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The Effect of Community Marketing Strategy and Brand Image on Customer Loyalty at Fore Coffee in Jakarta

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Abstract: This research aims to examine the effect of community marketing strategy and brand image on customer loyalty at Fore Coffee in Jakarta. The study is motivated by the growing competition in Indonesia's coffee shop industry, where customer loyalty is a critical factor for maintaining brand sustainability. The research applies a quantitative approach using Partial Least Squares – Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The sample consists of 100 respondents who are Fore Coffee customers in Jakarta, selected through purposive sampling. The findings reveal that community marketing has a positive and significant effect on customer loyalty, indicating that more active and engaging community marketing activities lead to higher customer loyalty. Moreover, brand image also has a positive and significant effect on customer loyalty, suggesting that a positive perception of the Fore Coffee brand strengthens customers' commitment and repeat purchase behavior. Among the two variables, brand image shows a stronger influence on customer loyalty. The model demonstrates an R^2 value of 0.792, indicating that both variables explain 79.2% of the variance in customer loyalty. This study highlights the crucial role of maintaining a strong brand image and implementing community-based marketing strategies to enhance customer loyalty in the competitive modern coffee industry.

Keywords: Community Marketing, Brand Image, Customer Loyalty, Fore Coffee, PLS-SEM

INTRODUCTION

Business moment this is very developed rapidly in Indonesia, especially in the city of Jakarta, namely business *coffee shop*. Lately This the rise trend *coffee shop* spread wide, with various type *Coffee shops* scattered in the corners Jakarta City Street. *Coffee shop* that is now become place For gathering place socialize, *hang out* or do task for circles teenager or students, as well as becoming place For meeting and meeting with client, not other things at the moment This (Aryani, 2022).

With many type *coffee shop* that is present moment this, gives rise to competition in interesting customers. The diversity type *coffee shops* in Pekanbaru City This so different characteristics typical something *coffee shop* said, can seen from draft sales, interior *design* concept, menu concept, concept packaging and concept attractive service. Therefore that,

this become matter the main thing that candidates look at customer moment visit coffee shop (Saputri , 2024) .

In addition , the atmosphere in each coffee shop own different atmospheres , so that matter This be one of Power pull candidate customer , enjoyment typical coffee gives sensation alone moment customer drink it . Different characteristics this is what becomes one of the reason customer For return Again tomorrow the day . The owners coffee shop naturally compete For choosing a communication strategy marketing What should done For interesting customers and make customer the For Keep going return to the place (Ering, 2024).

Communication strategy marketing is something activity For convey message to public about activity promotion something products sold . According to Aziiza (2021) communication marketing is activity marketing with use techniques purposeful communication For give information to the public , so that the goal company achieved , namely occurrence improvement income on users service or purchase products offered . Activities communication marketing This Can carried out in several media, such as online media or print media . Communication strategy marketing this is very much needed For market product to arrive to customers , for furthermore do purchase Then image brands play a big role in business (Putri, 2022).

Brand image is perception or impression formed in the mind customer about something brand . Perception This is reflection from associations and beliefs customer to brand certain , which becomes guide For evaluate product moment No own knowledge deep . A positive brand image is very important Because influence perception customers , building trust , and encourage loyalty . Good brand image can increase sales , differentiate brand from competitors , and create connection emotional with customers (Effendi, 2022).

Communication strategy marketing and image brand are two elements important that are mutually related in build success business . Communication marketing is method company convey message to target audience , whereas image brand is perceptions formed in the mind customer about something brand . Effective communication strategies help form image positive and reputable brands differentiate brand from competitors . Communication strategy marketing and image branding is also done For increase loyalty customers (Danurdara , 2024).

Loyalty customer Alone naturally own important role in A company , maintain customer means increase performance finance and maintain continuity life company , thing This become reason main for A company For attract and retain customers . Increase loyalty customer become important goals for business For reach success term long . Loyal customers tend to shop in a way repeat , give reference to Friend or his family , as well as give positive feedback and can help develop reputation something company (Asan, 2022).

Fore Coffee has 175 outlets across 33 cities in Indonesia . There are 42 outlets in West Java . Fore Coffee 's menu includes coffee , tea , and pastries . his companion . Fore coffee reached Top Brand Award 2023 for category Coffee shop (Medium Chain) with Brand Share 14.8%. Fore Coffee is a start-up coffee shop that uses the “ Grab-and-Go ” business model that offers quality coffee tall in frame prosper farmer various areas in Indonesia, where Fore Coffee uses Arabica coffee beans best as characteristics typical with prices are classified as affordable . This strategy succeed interesting interest customers , in particular circles young and professional who have an impact on growth Fore Coffee's rapid growth.



