EXPERIENTIAL VALUE AS A DRIVER OF BRAND LOVE AND CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION IN THE SLOW BAR COFFEE SHOP TOKO KOPI LAJENG

EXPERIENTIAL VALUE SEBAGAI PEMBENTUK BRAND LOVE DAN CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION PADA SLOW BAR COFFEE SHOP TOKO KOPI LAJENG

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Abstract

The increasing popularity of slow bar coffee shops in Indonesia reflects a shift in consumer preferences towards more personalized, immersive, and educational coffee experiences. This study aims to examine the effect of Experience Value, consisting of Customer Return on Investment (CROI), Service Excellence, Aesthetics, and Enjoyment, on Brand Love and Customer Loyalty through the mediating role of Customer Satisfaction among customers of Lajeng Coffee Shop in Bandung. A quantitative survey was conducted using purposive sampling, collecting 251 valid responses through a Likert scale questionnaire, and the data were analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS. The results show that Experience Value has a significant effect on Customer Satisfaction ($\beta = 0.721$; $p < 0.001$). Customer Satisfaction acts as a partial mediator in the relationship between Experience Value and Brand Love and Customer Loyalty. Furthermore, the effect of Customer Satisfaction on Customer Loyalty ($\beta = 0.462$; $p < 0.001$) is stronger than its effect on Brand Love ($\beta = 0.441$; $p < 0.001$), indicating that satisfaction is more easily translated into loyal behavior than into emotional attachment. These findings extend customer experience research in the slow bar context and offer practical guidance for managers to prioritize experience investments that strengthen loyalty and brand love.

Keywords : Experiential Value, Customer Satisfaction, Brand Love, Customer Loyalty, Slow Bar Coffee Shop.

Abstrak

Pertumbuhan kedai kopi slow bar di Indonesia mencerminkan pergeseran preferensi konsumen menuju pengalaman kopi yang lebih personal, mendalam, dan edukatif. Studi ini bertujuan untuk menganalisis pengaruh Nilai Pengalaman yang terdiri dari Pengembalian Investasi Pelanggan (CROI), Keunggulan Layanan, Estetika, dan Kesenangan terhadap Kecintaan Merek dan Loyalitas Pelanggan melalui peran mediasi Kepuasan Pelanggan pada pelanggan Kedai Kopi Lajeng di Bandung. Studi ini menggunakan pendekatan kuantitatif melalui survei dengan pengambilan sampel purposif sebanyak 251 pelanggan

yang memenuhi kriteria, menggunakan kuesioner skala Likert 1 hingga 5. Data dianalisis menggunakan metode Pemodelan Persamaan Struktural Kuadrat Terkecil Parsial (PLS) menggunakan SmartPLS. Hasil menunjukkan bahwa Nilai Pengalaman memiliki pengaruh signifikan terhadap Kepuasan Pelanggan (β = 0,721; p < 0,001). Kepuasan Pelanggan terbukti bertindak sebagai mediator parsial dalam pengaruh Nilai Pengalaman terhadap Kecintaan Merek dan Loyalitas Pelanggan. Selain itu, pengaruh Kepuasan Pelanggan terhadap Loyalitas Pelanggan (β = 0,462; p < 0,001) lebih kuat daripada pengaruhnya terhadap Kecintaan Merek (β = 0,441; p < 0,001), yang menunjukkan bahwa kepuasan pelanggan lebih cepat dikonversi menjadi perilaku loyal daripada retensi emosional. Temuan ini memperkaya pemahaman teoritis tentang pembentukan pengalaman pelanggan dalam konteks kedai kopi slow bar, sekaligus memberikan arahan praktis bagi para manajer untuk memprioritaskan investasi pada pengalaman yang memperkuat loyalitas dan kecintaan terhadap merek..

Kata Kunci : Experiential Value, Customer Satisfaction, Brand Love, Customer Loyalty, Slow Bar Coffee Shop.

