

THE EFFECT OF EXPERIENCE QUALITY ON CUSTOMER LOYALTY (EVIDENCE FROM A COFFEE SHOP)

Nurullaily Kartika, Indrianawati Usman, Yetty Dwi Lestari, Febriana Wurjaningrum, Tuwanku Aria
Auliandri, Dunga Dwi Barinta, Laurencia Chrysanti
Departemen Manajemen Universitas Airlangga
nurullaily@feb.unair.ac.id

Abstract: *The study aims to examine the influence of experience quality on customer perceived value and customer satisfaction, and to see its impact on Amstirdam Coffee customer loyalty. Respondents in this study numbered 222 people who are Amstirdam Coffee customers and have visited and purchased Amstirdam Coffee products more than once. Data collection in this study was conducted by distributing online questionnaires. This study used Structural Equation Modeling (SEM) and was tested using SmartPLS software. The results show a positive and significant influence of experience quality on customer perceived value and customer satisfaction. However, this study also found a positive, insignificant relationship between experience quality and customer loyalty.*

Keywords: *Customer Perceived Value, Customer Satisfaction, Customer Loyalty, Experience Quality*

INTRODUCTION

Currently, coffee shops in Indonesia are proliferating. According to the 2023 report by the International Coffee Organization (ICO), the specialty coffee market in Indonesia is expected to grow by 12% annually through 2025. The Specialty Coffee Association of Indonesia (SCAI) projects coffee shop growth in Indonesia at 15%-20% compared to the previous year, up from an estimated 8%-10%. Consistent annual increases in coffee consumption, menu diversification, and the adoption of various digital sales channels and ordering applications drive this growth.

Changes in consumer behavior also drive the rapid growth of coffee shops, as coffee consumption has become a necessity and part of consumers' lifestyles. In addition to these three factors, the growth of coffee shops is also driven by a shift in consumer

habits, which have made coffee shops a "third place" to bridge personal life, work, and informal activities. This is because experience is closely related to customers' psychological or personal satisfaction. Chang & Horng (2010) defines experience quality as a customer's emotional assessment of the service provider's overall experience. Meanwhile, in the research Berry et al., (2002) Experience is defined as the impression or perception created when obtaining and using a product or service, where the quality of the experience is personal.

The originality of this study was from C. F. Chen & Chen (2010) and Kusumawati & Rahayu (2020).

A study entitled "The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty," was conducted by Kusumawati

& Rahayu (2020). The purpose of this study is to examine the influence of experience quality on customer loyalty. In previous research conducted by Chen & Chen (2010) It was found that experience quality has a positive and significant effect on customer perceived value. This finding is supported by research from Kusumawati & Rahayu (2020), who found that meeting customer expectations leads to positive customer ratings of the quality of their experience. If a product or service meets expectations, customers will be satisfied; if it exceeds expectations, they will be highly satisfied (Kotler & Keller, 2016).

Existing research is heavily concentrated in developed-country contexts and in well-established service sectors. There is limited empirical evidence from emerging markets, where customer expectations and experiential evaluations may differ substantially (Klaus, 2014). By empirically testing the proposed model in an emerging-market context, such as coffee shops in Indonesia, this study broadens the external validity of customer experience theories. The findings suggest that experience quality dimensions may operate differently across cultural and economic contexts (Klaus, 2014).

Increasing customer satisfaction can help service providers build loyal customers, a concept that emphasizes purchase sequences. Currently, building customer loyalty is a goal of strategic market planning. Amstirdam Coffee is no exception. Amstirdam Coffee is a

coffee shop located in Malang, located at Ruko Soekarno Hatta Indah No. D18. The name Amstirdam is a combination of Ampelgading, Sumbermanjing, Tirtoyudo, and Dampit. Amstirdam Coffee was founded in 2011 and currently has three branches in Malang: Amstirdam Mergan, Amstirdam Joyoagung, and Amstirdam Kepanjen.

