

Analysis of the Effect of Service Quality on Customer Loyalty Mediated by Brand Image A Theory of Planned Behavior Perspective

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan terhadap loyalitas pelanggan dengan brand image sebagai variabel mediasi dalam konteks bisnis coffee shop di Yogyakarta. Pendekatan kuantitatif digunakan dengan metode survei terhadap 150 responden konsumen Koat Kopi UMY. Analisis data dilakukan dengan teknik Structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif signifikan terhadap brand image dan loyalitas pelanggan. Brand image juga terbukti berpengaruh positif terhadap loyalitas pelanggan serta memediasi hubungan antara kualitas layanan dan loyalitas pelanggan. Secara teoretis, penelitian ini memperkuat kerangka *Theory of Planned Behavior (TPB)* dengan menunjukkan bahwa kualitas layanan dan brand image membentuk sikap serta niat perilaku yang mendorong loyalitas pelanggan. Secara praktis, temuan ini memberikan implikasi bagi manajemen coffee shop untuk meningkatkan kualitas layanan sebagai strategi membangun citra merek yang kuat, sehingga mampu menciptakan loyalitas pelanggan yang berkelanjutan. Kebaruan penelitian ini terletak pada pengujian peran mediasi brand image dalam industri coffee shop di pasar berkembang, khususnya Indonesia, yang masih jarang diteliti.

Kata Kunci: Kualitas Layanan; Brand Image; Loyalitas Pelanggan; Coffee Shop; Theory of Planned Behavior

Abstract

This study aims to examine the effect of service quality on customer loyalty mediated by brand image in the context of coffee shop businesses in Yogyakarta. A quantitative approach was applied using a survey of 150 respondents who are customers of Koat Kopi UMY. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings indicate that service quality has a significant positive effect on both brand image and customer loyalty. Moreover, brand image positively influences customer loyalty and significantly mediates the relationship between service quality and loyalty. Theoretically, this study reinforces the Theory of Planned Behavior (TPB) by demonstrating that service quality and brand image shape customer attitudes and behavioral intentions that foster loyalty. Practically, the results provide insights for coffee shop managers to enhance service quality as a strategic means to build a strong brand image and achieve long-term customer loyalty. The novelty of this study lies in testing the mediating role of brand image in the coffee shop industry within emerging markets, particularly Indonesia, which has received limited scholarly attention.

Keywords: Service Quality; Brand Image; Customer Loyalty; Coffee Shop; Theory of Planned Behavior

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Introduction

In the modern era, part of society has become dependent on technology. Rapid technological development has brought changes to human behavior and lifestyle (Kamisa et al., 2022). Digital communication technology has become an integral part of everyday life (Ardani, 2022). Along with technological advancements, the completion of work and the way companies interact have shifted into the digital realm (Ratna Dewi et al., 2023). The increasing standard of living enables consumers to share information about their experiences, performance, and service quality relevant to the public on online platforms through videos, images, audio, text, and other formats (Kejun, 2023).

Consumer reviews serve as a reference for other consumers to purchase or use a brand; consistently positive reviews have a significant impact on a company's growth (Riska et al., 2023). Online consumer reviews provide prospective customers with references to evaluate a brand and generally play a positive role in shaping consumer perceptions. They are also crucial for achieving digital transformation strategies aimed at competitive advantage, high-quality service, and sustainable performance (Su & Zhu, 2023). Consumer reviews are essential for any online business. Features such as online customer reviews and ratings can help increase customer trust in a store (Hannaresa & Hasanah, 2023).

The importance of consumer reviews – Source: Databoks.id (2024)

According to a report by *We Are Social*, among Indonesian internet users aged 16–64, 48.2% are motivated to make purchases due to consumer reviews (Databoks, 2024). Reviews provided by customers represent direct opinions from individuals, making it easier for others to compare similar products (Kusumar, 2023). Companies must recognize the importance of online reviews and actively manage their online reputation to build consumer trust (Mishra et al., 2023). The development of business sectors over time continues to increase from fashion, automotive, technology, and coffee shops, among others thus creating business opportunities, especially in the coffee shop or café sector (Rachman et al., 2021). Coffee shops are not only places to enjoy coffee but also serve as venues for socializing, working, studying for students, holding meetings, and engaging in various other activities (Dhisasmito & Kumar, 2020). The existence of coffee shops aligns well with the millennial generation, which has developed a new habit of spending leisure time in such places (Altair & Sukresna, 2022).