Figure 1. Fore Coffee

Problems in research This is this Fore Coffee carry concept that is not fresher than previously . Futuristic design combined with nuances cozy very stunning If seen from distance and close . Products offered always varied and upgraded. This Fore Coffee operational location located in a heritage area and also strategically in the city of Jakarta which is profitable from aspect atmosphere and comfort for visitors . Customers from Fore Coffee from circles student or students . This is is what makes Fore Coffee consumers do not will affected with all form Power pull marketing carried out by other companies and requires a community marketing and image strategy brand for loyalty customer still stable .

Marketing community (community) marketing) is a marketing strategy that focuses on building relationships and involvement with customer , good both online and offline , to create loyalty and encouragement sales . This strategy involving customer in conversation and help build surrounding communities product or services . In addition image brand image is perception consumer to something brands , which include all associations and beliefs held consumer about brand said . Brand image this is very important Because Can influence decision purchase consumers . Thus study from Alfarisi (2025) namely state that community marketing strategy influential to loyalty customers . In addition according to Widyana (2021) stated that image brand influential to loyalty customer .

Literature review

Loyalty Customer

Warsito (2022) define loyalty as attachment emotional customer to business , which is shown with purchase sustainable .Wardhana (2021) define loyalty customer as will customer For visit back to the store and repeat purchase in condition whatever .Simarmata (2021) state that loyalty customer can defined as action do purchase repeat and promote service or product to other people. He add that when customer come to seller For buy service or product , suggest to other customers and avoid service other competitors .

Wardhana (2021) emphasize that loyalty more profitable . Cost For get customer new Far more tall than cost For maintain existing customers There is . Loyal customers will convince people to buy from business and can consider with ripe before move to competitors . Loyalty obtained through efficient procurement and choice reliable . When growing loyalty customer , a strategy focused on the requirements and interests consumer required . Loyalty grow in term long and through frequent purchases .

According to Srisusilawati (2023) classify loyalty customer become three type that is intentional , behavioral , and emotional. Loyalty intentional known as possibility existence intention For buy , while loyalty emotional known as possibility existence intention For buying . Loyalty behavior is behavior frequent purchases done , while loyalty emotional formed when customer feel that something business own the same principles , beliefs , and desires .

In dimension This used For refers to the theory expressed . Loyalty consumer own a number of dimensions variables according to Tjiptono (2020), namely : (1) Brand Value, (2) Characteristics Customers , (3) Switching Barrier (Barrier) Moving), (4) Experience Customers , (5) Environment Competitive

Community Marketing

Community marketing is marketing namely connection between creator value (company , etc.) and recipient value (market), where the creator find customer target from activity business they , study it , utilize it source internal and external power they alone , and succeeded edit it For create and offer valuable products for customer they . Customers in a way accurate communicate and convey to customer value created so that mark the materialize and provide satisfaction to customers . Series activities , processes, and mechanisms This defined as marketing (Kotler & Keller, 2020).

Community marketing is a strategy that focuses on building connection with customers who have There is in something community , rather than get customer new . Marketing community involving creation and development of online or offline platforms customer can interact One each other and with brand . Approach This aim For foster a sense of belonging , increase loyalty brand , and obtain outlook valuable about need customers (Fawzi, 2022).

Community marketing means interact with group existing consumers . Almost all field marketing other revolve around acquisition customer new , prospects new , and sales new ; however , marketing community is a strategy that focuses especially in listening customers owned and fulfilled needs and wants they (Mahadewi, 2020).

In dimension This used For refers to the theory expressed . Community marketing own a number of dimensions variables according to Kotler & Keller (2020), namely : (1) Deep Interaction , (2) Relevant Experience , (3) Relationship Emotional

Brand Image

Wardhana (2024) stated that image brand functioning as differentiator between One brand with brand others , where the image brand create the values through which customer can differentiate One brand with brand other with see the values created by both brand In addition , Wardhana (2024) also noted that image brand can functioning For help customer in processing information with more good and with thus in a way No direct influence customer For buy product or service . Another definition by Putri (2021) defines content image brand as perception and feelings emotional customer to brand . Nardo (2024) argues that people who depend on one brand and very attached with brand the tend consider brand the valuable .

