The Influence of Consumer-Based Brands Equity on Brand Loyalty Through Customer Satisfaction

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ABSTRACT: The purpose of this study is to analyze the effect of Consumer-based brand equity on Brand loyalty through Customer satisfaction. This study used purposive sampling data collection techniques. This study was analyzed using the Structural Equation Model (SEM) analysis method. The results of this study indicate (1) The Influence Dimensions of Consumer-Based Brand Equity on Customer Satisfaction, where (1a) Perceived quality has no positive effect on Customer satisfaction; (1b) the Perceived value of cost has a positive effect on Customer satisfaction; (1c) Brand identification has no positive effect on Customer satisfaction; (1d) Trust has a positive effect on Customer satisfaction; (1e) Lifestyle congruence has a positive effect on Customer satisfaction. (2) Customer satisfaction has a positive effect on Brand loyalty. (3) The Influence Dimensions of Consumer-Based Brand Equity on Brand loyalty through Customer Satisfaction, where (3a) Customer satisfaction mediates the influence of Perceived quality on Brand loyalty in full; (3b) Customer satisfaction mediates the influence of Perceived value of cost on Brand loyalty in partial; (3c) Customer satisfaction mediates the influence of Brand identification on Brand loyalty in partial; (3d) Customer satisfaction mediates the influence of Trust on Brand loyalty in full; (3e) Customer satisfaction mediates the influence of Perceived quality on Brand loyalty in partial. The advice for further researchers can conduct research on various types of other food and beverage businesses, such as restaurant, bakeries, and cafes.

Keywords: Consumer-Based Brand Equity, Customer Satisfaction, Brand Loyalty

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INTRODUCTION

According to data Food and Agriculture, Indonesia is the fourth world coffee bean producing country, where in 2019 coffee bean production reached 760 thousand tons. This is because Indonesia is located on the equator with a tropical climate which is a suitable location for coffee plantations, so that consuming coffee becomes a lifestyle for Indonesian people. The increase in people's lifestyles in drinking coffee has led to the development of the coffee shop business in Indonesia. Head of Marketing PT. Toffin Indonesia revealed that in 2020 coffee shops will experience an increase of 10% to 15% (Prasetyo, 2020).

Currently, consuming coffee has become a habit of people in Indonesia. This makes the coffee shop business increasing in Indonesia. The increase in the coffee shop business has made coffee a part of people's lifestyles (Hadijah, 2017). The culture of drinking coffee is not only in the soul of coffee lovers but because of a trend or lifestyle (Sharma, 2016). According to data from the International Coffee Organization, Indonesia has the largest amount of coffee consumption in 2019/2020, which is 4806 packs @ 60 kg. This can be seen in the table below:

Table 1. Survey Data on Coffee Consumption in Indonesia

Tahun	Konsumsi dalam seribu bags @60kg
2017/2018	4750
2018/2019	4800
2019/2020	4806

Source: International Coffee Organization

Toffin's research revealed that the number of coffee shops up to August 2019 reached more than 2,950 outlets, which showed a threefold increase compared to 2016 which only had 1,000 outlets (Dahwilani, 2019). With the development of business in the coffee shop industry now, coffee shop industry companies must be able to survive in the competition, where the best companies can survive. A company must be able to attract and retain its customers, so that its brand can survive. Consumers are the most important factor for the company's business to run. Therefore, coffee shop companies must strive to create and maintain brand loyalty (Asmoningsih, 2016). Repeated purchase intention of a brand is a form of consumer behavior related to brand loyalty (Nam *et al*., 2018). Brand loyalty provides consistent income certainty to the company, because consumers have a preference for certain brands in the midst of competition against other brands of similar products (Lam and Shankar, 2004).

Brand loyalty is created if consumers have satisfaction after making a purchase. Increased brand loyalty is influenced by increased customer satisfaction (Pratiwi *et al*., 2015; Rabie and Chairani, 2015; Shahroodi *et al*., 2015). Customer satisfaction can affect consumer purchase intentions which in turn affect the company's income (Tu and Chang, 2012). According to (Kataria and Saini, 2019), Customer satisfaction is the impact of Consumer-based brand equity, which in assessing Consumer-based brand equity can use five dimensions, namely: Perceived quality, Perceived value of cost, Brand identification, Trust, and Lifestyle congruence. Furthermore, it was also found

that customer satisfaction can mediate the influence of the dimension of Consumer-based brand equity on Brand loyalty.

Consumers' Perceived quality of good product quality can increase customer satisfaction (Salim and Dharmayanti, 2014). Perceived quality is a form of overall consumer perception of the quality of products and services with the expected goals (Halim, 2017).

Perceived value of cost can create customer satisfaction (Prameswari dan Santosa, 2021). According to (Tzeng, 2011), Perceived value of cost is an evaluation of the relative value of the amount sacrificed with the benefits received.

According to Ali and Muqadas (2015), Brand identification affects consumer satisfaction based on the success of the company. Consumers who can identify the brand with high, indicate the satisfaction felt by consumers when consuming the brand (Susanty, 2015).

Trust can build and foster long-term relationships between companies and consumers (Rouddesu, 2018). Trust is believed to have a very important role in influencing satisfaction (Morgan, 2014). Consumer trust can increase consumer satisfaction with a brand (Putra, 2017).

