highlight intellectual experience as the most influential dimension of brand experience. This reflects the cognitive engagement sought by consumers, particularly students, who frequently use coffee shops as spaces for studying, working, and discussion. Such findings reinforce the argument that coffee shops are not merely consumption venues but intellectual and social environments where cognitive stimulation plays a critical role in shaping loyalty.

By validating the second-order brand experience construct in the Indonesian context, this research contributes to both theory and practice. Theoretically, it strengthens the theoretical foundation of brand experience and its applicability in emerging markets, offering a broader lens to understand consumer-brand interactions beyond transactional perspectives. Practically, the results provide actionable insights for managers in the highly competitive coffee shop sector. Designing sensory, affective, behavioral, and especially intellectual experiences can foster greater advocacy, willingness to pay premium prices,

and repeat patronage, thereby offering a strategic pathway to differentiation and long-term competitiveness.

This study possesses limitations that present avenues for further research and inquiry. First, this study's sample was limited to Generation Z. Generational cohorts significantly influence consumer behavior [89]; hence, future studies may focus on intergenerational comparisons. Second, the model employed in this study did not consider the purpose of visiting a coffee shop. The purpose of the visit (for example, working, learning, or just relaxing) could affect what people expect and how they feel about it. Examining the influence of visit motive on the brand experience-brand loyalty relationship might yield a more thorough understanding of service design to improve the customer experience. Third, the geographical scope of this study is limited to coffee shops in Indonesia, which may constrain the generalizability of the findings. Consumer behavior and brand perceptions can be heavily influenced by cultural, economic, and market-specific factors, suggesting that the findings may not directly apply to other regional or international contexts.

Future research could address this limitation by extending the study to diverse geographical and cultural settings. Comparative analyses between countries or regions could illuminate how contextual factors shape the interplay between brand experience and customer loyalty, contributing to the development of a more universal understanding of these constructs within the hospitality and retail sectors.

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