Paying attention to the quality of the customer experience and building customer loyalty have become important factors that Amstirdam Coffee needs to address. This is due to the low barriers to entry and the abundance of similar products spread across several locations in Malang, such as Sudimoro, Raya Dermo, and Simpang Gajayana. Furthermore, the quality of the customer experience can also help customers differentiate Amstirdam Coffee from other coffee shops. Based on the above background, this study aims to analyze the influence of experience quality mediated by perceived value and customer satisfaction on customer loyalty to purchase products at Amstirdam Coffee. The practical implications of this research are: can be used as information material for Amstirdam Coffee in designing products and services at Amstirdam Coffee as well as for MSME cafe players with coffee as the main product.

LITERATURE REVIEW

Experience Quality and Customer Perceived Value

Experience quality is the customer's overall assessment of the superiority of a

service (Ryu et al., 2012). In a study conducted on heritage tourists in Tainan. A study conducted by Chen & Chen (2010) found that experience quality has a positive effect on customer perceived value. This finding is in line with research conducted by Hussein (2018) which found a positive and significant relationship between experience quality and the value perceived by customers at tourist attractions and restaurants.

In the research conducted by Roy (2018) It was found that experience quality is an affective and cognitive aspect resulting from service during the customer visit process. Meanwhile, in the research conducted by (Loestefani et al., 2022) found that experience quality is the result of interactions that arise from customer involvement with a product, company, or part of an organization. Woodruff (1997) Customer perceived value is defined as the preferences customers have when evaluating a product or service attribute, or the consequences of the consumption experience, across pre-purchase, transaction, and post-purchase aspects. Based on this explanation, the following is the formulation of the hypothesis in this study:

H1: Experience quality has a significant effect on customer perceived value.

Experience Quality and Customer Satisfaction

Experience quality is the customer's overall assessment of the excellence of a service and the relationship between the three dimensions of quality. (i.e., food, service,

physical environment), price, customer satisfaction, and behavioral intentions. Ryu et al., (2012) found that food quality and service quality are significant determinants of customer satisfaction in restaurants. On the other hand, research conducted by Chen & Chen (2010) found that experience quality is a determining factor in the satisfaction of heritage tourists in Tainan. Besides that, . Wu & Liang (2009) found that the quality of experience customers have when visiting a restaurant directly influences customer satisfaction.

Meanwhile, in the research conducted by Hussein (2018) found that experience quality significantly influences customer satisfaction. The study identified four dimensions of experience quality: food aspects, interaction quality, physical environment, and service outcome. Of the four dimensions, food aspects and interaction quality were the most influential on customer satisfaction. Not only that, study by Kusumawati and Rahayu (2020) also found that experience quality has a positive and significant relationship with customer satisfaction. Thus, it can be said that experience quality has become a key factor in increasing customer satisfaction (H.-C. Wu, 2017). Based on this explanation, the following is the formulation of the hypothesis in this study:

H2: Experience quality has a significant effect on customer satisfaction

Experience Quality and Customer Loyalty

Research conducted by H.-C. Wu (2017) found that experience quality has

a positive and significant influence on customer loyalty, with customer satisfaction with the experience influencing their likelihood to visit the café and recommend it to others. This finding is also supported by research. Kusumawati & Rahayu (2020) found that the unforgettable experience that customers get when visiting and making purchases will result in customer loyalty and have an impact on positive word of mouth communication.

This research supports previous research, which found that customer attitudes can be used to predict future behavior. (Fishbein & Ajzen, 1977). However, in research conducted by CF Chen & Chen (2010) It was found that experience quality did not significantly influence customer loyalty among heritage tourists in Tainan. Based on this explanation, the following is the hypothesis formulated in this study:

H3: Experience quality has a significant effect on customer loyalty

Customer Perceived Value and Customer Satisfaction

Research conducted (Halimi et al., 2022) found that perceived value has a positive and significant effect on satisfaction, such that the higher the perceived value, the higher the level of satisfaction. The research conducted by Jin et al., (2015) found that customer perceived value has a positive effect on customer loyalty among waterpark customers. In addition, research conducted by H.-C. Wu (2017) who

found that perceived value will positively influence customer satisfaction among Starbucks customers in Taiwan.