The coffee shop business in Indonesia continues to grow, largely driven by the millennial generation. The Indonesian Coffee and Cocoa Entrepreneurs Association (APKCI) estimates that by 2023, the number of coffee shops in Indonesia reached 10,000 outlets (Laucereno, 2023)]. The coffee shop industry is highly competitive, requiring businesses to deliver the best quality in both products and services to gain customer loyalty (Taufik et al., 2022). This competitive environment encourages entrepreneurs to continuously seek innovations aimed at attracting customers, one of which is understanding consumer behavior (Purwadi, Devitasari, & Caisar Darma, 2020).

Consumer behavior refers to the decision-making process preceding and following actions directly involved in acquiring, consuming, and disposing of products or services (Aryanti & Suyanto, 2019). The Theory of Planned Behavior (TPB) is applied to predict behavioral intentions and actual behavior, in which individual behavior is anticipated based on behavioral intention (Tian et al., 2023). Service quality is a dominant factor influencing the success of coffee shop businesses, and success can be achieved by providing high-quality service (Purwadi, Devitasari, & Caisar Darma, 2020). Coffee shop owners must plan and build strategic relationships with customers to enhance loyalty and competitive advantage (Huma et al., 2020). A positive brand image supports customers in recognizing and differentiating a brand from its competitors, influencing their choice of coffee shop. Businesses that maintain a positive image gain an advantageous position in the market (Dam & Dam, 2021).

Customer loyalty is defined as a positive customer attitude that results in repeat purchasing behavior (Juwaini et al., 2022). It is crucial in business management because loyal customers are more likely to repurchase and recommend the brand to others (Abror et al., 2020). Research Gap Previous studies have shown mixed findings. Research by (Dewi et al., 2021) found that service quality had a significant and positive effect on customer loyalty in the laundry service sector, suggesting that high-quality service fosters customer loyalty in the service industry. This study employed three variables: service quality, customer satisfaction, and customer loyalty. In contrast, research by (Supriyanto et al., 2021) found that service quality did not have a significant effect on customer loyalty among banking customers in Malang and Surabaya. The study explained that satisfied customers are not necessarily loyal, whereas loyal customers are usually satisfied. This study also examined three variables: service quality, customer satisfaction, and customer loyalty.

The Special Region of Yogyakarta continues to offer various recommended tourist destinations, restaurants, and coffee shops. One such example is Koat Kopi in Yogyakarta, which has three branches: Koat Kopi UAD, Koat Kopi Seturan, and Koat Kopi UMY. Each branch features Koat Kopi's distinctive concept, with eye-catching café designs ideal for social gatherings (Luruwisata.com, 2023). The present study focuses on Koat Kopi UMY to examine the effect of service quality on customer loyalty mediated by brand image. The issue identified in this study is the suboptimal service provided to customers, as evidenced by reviews on Google Maps for Koat Kopi UMY. These reviews highlight several complaints regarding service quality, including the air-conditioned room still feeling warm, unfriendly waitstaff, and poorly maintained toilet and prayer room facilities.

Hypothesis

Service Quality and Brand Image

The Theory of Planned Behavior (TPB) emphasizes that attitudes toward a behavior are shaped by evaluative beliefs about outcomes (Ajzen, 1991). In the context of coffee shops, service quality represents a core performance belief that shapes consumers' attitudes toward the brand, thereby influencing brand image. High service quality signals reliability, responsiveness, empathy, and assurance, fostering favorable brand associations (Parasuraman et al., 1988; Lin et al., 2021). Prior studies have consistently found a significant and positive relationship between service quality and brand image (Jacksen et al., 2021; Octaviani & Wardi, 2020). Therefore: H1: Service quality has a significant and positive effect on brand image.

Service Quality and Customer Loyalty

TPB, positive attitudes toward a service provider can translate into strong behavioral intentions and repeat purchasing behavior (Ajzen, 1991). Service quality builds trust and satisfaction, which are precursors to loyalty (Caruana, 2002). Empirical evidence shows that service quality positively impacts customer loyalty in various contexts, including hospitality, restaurants, and coffee shops (Purwadi et al., 2020; Noor, 2020; Rachman et al., 2021). Thus: H2: Service quality has a significant and positive effect on customer loyalty.

Brand Image and Customer Loyalty

According to TPB, brand image operates as part of the attitudinal belief structure that influences behavioral intention and loyalty (Wu et al., 2020). A strong brand image enhances perceived value and trust, motivating customers to maintain their relationship with the brand (Keller, 1993; Almasarweh & Harb, 2024). Prior studies confirm that brand image significantly influences customer loyalty across multiple service industries (Cho et al., 2020; Azizi et al., 2022). Hence: H3: Brand image has a significant and positive effect on customer loyalty.