Brand image is perception and impression comprehensively owned consumer to something brand , products , and services . Brand image is combination from beliefs , ideas, and feelings they to brands , which are shaped by experiences , interactions , and even perception they to values and mission brand . In essence , image brand is what comes to mind in thought somebody moment think about something brand certain (Hernikasari & Hadita, 2022).

Brand image is perception customer to brand based on interaction they . Brand image can develop along time and not always involving customers who do purchase or use product or service . According to Brand Image (brand image) is perception associated brands with association brand attached in memory consumers . Some tool marketing that can used For create brand image is product That itself , packaging /label, brand name , logo, colors used , point promotion purchasing , retailers , advertising and all type promotion others , price , owner brand , country of origin , even target market and users product (Pu tri, 2021).

In dimension This used For refers to the theory expressed . Brand image own a number of dimensions variables according to Wardhana (2024), namely : (1) Favorable , (2) Strength , (3) Uniqueness

Framework Conceptual

Based on review runway theory and hypothesis , then can arranged a research model in study this , as presented in picture following ;

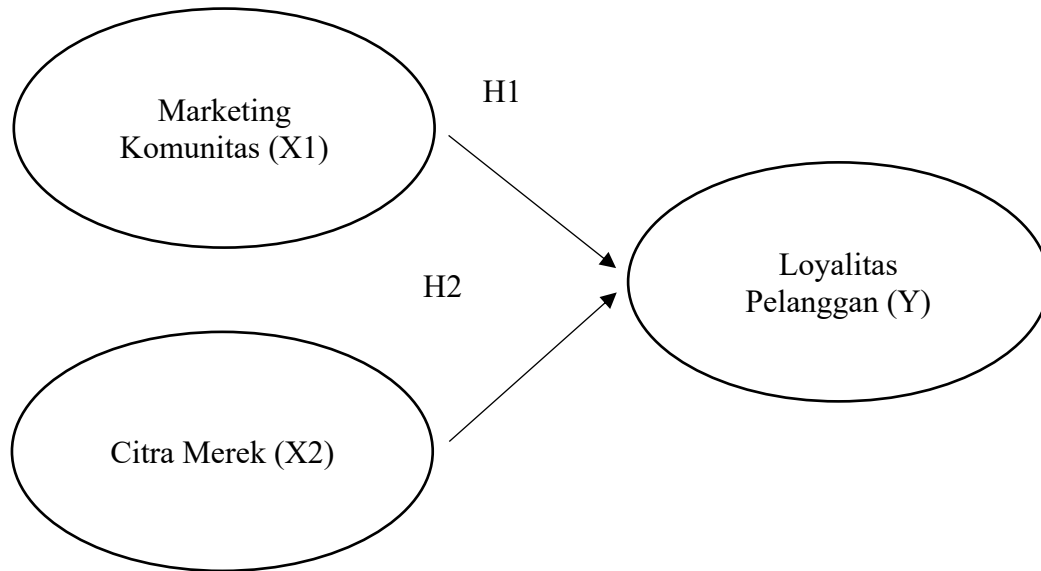


Figure 1. Framework Conceptual

METHOD

Approach research used in study This is quantitative approach quantitative This chosen because , according to assumptions base axiology , approach quantitative try explain connection between variables studied . Based on approach quantitative above , method research used is analysis quantitative , which aims For explain or describe more carry on pattern correlation , relationship between two or more variables studied . Research This conducted on Fore Coffee consumers in Jakarta. The variables studied is Community Marketing , Brand Image, Loyalty Customers . For get required information in study this , the author use a number of technique : 1) Questionnaire , which is technique Data collection through questionnaires written to respondents For to obtain accurate and valid data . 2) Observation , namely data collection with observation direct to object of research . 3) Interview is method data collection through processing direct For get information from respondents selected . 4) Documentation that is method data collection with written data in the form of documents available at the Makassar City Regional Revenue Agency Office . The data type used in study This is as follows : (1) Primary data is data obtained direct through interview with respondents and other relevant officials with the problem being researched . (2) Secondary data is the data in documents and reports written like structure organization , number employees , and other related information with matter This problem research . Research sample as many as 100 respondents who were Fore Caffee customers use purposive sampling technique with criteria certain distributed use Gform . Data processing method using SEMpls that test the outer model, inner model and hypothesis testing .