1. INTRODUCTION

The evolution of coffee culture can be mapped into three waves. The first wave emphasizes mass production and easy access. The second wave highlights the café experience and the exploration of espresso-based menus. The third wave prioritizes quality, single origin coffee, origin transparency, and manual brewing methods ((National Coffee Association USA, 2025). This shift broadens consumer evaluation from the product alone to the experience that accompanies the consumption process.

Within third wave service formats, slow bar coffee shops emphasize process, engagement, and the interpretation of experience. As a result, coffee consumption can be understood as a cultural practice with symbolic, social, and aesthetic meanings. This view aligns with Consumer Culture Theory, which frames consumption as a site for meaning and identity formation rather than purely utilitarian transactions (Arnould & Thompson, 2005). Accordingly, service differentiation in slow bars depends not only on product quality but also on the quality of experiences built during service interactions.

These dynamics unfold within a coffee industry that continues to expand. The Indonesia Coffee Annual reports that Indonesia's total production reached 8.2 million 60-kilogram bags in 2023/24. It increased to 10.7 million bags in 2024/25r and is projected to rise to 11.3 million bags in 2025/26f, with growth primarily driven by the Robusta segment (U.S. Department of Agriculture, Foreign Agricultural Service (USDA FAS), 2025). This recovery and expansion suggest intensifying downstream competition, making experience-based differentiation increasingly strategic for coffee retailers.

Bandung provides a relevant empirical context because its specialty coffee ecosystem is growing within a dense competitive landscape and is increasingly visible through community activity. This visibility is also reflected in coffee events that bring together roasters, baristas, competitors, and consumers as interaction spaces characteristic of the third wave. Verified events throughout 2025 include Kopi Fest Indonesia 2025, The Coffee and Beverages Expo 2025, Indonesia AeroPress Championship, and Bandung Coffee Carnival 2025 (Otten Coffee, 2025; Radio Republik Indonesia (RRI), 2025; Summarecon Mall Bandung, 2025; World

AeroPress Championship, 2025). The density of these events indicates a strengthening specialty coffee culture in Bandung.

The study focuses on Toko Kopi Lajeng because its service format represents slow bar practice within Bandung's third wave ecosystem. Toko Kopi Lajeng emphasizes experience depth through brewing education, coffee origin storytelling, and craftsmanship in manual processes. This approach is supported by a daily curation of around 12 origins that may change with availability. A distinctive feature is the queue mechanism before entering the brew bar area, designed to protect the quality of educational interactions. These interactions range from flavor profile consultation to origin explanations, creating a service character that is both intensive and transparent.

In services marketing literature, experiential value is measured through dimensions that are relevant to service contexts, including customer return on investment, service excellence, aesthetics, and playfulness (Kim, Park, & Jeon, 2021; Norris, Russen, & Jr, 2023). In slow bar practice, experiential value across these dimensions is expected to trigger satisfaction because customers evaluate the experience holistically rather than judging only the product output. Within expectation confirmation, customer satisfaction forms when the actual experience confirms or exceeds expectations, thereby shaping subsequent consumption decisions (Oliver, 1980; (Mishra, Shukla, Rana, Currie, & Dwivedi, 2023)

Beyond satisfaction, relevant post experience outcomes include brand love and customer loyalty. Brand love reflects a relatively stable emotional attachment that involves affection, closeness, and a strong preference toward a brand (Bazi, Filieri, & Gorton, 2023). Meanwhile, loyalty reflects behavioral tendencies to repurchase, maintain choice, and recommend, which serve as indicators of service business sustainability (Ahmed, et al., 2023).

