

Brand Gestalt and Attachment Effect on Coffee Shop Loyalty Through Satisfaction

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ABSTRACT

Customer loyalty represents a crucial determinant for sustaining coffee shop enterprises within increasingly digitalized market environments. This research examines the mediating influence of customer satisfaction in linking brand gestalt and brand attachment with customer loyalty outcomes. Quantitative approach utilized primary data obtained from 212 coffee shop consumers in Jakarta, Indonesia. The dataset was processed through Partial Least Squares Structural Equation Modeling (PLS-SEM). Findings indicate that brand gestalt, reflected through integrated brand storytelling and sensory-based experiences, alongside brand attachment, significantly improves customer satisfaction. Moreover, customer satisfaction functions as a mediating variable affecting the relationship between brand gestalt, brand attachment, and customer loyalty. study contributes to the expansion of Brand Attachment Theory and Customer-Based Brand Equity (CBBE) in explaining loyalty formation mechanisms.

INTRODUCTION

The habit of consuming coffee has long been embedded in Indonesian culture, supported by Indonesia's position as one of the largest coffee-producing countries in the world, with many regions known for producing high quality coffee. Over time, cafés, which were initially simple places for enjoying coffee, have evolved into modern coffee shops that offer not only various coffee and non-alcoholic beverages but also a comfortable environment through appealing interior designs, quality service, music entertainment, and internet facilities, making them popular social spaces among the public (Herlyana et al., n.d.)

The growth in the population of DKI Jakarta from 2022 to 2023 indicates a continuously expanding market opportunity for the coffee shop industry. High population density and urban lifestyles, especially in East Jakarta, West Jakarta, and Central Jakarta, contribute to the rising demand for public spaces that facilitate social interactions and support community productivity. Badan Pusat Statistik DKI Jakarta, (2023). Changes in the lifestyle of urban communities have transformed coffee shops from merely places to enjoy coffee into spaces used for working, studying, and social interaction. As a result, coffee shops have become an essential part of modern lifestyles, while simultaneously increasing competition among businesses to attract and maintain customer loyalty.

Data from Goodstats (2024) indicates that 66% of consumers prefer ready-to-drink coffee, while 34% choose to prepare their own coffee, primarily because ready-to-drink coffee is perceived as offering more consistent quality. Consequently, coffee consumption has evolved into a component of consumers' lifestyles. Customer satisfaction and emotional attachment to a brand are important factors in fostering customer loyalty, as reflected in repeat purchasing behavior and positive recommendations. Brands such as Kopi Kenangan, Janji Jiwa, and Tomoro Coffee have demonstrated their ability to establish emotional relationships with consumers, which subsequently contributes to stronger customer loyalty. (Mutiarra Gemilang, 2025)

Customer loyalty refers to a consumer's commitment to repeatedly purchasing products and sustaining a long-term relationship with a brand. Such loyalty is developed through consistently positive experiences, emotional attachment, and trust in the quality and credibility of the brand. Alam et al., (2021), Ali et al., (2025). The effectiveness of establishing long-term customer relationships is shaped by relational marketing strategies Arslan, (2020), while loyal customers not only engage in repeat purchasing behavior but also play a role in strengthening the brand's reputation through favorable recommendations Marcos & Coelho, (2022). In the increasingly competitive coffee shop industry, customer loyalty plays an essential role in ensuring business sustainability. Loyalty is developed through satisfying customer experiences, emotional attachment, and positive brand perceptions, as demonstrated by coffee shop brands such as Kopi Kenangan, Janji Jiwa, and Tomoro Coffee in Jakarta.