RESULTS AND DISCUSSION

Analysis descriptive in study This is description or explanation results primary data collection in the form of questionnaire that has been filled in by respondents , namely statement personal about questionnaire .

Table 1. Demographic Data of Respondent Types

Gender	Total	%
Man	33	33%
Woman	67	67%
Age	Total	%
20-30	84	84%
31-40	10	10%
>40	6	6%
Education	Total	%
High School/Vocational School	35	35%
S1	63	63%
S2-S3	2	2%
Marital status	Total	%
Not married yet	68	68%
Marry	32	32%

Table 1 shows that Of the 100 respondents , 33 were man or (33%), and 67 respondents is women (67%). This means that the number of Fore Coffee customers are dominated by women Where the coffee shop opened . Level age 20-30 years as many as 84 respondents or (84%), aged 31-40 years as many as 10 respondents or (10%) and age over 40 years old as many as 6 respondents or (6%). This means that Fore Coffee's visitors are dominated by children . young man aged 20 years to the top matter This assume coffee taste is very popular circles young . Level education respondents consists of from high school/vocational school level up to level highest namely Masters. Respondent with level 35 respondents had high school/vocational school education or (35%), Bachelor's degree (S1) as many as 63 respondents or (63%), whereas level 2 respondents have a master's degree or (2%). The table above show that graduate of the most dominant graduate visit Fore Coffee coffee shop because ability buy coffee among graduates who on average have already working . The amount that has not been Marry as many as 68 respondents or (68%), whereas the amount already Marry as many as 32 respondents or (32%). This means Fore Coffee coffee shop is very popular among visitors who have not yet visited it . Marry as place For gather and discuss .

Evaluation of Measurement Model (Outer Model)

Measurement model evaluation is conducted to assess the measurement quality of research instruments. This process aims to ensure that the indicators used in the research are truly capable of representing the latent variables being measured. This evaluation includes several stages, such as convergent validity , discriminant validity , average variance extracted (AVE), as well as instrument reliability through composite reliability and Cronbach's alpha.

Convergent Validity

Table 2. Test Results *Convergent Validity*

Variables	Indicator	<i>Outer Loadings</i>	Information
Community Marketing (X1)	MK.1	0.736	VALID
	MK.2	0.771	VALID
	MK.3	0.765	VALID
	MK.4	0.838	VALID
	MK.5	0.764	VALID
	MK.6	0.841	VALID
	MK.7	0.780	VALID
	MK.8	0.768	VALID
Brand Image (X2)	CM.2	0.792	VALID
	CM.3	0.850	VALID
	CM.4	0.790	VALID
	CM.5	0.847	VALID
	CM.6	0.848	VALID
	CM.7	0.831	VALID
	CM.8	0.846	VALID
	CM.9	0.814	VALID
	CM.10	0.839	VALID
	CM.11	0.829	VALID
	Loyalty Customer (Y)	LP.1	0.822
LP.2		0.793	VALID
LP.3		0.807	VALID
LP.4		0.805	VALID
LP.5		0.835	VALID
LP.6		0.871	VALID
LP.7		0.900	VALID
LP.8		0.765	VALID
LP.9		0.816	VALID
LP.10		0.758	VALID
LP.11		0.785	VALID
LP.12		0.805	VALID
LP.13		0.768	VALID
LP.14		0.866	VALID

Source : *Processed primary data , 2025*

Table 2. shows convergent validity results after done first model modification , namely with delete previous indicators stated invalid on testing early (MK.9 and CM.1). Purpose of modification This is For repair suitability of measurement model so that only the true indicators capable represent retained construct in the analysis model next . Based on results in Table 4.9, all indicators on the three variables has fulfil criteria validity , namely own outer loading value

≥ 0.70 . In the Community Marketing variable (X_1), eight remaining indicators show outer loading value between 0.736 to 0.841, which means every indicator in a way consistent and strong represent Community Marketing construct . Highest value found in MK.6 (0.841) which shows contribution indicator the biggest one in explain variables , whereas mark lowest at MK.1 (0.736) remains declared valid because exceeds the minimum required limit . For Brand Image variable (X_2), all ten the tested indicators also show valid results with outer loading values range between 0.790 to 0.850. This is confirm that each indicator such as CM.3, CM.5, CM.6, and CM.10 have strength high measurement in reflect image Fore Coffee brand , good from aspect likes , strengths , and uniqueness brand . Meanwhile that , on the variable Loyalty Customers (Y), all four twelve indicator still show strong outer loading value , ie between 0.758 to 0.900, with LP.7 indicator (0.900) is the most dominant in describe construct loyalty customer .