This is in line with research conducted. (Lestari et al., 2023) also found that customer perceived value has a significant influence on customer satisfaction, where customer satisfaction is formed from the value of the benefits received by customers after consuming products or services provided by nature outdoor cafes. Kusumawati & Rahayu (2020) found that customer satisfaction is determined by the degree of conformity with customer expectations. Based on the explanation above, the following hypothesis is formulated:

H4: Customer perceived value has a significant effect on customer satisfaction

Customer Perceived Value and Customer Loyalty

In the research conducted by (Halimi et al., 2022) found that customer-perceived value has a significant influence on customer loyalty, with loyalty forming when the customer's assessment of the product or service received aligns with their needs and expectations. In addition, Ryu et al., (2012) found that three components of the physical environment (namely decoration, layout, and ambience) greatly influence customer perceived value and customer satisfaction levels, which directly and indirectly influence customer loyalty, such as revisit

intentions and positive words, or what is commonly called word of mouth.

Research conducted by (H.-C. Wu, 2017) also found that when customers trust a service provider, they will improve their assessment of customer satisfaction and have an impact on increasing loyalty. The research conducted (Chen & Chen, 2010) found that perceived value is a direct determinant of loyalty and is reflected in customers' intention to revisit and their willingness to recommend a product or service to others. This supports research conducted by ((Fauzi et al., 2024) who found that perceived value only influences behavioral intentions among repeat customers. Based on the explanation above, the following hypothesis is formulated:

H5: Customer perceived value has a significant effect on customer loyalty.

Customer Satisfaction and Customer Loyalty

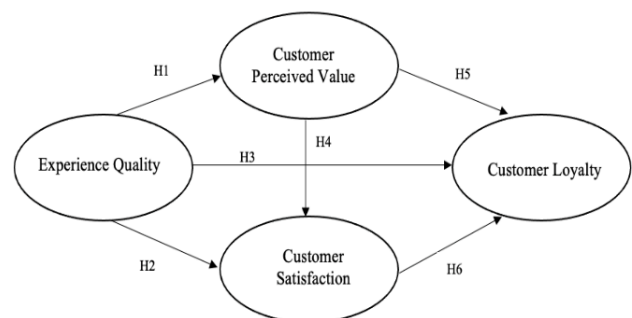
Customer loyalty is an important factor in service marketing theory, where customer loyalty has an important role in customer involvement. (Hussein, 2018). This is supported by research conducted Flynn (2012) which found that satisfied customers will have longer interactions with the company. In the research conducted. CF Chen & Chen (2010) It was found that satisfaction refers to the match between pre-purchase expectations and post-consumption performance. Dissatisfaction occurs when customer expectations differ.

Research conducted by Kusumawati & Rahayu (2020) found that

customer satisfaction significantly influences customer loyalty, as satisfied customers are more likely to recommend the café to others. Customer satisfaction during visits and purchases can build customer loyalty by fostering positive word of mouth, encouraging repeat purchases, and prompting customers to recommend the café to others. The research conducted (Wongkitrungrueng & Assarut, 2020) also found a positive relationship between satisfaction and loyalty, where satisfaction is the main determinant of loyalty based on experience. In addition, Hussein (2018) found that customer satisfaction has a significant effect on customer loyalty. Based on the explanation above, the following hypothesis is formulated:

H6: Customer satisfaction has a significant effect on customer loyalty

Figure 1. Variable model



METHODOLOGY

This study employed a quantitative, random-sampling approach using a Likert-based questionnaire with a 1-5 scale. The population consisted of consumers who had visited and consumed Amstirdam Coffee products. This study employed purposive sampling and accidental sampling. Purposive

sampling is a technique for selecting samples based on specific criteria (Sugiyono, 2019). Not all individuals can participate in this study because the sampling process requires particular conditions to be met. This study requires respondents to be at least 18 years old and to have visited and consumed Amstirdam Coffee products at least once. Additionally, this study employs accidental sampling, which is a technique based on chance. This means that anyone who happens to meet the author and fits the characteristics can serve as a sample.