Customer satisfaction refers to an emotional reaction expressed as either satisfaction or disappointment resulting from the comparison between the performance of a product or service and prior expectations, Sahabuddin, (2019). In an increasingly competitive business environment, customer satisfaction

becomes a crucial factor because consumers tend to switch to alternative brands when their expectations are not fulfilled. Therefore, companies need to consistently maintain customer satisfaction over time. Businesses can achieve a competitive advantage by delivering superior value through meeting customer needs and expectations Kotler & Keller, (2015), which ultimately contributes to the development of customer loyalty (Armstrong et al., 2018)

According to data from Goodstats, (2024) consumer preferences for comfort in coffee shops continue to increase in line with the growing “work from café” trend, with important supporting factors including power outlets (25%), Wi-Fi access (22%), parking facilities (19%), air conditioning (18%), and photo spots (5%). These facilities contribute to improving customer experience, comfort, and satisfaction, which subsequently encourage repeat visits and strengthen customer loyalty. Furthermore, customer loyalty is also shaped by consumers’ perceptions of a brand’s identity, image, and overall experience.

Consumer perceptions of a brand are developed through brand gestalt, which represents the integration of multiple elements, including storytelling, sensescapes, servicescapes, and stakeholder engagement, in creating a comprehensive brand experience Mandagi & Centeno, (2021). Brand gestalt is not solely formed by the company but is also shaped by consumers’ interpretations as well as social and cultural influences Mandagi & Aseng, (2021), which eventually affect consumer attitudes such as satisfaction and loyalty. Moreover, positive perceptions of a brand can strengthen brand attachment, referring to the emotional bond consumers establish with a brand, which in turn contributes to higher levels of customer loyalty, particularly within the coffee shop industry.

Brand attachment refers to a strong emotional connection between consumers and a brand that develops through positive experiences, high levels of satisfaction, and consistency between the brand and consumers’ values and self-identity Hwang et al., (2021). Furthermore, Kapferer, (2013) explains that brand attachment represents consumers’ willingness to establish and sustain a close relationship with a brand, reflecting both emotional and cognitive dimensions of attachment. This emotional bond functions as an important indicator of customer loyalty, as consumers with a high level of brand attachment are more likely to remain loyal despite the availability of numerous alternatives or potential service deficiencies.

This study addresses the gap identified in previous research, which has examined brand perception, emotional attachment, customer satisfaction, and customer loyalty as separate constructs. The novelty of this research lies in the proposed model that integrates brand gestalt and brand attachment to explain customer satisfaction and loyalty within the coffee shop industry in DKI Jakarta. From a theoretical perspective, this study contributes to the enrichment of consumer behavior literature, while from a practical perspective, it provides implications for the development of more integrated and customer experience-focused branding strategies.

LITERATURE REVIEW

This study adopts the grand theory of Customer-Based Brand Equity Keller, (1991), which proposes that brand equity is developed through consumers' knowledge and experiences across stages ranging from brand meaning to brand resonance. Within the coffee shop context, elements of brand gestalt, including service quality, atmosphere, and visual identity, contribute to shaping consumer perceptions that subsequently affect customer satisfaction and loyalty. Furthermore, this study also applies Brand Attachment Theory Bowlby, (1982); Thomson et al., (2005), which suggests that emotional attachment, reflected through affection, connection, and passion, can enhance customer loyalty despite the availability of various brand alternatives.

Brand gestalt, which reflects a holistic brand experience through elements such as storytelling, sensescape, servicescape, and stakeholder interactions Mandagi, (2022), positively influences customer satisfaction by creating a consistent perception of value and delivering experiences that fulfill both rational and emotional dimensions, Rantung et al., (2023); Walean et al., (2024); Tumober et al.,(n.d.). In the coffee shop industry, factors including interior design, aroma, service quality, and brand storytelling contribute to enhancing customer experiences and increasing customer satisfaction.

H1: Brand Gestalt has a positive effect on Customer Satisfaction.

Brand attachment, which represents consumers' emotional bond with a brand Thomson, (2005), positively affects customer satisfaction by strengthening experiences that are consistent with consumers' expectations and personal values Alfiyatut Toyibah, (2025); Ghorbanadeh, (2025). Previous studies have also confirmed the significant impact of brand attachment on customer satisfaction across different contexts, including the coffee shop industry. (Aprilola et al., n.d.); (Kim & Park, 2021); (Wardana, 2025).

H2: Brand Attachment has a positive effect on Customer Satisfaction.