With Thus , the measurement model has been modified This show that all indicators used in study This has fulfil condition convergent validity , so can to be continued to stage testing reliability and validity discriminant in structural model analysis .

Fornell Larcker Criterion Test

Table 3. Fornell Larcker Criterion Test Results

	Brand Image	Loyalty Customer	Community Marketing	AVE
Brand Image	0.868			0.687
Loyalty Customer	0.829	0.855		0.664
Community Marketing	0.778	0.798	0.884	0.614

Source : *Processed primary data , 2025*

Table 3. shows results Discriminant Validity testing using Fornell-Larcker Criterion method , which aims For ensure that every construct in the model has clear differences One each other. This test done with compare root square from Average Variance Extracted (AVE) value on the main diagonal with correlation between variables in the corresponding columns and rows . Criteria used is that diagonal value (\sqrt{AVE}) must be more tall compared to with mark correlation between construct others , which shows that each variable own validity good discriminant .

In Table 3. Farnell Larcker Criterion Test, it can be seen that main diagonal value For every variables own more numbers tall than mark correlation with other variables . The \sqrt{AVE} value of the Brand Image variable is 0.868, more tall compared to the correlation with Loyalty Customer (0.829) and Community Marketing (0.778). This show that Brand Image construct has good ability in explain the indicators Alone compared to with construct other .

According to criteria from Hair et al. (2021), a good AVE value is ≥ 0.50 , which means that more from 50% variance indicator explained by the latent construct it measures . The more tall AVE value , the more strong connection indicator with the variables it represents , so that the more good quality too model measurement .

In Table 3. AVE test, it can be seen that all over variables own AVE value is above 0.50, so can concluded that all three has fulfil criteria validity convergent . The Brand Image variable has highest AVE value of 0.687, which shows that indicators that form construct This capable explain variance by 68.7% against latent variables . Furthermore , Loyalty Customer own AVE value of 0.664, and Community Marketing of 0.614, both are also above the required minimum limit .

Composite Reliability and Cronbach's Alpha

Testing reliability construct done with using two sizes main factors , namely Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha measures internal consistency between items in something construct , while Composite Reliability provides estimate greater reliability accurate in structural model context based latent variables . In general , the value that is considered adequate For second size This is ≥ 0.70 .

Table 4. Results of Composite Reliability and Cronbach's Alpha Tests

	Cronbach's Alpha	Composite Reliability	Information
Brand Image	0.949	0.956	Reliable
Loyalty Customer	0.961	0.965	Reliable
Community Marketing	0.910	0.927	Reliable

Source : *Processed primary data , 2025*

Table 4. shows results testing reliability construct through two sizes main , namely Cronbach's Alpha and Composite Reliability (CR), which are used For evaluate internal consistency between indicator in each variable research . Reliability test This aim For ensure that every indicators used in the model has stability and reliability in measure the intended construct . According to Hair et al. (2021), good Cronbach's Alpha and Composite Reliability values is ≥ 0.70 . This value show that indicators in construct own level high consistency and results measurements that can be trusted .

In Table 4. Composite Reliable Test, all variables in study This has fulfil criteria excellent reliability . The Brand Image variable has Cronbach's Alpha value is 0.949 and Composite Reliability is 0.956, which indicates that indicator compiler construct This is very consistent and reliable . Furthermore , the variable Loyalty Customer get Cronbach's Alpha value of 0.961 and Composite Reliability of 0.965, being the highest among variables others , which indicates level very strong reliability . While Community Marketing variables also show good reliability with Cronbach's Alpha value of 0.910 and Composite Reliability of 0.927, both far above the minimum required limit .

With Thus , the results testing This confirm that all construct in the research model has fulfil criteria reliability , good based on Cronbach's Alpha and Composite Reliability . This means that the indicators used in study This own high internal consistency and can reliable For explain each latent variable . Measurement model This declared reliable and worthy used For analysis more proceed to the structural model (inner model) stage .

R-Square (R²) Value

Square (R²) value is used to assess the extent to which an independent variable explains the variability of the dependent variable. R² values range from 0 to 1, with higher values indicating a greater ability of the model to explain the relationship. R² provides an overview of the model's overall predictive power.