Lifestyle congruence is one part of increasing customer satisfaction (Garg *et al.*, 2017). A lifestyle that is fulfilled by the brand will make consumers feel satisfied (Nam *et al.*, 2011). Research conducted by (Shahroodi *et al.*, 2015) says that Lifestyle congruence has a significant influence on Customer satisfaction.

THEORETICAL REVIEW
The Influence Dimensions of Consumer-Based Brand Equity on Customer Satisfaction

Perceived quality is a temporary assessment of consumers as a whole towards a product or service (Wang and Tsai, 2014). According to Salim and Dharmayanti (2014), Perceived quality has a positive influence on customer satisfaction. Perceived value of cost is a customer's assessment of the benefits of a product or service based on what is obtained with what is sacrificed (Lai, 2014). Research conducted by (Hapsari *et al.*, 2016) says that the higher the perceived value, the higher the customer satisfaction. Brand identification provides an understanding related to the consumer's relationship with a brand (Prameswari and Santosa, 2021). According to Ali and Muqadas (2015), Brand identification has an effect on increasing Customer satisfaction. According to Singh and Sirdeshmukh (2000), Trust can directly affect Customer satisfaction and increase Loyalty. Research by Putra (2017) says that the positive influence of Trust with Customer satisfaction. Lifestyle congruence is a factor in increasing customer satisfaction (Garg *et al.*, 2017). Research by Nam *et al.*, (2011) says that lifestyle congruence has a positive effect on customer satisfaction. Based on this explanation, the hypothesis can be proposed as follows:

H_{1a}: There is a positive influence of Perceived quality on Customer satisfaction

H_{1b}: There is a positive influence Perceived value of cost Customer

satisfaction

H_{1c}: There is a positive effect of Brand identification on Customer satisfaction

H_{1d}: There is a positive effect of Trust on Customer satisfaction

H_{1e}: There is a positive influence of Lifestyle congruence on Customer satisfaction

The Influence of Customer Satisfaction on Brand Loyalty

Customer satisfaction is a positive customer assessment obtained from the products and services provided (Carranza *et al.*, 2018), as well as customer attitudes towards the product or service after use (Jamal and Naser, 2002). Customer satisfaction is created because there is a match between consumer expectations for products or services (Aryani and Riorini, 2014). Research conducted by (Boenigk and Helmig, 2013) says that Customer satisfaction has a significant impact on Loyalty. In addition, researchers (Rabie and Chairani, 2015; Susanty and Kenny, 2015) also support that increased consumer satisfaction leads to increased loyalty attitudes. Based on this explanation, the following hypotheses can be proposed:

H_2: There is a positive effect of Customer satisfaction on Brand loyalty

The Influence Dimensions of Consumer-Based Brand Equity on Brand Loyalty through Customer Satisfaction

Customer satisfaction can mediate the effect of Perceived quality on Loyalty (Alexandris *et al.*, 2004). The results of the study (Handayani *et al.*, 2015) and (El-Adly and Eid, 2016) found that Customer satisfaction played a positive role as a mediating variable for the effect of Perceived value on Loyalty. Research by (Nam *et al.*, 2011) states that brand identification has a positive effect on Customer satisfaction and Customer satisfaction has a positive effect on Brand loyalty. Researchers (Bastian, 2014) conducted a study that found a positive effect of Trust on Brand loyalty, in building consumer Trust it must meet the needs and desires of consumers. Research by (Kataria and Saini, 2019) states that Customer satisfaction mediates the effect of lifestyle alignment on Brand loyalty. Based on this explanation, the following hypotheses can be proposed:

H_{3a}: There is a positive effect of Perceived quality on Brand loyalty through Customer satisfaction

H_{3b}: There is a positive influence Perceived value of cost on Brand loyalty through Customer satisfaction

H_{3c}: There is a positive influence of Brand identification on Brand loyalty through Customer satisfaction

H_{3d}: There is a positive effect of Trust on Brand loyalty through Customers satisfaction