Brand gestalt, which includes storytelling, sensescape, servicescape, and stakeholder engagement Mandagi, (2022), positively influences customer loyalty through the delivery of consistent brand experiences and stronger perceived value. These experiences further reinforce emotional attachment, which encourages loyal behaviors such as repeat purchases and positive recommendations Thomson, (2005); Rantung et al., (2023); Walean et al., (2024); Wantah & Mandagi, (2024); Tumober et al., (n.d.); Lauren J, (2024). Within the coffee shop industry, various elements of brand experience contribute to strengthening customer loyalty.

H3: Brand Gestalt has a positive effect on Customer Loyalty.

Brand attachment refers to the emotional connection consumers develop with a brand, which supports the formation of long-term relationships and encourages loyal behaviors such as repeat purchases and positive recommendations Thomson, (2005). This attachment positively influences customer loyalty through consistent brand experiences, trust, and customer satisfaction Alfiyatut Toyibah, (2025); Ghorbanzadeh, (2025); Kim & Park, (2021); Ko & Jeon, (2024). Within the coffee shop industry, customer loyalty is strengthened through service experiences, atmosphere, and product offerings.

H4 = Brand Attachment has a positive effect on Customer Loyalty

Customer satisfaction is considered an important determinant of customer loyalty because it emerges from brand experiences that fulfill or surpass consumer expectations Kotler et al., (2016). High levels of satisfaction strengthen positive attitudes, encourage repeat purchasing behavior, and generate recommendations, which ultimately contribute to the development of customer loyalty Griffin, (2015). Various previous studies have also demonstrated that customer satisfaction positively influences loyalty across different contexts, including the service industry and coffee shop sector.(Aryani & Rosinta, 2010); (Saleem & Raja, 2014); (Leninkumar, 2017); (Lathifa & Silvianita, 2023); (Ko & Jeon, 2024); (Wardana, 2025).

H5 = Customer Satisfaction has a positive effect on Customer Loyalty

Customer satisfaction functions as a mechanism that links the effect of brand experience to customer loyalty, where a holistic and consistent brand experience (brand gestalt) contributes to higher satisfaction, which subsequently encourages loyal behavior, Mandagi, (2022). Brand gestalt, which consists of elements such as storytelling, sensescape, servicescape, and stakeholder interactions, has been found to enhance both customer satisfaction and loyalty through favorable evaluations of the overall experience, Walean et al., (2024); Rantung et al., (2023); Wantah & Mandagi, (2024); Tumober et al., (n.d.); Lauren J, (2024). Therefore, stronger brand experiences are associated with higher levels of customer satisfaction and, ultimately, greater customer loyalty.

H6 = Customer Satisfaction mediates the effect of Brand Gestalt on Customer Loyalty.

Customer satisfaction acts as a mediating mechanism in the relationship between brand attachment and customer loyalty, where the emotional bond between customers and a brand contributes to greater satisfaction, which subsequently encourages loyal behavior Thomson, (2005). Several previous studies have also suggested that brand attachment strengthens customer loyalty through customer satisfaction as an intervening mechanism Ghorbanzadeh, (2025); Aprilola et al., (n.d.); Kim & Park, (2021); Ko & Jeon, (2024); Wardana, (2025); Alfiyatut Toyibah, (2025). Therefore, stronger emotional attachment accompanied by higher customer satisfaction leads to greater levels of customer loyalty.

H7: Customer Satisfaction mediates the effect of Brand Attachment on Customer Loyalty.

Based on previous theories and research, the author developed the following conceptual framework as an approach to problem solving:

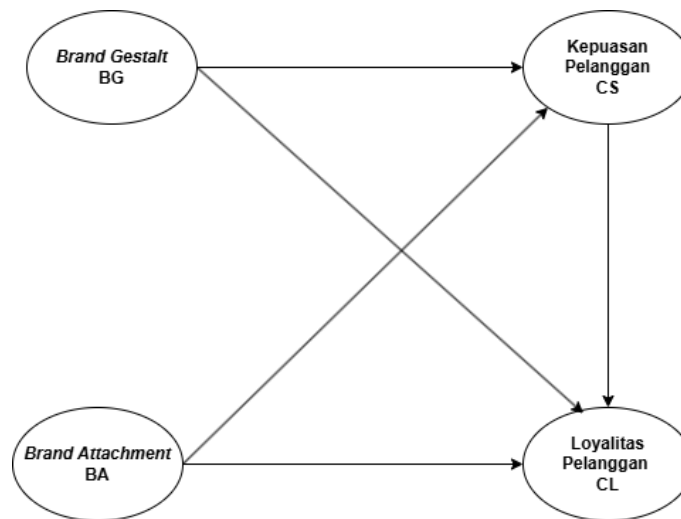


Figure 1. Conceptual Framework

METHODOLOGY

This study used a survey method by distributing questionnaires to coffee shop customers in DKI Jakarta to obtain relevant primary data. The sample consisted of 212 respondents. The data were analyzed using variance-based Structural Equation Modeling (SEM) with the assistance of SmarPLS software version 4.1.1.4. Model testing was conducted using a second-order confirmatory approach to ensure validity, reliability, and the strength of the relationships among the research constructs.

Table 1 Operational Variables

Variables	Dimension	Indicator	References
Brand Gestalt	Story	This coffee shop has an authentic story The story of this coffee shop moved me emotionally	(Rawung et al., 2025), , (Mandagi et al., n.d.), (Rondonuwu & Mandagi, 2023)
	Sensescape	Coffee shops bring me joy, whether I'm just popping in or enjoying something from the menu Coffee shops leave a lasting impression on me through the atmosphere, the aroma and the flavours I experience	
	Servicescape	This coffee shop is easy to get to This coffee shop feels clean and well-maintained	
	Stakeholder	Customers are an important part of the coffee shop The baristas and staff	

		are an important part of this coffee shop	
Brand Attachment	Affection	Customers feel warm and comfortable when they are in the coffee shop They like the brand because of the friendly service	(Thomson, 2005), (Hartini, 2012), (Shimul, 2022), (Ghorbanzadeh, 2025)
	Passion	Customers are very enthusiastic and loyal to this coffee shop, even though there are other options They are keen to share their positive experiences on social media	
	Connection	Customers would feel a sense of loss if this coffee shop were to close or if they were unable to visit This coffee shop has become an important part of my daily routine	
Customer Satisfaction	Tangibles	Attractive coffee shop interior design Adequate and secure parking facilities	(Salsabilla et al., 2025), (Prima Waluyowati et al., 2022),
	Reliability	Accurate and consistent service Orders are always fulfilled exactly as requested	
	Responsiveness	Reasonable waiting time for coffee orders (5-10 mins) Prompt response to complaints or additional requests	
	Assurance	Friendly and polite service High-quality and hygienic products	
	Empathy	Staff communicate clearly and effectively Staff understand and adapt to customers' needs	
Customer Loyalty	Expectations	I have high expectations regarding the consistency of this	(Cossío-Silva et al., 2019)

		coffee shop's flavours I have high expectations that the baristas will provide friendly and prompt service	
	Perceived Quality	The taste of the drinks and food meets or exceeds expectations Staff service is perceived as prompt, accurate and satisfactory	
	Intention to Recommend	Intend to recommend this coffee shop to others 2. Tend to share positive stories about the coffee shop	
	Intention to Repeat Visit	Plan to return to this coffee shop This coffee shop is one of the top choices when wanting to drink coffee	

Based on Table 1, the following equations are obtained:

$$CS = a + \beta_1 BG + \beta_2 BA + \varepsilon_1 \dots\dots(3.1)$$

$$CL = a + \beta_3 BG + \beta_4 BA + \beta_5 CS + \beta_6 BACS + \beta_7 BGCS + \varepsilon_2 \dots\dots(3.2)$$

Notes:

- BG = Brand Gestalt
- BA = Brand Attachment
- CS = Customer Satisfaction (Intervening Variable)
- CL = Customer Loyalty (Dependent Variable)
- β = Multiple coefficient
- ε = Error

To test the hypotheses, this study utilises three significance levels: 1%, 5% and 10%.