Table 5. Results of the R-Square (R²) Value Test

	R Square	R Square Adjusted
Loyalty Customer	0.792	0.787

Source : *Processed primary data , 2025*

Table 5. R-Square (R²) test shows results testing R-Square (R²) value for endogenous variables in study this , namely Loyalty Customer (Y). R² test is used For know how much big

influence variables independent to variables dependent in the structural model (inner model). According to Hair et al. (2021), the R² value can interpreted as following :

- R² of 0.75 indicates a strong model ,
- R² of 0.50 indicates a moderate model , and
- R² of 0.25 indicates a weak model .

Based on results in Table 4.14, the R-Square value for variables Loyalty Customer is 0.792, while The Adjusted R-Square value is 0.787. This is means that 79.2 % of the variation in Loyalty Customer can explained by the variables Brand Image and Community Marketing , while the rest 20.8 % is explained by other factors outside the research model This .

Test Results Hypothesis (Estimation) Path Coefficient)

Hypothesis testing is carried out by estimating the path coefficient (path) . coefficient) to measure the strength of the relationship between latent variables. The path coefficient value is evaluated based on its significance, which is determined by the t-statistic or p- value . This test aims to determine whether the relationship between variables is in accordance with the hypothesis proposed in the study.

Table 6. Test Results Hypothesis

Connection Variables	Original Sample	Sample Mean	T Statistics	P Values	Hypothesis
Brand Image (X ₂) → Loyalty Customer (Y)	0.625	0.622	8,518	0,000	Accepted
Community Marketing (X ₁) → Loyalty Customer (Y)	0.312	0.317	4,261	0,000	Accepted

Source : *Processed primary data , 2025*

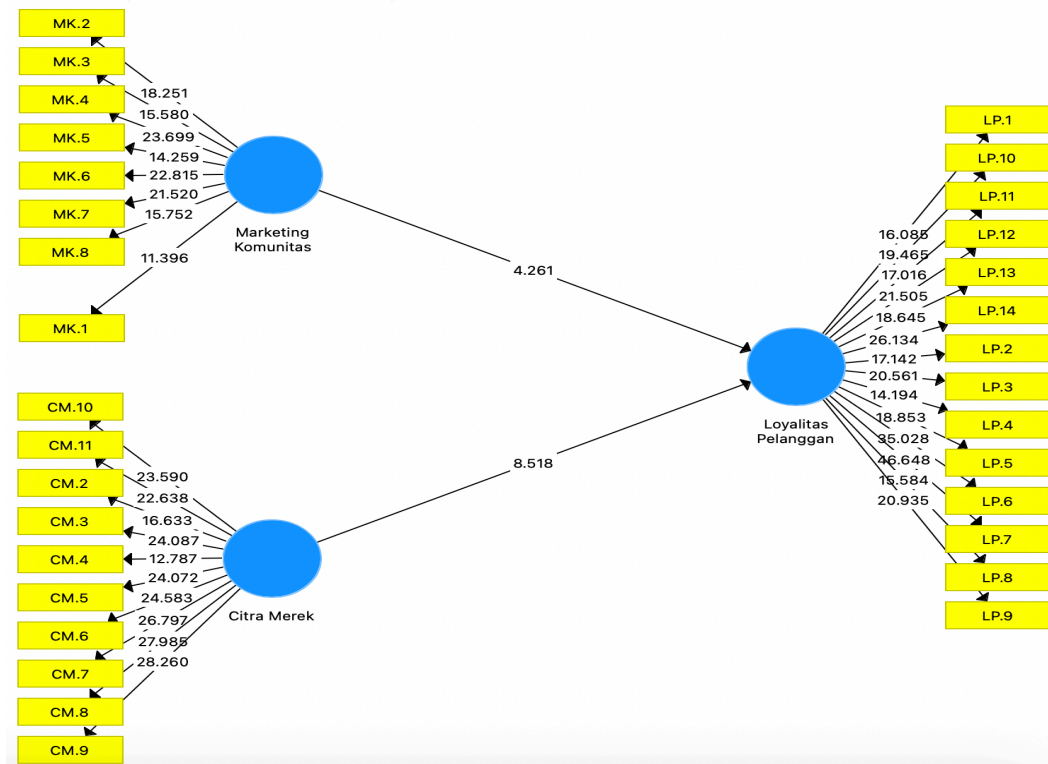


Figure 1. Bootstrapping Test Results

Table 6. Test Results Hypothesis , shows connection direct effect between variables independent and dependent in the research model , namely between Community Marketing (X_1) and Brand Image (X_2) towards Loyalty Customer (Y).