Although research on experiential value in coffee shops has developed, many studies still focus on commercial coffee shop formats or contexts that differ fundamentally from slow bars. These include robot barista coffee shops or more standardized service settings (Kim, Park, & Jeon, 2021). In contrast, studies on slow bars in Indonesia are largely descriptive and emphasize the phenomenon. As a result, causal mechanisms explaining how experience shapes satisfaction and relational outcomes simultaneously remain limited (Klaus, 2023; Anom, Arafah, Nurbaeti, & Ingkadijaya, 2024). Therefore, empirical validation is needed for a model that positions experiential value as an initial trigger transmitted through customer satisfaction toward brand love and customer loyalty in a slow bar context.

Based on this gap, this study examines the influence of experiential value, consisting of return on customer investment, service excellence, aesthetics, and fun elements, on customer satisfaction. This study also evaluates its implications for brand affection and customer loyalty among customers of Lajeng Coffee Shop in Bandung. Furthermore, this study examines the mediating role of customer satisfaction to clarify how experiential value contributes to the formation of brand affection and loyalty. Furthermore, this study offers practical implications regarding the most relevant experiential investment priorities for independent coffee shops.

In the third wave context, coffee consumption is no longer understood as a purely utilitarian transaction. Instead, it is an experience shaped by customers' meanings and interpretations of the process, interactions, and narratives embedded in the service. This perspective aligns with Consumer Culture Theory, which positions consumption as a site where meaning and identity are formed through cultural practices, symbols, and social interactions (Arnould & Thompson, 2005).

In service settings, experiential value is commonly operationalized through four dimensions: customer return on investment, service excellence, aesthetics, and playfulness (Kim, Park, & Jeon, 2021). These dimensions are particularly relevant for slow bars because the value proposition does not rest solely on the brewed output. It also depends on service quality, atmosphere, engagement, and customers' perceptions of value for what they invest.

Expectation confirmation theory argues that customer satisfaction emerges when actual experiences confirm or exceed expectations (Mishra, Shukla, Rana, Currie, & Dwivedi, 2023). Empirical findings in experience based services also show a positive contribution of experiential value to customer satisfaction, including coffee shop and hospitality contexts ((Kim, Park, & Jeon, 2021; Norris, Russen, & Jr, 2023; Chen & Sun, 2023). Based on this reasoning, the following hypothesis is proposed.

H1: Experience Value influence on Customer Satisfaction.

Experiential Value consists of four dimensions that have been shown to contribute positively to satisfaction (Kim, Park, & Jeon, 2021). The Customer Return on Investment (CROI) dimension increases satisfaction because consumers perceive their investment as justified relative to the value received (Kim, Park, & Jeon, 2021). Service Excellence also strengthens satisfaction, for example through barista knowledge that enhances customer confidence via competent and personalized service interactions (Chen & Sun, 2023). In addition, Aesthetics, such as spatial atmosphere, interior design, and visual comfort, contribute to satisfaction and encourage positive behavioral responses, as observed in hospitality and environmentally certified hotel restaurant settings (Norris, Russen, & Jr, 2023; Ko, Kang, & Seo, 2023). Finally, Playfulness, or an enjoyable experience, reinforces customer evaluations by increasing satisfaction, which in turn supports more positive behavioral responses (Ko, Kang, & Seo, 2023).

H2: Customer Satisfaction influence on Brand Love.

Within expectation confirmation theory, satisfaction arises when experiences meet or exceed expectations. Psychologically, consistently satisfying experiences foster consumer brand relationships (Mishra, Shukla, Rana, Currie, & Dwivedi, 2023). Repeated satisfaction strengthens trust and the brand's symbolic meaning, which is then internalized as Brand Love in the form of deep liking, passion, and commitment (Bazi, Filieri, & Gorton, 2023). Research (Robertson, Botha , Ferreira, & Pitt , 2022) on consumer brand relationships also shows that satisfaction can drive Brand Love.

H3: Customer Satisfaction influence on Customer Loyalty.

Expectation confirmation theory also supports the formation of loyalty. Satisfied customers tend to show post purchase behavioral intentions, including repurchase, continued preference for the same brand, and positive recommendations to others (Mishra, Shukla, Rana, Currie, & Dwivedi, 2023).