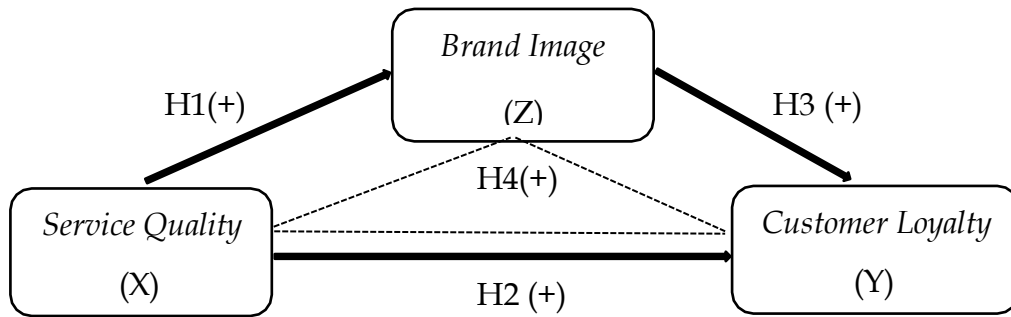
Mediating Role of Brand Image between Service Quality and Customer Loyalty

Service quality can indirectly enhance customer loyalty by improving brand image.

TPB suggests that favorable evaluations (service quality) strengthen attitudinal constructs (brand image), which in turn reinforce behavioral intentions (Ajzen, 1991). This mediating mechanism has been observed in studies linking corporate image as a mediator between service quality and loyalty (Alam & Noor, 2020; Dam & Dam, 2021). Consequently:

H4: Service quality has a significant and positive effect on customer loyalty through the mediation of brand image.

Figure 1. The conceptual model



Adapted from research (Abror et al., 2020)

Method

This study employs a quantitative approach to achieve the research objective of examining the effect of service quality on customer loyalty mediated by brand image. Quantitative research conveys relationships between variables, compares groups, or analyzes databases statistically; several researchers refer to quantitative data as numbers, statistics, or categories (Hirose & Creswell, 2023). Statistical models reflect and visually represent the relationships among variables. Independent variables directly influence one or more dependent variables (Sarstedt et al., 2020). Quantitative research generally reveals the relationships between independent (free) variables and dependent (bound) variables and tests previously formulated hypotheses (Sihotang, 2023). This study uses a questionnaire method, with the questionnaire adapted from previous research (Dhisasmito & Kumar, 2020). Since the data source is obtained from a sample taken from a population, this research was conducted on consumers of Koat Kopi UMY.

Data analysis

This study used the SEM-PLS analysis tool with SmartPLS 4 software. The instrument tests (outer model) in this study included convergent validity, discriminant validity, and reliability. The instrument tests (inner model) in this study included R-square, effect size mediation, path coefficient, and specific indirect effect.

Table 1. Convergent Validity (AVE)

Indicator	Brand Image	Customer Loyalty	Service Quality
Brand Image 1	0,851		
Brand Image 2	0,837		
Brand Image 3	0,819		
Customer Loyalty 1		0,802	
Customer Loyalty 2		0,468	
Customer Loyalty 3		0,808	
Customer Loyalty 4		0,659	
Service Quality 1			0,819

Service Quality 2		0,737	
Service Quality 3		0,703	
Service Quality 4		0,769	
influence	Brand Image	Customer Loyalty	Service Quality
Brand Image 1	0,851		
Brand Image 2	0,837		
Brand Image 3	0,819		
Customer Loyalty 1		0,802	
Customer Loyalty 2		0,468	
Customer Loyalty 3		0,808	
Customer Loyalty 4		0,659	
Service Quality 1			0,819
Service Quality 2			0,737
Service Quality 3			0,703
Service Quality 4			0,769

Source: Processed data, 2024

The AVE value was invalid, with a value of 0.468 for customer loyalty 2, which was <0.50 . Other items besides customer loyalty 2 showed values >0.50 and were declared convergently valid.

Table 2. Discriminant Validity (HTMT)

Relationship with variables	Brand Image	Customer Loyalty	Service Quality
Brand Image			
Customer Loyalty	0,865		
Service Quality	0,937	0,800	

Source: Processed data, 2024

Customer loyalty, with a value of 0.865, is declared a valid discriminant. Service quality's value on brand image is above 0.90, at 0.937, indicating no discriminant validity. Service quality's value on customer loyalty is 0.800, indicating a valid discriminant.