Connection between Brand Image and Loyalty Customer show The Original Sample value is 0.625, the T Statistics is 8.518, and the P Values are 0.000. These results signify that the influence of brand image on Loyalty Customer positive and significant , so that hypothesis accepted . This means that the more Good perception consumer to image Fore Coffee brand— in matter quality , uniqueness , and suitability image — then the more tall level loyalty customer to brand the .

Next , the relationship between Community Marketing to Loyalty Customers also showed positive and significant influence with Original Sample of 0.312, T Statistics of 4.261, and P Values of 0.000. This show that activity community activities carried out by Fore Coffee, such as interaction with customers , engagement on social media , and program- based community , able strengthen loyalty customer .

Discussion of Research Results

Influence Community Marketing (X_1) To Loyalty Customer (Y)

Test results show that Community Marketing influential positive and significant to Loyalty Customers , with The original sample value is 0.312, the t-statistic is 4.261, and the p-value is 0.000. Since the p-value is <0.05 , then hypothesis This accepted . This means that the more active and effective community marketing strategies carried out by Fore Coffee, increasingly high level loyalty customer to brand said . This is show that involvement customer in community , good both online and offline , play a role important in form connection emotional and attachment customer to brand .

Findings This in line with Lee & Kim's (2021) research states that that community marketing is an effective strategy For build brand attachment and brand loyalty, because interaction social in community strengthen the sense of belonging to brand . In addition , Dholakia et al. (2020) explained that participation consumer in community brand — good in the form of share experience , giving bait back , or follow activity community — can increase trust and commitment customer to brand said . Research Wardhana (2023) also emphasized that success something brand in build community solid customers in comparison straight with improvement loyalty customers , because community become growing container connection social , beliefs , and values emotional to brand .

In the context of Fore Coffee, the results This can explained by the company's strategy which focuses on the approach based community , such as organizing coffee experience events, barista meet-up activities , and campaign interactive through social media that encourages customer For share stories and experiences they with Fore Coffee. Activities community the creating a sense of belonging and closeness emotional that becomes base formation loyalty . Customers who feel become part from community brand tend do purchase repeat , recommend product to others, as well as show faithfulness to brand although there is Lots competitor coffee choices in the market.

With Thus , the results study This confirm that Community Marketing No only functioning as means promotion , but also as a relational strategy term length that strengthens bond emotional customer to brand . Implications practical for Fore Coffee management is importance maintain and expand activity community customer through loyalty programs based community , campaign digital interactive , as well as collaboration with community local . This effort believed will strengthen loyalty customers , expanding range brand , and create ongoing relationship between Fore Coffee and its consumers .

Influence Brand Image (X₂) To Loyalty Customer (Y)

Test results show that Brand Image has an influence positive and significant to Loyalty Customers, with The original sample value is 0.625, the t-statistic is 8.518, and the p-value is 0.000. Since the p-value is <0.05, then hypothesis This accepted. This means that the more positive image the brand that Fore Coffee built in the minds of consumers, increasingly high level loyalty customer to brand said. Strong brand image create perception positive about quality, value, and uniqueness product, which ultimately foster trust and commitment customer For Keep going use Fore Coffee products.

This result in line with Keller's research (2013) explains that image brand image is representation perception and association customer to something brand, which becomes factor main in form loyalty customers. Kotler & Keller (2020) also emphasized that image positive brand increase desire customer For do purchase repeat Because they own belief that brand the capable give consistent values and experiences. In addition, research by Putri & Rachmawati (2022) found that that customers who have perception positive to image brand will show loyal behavior such as buy repeat, give recommendations, and reject switch to other brands.

In the context of Fore Coffee, the results This can explained by ability company in build image a modern, innovative and friendly brand to style urban life. Fore Coffee highlights his identity as a local coffee brand with quality international which presents coffee lifestyle experience for customer young people in urban areas. Through appearance aesthetic outlets, packaging interesting products, as well as campaign creative marketing on social media, Fore Coffee succeeded create perception that brand This No just provider coffee drink, but also a symbol style life and community child young productive. Strong brand image This Then become factor driver main in build loyalty customer term long. Customers who have perception positive to brand tend more tolerant to increase price, more often do purchase repeat, and become a brand promoter through positive word of mouth, good both online and offline.