H4: Customer Satisfaction mediates the influence of Experience Value on Brand Love.

In the relationship between experiential value and brand love, customer satisfaction functions as a bridge. Experiences that align with or exceed expectations produce positive evaluations in the form of satisfaction, which then fosters stronger emotional attachment to the brand ((Kim, Park, & Jeon, 2021). A study by (Norris, Russen, & Jr, 2023) also shows that experiential value increases satisfaction and customer behaviors in hospitality contexts.

H5: Customer Satisfaction mediates the influence of Experiential Value on Customer Loyalty Love.

Experiential value enriches customer evaluations and increases customer satisfaction (Kim, Park, & Jeon, 2021). Satisfaction then converts perceived value into repeated behavioral intentions by strengthening trust, which ultimately leads to customer loyalty (Mishra, Shukla, Rana, Currie, & Dwivedi, 2023).

This set of hypotheses positions experiential value as an initial trigger for satisfaction and then tests two distinct relational outcome paths. The affective path operates through brand love, while the behavioral path operates through customer loyalty. Under this approach, the research model explains not only whether experience matters, but also how experience is transformed into brand attachment and loyal behavior in a slow bar coffee shop context.
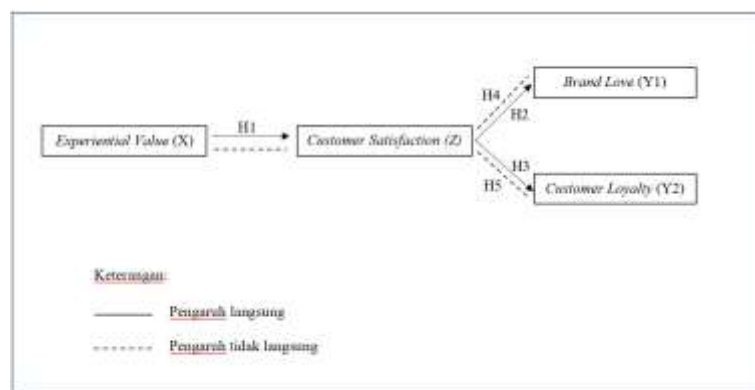

Figure 1. Research Model

2. RESEARCH METHOD

This study uses a quantitative approach with a cross sectional design. The unit of analysis was customers of Toko Kopi Lajeng, a slow bar coffee shop in Bandung, who had visited and experienced the service. The sample size was determined by considering a finite population assumption and the requirements for model estimation, and the study applied purposive sampling (Krejcie & Morgan, 1970).

Data were collected using a structured questionnaire with a five-point Likert scale from 1 to 5 to represent respondents' level of agreement, following the measurement approach described by Sugiyono's (2020) research statements. From the field distribution, 251 responses met the criteria and were retained for analysis. The instrument captured four constructs, namely Experience Value, Customer Satisfaction, Brand Love, and Customer Loyalty. Experience Value was operationalized through four dimensions, namely return on customer investment, service excellence, aesthetics, and enjoyment, adapted to the coffee shop context (Kim, Park, & Jeon, 2021).

The analysis used Partial Least Squares Structural Equation Modeling with SmartPLS. PLS SEM was selected because it is suitable for latent variable models with predictive orientation and enables the simultaneous estimation of direct and indirect effects (Hair Jr., et al., 2021). Model assessment followed two stages. The measurement model was evaluated for validity and reliability using outer loading, Cronbach's alpha, and composite reliability, AVE, Fornell Larcker, and HTMT. The structural model was then examined using path coefficients, R squared, Q squared predictive relevance, f squared effect sizes, and significance testing via bootstrapping. Mediation was assessed through specific indirect effects and the ratio of indirect to total effects (VAF) to determine the mediation type (Hair Jr., et al., 2021).