RESEARCH RESULT

Table 2 Responden Characteristics

Characteristics	Amount Presentation	
	F	%
Gender		
Male	98	46,2
Famale	114	53,8
Total	212	100%
Domicile		
Jakarta Selatan	57	26,9
Jakarta Timur	17	8
Jakarta Barat	15	7,1
Jakarta Pusat	39	18,4
Jakarta Utara	39	18,4
Kepulauan Seribu	45	21,2

Total	212	100%
Age		
13 - 28 years	133	62,7
29 - 44 years	70	33
45 - 60 years	9	4,2
Total	212	100%
Level of Education		
Elementary School - High School	64	28
Diploma (D1 - D3)	8	4
Bachelor's Degree (S1)	116	55
Master's Degree (S2)	24	13
Total	212	100%
Job		
Students	115	54,2
Private-sector Employee	56	19,4
Entrepreneur	41	26,4
Total	212	100%
have ever visited a coffee shop		
Yes	211	99,5
No	1	0,5
Total	212	100%
have ever visited a coffee shop		
Rarely (1-2 times a month)	40	18,9
Sometimes (3-4 times a month)	87	41
Often (1-2 times)	67	31,6
Very often (Every day)	18	8,5
Total	212	100%
List of Coffee Shop		
Kopi Kenangan	150	47
Janji Jiwa	75	23
Tomoro Coffee	95	30
Total	320	100

Based on the results of data analysis of 212 respondents, the profile of coffee shop customers shows that the majority are female (53.8%) and fall within the 13-28 age group (62.7%). Most respondents hold a bachelor's degree (S1) 55% and are students (54.2%). Respondents are spread across the entire DKI Jakarta region, with the largest proportion coming from South Jakarta (26.9%). Nearly all respondents have visited a coffee shop (99.5%), with the most common visit frequency being 3-4 times per month (41%), and the most frequently visited coffee shop is Kopi Kenangan (47%).

The outer loading value in this study uses a cutoff of 0.5. If the outer loading value exceeds 0.5, the research indicator is considered valid (Hair et al., 2019)

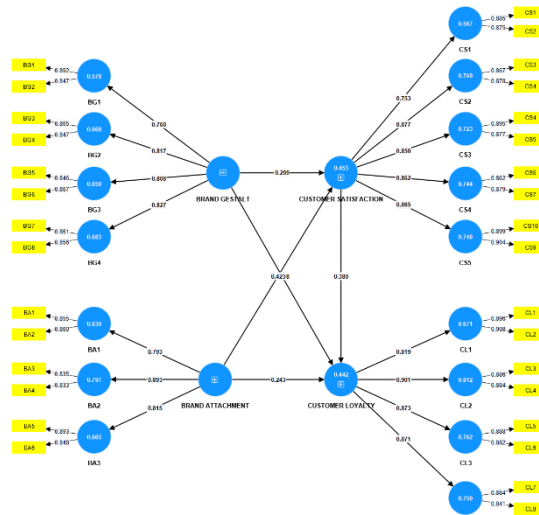


Figure 2 First Order Confirmatory Outer Loading Model

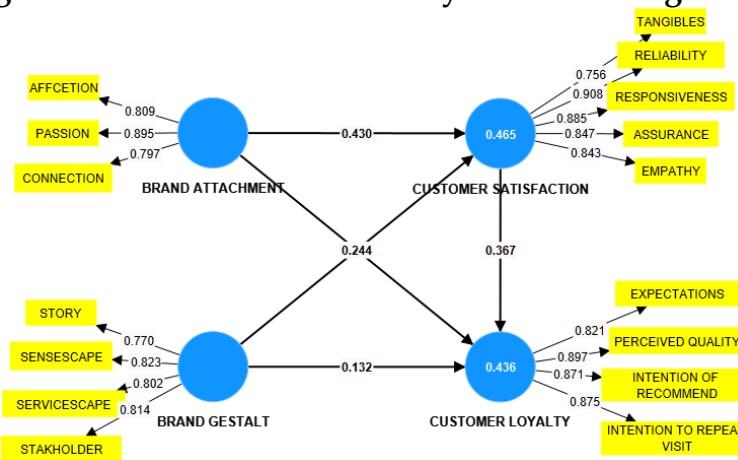


Figure 3 Second-Order Confirmatory Outer Loading Model

Table 3 Measurement Model (Outer)