With Thus, the results study This confirm that Brand Image has role crucial in form Loyalty Customers, because perception positive to brand No only increase trust and satisfaction customers, but also strengthen attachment emotional they to product. Implications practical for Fore Coffee management is importance guard consistency image brand through quality products, friendly service, attractive visual design, and communication authentic and relevant marketing with values customer.

CONCLUSION

Based on results data analysis and discussion that has been done, then can concluded a number of matter important related the influence of Community Marketing (X₁) and Brand Image (X₂) on Loyalty Customers (Y) of Fore Coffee consumers in Jakarta, as following:

1. Community Marketing influential positive and significant to Loyalty Customers. Research results show that the more active and effective community marketing activities carried out by Fore Coffee, such as interaction through social media, activities community customers, as well as campaign based participation consumers, then the more tall level loyalty customer to brand. This is prove that the strategy is based on community capable strengthen connection emotional between customers and brands, which ultimately increase commitment and purchase repeat.
2. Brand Image is influential positive and significant to Loyalty Customers. Strong and positive brand image proven capable increase loyalty Fore Coffee customers. Perception customer to quality, uniqueness, and value brand contribute big to desire For still choose Fore Coffee products compared with other brands. A consistent, modern, and relevant image with style urban consumer life making Fore Coffee not just provider coffee products, but also symbols identity and experience style life.
3. Research model show Power explain the strong to variables Loyalty Customer

The R^2 value of 0.792 indicates that combination Community Marketing and Brand Image variables are able to explain 79.2% of the variation in Loyalty Customers. This indicates that second factor the own influence substantive and become an important pillar in retention strategy Fore Coffee customers.

In a way overall, research This confirm that success build loyalty customers in a competitive era moment This No only depends on quality product, but also on strength image brand and proximity emotional build -up through community customer.

Limitations Researchers

In every research process, always there is limitations that are No direct influence room scope and depth analysis conducted. Research this is not the case either let go from a number of necessary limitations explained in a way objective, as form transparency scientific and at the same time consideration For study next. As for the limitations in study This includes:

- a) Research This only highlight two variables independent, namely community marketing and image brand. In fact, loyalty customers are very likely influenced by other factors such as quality service, satisfaction customers, promotions, price, and trust to brand, which has not yet covered in the research model This.
- b) Election respondents limited in a way geographical, namely only Fore Coffee customers in the Jakarta area. Therefore that, the result study This Not yet can generalized in a way full to all over Fore Coffee consumers in Indonesia or other cities with different characteristics.
- c) Instruments data collection using questionnaire closed. Because it is limited, respondents only given choice the answer that has been determined, so that No allows exploration more in to the reasons and motivations behind perception they.
- d) Coefficient value determination (Adjusted R^2) of 0.655 indicates that even though the model has Power strong prediction, still there is about 34.5% variation loyalty customers are influenced by other factors outside this model.

Although there is limitations said, research This still give contribution meaningful beginning in study the role of community strategy and image brand to formation loyalty customers in the local coffee industry.

Suggestion

Based on results research, conclusions, and limitations that have been described previously, then following is some suggestions that can considered by the parties related and by future researchers:

a. Practical Advice for Fore Coffee

1. Strengthen community marketing strategies in a way sustainable. Activity community need designed in a way more participatory and meaningful, such as discussion forums, interactive events, and loyalty programs based contribution customers. This is will increase attachment emotional and sense of belonging to brand.
2. Maintain consistency between image brand and experience customers. Strong brand image must supported by appropriate services with expectation customers. HR training, improvement quality services and communication honest and relevant brands become step important in guard harmony This.
3. Get involved customer in innovation products and marketing strategies. Customer community can involved in trial product new, survey satisfaction, or campaign based mark together. Approach This will strengthen loyalty at a time create a more personal relationship between brands and customers.

b. Suggestions for Study Furthermore

1. Add other variables that are more wide . Study upcoming recommended For enter variables like satisfaction customer , quality service , price , or trust brand , which is empirical proven own connection strong with loyalty .
2. Use approach mixed methods. In addition to quantitative , the approach qualitative like interview deep or observation can give a richer understanding of perception and experience customers who do not accessible by questionnaire closed .
3. Expand coverage geographical respondents . Involving customer from various area or other cities where Fore Coffee operates can help see pattern greater loyalty diverse and strengthening generalization results study .

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