3. RESULT AND DISCUSSION

a. Respondent Characteristics

The respondent characteristics are presented to provide a clear profile of customers of Toko Kopi Lajeng in Bandung who participated in this study. The survey obtained 251 valid responses from customers who had visited and purchased at Toko Kopi Lajeng. In terms of gender, most respondents were male (65.7%, n = 165), while female respondents accounted for 34.3% (n = 86) Figure 2. The age distribution was concentrated among young adults, with respondents aged 18–24 (37.1%, n = 93) and 25–32 (29.8%, n = 100), followed by 33–39 (15.5%, n = 39) and 39 years and above (7.6%, n = 19) Figure 3. Visit frequency also indicates meaningful exposure to the slow bar experience, as 35.9% of respondents had visited more than five times (n = 90), 33.9% had visited two to five times (n = 85), and 30.3% were first time visitors (n = 76) Figure 4. Presenting these characteristics is essential for contextualizing customer perceptions and ensuring that subsequent results and discussions are grounded in respondent profiles that align with the study objectives and the consumption context of slow bar coffee.
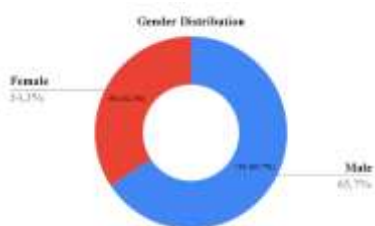
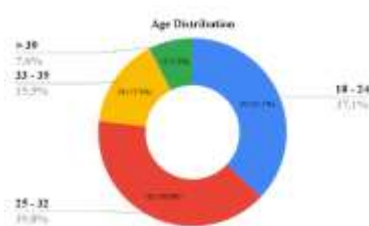

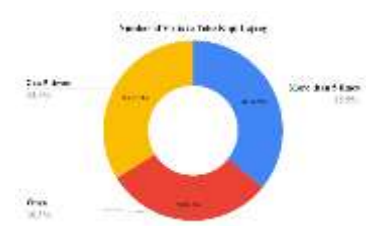**Figure 2. Gender Distribution**   **Figure 3. Age Distribution**   **Figure 4. Number of Visits to Toko Kopi Lajeng**

b. Respondent Characteristics

Table 1. Outer Louding

Variable	Indicator	Outer Loading
Experiential Value	CROI1	0.806
	CROI2	0.824
	CROI3	0.849
	CROI4	0.793
	SE1	0.849
	SE2	0.842
	SE3	0.848
	SE4	0.863
	AES1	0.841
	AES2	0.751
	AES3	0.743
	AES4	0.828
	PLAY1	0.828
	PLAY2	0.858
	PLAY3	0.830
	PLAY4	0.753
Customer Satisfaction	CS1	0.865
	CS2	0.859
	CS3	0.883
	CS4	0.873
Brand Love	BL1	0.838
	BL2	0.790
	BL3	0.843
	BL4	0.879
Customer Loyalty	CL1	0.877
	CL2	0.926
	CL3	0.927
	CL4	0.853

Convergent validity assessments indicate that all indicators used to measure Experience Value, Customer Satisfaction, Brand Love, and Customer Loyalty meet the recommended criteria. As reported in Table 1, all outer loading values exceed the threshold of 0.70, with loadings ranging from 0.743 to 0.927.

c. Discriminant Validity

Table 2. Outer Louding

Variable	Brand Love	Customer Loyalty	Customer Satisfaction	Experiential Value
Brand Love	**0.838**			
Customer Loyalty	0.659	**0.897**		
Customer Satisfaction	0.697	0.749	**0.870**	
Experiential Value	0.559	0.612	0.721	**0.820**

Table 3. Heterotrait Monotrait Ratio (HTMT Setiap Konstruk

Variable	Brand Love	Customer Loyalty	Customer Satisfaction	Experiential Value
Brand Love				
Customer Loyalty	0.725			
Customer Satisfaction	0.785	0.821		
Experiential Value	0.605	0.642	0.773	

1) Fornell Larcker Criterion

Discriminant validity in this study was assessed using the Fornell-Larcker criterion by comparing the square root of the Average Variance Extracted (AVE) on the diagonal of the table with the correlations between constructs shown off-diagonal. Based on the data in Table 2, the diagonal values (square root of AVE) for each construct were 0.838 for Brand Love, 0.897 for Customer Loyalty, 0.870 for Customer Satisfaction, and 0.820 for Experiential Value. Therefore, discriminant validity based on the Fornell-Larcker criteria was confirmed.