Variable	Dimension	Indicator	Outer Loading		Result	Crombach Alpha	Composite Reability	AVE	VIF
			First	Second					
Brand Gestal (BG)	Story	BG1.1	0.892	0.770	Valid	0.876	0.817	0.644	1.499
		BG1.2	0.847		Valid				
	Sensescape	BG2.1	0.865	0.823	Valid				1.753
		BG2.2	0.847		Valid				
	Servicescape	BG3.1	0.846	0.802	Valid				1.753
		BG3.2	0.867		Valid				
Brand Attachment (BA)	Affection	BA1.1	0.855	0.809	Valid	0.781	0.786	0.697	1.539
		BA1.2	0.860		Valid				
	Passion	BA2.1	0.835	0.895	Valid				2.164
		BA2.2	0.833		Valid				
	Connection	BA3.1	0.893	0.797	Valid				1.682
		BA3.2	0.848		Valid				
Customer Satisfaction (CS)	Tangibles	CS1.1	0.885	0.756	Valid	0.902	0.906	0.721	1.758
		CS1.2	0.875		Valid				
	Reliability	CS2.1	0.867	0.908	Valid				4.125
		CS2.2	0.878		Valid				
	Responsiveness	CS3.1	0.895	0.885	Valid				3.587
		CS3.2	0.885		Valid				

	Assurance	CS3.2	0.877	0.847	Valid	0.889	0.889	0.751	2.549
		CS4.1	0.862		Valid				
		CS4.2	0.879		Valid				
	Empathy	CS5.1	0.904	0.843	Valid				2.480
		CS5.2	0.899		Valid				
	Expectations	CL1.1	0.896	0.821	Valid				1.902
		CL1.2	0.908		Valid				
	Customer Loyalty (CL)	CL2.1	0.886	0.897	Valid				3.002
		CL2.2	0.884		Valid				
		CL3.1	0.888	0.871	Valid				2.444
		CL3.2	0.882		Valid				
		CL4.1	0.884	0.875	Valid				2.648
		CL4.2	0.841		Valid				

Table 4 Result Discriminant Validity (Heterotrait-monotrait ratio & Fornell-Larcker criterion)

	BRAND GESTALT		BRAND ATTACHMENT		CUSTOMER SATISFACTION		CUSTOMER LOYALTY	
	HTMT	Fornell	HTMT	Fornell	HTMT	Fornell	HTMT	Fornell
BRANG GESTATL		0,803	0,913	0,735				
BRAND ATTACHMENT				0,835				
CUSTOMER SATISFACTION		0,617	0,771	0,651		0,849	0,679	0,608
CUSTOMER LOYALTY	0,629	0,538	0,696	0,580				0,866

The results of the measurement model assessment indicate that all indicators achieved outer loading values above the recommended minimum threshold, suggesting that they can be considered valid. Furthermore, the Composite Reliability values for all constructs ranged from 0.786 to 0.906, while the Average Variance Extracted (AVE) values ranged from 0.644 to 0.751, demonstrating adequate construct reliability and convergent validity. The discriminant validity assessment also produced satisfactory results, as all Heterotrait-Monotrait Ratio (HTMT) values were below the threshold of 0.90 and the Fornell-Larcker criterion was satisfied, indicating that the square root of the AVE for each construct exceeded its correlations with other constructs. Moreover, the Variance Inflation Factor (VIF) values ranged from 1.499 to 4.125 and remained below the maximum threshold of 5, indicating that no multicollinearity issues were present in the research model (Hair et al., 2021)

The goodness-of-fit assessment was conducted to evaluate the predictive capability and overall model fit. Based on the guidelines proposed by Hair et al., (2019) the evaluation employed Q² Predict, SRMR, and NFI measures. A Q² value greater than 0 indicates the presence of predictive relevance, an SRMR value of ≤ 0.08 suggests an acceptable model fit, and an NFI value of ≥ 0.90 reflects a good level of model fit.