Table 3. Reliability Test (composite reliability ρ_{hoc})

Variable	Composite reliability (ρ_c)
Brand Image	0,874
Customer Loyalty	0,785
Service Quality	0,917

Source: Processed data, 2024

The reliability of *rhoc* for all variables showed results > 0.70, so all variables were declared reliable.

Table 4. R-Square

Variable	R-square	R-square adjusted
Brand Image	0,631	0,629
Customer Loyalty	0,432	0,424

Source: Processed data, 2024

R-Square value of the brand image variable shows a value of 0.631, indicating that the service quality variable is able to explain the brand image variable by 63.1%, so it can be concluded that the model is considered moderate (acceptable). Meanwhile, the R-Square value of the customer loyalty variable is 0.432, indicating that the service quality and brand image variables are able to explain the brand image variable. customer loyalty sebesar 43,2%, maka dapat disimpulkan bahwa model dianggap moderate (dapat diterima).

Table 5. Effect Size Mediation

Variable Relationships	Statistical <i>Upsilon</i> (v)	Information
Service quality → brand image → customer loyalty	$0,794^2 \cdot 0,389^2 = 0,095$	Medium mediation effect

Source: Processed data, 2024

Based on the calculations above, the role of brand image in mediating the indirect effect of service quality on customer loyalty at the structural level is classified as medium.

Table 6. Path Coefficients

Variable Relationships	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Quality → Brand Image	0,794	0,797	0,033	24,049	0,000
Service Quality → Customer Loyalty	0,304	0,314	0,130	2,351	0,019
Brand Image → Customer Loyalty	0,389	0,385	0,113	3,439	0,001

Source: Processed data, 2024

Service quality berpengaruh positif dan signifikan terhadap brand image dengan nilai original sample sebesar 0,794. Nilai T statistics sebesar 24,049 lebih besar dari 1,989 (t-tabel). Hal ini juga ditunjukkan dengan nilai P values sebesar $0,000 < 0,05$. Service quality berpengaruh positif dan signifikan terhadap customer loyalty dengan nilai original sample sebesar 0,304. Nilai T statistics sebesar 2,351 lebih besar dari 1,989 (t-tabel). Hal ini juga ditunjukkan dengan nilai P values sebesar $0,019 < 0,05$. Brand image berpengaruh positif dan signifikan terhadap customer loyalty dengan nilai original sample sebesar 0,389. Nilai T statistics sebesar 3,439 lebih besar dari 1,989 (t-tabel). Hal ini juga ditunjukkan dengan nilai P values sebesar $0,001 < 0,05$.

Table 7. Specific Indirect Effect

Variable Relationships	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Quality -> Brand Image -> Customer Loyalty	0,309	0,307	0,092	3,362	0,001

Source: Processed data, 2024

The effect of service quality on customer loyalty through brand image is 0.309 with a T-statistic value of 3.362, which is greater than 1.989 (t-table). The significance value (P values) is $0.001 < \alpha$ level of 0.05, which means that the brand image variable is able to mediate the influence between the service quality variable and customer loyalty.

Discussion

The Effect of Service Quality on Brand Image

Based on the results of the path coefficient hypothesis test, the original sample value was 0.794. The T-statistics value was $24.049 > 1.989$ (t-table) and the significance value (p-value) was $0.000 < 0.05$, as shown in Table 4.9.1 (path coefficient). This indicates that service quality has a positive and significant effect on brand image; therefore, Hypothesis 1 is accepted. The results of the test on service quality and brand image are supported by previous research by (Lin et al., 2021), which examined *The effect of social mission on service quality and brand image*. Their findings show that customers' experiences with service quality increase their perception of the brand image of social enterprises. Another study by (Dam & Dam, 2021) revealed that service quality has a positive influence on brand image. According to the Theory of Planned Behavior (TPB), service quality provided to customers represents one of the TPB factors, namely perceived behavioral control, in service-based industries. This originates from customers' experiences and evaluations of the services they receive (Sinaga, Bambang, & Rizal, 2024). Brand image is linked to another TPB factor, attitude, which reflects customers' perceptions of a brand (Purwianti, 2021). A positive brand image in a coffee shop business will encourage consumers' attitudes toward visiting Koat Kopi UMY.