2) Heterotrait Monotrait Ratio (HTMT)

Discriminant validity was assessed using HTMT, which compares the average correlations across constructs relative to within construct correlations. The HTMT values are below the 0.90 threshold, with the highest value at 0.821 between Customer Loyalty and Customer Satisfaction. Consistent with (Hair Jr., et al., 2021), these results support the conclusion that the constructs are empirically distinct and measure different conceptual domains within the model.

d. Composite Reliability

Table 4. *Composite Reliability dan Cronbach's Alpha*

Variable	Cronbach's alpha	Composite reliability (rho_c)
Brand Love	0.859	0.904
Customer Loyalty	0.919	0.942
Customer Satisfaction	0.893	0.926
Experiential Value	0.967	0.970

Based on Table 4, all analysed constructs show Cronbach's Alpha values in the high category. Referring to (Hair Jr., et al., 2021), the minimum threshold for Cronbach's Alpha is > 0.70, indicating that the constructs can be considered reliable.
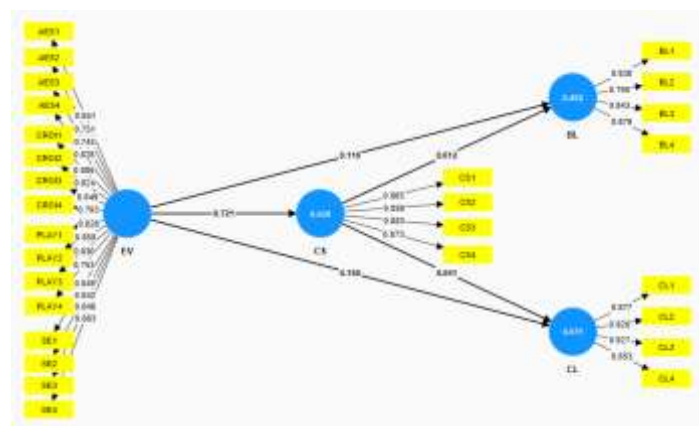
e. Discussion

Figure 5 *PLS Algorithm Measurement Model*

Table 5. *R-Square*

Construct	R Square	R Square adjusted	Category
Brand Love	0.492	0.488	Weak
Customer Loyalty	0.571	0.568	Moderate
Customer Satisfaction	0.520	0.518	Moderate

The structural model demonstrates varying explanatory power across the endogenous constructs. Customer Satisfaction shows an R^2 of 0.520, indicating that the model accounts for 52.0% of the variance in satisfaction. Customer Loyalty yields an R^2 of 0.571, suggesting that 57.1% of loyalty is explained by the proposed relationships. Brand Love records an R^2 of 0.492, which indicates that the model explains 49.2% of the variance in brand love, while the

remaining variance may be driven by additional factors that are not captured in the current framework.

Table 6. *Effect Size (F²)*

Relationship	F-Square	Category
Experiential Value -> Customer Satisfaction	1,082	Large
Customer Satisfaction -> Brand Love	0,352	Large
Customer Satisfaction -> Customer Loyalty	0,460	Large

The results regarding effect size (f^2) indicate strong practical impact across the key paths. The results show that the effect of Experiential Value on Customer Satisfaction is very large ($f^2 = 1.082$), confirming experiential value as a dominant driver of satisfaction. The results also indicate that Customer Satisfaction has large effects on both relational outcomes, with $f^2 = 0.352$ for Brand Love and $f^2 = 0.460$ for Customer Loyalty, reinforcing satisfaction as a central lever shaping emotional attachment and repeat behavioural intentions in the slow bar context.