H_{3e}: There is a positive effect of Lifestyle congruence on Brand Loyalty through Customer satisfaction
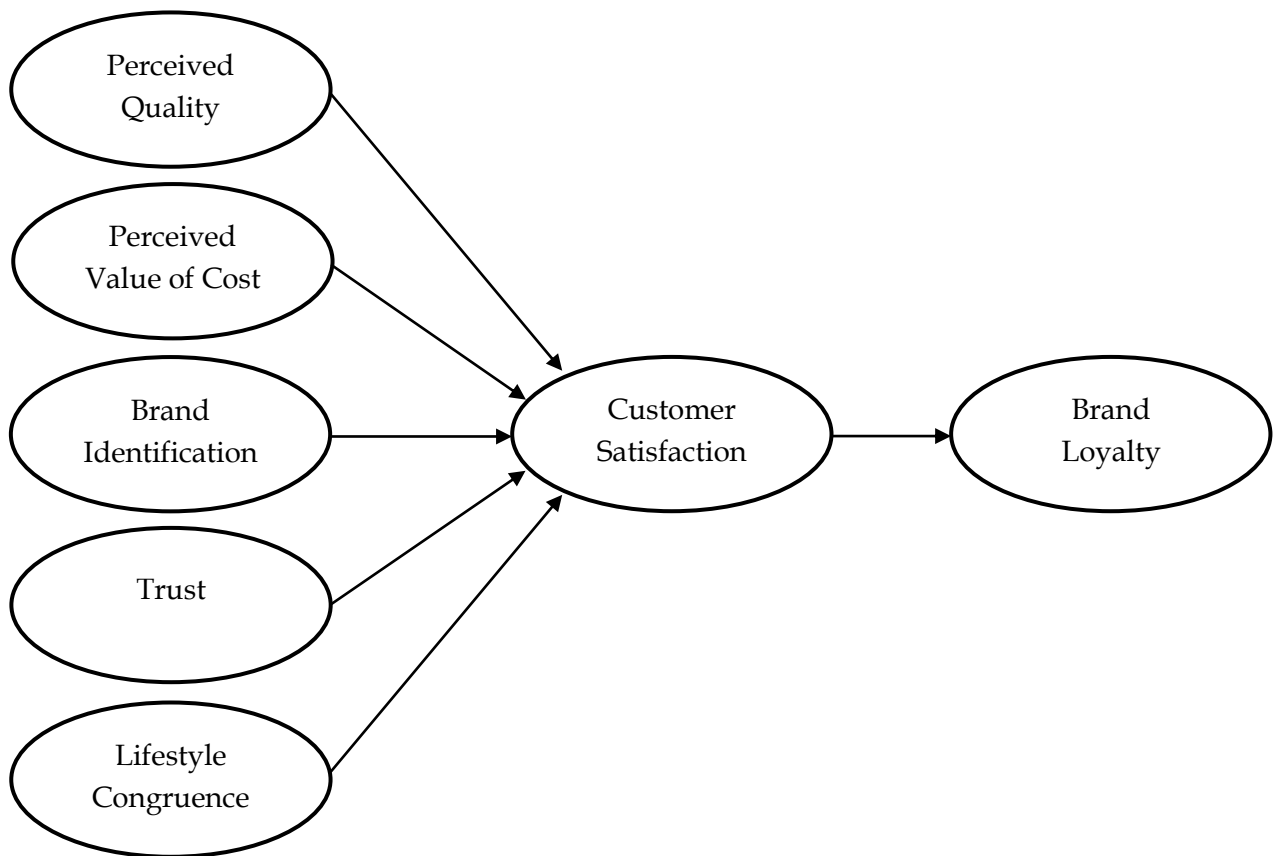
Consumer-based brand equity

Figure 1. Conceptual Framework

METHODOLOGY

This research design uses the type of hypothesis testing. This research refers to previous research conducted by (Kataria and Saini, 2019). The unit of analysis of this research is consumers who know, consume, and visit coffee shops. The type of data based on the time horizon in this study is cross sectional. This study obtained data from primary data sources. Data was obtained by distributing questionnaires using online google form with a likert scale measurement. Questionnaires were distributed to 290 coffee shop visitors in the last 6 months. This research uses non-probability sampling method with purposive sampling technique.

Instrument Test. This research went through two stages of instrument testing, namely validity and reliability tests. Validity test is used to measure the validity or not of a questionnaire. In conducting the validity test, this study uses the Confirmatory Factor Analysis method and the Structure Equation Model (SEM) analysis tool with the AMOS application. determination of the value of the loading factor is determined from the number of samples. The number of samples will affect the loading of the value factor (Hair *et al.*, 2011). This study

conducted a pre-test of the validity of 85 respondents before being further distributed to 290 respondents, so that the standard factor loading value was 0.60.

Reliability test is used to ensure the consistency of the measuring instrument. The reliability test method used in this study is Internal Consistency Realiability and uses SPSS software. Cronbach's Alpha value of 0.60 is considered poor, while those between 0.6 or more are acceptable (Sekaran and Bougie, 2019).

Table 2. Validity and Realiability Test Results

Variable Indicator	Item	Loading Factor Value	Decision	*Cronbach's Aplha*
Perceived quality	PQ1	0.807	Valid	**0.866**
	PQ1	0.830	Valid	
	PQ3	0.682	Valid	
	PQ4	0.780	Valid	
	PQ5	0.774	Valid	
	PQ6	0.777	Valid	
Peceived value of cost	PVC1	0.857	Valid	**0.822**
	PVC2	0.899	Valid	
	PVC3	0.821	Valid	
Brand identification	BI1	0.770	Valid	**0.821**
	BI2	0.925	Valid	
	BI3	0.874	Valid	
Trust	T1	0.848	Valid	**0.846**
	T2	0.819	Valid	
	T3	0.834	Valid	
	T4	0.810	Valid	
Lifestyle congruence	LC1	0.890	Valid	**0.887**
	LC2	0.931	Valid	
	LC3	0.888	Valid	
Customer satisfaction	CS1	0.751	Valid	**0.814**
	CS2	0.819	Valid	
	CS3	0.821	Valid	
	CS4	0.818	Valid	
Brand loyalty	BL1	0.843	Valid	**0.907**
	BL2	0.830	Valid	
	BL3	0.861	Valid	
	BL4	0.812	Valid	
	BL5	0.803	Valid	
	BL6	0.814	Valid	

Source: SPSS Data Processing Result

RESULTS

Descriptive statistics. Statistical testing is used to analyze data by describing or describing the data that has been collected (Sugiyono, 2019). In this study, descriptive statistical testing is based on the mean and standard deviation values. The mean value is used to show the average of the respondent's answers, while

the standard deviation value is used to show the variation of the respondents' answers (Sekaran and Bougie, 2013).