The sample size used in this study is based on research by Chin (2000), which states that the minimum sample size for PLS-SEM is 30-100. The independent variables in this study are experience quality (X1), customer perceived value (X2), and customer satisfaction (X3). The dependent variable in this study is customer loyalty (Y).

This study analyzed data using partial least squares (PLS) and SmartPLS software. In this software, the data was tested using inner and outer models. Three criteria were used to assess the outer model in this research data analysis technique. The first is Convergent validity, related to the principle that the measuring or manifest variables of a construct should be highly correlated. Convergent validity testing is conducted by examining the factor loading values and comparing them with a rule of thumb of > 0.60 , and observing the average variance extracted (AVE) values and comparing them with a rule of

thumb of > 0.50 . Second, discriminant validity is examined by examining the AVE values and correlations between latent constructs. The AVE values and correlations between latent constructs can be considered valid if they meet the rule of thumb, namely, $AVE > \text{correlation}$ between latent constructs.(Hair et al., 2011)Third, the reliability test is conducted by looking at the composite reliability value and Cronbach's alpha value, then comparing it with the rule of thumb of > 0.70 (Yudha et al., 2024).

Meanwhile, two criteria are used to assess the inner model in this study. The first is the R-Square value: 0.75 for the strong category, 0.50 for the moderate category, and 0.25 for the weak category.(Hair et al., 2011). Second, the evaluation of Significance Value (t-value 1.96 and significance level 5%). The assessment of significance was conducted by examining the path coefficients from Partial Least Squares (PLS) results, with bootstrapping calculations to determine the importance of the path coefficients for experience quality, customer perceived value, customer satisfaction, and customer loyalty.

RESULT

In table 3 shows that the indicators in the study meet the requirements for good convergent validity, with outer loading values above 0.70.

Table 3. Factor Loading Test Results

Indicator	Factor Loading Value	Information
EQ2	0.807	Valid
EQ4	0.737	Valid

Indicator	Factor Loading Value	Information
EQ5	0.742	Valid
EQ7	0.818	Valid
EQ8	0.708	Valid
EQ9	0.829	Valid
EQ10	0.700	Valid
CPV1	0.740	Valid
CPV2	0.790	Valid
CPV3	0.836	Valid
CPV4	0.851	Valid
CPV5	0.853	Valid
CPV6	0.825	Valid
CPV7	0.823	Valid
CS7	0.912	Valid
CS8	0.922	Valid
CS9	0.928	Valid
CL1	0.788	Valid
CL2	0.682	Valid
CL3	0.806	Valid
CL4	0.835	Valid
CL5	0.721	Valid
CL6	0.773	Valid
CL7	0.859	Valid
CL8	0.823	Valid

However, the CL2 indicator can still be maintained and is considered valid because it does not affect the AVE and CR values.

In table 4 below, it can be seen that the experience quality variable has an $\sqrt{\text{AVE}}$ value of 0.765, higher than the correlation value of the experience quality variable with other variables in the study. The customer perceived value variable has an $\sqrt{\text{AVE}}$ of 0.818, higher than its correlation with other variables in the study. The customer satisfaction variable has an $\sqrt{\text{AVE}}$ of 0.920, higher than its correlation with other variables in the study. Meanwhile, the customer loyalty variable has an $\sqrt{\text{AVE}}$ of 0.788, higher than its correlation with other variables in the study. Therefore, it can be said that all variables in this research model meet the criteria for discriminant validity, and that customer satisfaction

has the highest value among the variables.

Table 4. Comparison of $\sqrt{\text{AVE}}$ with Correlation Between Variables

	EQ	CPV	CS	CL
EQ	0.765			
CPV	0.699	0.818		
CS	0.764	0.758	0.920	
CL	0.649	0.709	0.739	0.788

In Table 5 below, it can be seen that all variables in the study, namely experience quality, customer perceived value, customer satisfaction, and customer loyalty, affect customer satisfaction. Consumer loyalty has a good reliability value, because all variables in the study have met the composite reliability criteria presented by (Hair, J., Hult, M., Ringle, M., & Sarstedt, 2022) that is, above 0.70. Reliability testing is conducted to assess the measuring instrument's reliability in the study. Reliability testing can be done by examining composite reliability and Cronbach's alpha values, then comparing them with a rule-of-thumb value of > 0.70 . (Hair et al., 2011).