Table 5 Result PLSpredict

	Q ² predict	RMSE	MAE
CUSTOMER SATISFACTION	0.439	0.766	0.451
CUSTOMER LOYALTY	0.335	0.839	0.501

Table 6 Result Model Fit

	Saturated model	Estimated model
SRMR	0,666	0,066

d_ULS	0,598	0,598
d_G	0,297	0,297
Chi-square	384.240	384.240
NFI	0,831	0,831

Based on Table 5, the Q² Predict values for Customer Satisfaction (0.439) and Customer Loyalty (0.335) suggest that the model demonstrates adequate predictive relevance. In addition, Table 6 presents an SRMR value of 0.066, indicating a good model fit, while the NFI value of 0.831 reflects an acceptable level of model fit. Therefore, the proposed model can be considered appropriate for further SEM-PLS analysis.

Hypothesis testing was carried out by examining both direct and indirect relationships among the constructs within the structural model. The significance of these relationships was assessed using path coefficients, specific indirect effects, and p-values generated through the bootstrapping procedure in SmartPLS 4.0.

Table 7 Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Direct Hypothesis Test						
BRAND GESTALT -> CUSTOMER SATISFACTION	0.300	0.310	0.096	3.119	0.001	Significant ***
BRAND GESTALT -> CUSTOMER LOYALTY	0.132	0.138	0.116	1.140	0.127	Non Significant
BRAND ATTACHMENT -> CUSTOMER SATISFACTION	0.430	0.423	0.099	4.338	0.000	Significant ***
BRAND ATTACHMENT -> CUSTOMER LOYALTY	0.244	0.247	0.120	2.042	0.021	Significant **
CUSTOMER SATISFACTION -> CUSTOMER LOYALTY	0.367	0.361	0.146	2.519	0.006	Significant ***
Indirect Hypothesis Testing						
BRAND GESTALT -> CUSTOMER SATISFACTION -> CUSTOMER LOYALTY	0.110	0.110	0.055	2.017	0.022	Significant **
BRAND ATTACHMENT -> CUSTOMER SATISFACTION -> CUSTOMER LOYALTY	0.158	0.153	0.072	2.205	0.014	Significant **

Based on the hypothesis tests in Table 7, six of the seven hypotheses directly indicated a significant effect, while one did not. In addition, the tests of indirect effects also yielded significant results.

DISCUSSION

The findings of this study indicate that Brand Gestalt has a positive effect on Customer Satisfaction. This suggests that a favorable overall brand experience contributes significantly to increasing customer satisfaction. These findings are in line with previous studies, which have also demonstrated that Brand Gestalt positively influences customer satisfaction. (Mandagi, 2022); (Walean et al., 2024); (Rantung et al., 2025).

H1 = Brand Gestalt has a positive effect on customer satisfaction.

The findings of this study indicate that Brand Gestalt does not have a direct effect on Customer Loyalty. This suggests that a positive perception of a brand alone may not be sufficient to establish customer loyalty without consistently satisfying experiences. These findings are inconsistent with previous studies, which reported a significant relationship between Brand Gestalt and Customer Loyalty Mandagi, (2022); Wantah & Mandagi, (2024); Lauren J, (2024). In the context of coffee shops in DKI Jakarta, customer loyalty may be influenced by additional factors, such as product quality, pricing, trends, and customer preferences. Therefore, coffee shop managers should prioritize customer satisfaction as a fundamental basis for developing long-term customer loyalty.

H2 = Brand Gestalt has a positive effect on Customer Loyalty.

The findings of this study indicate that Brand Attachment has a positive effect on Customer Satisfaction. These results suggest that customers' emotional attachment to a brand plays an important role in creating more positive experiences and enhancing customer satisfaction. The findings are consistent with previous studies, which have also demonstrated that Brand Attachment is one of the key determinants of Customer Satisfaction. (Apria & Parahiyanti, 2023); (Ghorbanzadeh, 2025); (Islah Cahyarani, 2021).

H3 = Brand Attachment has a positive effect on Customer Satisfaction.