Table 3. Research Descriptive Statistics

No.	Variabel	Mean	Standard Deviation
1.	Perceived quality	3.931	0.818
2.	Perceived value of cost	3.596	0.842
3.	Brand identification	3.037	0.998
4.	Trust	3.871	0.791
5.	Lifestyle congruence	3.079	0.985
6.	Customer satisfaction	3.518	0.868
7.	Brand loyalty	3.551	0.983

Source: SPSS Data Processing Results

The mean value of 3.931 on Perceived quality indicates that respondents have a consistently high-quality perception of the coffee shop visited, has a very high value, has more quality, provides a good transaction experience, provides a menu according to the picture, and provides good service quality. The average standard deviation value is 0.818, which means the value tends to be small, this indicates that the data tends to be concentrated, meaning that the data collected is stable or good.

The mean value of 3.596 in the Perceived value of cost shows that respondents have a perception that the coffee shop they visit offers a fair price, charges a fair fee for the product they get, and provides the best value for what they pay. The average standard deviation value is 0.842, which means the value tends to be small, this indicates that the data tends to be concentrated, meaning that the data collected is stable or good.

The mean value of 3.037 on Brand identification shows that respondents have a perception of being part of the coffee shop they visit, feel uncomfortable when the media criticizes the coffee shop they visit, and feel that they are meant for themselves when others criticize the coffee shop they visit. The average standard deviation value is 0.998, which means the value tends to be small, this indicates that the data tends to be concentrated, meaning that the data collected is stable or good.

The mean value of 3.871 on Trust shows that respondents have a perception that the coffee shop visited provides the quality of the product that has been promised, can rely on the coffee shop because it prioritizes the interests of consumers, provides quality products that are safe for consumption, and provides a sense of security in transactions. The average standard deviation value is 0.791, which means the value tends to be small, this indicates that the data tends to be concentrated, meaning that the data collected is stable or good.

The mean value of 3,079 in Lifestyle congruence indicates that the respondent's perception of his lifestyle is sufficiently reflected, appropriate, and supportive to continue to consume food and drinks at the coffee shop visited.

While the average standard deviation value is 0.985, which means the value tends to be small, this indicates that the data tends to be concentrated, meaning that the data collected is stable or good.

The mean value of 3.518 on Customer satisfaction shows that respondents have a perception of the coffee shop visited as expected, giving satisfaction to existing products, meeting consumer needs, and providing satisfaction with their services. The average standard deviation value is 0.868, which means the value tends to be small, this indicates that the data tends to be concentrated, meaning that the data collected is stable or good.

The mean value of 3.551 on Brand loyalty shows that respondents have a perception that they will not switch from the coffee shop they visit, will continue to buy coffee from the coffee shop they visit, are willing to pay a higher price, will recommend to friends or colleagues, and will always be on their mind. . The average standard deviation value is 0.983, which means the value tends to be small, this indicates that the data tends to be concentrated, meaning that the data collected is stable or good.

Hypothesis test. The appropriate hypothesis testing for this research is statistical method using Structural Equation Model (SEM) analysis. According to Sekaran and Bougie (2016), hypothesis testing decision making is done by comparing the p-value with a significant level of 0.05 (error rate α = 5%) with the basis of decision making as follows:

1. If the p-value is 0.05, then Ho is rejected, meaning that there is a significant effect on the second variable. In conclusion, the decision hypothesis is supported.
2. If the p-value is 0.05, then Ho is accepted, meaning that there is no significant effect from the second variable. In conclusion, the decision was rejected.

Table 4. Result of Hypotesis Testing H_{1a}, H_{1b}, H_{1c}, H_{1d}, H_{1e}, and H_2

	Hypotesis	Estimate	p-Value	Conclusion	Decision
H_{1a}	There is a positive influence of Perceived quality on Customer Satisfaction	-0.028	0.768	H_0 Accepted	H_{1a} Not Supported
H_{1b}	There is a positive influence of Perceived value of cost on Customer Satisfaction	0.348	0.000	H_0 Rejected	H_{1b} Supported
H_{1c}	There is a positive influence of Brand identification on Customer Satisfaction	0.000	0.996	H_0 Accepted	H_{1c} Not Supported

H_{1d}	There is a positive influence of Trust on Customer Satisfaction	0.391	0.000	H_0 Rejected	H_{1d} Supported
H_{1e}	There is a positive influence of Lifestyle congruence on Customer Satisfaction	0.305	0.000	H_0 Rejected	H_{1e} Supported

Continued Table 4.					
H_2	There is a positive influence of Customer Satisfaction on Brand Loyalty	0.305	0.000	H_0 Rejected	H_2 Supported

Source: AMOS Data Processing Results

Hypothesis H_{1a}
There is a positive influence of Perceived quality on Customer satisfaction. Based on the test results, hypothesis 1a has an estimate value of -0.028 with a p-value of 0.768. The estimate value of -0.028 explains that the direction of the negative influence obtained is not in accordance with the theory described and the facts obtained. Furthermore, the p-value is $0.768 \geq 0.05$, which means H_0 accepted H_{1a} not supported. It can be concluded that Perceived quality does not have a positive effect on customer satisfaction. This shows that the higher the level of consumer perception (Perceived quality) of the coffee shop does not affect customer satisfaction. This means that even though the coffee shop visited is consistently high quality, has a high value, and has more quality than similar coffee shops, it does not make consumers feel satisfied with the coffee shop visited. This study is inconsistent with research conducted by (Kataria and Saini, 2019) which concluded that perceived quality has a positive influence on customer satisfaction.