Table 5. Composite Reliability Test Results

Variables	Composite Reliability
Experience Quality	0.908
Customer Perceived Value	0.934
Customer Satisfaction	0.943
Customer Loyalty	0.929

In Table 6 below, the R-Square values for the customer perceived value, customer satisfaction, and customer loyalty variables are 0.488, 0.682, and 0.602, respectively. It can be concluded that the customer-perceived-value variable is weak, while the

customer-satisfaction and customer-loyalty variables are moderate. Based on the data above, the customer-perceived-value variable can be explained by the endogenous experience-quality variable (0.488), with the remaining 0.512 explained by exogenous variables (i.e., variables outside the research).

Table 6. R-Square Value

Variables	R-Square
Customer Perceived Value	0.488
Customer Satisfaction	0.682
Customer Loyalty	0.602

Then, the customer satisfaction variable can be explained by the endogenous variable experience quality of 0.682, and the remaining 0.318 is explained by exogenous variables, namely variables outside the study. Meanwhile, the customer loyalty variable can be explained by the endogenous variable experience quality of 0.602, and the remaining 0.398 is explained by exogenous variables, namely variables outside the study. The greater the R-squared value of a variable, the greater the strength of the variable in explaining its relationship with other variables in a model. An R-Square value of 0.75 can be concluded that the model is strong, 0.50 can be concluded that the model is moderate, and 0.25 can be concluded that the model is weak (Hair et al., 2011).

Moreover, based on Tables 7 and 8 below, it can be seen that the path relationships that meet the significance level of p-value < 5% are H1, H2, H4, H5, and H6. The experience quality variable on the customer-perceived value variable (H1),

with a T-statistic of 15,384 and a coefficient of 0.699. Furthermore, the experience quality variable on the customer satisfaction variable (H2) has a T-statistic of 7.557 and a coefficient of 0.457. The customer-perceived-value variable on the customer satisfaction variable (H4) has a T-statistic of 6,828 and a coefficient of 0.439. The customer perceived value variable against the customer loyalty variable (H5) has a T-statistic of 4,167 and a coefficient of 0.318, and the customer satisfaction variable against the customer loyalty variable (H6) has a T-statistic of 5,286 and a coefficient of 0.318.

Table 7. Hypothesis Test Results based on Path Coefficient (MEAN, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
H1	0.699	0.700	0.045	15,384
H2	0.457	0.461	0.061	7,557
H3	0.112	0.111	0.075	1,483
H4	0.439	0.435	0.064	6,828
H5	0.318	0.323	0.076	4,167
H6	0.412	0.410	0.078	5,286

Table 8. Hypothesis Test Results p-value

Hypothesis	P Values	Significant
H1	0.000	Significant
H2	0.000	Significant
H3	0.139	Not Significant
H4	0.000	Significant
H5	0.000	Significant
H6	0.000	Significant

DISCUSSION

The Influence of Experience Quality on Customer Perceived Value

Based on the results of hypothesis 1 (H1) testing, experience quality has a significant influence on customer-perceived value, as evidenced by the t-statistic of 15,384 > 1.96. This

finding aligns with research by Kusumawati & Rahayu (2019), which found a positive relationship between experience quality and customer-perceived value, suggesting that when customer expectations are met, customers have a positive, memorable experience. This study also found that friendly employees, good quality experience, and adequate facilities are factors that have a significant influence on the assessment of the experience that customers feel at Amstirdam Coffee.

The Influence of Experience Quality on Customer Satisfaction

Based on the hypothesis 2 (H2) test results, experience quality has a significant influence on customer satisfaction, as evidenced by the t-statistic of $7.557 > 1.96$. This finding is consistent with research conducted by (Muflih & Juliana, 2020) found that experience quality is a determining factor in customer satisfaction. In the study, researchers found that customers were satisfied with the quality of the experience they felt when visiting Amstirdam Coffee.