Table 7. *Q-square (Q²)*

Construct Endogen	Q-Square	Category
Brand Love	0,330	predictive relevance
Customer Loyalty	0,449	predictive relevance
Customer Satisfaction	0,385	predictive relevance

All endogenous constructs report Q squared values above zero, with Brand Love at 0.330, Customer Loyalty at 0.449, and Customer Satisfaction at 0.385. These results indicate that the model has predictive relevance for the observed data and that the proposed relationships provide meaningful out of sample predictive capability for the key outcomes in this context.

Table 8. VIF

Variable	Brand Love	Customer Loyalty	Customer Satisfaction	Experiential Value
Brand Love				
Customer Loyalty				
Customer Satisfaction	2.082	2.082		
Experiential Value	2.082	2.082	1.000	

The collinearity assessment using the Variance Inflation Factor indicates that the structural model does not suffer from multicollinearity. The VIF values range from 1.000 to 2.082, which fall below the conservative guideline of 3.3 and remain well under the general

threshold of 5.0 (Hair Jr. et al., 2021; Hair et al., 2022). This suggests that the predictors provide complementary explanatory information and that the estimated path relationships are not distorted by overlapping variance among predictors.

Table 9. AVE dan *R-Square*

Variable	AVE	R-Square
Brand Love	0.702	0.492
Customer Loyalty	0.804	0.571
Customer Satisfaction	0.757	0.520
Experiential Value	0.673	
Rata - Rata	**0.734**	**0.528**

In addition, the model demonstrates strong overall fit at the global level. The Goodness of Fit value obtained is 0.622, calculated from the square root of the product between the average AVE of 0.734 and the average R square of 0.528. Referring to Siswoyo (2016), this GoF value is categorized as high because it exceeds the 0.36 benchmark, indicating that the combined performance of the measurement model and structural model is very good and supports the adequacy of the model for explaining the endogenous constructs in this study.

f. Indirect Effects and Mediation Analysis

Table 10. Indirect Effects and Mediation Analysis

Hypothesis	*Indirect Effect*	*Total Effect*	*T Statistics*	*P Values*	VAF (%)	Conclusion
Experiential Value -> Customer Satisfaction -> Brand Love	0,441	0,559	8,040	0,000	78,89	*Partial Mediation*
Experiential Value -> Customer Satisfaction -> Customer Loyalty	0,462	0,612	8,151	0,000	75,49	*Partial Mediation*

Based on Table 10, both mediation hypotheses are significant. For the indirect path from Experiential Value to Brand Love through Customer Satisfaction (EV → CS → BL), the indirect effect is 0.441 with a total effect of 0.559, supported by a t statistic of 8.040 and a p value of 0.000. The mediation proportion is 78.89%, indicating that most of the effect of Experiential Value on Brand Love is transmitted through Customer Satisfaction, which supports a partial mediation pattern. For the indirect path from Experiential Value to Customer Loyalty through Customer Satisfaction (EV → CS → CL), the indirect effect is 0.462 with a total effect of 0.612, with a t statistic of 8.151 and a p value of 0.000. The mediation proportion is 75.49%, which likewise indicates partial mediation. Overall, these findings position Customer Satisfaction as the central mechanism through which customer perceived experience value is converted into both emotional attachment and repeat behavioral intentions in the slow bar context.

g. **Hypothesis Testing and Significance**

Table 11. Hypothesis Testing and Significance

Hypothesis	Path Coefficient	T Statistics	F-Square	P Values	Conclusion	Category
Experiential Value -> Customer Satisfaction	0,721	16,124	1,082	0,000	Significant	Large
Customer Satisfaction -> Brand Love	0,612	9,716	0,352	0,000	Significant	Large
Customer Satisfaction -> Customer Loyalty	0,641	10,898	0,460	0,000	Significant	Large
Experiential Value -> Customer Satisfaction -> Brand Love	0,441	8,040		0,000	Significant	Partial Mediation
Experiential Value -> Customer Satisfaction -> Customer Loyalty	0,462	8,151		0,000	Significant	Partial Mediation

✓ H1: Experience Value influence on Customer Satisfaction.