Hypothesis H_{1b}
There is a positive effect of Perceived value of cost on Customer satisfaction. Based on the test results, hypothesis 1b has an estimate value of 0.348 with a p-value of 0.000. The estimate value of 0.348 explains that the direction of the positive influence obtained is in accordance with the theory described and the facts obtained. Then the p-value is $0.000 \leq 0.05$, which means that H_0 is rejected, H_{1b} is supported. It can be concluded that the perceived value of cost has a positive influence on customer satisfaction. This shows that the higher the Perceived value of cost, the more Customer satisfaction will increase. This means that consumers feel that the coffee shop they visit charges a fair or equivalent fee in their products to consumers, so that consumers feel satisfied with the coffee shop they visit. This research is consistent with research conducted by (Kataria and Saini, 2019) which concludes that the perceived value of cost has a positive influence on customer satisfaction.

Hypothesis H$_{1c}$

There is a positive effect of Brand identification on Customer satisfaction. Based on the test results, hypothesis 1c has an estimate value of 0.000 with a p-value of 0.996. The estimated value of 0.000 explains the direction of the negative influence that is not in accordance with the theory explained and the facts obtained. Furthermore, the p-value is 0.996 ≥ 0.05, which means that H$_0$ is accepted, H$_{1c}$ is not supported. It can be concluded that Brand identification does not have a positive effect on Customer satisfaction. This shows that the higher the Brand identification of the coffee shop does not affect Customer satisfaction. This means that although the coffee shop visited is an integral part of consumers' lives, it does not make consumers feel satisfied with the coffee shop visited. This study is consistent with research conducted by (Kataria and Saini, 2019) and (Asmoningsih, 2016) which concluded that Brand identification does not have a positive effect on Customer satisfaction.

Hypothesis H$_{1d}$

There is a positive influence of Trust on Customer satisfaction. Based on the test results, hypothesis 1d has an estimate value of 0.391 with a p-value of 0.000. The estimate value of 0.391 explains that the direction of the positive influence obtained is in accordance with the theory described and the facts obtained. Furthermore, the p-value is 0.000 ≤ 0.05, which means that H$_0$ is rejected and H$_{1d}$ is supported. It can be concluded that trust has a positive influence on customer satisfaction. This shows that the higher the Trust, the more Customer satisfaction will increase.. This means that consumers feel that the coffee shop they visit provides quality products that are safe for consumption and reliable because they always put the interests of their consumers first, so that consumers are satisfied with the coffee shop they visit. This is consistent with research conducted by (Kataria and Saini, 2019) which concludes that trust has a positive influence on customer satisfaction.

Hypothesis H$_{1e}$

There is a positive influence of Lifestyle congruence on Customer satisfaction. Based on the test results, hypothesis 1e has an estimate value of 0.305 with a p-value of 0.000. The estimate value of 0.305 explains that the direction of the positive influence obtained is in accordance with the theory described and the facts obtained. Furthermore, the p-value is 0.000 ≤ 0.05, which means H$_0$ is rejected H$_{1e}$ is supported. It can be concluded that Lifestyle congruence has a positive influence on Customer satisfaction. This shows that the higher the Lifestyle congruence, the more Customer satisfaction will increase.. This means that consumers think that the coffee shop they visit reflects their lifestyle, so that consumers feel satisfied with the coffee shop they visit. This study is consistent with research conducted by (Kataria and Saini, 2019) which concluded that lifestyle congruence has a positive influence on customer satisfaction.

Hypothesis H$_2$
There is a positive influence of Customer satisfaction on Brand loyalty. Based on the test results, hypothesis 2 has an estimate value of 0.791 with a p-value of 0.000. The estimate value of 0.791 explains that the direction of the positive influence obtained is in accordance with the theory described and the facts obtained. Then the p-value is 0.000 ≤ 0.05, which means that H$_0$ is rejected and H$_2$ is supported. It can be concluded that Customer satisfaction has a positive influence on Brand loyalty. This shows that the higher the Customer satisfaction, the more Brand loyalty will increase. This means that consumers feel that if their expectations and needs are met by the coffee shop visited and provide satisfied service, so that consumers are willing to pay higher prices and will continue to buy coffee from the coffee shop visited, thereby increasing brand loyalty. This research is consistent with research conducted by (Kataria and Saini, 2019) which states that customer satisfaction has a positive influence on brand loyalty.

Hypothesis Testing Intervening. In testing the intervening hypothesis, the role of the intervening variable is to mediate the effect of the independent (x) on the dependent (y). There are two models to compare. The first model is a model that only shows the effect of the independent variable (x) on the dependent variable (y). While the second model, has included intervention variables that mediate the independent variable (x) to the dependent (y).