The Influence of Experience Quality on Customer Loyalty

Based on the results of the hypothesis 3 (H3) testing, it can be seen that experience quality has an insignificant influence on customer loyalty, which can be proven by the t-statistic value of $1.483 < 1.96$. This finding refutes Kusumawati & Rahayu (2020) found that experience quality has a positive and significant effect on

customer loyalty. However, the findings of this study align with those of Chen & Chen (2010), who found that experience quality has no significant influence on customer loyalty. On the other hand, in research conducted by Han et al. (2019) also found that the experience felt by Starbucks coffee shop customers in South Korea did not have a significant effect on repurchase intentions.

Many recent studies find that experience quality influences loyalty through mediating variables, rather than having a direct effect. Experience quality significantly affects customer satisfaction and engagement, which then drive loyalty. Direct effects may disappear when mediators are controlled (Rather & Hollebeek, 2021). Moreover, experience quality does not always show a significant influence on customer loyalty because loyalty is a multidimensional construct and often shaped by factors beyond immediate or perceived experiences. In competitive markets with homogeneous offerings, experience quality may not differentiate providers enough to build loyalty (Verhoef, P. C, et al, 2009).

The Influence of Customer Perceived Value on Customer Satisfaction

Based on the results of hypothesis 4 (H4) testing, it can be seen that customer-perceived value has a significant influence on customer satisfaction, as evidenced by the t-statistic value of $6.828 > 1.96$. This finding is following research by CF Chen & Chen (2010), which found that perceived value has a positive effect on satisfaction, where

the higher the perceived value, the higher the level of customer satisfaction. Furthermore, Kusumawati & Rahayu (2020) also found that customer satisfaction is shaped by the value of the benefits customers receive after using a product or service. In their research, researchers found that visitors felt satisfied because the price they paid matched the experience they had when visiting and purchasing Amstirdam Coffee products.

The Influence of Customer Perceived Value on Customer Loyalty

Based on the results of hypothesis 5 (H5) testing, it can be seen that experience quality has a significant influence on customer-perceived value, as evidenced by the t-statistic of $4,167 > 1.96$. This finding aligns with research by CF Chen & Chen (2010), which found that perceived value is a direct determinant of loyalty and is reflected in customers' intention to revisit and their willingness to recommend products or services to others. The study found that the appropriateness of the price and quality of the product encouraged Amstirdam Coffee customers to purchase the product frequently.

The Influence of Customer Satisfaction Value on Customer Loyalty

Based on the results of hypothesis 6 (H6) testing, experience quality has a significant influence on customer-perceived value, as evidenced by the t-statistic of 5,286, which is greater

than 1.96. This finding aligns with Hussein's (2018) research, which found that customer loyalty plays a crucial role in customer engagement. Flynn's (2012) study revealed that customer satisfaction leads to more prolonged interactions between customers and service providers. Furthermore, Kusumawati & Rahayu's (2020) research also found that customers who are satisfied with their experiences are more likely to recommend products or services to others. The research found that customer satisfaction from visiting and consuming Amstirdam Coffee products resulted in customer loyalty. This was evident in customers' willingness to invite relatives to visit and recommend Amstirdam Coffee to other potential customers.

CONCLUSION

Based on the research results above, it can be concluded that Amstirdam Coffee needs to maintain the quality of the existing experience to provide the best experience to customers, where Amstirdam Coffee can improve the quality of the existing experience by paying attention to the facilities that have been provided, both the availability of chairs and tables as well as supporting facilities such as wifi and power outlets. Not only that, Amstirdam Coffee can also build the physical quality felt by customers by creating an ambiance through playing a special playlist. In addition, increasing the existing interaction between employees and customers is also necessary to create a

memorable quality experience for customers. Customer loyalty can be seen through customer actions such as inviting relatives to visit Amstirdam Coffee or recommending Amstirdam Coffee to others. The limitation of this study lies in its research object, which focuses only on coffee shops. Future researchers can use other research objects, such as restaurants or hotels, taking into account the concepts and characteristics of the objects to be studied. This is because each object definitely has different characteristics. Additionally, researchers can develop tailored measurement indicators for the objects under study.

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