The findings of this study indicate that Brand Attachment has a positive effect on Customer Loyalty. These results suggest that a strong emotional attachment to a brand encourages customers to continue choosing the coffee shop, revisit it, and recommend it to others. These findings are consistent with previous studies, which have also confirmed that Brand Attachment is a key factor in fostering Customer Loyalty. (Ghorbanzadeh, 2025); (Ko & Jeon, 2024); (Aprilola et al., n.d.).

H4 = Brand Attachment has a positive effect on Customer Loyalty.

The findings of this study indicate that Customer Satisfaction has a positive effect on Customer Loyalty. These results suggest that customers who experience satisfaction with a coffee shop's products, services, and overall atmosphere are more likely to exhibit stronger loyalty. These findings are consistent with previous studies, which have also confirmed that Customer Satisfaction is a key factor in developing Customer Loyalty. (Dam & Dam, 2021); (Leninkumar, 2017); (Aryani & Rosinta, 2010).

H5 = Customer Satisfaction has a positive effect on Customer Loyalty.

The findings of this study indicate that Customer Satisfaction mediates the relationship between Brand Gestalt and Customer Loyalty. These results suggest that a positive overall brand experience can strengthen customer loyalty through

increased customer satisfaction. The findings are consistent with previous studies, which have also confirmed the role of Customer Satisfaction as an important mechanism in explaining the effect of Brand Gestalt on Customer Loyalty. (Walean et al., 2024); (Rondonuwu & Mandagi, 2023); (Tumober et al., n.d.).

H6: Customer Satisfaction mediates the effect of Brand Gestalt on Customer Loyalty.

The findings of this study indicate that Customer Satisfaction mediates the relationship between Brand Attachment and Customer Loyalty. These results suggest that customers' emotional attachment to a brand can enhance customer loyalty through increased customer satisfaction. These findings are consistent with previous studies, which have also confirmed the role of Customer Satisfaction in explaining the relationship between Brand Attachment and Customer Loyalty. (Apria & Parahiyanti, 2023); (Ghorbanzadeh, 2025); (Aprilola et al., n.d.).

H7: Customer Satisfaction mediates the effect of Brand Attachment on Customer Loyalty.

CONCLUSIONS AND RECOMMENDATIONS

The findings of this study indicate that Brand Gestalt and Brand Attachment play significant roles in enhancing Customer Satisfaction among coffee shop customers in DKI Jakarta. In addition, Brand Attachment and Customer Satisfaction were found to positively influence Customer Loyalty, whereas Brand Gestalt did not demonstrate a direct effect on Customer Loyalty. These findings suggest that a positive overall brand experience alone may not be sufficient to establish customer loyalty without the presence of customer-perceived satisfaction. Furthermore, Customer Satisfaction was found to mediate the relationships between Brand Gestalt and Customer Loyalty, as well as between Brand Attachment and Customer Loyalty. Therefore, Customer Satisfaction serves as a crucial mechanism in transforming brand experiences and emotional attachment into long-term relationships between consumers and coffee shops.

Based on the findings of this study, coffee shop managers are encouraged to strengthen the overall brand experience by creating a comfortable atmosphere, maintaining a consistent brand identity, delivering engaging sensory experiences, and ensuring high-quality customer interactions. In addition, efforts to enhance emotional attachment can be achieved through personalized services, effective communication, and the creation of memorable customer experiences. Considering the important role of Customer Satisfaction in fostering Customer Loyalty, improving product quality, service quality, and the overall consumption experience should become a primary focus for coffee shop managers.

For future research, it is recommended to incorporate additional variables that may influence Customer Loyalty, such as customer trust, perceived value, brand love, and service quality. Furthermore, future studies are encouraged to expand the scope of research across different regions and business sectors in order to improve the generalizability of the findings.

ADVANCED RESEARCH

This study is limited to coffee shop customers in DKI Jakarta and focuses only on the relationships among Brand Gestalt, Brand Attachment, Customer Satisfaction, and Customer Loyalty. Therefore, future research is recommended to broaden the geographical coverage of the study, involve different business sectors, and incorporate additional variables such as customer trust, perceived value, brand love, and service quality in order to provide a more comprehensive understanding of the factors influencing Customer Loyalty.

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