According to Baron and Kenny (1986), the intervening variable acts as a mediating variable if it fulfills several requirements. These requirements are: (a) there is a significant effect between the independent variable (x) on the intervening variable; (b) there is a significant effect between the intervening variables on the dependent variable (y); and (c) if the direct effect of the independent variable (x) on the dependent variable (y) model one is significant, compared to model two it becomes insignificant or remains significant but the significance value decreases. Furthermore, it is also explained that fully mediated mediation occurs if the effect of the independent variable on the dependent becomes insignificant after including the intervening variable, while partial mediation occurs if the effect of the independent variable on the dependent remains significant after including the intervening variable.

Tabel 5. Result of Hypotesis Testing H$_{3a}$

Model	Estimate	p-value	Kesimpulan
Model 1 (Direct)			
There is a positive effect of Perceived quality (x) on Brand loyalty (y)	0.436	0.000	Requirements (c) is fulfilled (significant)
Model 2 (Indirect)			
There is a positive effect of Perceived quality (x) on Customer satisfaction (int)	0.526	0.000	Requirements (a) is fulfilled (significant)

There is a positive effect of Customer satisfaction (int) on Brand loyalty (y)	0.713	0.000	Requirements (b) is fulfilled (significant)
There is a positive effect of Perceived quality (x) on Brand loyalty (y)	0.062	0.333	Requirements (c) is fulfilled (not significant)

Source: AMOS Data Processing Results

Hypothesis H$_{3a}$
There is a positive influence on Perceived quality of Brand loyalty through Customer satisfaction. Based on the test, hypothesis 3a in model one has the effect of Perceived quality on Brand loyalty (p-value 0,000 ≤ 0.05) and becomes insignificant in model two (p-value 0.333 ≥ 0.05; fulfilled the requirements c). There is an effect of Perceived quality on Customer satisfaction (p-value 0.000 ≤ 0.05; requirements a), and there is an effect of Customer satisfaction on Brand loyalty (p-value 0.000 ≤ 0.05; requirements b) is fulfilled in model two. This states that H$_0$ rejected H$_{3a}$ supported, so it can be ascertained that Perceived quality has a positive effect on Brand Loyalty through Customer Satisfaction, where Customer Satisfaction mediates the effect of Perceived quality on Brand Loyalty in fully (because the requirements c in the second model shows not significant results). This shows that Perceived quality can have a positive effect on Brand loyalty when mediated by Customer satisfaction. This study is inconsistent with research conducted by (Kataria and Saini, 2019) which says that Customer satisfaction partially mediates the effect of Perceived quality on Brand loyalty.

Tabel 6. Result of Hypotesis Testing H$_{3b}$

Model	Estimate	p-value	Kesimpulan
Model 1 (*Direct*)			
There is a positive effect of Perceived value of cost (x) on Brand loyalty (y)	0.633	0.000	Requirements (c) is fulfilled (significant)
Model 2 (*Indirect*)			
There is a positive effect of Perceived value of cost (x) on Customer satisfaction (int)	0.678	0.000	Requirements (a) is fulfilled (significant)
There is a positive effect of Customer satisfaction (int) on Brand loyalty (y)	0.581	0.000	Requirements (b) is fulfilled (significant)
There is a positive effect of Perceived value of cost (x) on Brand loyalty (y)	0.241	0.002	Requirements (c) is fulfilled (significant)

Source: AMOS Data Processing Results

Hypothesis H$_{3b}$
There is a positive effect of Perceived value of cost on Brand loyalty through Customer Satisfaction. Based on the test, hypothesis 3b in model one has the

effect of Perceived value of cost on Brand loyalty (p-value 0.000, ≤ 0.05) and remains significant in model two (p-value 0.002; fulfilled the requirements c). There is an effect of Perceived value of cost on Customer satisfaction (p-value 0.000 ≤ 0.05; requirements a), and there is an effect of Customer satisfaction on Brand loyalty (p-value 0.000 ≤ 0.05; requirements b) is fulfilled in model two. This states that H_0 rejected H_{3b} supported, so that it can be ascertained that the cost value has a positive effect on Brand loyalty through Customer satisfaction, where Customer satisfaction mediates the Perceived value of cost on Brand loyalty in partially (because the requirements c in the second model shows significant results). This shows that the Perceived value of cost can have a positive effect on Brand loyalty when mediated by Customer satisfaction or without being mediated by Customer satisfaction. This research is consistent with research conducted by (Kataria and Saini, 2019) which says that Customer satisfaction partially mediates the effect of Perceived value of cost on Brand loyalty.

Tabel 7. Result of Hypotesis Testing H_{3c}

Model	*Estimate*	*p-value*	Kesimpulan
Model 1 (*Direct*)			
There is a positive effect of Brand identification (x) on Brand loyalty (y)	0.403	0.000	Requirements (c) is fulfilled (significant)
Model 2 (*Indirect*)			
There is a positive effect of Brand identification (x) on Customer satisfaction (int)	0.369	0.000	Requirements (a) is fulfilled (significant)
There is a positive effect of Customer satisfaction (int) on Brand loyalty (y)	0.672	0.000	Requirements (b) is fulfilled (significant)
There is a positive effect of Brand identification (x) on Brand loyalty (y)	0.160	0.003	Requirements (c) is fulfilled (significant)