The results show that the EV → CS relationship has a path coefficient of 0.721, a t statistic of 16.124, a p value of 0.000, and a high f-square of 1.082. From a theoretical perspective, the results confirm that satisfaction in experience-based services emerges when customers perceive the consumption experience as valuable and meaningful.

✓ H2: Customer Satisfaction influence on Brand Love

The results indicate that the CS → BL relationship has a path coefficient of 0.612, a t statistic of 9.716, a p value of 0.000, and a high f-square of 0.352. These results suggest that satisfaction does not remain a purely cognitive evaluation but can develop into emotional attachment to Toko Kopi Lajeng.

✓ H3: Customer Satisfaction influence on Customer Loyalty

The results show that the CS → CL relationship has a path coefficient of 0.641, a t statistic of 10.898, a p value of 0.000, and a high f-square of 0.460. These results confirm that satisfied customers are more likely to revisit, repurchase, and provide recommendations.

✓ H4: Customer Satisfaction mediates the influence of Experience Value on Brand Love.

The results show that the EV → CS → BL pathway has an indirect effect of 0.441 and a total effect of 0.559, with a t statistic of 8.040 and a p value of 0.000. The mediation accounts for 78.89% of the total effect, indicating significant partial mediation. These results suggest that experiential value increases brand love primarily through the formation of customer satisfaction.

✓ H5: Customer Satisfaction mediates the influence of Experiential Value on Customer Loyalty

The results indicate that the EV → CS → CL pathway has an indirect effect of 0.462 and a total effect of 0.612, with a t statistic of 8.151 and a p value of 0.000. The mediated

proportion is 75.49%, indicating significant partial mediation. These results confirm that experiential value contributes to loyalty mainly by strengthening satisfaction.

Overall, the results show that Customer Satisfaction functions as a mediating variable linking Experiential Value to both Brand Love and Customer Loyalty. The results further indicate that the effect of Customer Satisfaction is stronger on Customer Loyalty than on Brand Love, as reflected by the larger mediated path coefficient for loyalty (0.462) compared with brand love (0.441).

4. CONCLUSION

The findings confirm that Experience Value exerts a significant and strong influence on Customer Satisfaction in the slow bar coffee shop context. Customer Satisfaction also has a significant effect on both Brand Love and Customer Loyalty, with the relationship to loyalty appearing stronger than the relationship to brand love. In addition, Customer Satisfaction mediates the influence of Experience Value on both outcomes, indicating that satisfaction functions as the primary evaluative mechanism that translates lived experience into emotional attachment and repeated behavioral intention.

From a theoretical perspective, the study reinforces an experience based customer model within a slow bar setting by positioning Experiential Value as the initial trigger and treating Brand Love and Customer Loyalty as two distinct outcomes that emerge through Customer Satisfaction. From a managerial standpoint, the results imply that initiatives to strengthen loyalty and brand attachment should begin by prioritizing experience investments that directly elevate satisfaction, particularly through service excellence, aesthetics, playfulness, and clearer value communication related to the CROI dimension.

This study is subject to limitations, including its focus on a single coffee shop and the use of a cross sectional design that cannot capture long term relational dynamics. Because the data are perception based, the results may also be exposed to common method bias. Future research could test the model across multiple slow bars in different cities, adopt a longitudinal approach to better observe how Brand Love develops over time, and incorporate additional explanatory variables aligned with the slow bar experience to improve the model's explanatory power.

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