The Effect of Service Quality on Customer Loyalty

The path coefficient hypothesis test showed that the original sample value was 0.304. The T-statistics value was $2.351 > 1.989$ (t -table) and the significance value (p -value) was $0.019 < 0.05$, as presented in Table 4.9.1 (path coefficient). This means service quality has a positive and significant effect on customer loyalty, and Hypothesis 2 is accepted. This finding is consistent with prior research by (Saneva & Sonja, 2020) in *Service quality, customer satisfaction, and customer loyalty: Testing a structural equation model*, which found a significant influence of service quality on customer loyalty in the service sector. Similarly, (Panday & Nursal, 2021) reported that service quality affects customer loyalty, emphasizing that management should improve service quality both before and after transactions to foster loyalty and encourage word-of-mouth recommendations. (Mahato & Goet, 2020) also found a positive and significant relationship between service quality and customer loyalty. Service quality is essential for retaining customers, and coffee shop owners or managers should develop strategies to increase customer attraction and loyalty. Service quality is related to one of the TPB factors, subjective norms, whereby employees' actions toward customers are guided by normative expectations from others. Good service quality can enhance business growth [(Putri et al., 2020)]. TPB states that behavioral intentions stem from attitudes, and the stronger a person's intention to act, the more likely they are to perform the action [(Sinaga, Bambang, & Rizal, 2024)]. Customer loyalty, in the context of TPB, is the customer's attitude or action in deciding whether to make a repeat purchase (Nakrowi, 2024). Perceived service quality is a primary factor influencing customer loyalty (Seetanah et al., 2020).

The Effect of Brand Image on Customer Loyalty

The path coefficient hypothesis test showed that the original sample value was 0.389. The T-statistics value was $3.349 > 1.989$ (t -table) and the significance value (p -value) was $0.001 < 0.05$, as shown in Table 4.9.1 (path coefficient). This indicates that brand image has a positive and significant effect on customer loyalty, thus Hypothesis 3 is accepted. This result is supported by prior research by (Jacksen et al., 2021), which found that brand image positively and significantly affects customer loyalty. A positive brand image can make customers loyal. The same authors also reported that a strong brand image can positively impact profitability and market share. Furthermore, they noted that a good reputation in customers' minds fosters loyalty, with customers willing to recommend the business to others. The TPB framework recognizes the importance of customers' attitudes toward a brand image, which reflects positive and negative evaluations. TPB also highlights perceived behavioral control, representing an individual's ability to make repeat purchase decisions (Suardana et al., 2024). TPB explains that intention is formed by behavior, and behavior is shaped by attitude, subjective norms, and perceived behavioral control. Customer loyalty is a behavioral form of repeat purchasing by loyal customers (Ramadhani & Pertiwi, 2023).

The Effect of Service Quality on Customer Loyalty Mediated by Brand Image

Based on the indirect effect hypothesis test, this study found that the effect of service quality on customer loyalty through brand image was 0.309, with a T-statistics value of $3.362 > 1.989$ (t -table) and a significance value (p -value) of $0.001 < \alpha = 0.05$, as presented in Table 4.9.2 (specific indirect effect). This means that brand image fully mediates the relationship between service quality and customer loyalty, and Hypothesis 4 is accepted. The TPB explains that attitudes toward behavior, subjective norms (social influence), and perceived behavioral control all affect individuals' behavior. Positive service quality and brand image shape consumers' attitudes toward making repeat purchases at Koat Kopi UMY

(Muhammed et al., 2023). This finding aligns with TPB, which shows that brand image plays an important role as a mediating variable between service quality and customer loyalty. Customers tend to choose the brands they prefer, and unique offerings from coffee shops attract customers, making loyalty a valuable asset. Loyal customers are emotionally engaged with the brand (Sheha et al., 2020).

Conclusion

The findings of this study on *The Effect of Service Quality on Customer Loyalty Mediated by Brand Image: A Theory of Planned Behavior Perspective* at Koat Kopi UMY indicate that service quality plays a crucial role in shaping customer perceptions and loyalty. The results reveal that service quality has a positive and significant influence on brand image, where improvements in aspects such as speed, friendliness, accuracy of service delivery, and comfort of facilities foster positive customer perceptions of the brand. In turn, both service quality and brand image are shown to positively and significantly affect customer loyalty, with loyal customers being more likely to make repeat purchases and recommend the coffee shop to others. Furthermore, brand image is found to fully mediate the relationship between service quality and customer loyalty, suggesting that the impact of service quality on loyalty is realized through the formation of a strong and positive brand image. Viewed through the lens of the Theory of Planned Behavior (TPB), these results highlight that perceived service quality shapes positive customer attitudes, which influence behavioral intentions and actual loyalty behavior. Therefore, for Koat Kopi UMY to enhance competitive advantage, management should prioritize service quality improvements as a strategic means of building a strong brand image, which in turn fosters lasting customer loyalty.

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