Source: AMOS Data Processing Results

Hypothesis H_{3c}
There is a positive effect of Brand identification on Brand loyalty through Customer satisfaction. Based on the test results, hypothesis 3c in model one has the effect of Brand identification on Brand loyalty (p-value 0.000 ≤ 0.05) and remains significant in model two (p-value 0.003 ≤ 0.05; fulfilled the requirements c). There is an effect of Brand identification on Customer satisfaction (p-value 0.000 ≤ 0.05; requirements a), and there is an effect of Customer satisfaction on Brand loyalty (p-value 0.000 ≤ 0.05; requirements b) is fulfilled in model two. This states that H_0 rejected H_{3c} supported, so it can be concluded that Brand identification has a positive effect on Brand loyalty through Customer satisfaction, where Customer satisfaction mediates the Brand identification on Brand loyalty in partially (because the requirements c in the second model shows

significant results). This shows that Brand identification can have a positive effect on Brand loyalty when mediated by Customer satisfaction or without being mediated by Customer satisfaction. This research is consistent with research conducted by (Kataria and Saini, 2019) which says that Customer satisfaction partially mediates the effect of Brand identification on Brand loyalty.

Tabel 8. Result of Hypotesis Testing H$_{3d}$

Model	Estimate	p-value	Kesimpulan
Model 1 (*Direct*)			
There is a positive effect of Trust (x) on Brand loyalty (y)	0.559	0.000	Requirements (c) is fulfilled (significant)
Model 2 (*Indirect*)			
There is a positive effect of Trust (x) on Customer satisfaction (int)	0.696	0.000	Requirements (a) is fulfilled (significant)

Continued Table 8.			
There is a positive effect of Customer satisfaction (int) on Brand loyalty (y)	0.688	0.000	Requirements (b) is fulfilled (significant)
There is a positive effect of Trust (x) on Brand loyalty (y)	0.081	0.333	Requirements (c) is fulfilled (not significant)

Source: AMOS Data Processing Results

Hypothesis H$_{3d}$

There is a positive effect of Trust on Brand loyalty through Customer Satisfaction. Based on the test, the 3d hypothesis in model one has the effect of Trust on Brand loyalty (p-value $0.000 \leq 0.05$) and becomes insignificant in model two (p-value $0.333 \geq 0.05$; fulfilled the requirements c). There is an effect of trust on customer satisfaction (p-value $0.000 \leq 0.05$; requirements a), and there is an effect of Customer satisfaction on Brand loyalty (p-value $0.000 \leq 0.05$; requirements b) is fulfilled in model two. This states that H$_0$ rejected H$_{3d}$ supported, so it can be concluded that trust has a positive effect on brand loyalty through Customer satisfaction, where Customer satisfaction mediates the effect of Trust on Brand loyalty in fully (because the requirements c in the second model shows not significant results). This shows that trust can have a positive effect on brand loyalty when mediated by Customer satisfaction. This research is consistent with research conducted by (Kataria and Saini, 2019) which says that Customer satisfaction mediates the effect of Trust on Brand loyalty in full.

Tabel 9. Result of Hypotesis Testing H$_{3e}$

Model	Estimate	p-value	Kesimpulan
Model 1 (Direct)			
There is a positive effect of Lifestyle congruence (x) on Brand loyalty (y)	0.544	0.000	Requirements (c) is fulfilled (significant)
Model 2 (Indirect)			
There is a positive effect of Lifestyle congruence (x) on Customer satisfaction (int)	0.607	0.000	Requirements (a) is fulfilled (significant)
There is a positive effect of Customer satisfaction (int) on Brand loyalty (y)	0.618	0.000	Requirements (b) is fulfilled (significant)
There is a positive effect of Lifestyle congruence (x) on Brand loyalty (y)	0.175	0.010	Requirements (c) is fulfilled (significant)

Source: AMOS Data Processing Results

Hypothesis H$_{3d}$

There is a positive influence of Lifestyle congruence on Brand loyalty through Customer Satisfaction. Based on the test, hypothesis 3e in model one has the effect of Lifestyle congruence on brand loyalty (p-value 0,000 ≤ 0,05) and remains significant in model two (p-value 0,010 ≤ 0,05; fulfilled requirements c). There is an effect of Lifestyle congruence on Customer Satisfaction (p-value 0.000 ≤ 0.05; requirements a), and there is an effect of Customer satisfaction on Brand loyalty (p-value 0.000 ≤ 0.05; requirements b) is fulfilled in model two. This states that H$_0$ rejected H$_{3e}$ supported, so it can be concluded that Lifestyle congruence has a positive effect on Brand loyalty through Customer satisfaction, where Customer satisfaction mediates the Lifestyle congruence on Brand loyalty in partially (because the requirements in the second model are significant results). This shows that Lifestyle congruence can have a positive effect on Brand loyalty when mediated by Customer satisfaction or without being mediated by Customer satisfaction. This study is inconsistent with research conducted by (Kataria and Saini, 2019) which says that Customer satisfaction mediates the effect of Lifestyle congruence on Brand loyalty in full.

DISCUSSION

Based Research results from 290 respondents, the test results get 9 (nine) hypothesis supported and 2 (two) hypothesis are not supported which can be described as follows:

1. Dimensions of Consumer-Based Brand Equity have an influence on Customer Satisfaction, with the following details:
    a) There is no positive effect of Perceived quality on Customer satisfaction. The results of this test show that the higher the

consumer's perception (Perceived quality) of the coffee shop does not affect Customer satisfaction.

b) There is a positive influence of Perceived value of cost on Customer satisfaction. The results of this test indicate that the higher the Perceived value of cost, the Customer satisfaction will increase.

c) There is no positive effect of brand identification on customer satisfaction. The results of this test indicate that the higher the level of Brand identification on the coffee shop does not affect Customer satisfaction.

d) There is a positive influence of Trust on Customer Satisfaction. The results of this test show that the higher the level of Trust, the Customer satisfaction will increase.

e) There is a positive influence of Lifestyle congruence on Customer satisfaction. The results of this test show that the higher the level of Lifestyle congruence, the Customer satisfaction will increase.

2. There is a positive influence of Customer satisfaction on Brand Loyalty. The results of this test show that the higher the Customer satisfaction, the Brand loyalty will increase.

3. Dimensions of Consumer-Based Brand Equity have an influence on Brand loyalty through Customer satisfaction, with the following details:

a) There is a positive effect of Perceived quality on Brand Loyalty through Customer Satisfaction, where Customer Satisfaction mediates full.

b) There is a positive influence of Perceived value of cost on Brand loyalty through Customer satisfaction, where Customer satisfaction mediates partial.

c) There is a positive effect of Brand identification on Brand loyalty through Customer satisfaction, where Customer satisfaction mediates partial.

d) There is a positive influence of Trust on Brand loyalty through Customer satisfaction, where Customer Satisfaction mediates full.

e) There is a positive influence of Lifestyle congruence on Brand loyalty through Customer Satisfaction, where Customer satisfaction mediates partial.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that has been done, the managerial inputs for coffee shops are as follows:

1. Coffee shops can increase Customer satisfaction by increasing the Perceived value of cost. The way to increase the Perceived value of cost is as follows: The coffee shop management can try to offer a reasonable price for each product and make fair cost adjustments to the product, by adjusting the product price at the coffee shop according to the size of the product. In addition, management can provide the best value with what is created, provide the best value by understanding customer needs. This is done so that consumers feel there is a match between the costs incurred with the

benefits and value of the product obtained, so that the creation of perceived value. Improved perception of the value of a better cost, can increase customer satisfaction.

2. Coffee shop can increase Customer satisfaction by increasing Trust. Ways to increase Trust are as follows: The coffee shop management can try to provide confidence about the quality of the products used by consumers, can always put their interests first so that consumers feel they can rely on honest information about the quality of the coffee products used are safe for consumption, and always provide service so that consumers feel their importance as a provider. This is done so that consumers have a good transaction experience and consumer confidence in coffee shops will continue to increase. Improved Trust is better, can increase customer satisfaction.

3. Coffee shops can increase Customer satisfaction by increasing Lifestyle congruence. The way to improve Lifestyle congruence is as follows: the coffee shop management can try to provide clean and comfortable coffee shop facilities, to support the lifestyle of consumers who prefer time in coffee shops. In addition, coffee shops can try to hold a tumbler competition to retain consumers who have a go-green lifestyle (preferring to use a tumbler), provide special offers such as paying half the product price when buying drinks using a tumbler, so that consumers feel that they are visiting a coffee shop. consumer lifestyles, adapting to consumer lifestyles, and can make consumers feel stable if they continue to consume food and drinks that are in coffee shops will support the lifestyle. Improved lifestyle alignment can improve customer satisfaction.

4. Coffee shops can increase Brand loyalty by increasing Customer satisfaction. Ways to increase Customer satisfaction are as follows: Coffee shop management can strive to become a coffee shop that is in accordance with what consumers expect, strive to provide products that can provide satisfaction to consumers, become a coffee shop that meets consumer needs, and provide the best service so that consumers feel satisfied with the coffee shop. Improved better customer satisfaction, can increase brand loyalty.

5. Coffee shops can increase Brand loyalty through Customer satisfaction by increasing Perceived quality. Ways to improve Perceived quality are as follows: Coffee shop management can strive to provide consistently high product quality, has high value, product quality is higher than similar coffee shops, is able to provide a good transaction experience, provides menus ordered by consumers in accordance with the menu in the picture, as well as providing good quality service, so that consumers feel the coffee shop is as expected, feel satisfied with coffee shop products, feel their needs are met by the coffee shop, and feel satisfied with the services provided. This is done to create Brand loyalty. Improved Perceived quality through better customer satisfaction, can increase Brand loyalty.

6. Coffee shop can increase Brand loyalty through Customer satisfaction by increasing Trust. Ways to increase Trust are as follows: The management

can try to give confidence in the quality of the products that have been promised, prioritize the interests of consumers so that consumers feel they can rely on the coffee shop they visit, give confidence in the quality of products that are safe for consumption, and give confidence to have a sense of security in transact. that way consumers feel the coffee shop is as expected, feel satisfied with coffee shop products, feel their needs are met by the coffee shop, and feel satisfied with the services provided. This is done to create Brand loyalty. Increased Trust through better Customer satisfaction, can increase Brand loyalty.

FURTHER STUDY

This study only examines one object of research which is only focused on the coffee shop. Further researchers can expand the scope of research in various types of food and beverage businesses, conduct research on other objects such as restaurants, bakeries, and cafes. Moreover, the influence of the dimensions of Consumer-based brand equity on Customer satisfaction and Brand loyalty in the research (Kataria and Saini, 2019), while the research (Dhisasmito and Kumar, 2020) explains that Customer satisfaction and Brand loyalty can also be influenced by service quality, store atmosphere, and price fairness.

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