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Perceived Price Fairness, Service Experience Quality, and Customer Loyalty in Lifestyle Coffee Shops: The Mediating Role of Customer Satisfaction

Mira Gustiana Pangestu¹, Syahmardi Yacob², Hanan Laras Sabrina³

¹Faculty of Management and Business Science, Universitas Dinamika Bangsa, Indonesia, myraapangestu29@gmail.com

²Faculty of Economics and Business, Universitas Jambi, Indonesia, syahmardi_yacob@unja.ac.id

³Faculty of Management and Business Science, Universitas Dinamika Bangsa, Indonesia, hananlaras@unama.ac.id

Corresponding Author: myraapangestu29@gmail.com¹

Abstract: This study aims to analyze the influence of perceived price fairness and service experience quality on customer loyalty through customer satisfaction at Duniawi Coffee & Records Jambi. The rapid growth of the coffee shop industry in Indonesia has intensified business competition, encouraging coffee shop businesses to create experiential concepts capable of strengthening customer loyalty. This study employed a quantitative explanatory design. Data were collected through questionnaires distributed to 388 respondents selected using purposive sampling techniques. The collected data were analyzed using validity testing, reliability testing, classical assumption testing, path analysis, and hypothesis testing with the assistance of SPSS software. The findings reveal that perceived price fairness and service experience quality have positive and significant effects on customer satisfaction and customer loyalty. Perceived price fairness ($\beta = 0.254$, $p < 0.001$) and service experience quality ($\beta = 0.231$, $p < 0.001$) significantly affect customer loyalty, both directly and indirectly through customer satisfaction ($\beta = 0.153$, $p < 0.01$). Furthermore, customer satisfaction significantly influences customer loyalty and acts as a partial mediating variable in the relationship between perceived price fairness, service experience quality, and customer loyalty. The results indicate that customer loyalty within experiential coffee shop businesses is strongly influenced by pricing fairness, service quality, and overall customer experience. This study contributes to the literature on customer loyalty in lifestyle-oriented coffee shop industries and provides managerial insights for coffee shop businesses in developing effective pricing strategies, improving service quality, and enhancing customer satisfaction to sustain long-term customer loyalty.

Keyword: Customer Loyalty, Customer Satisfaction, Perceived Price Fairness, Service Experience Quality, Experiential Coffee Shop

INTRODUCTION

Coffee shops in Indonesia have increasingly become part of urban lifestyle culture, particularly among Generation Z and millennial consumers. They are no longer viewed merely as places to consume coffee, but also as social, recreational, and experiential spaces where consumers seek comfort, atmosphere, and memorable interactions. This phenomenon is also evident in Jambi City, where coffee culture continues to develop alongside the growth of local coffee shop businesses. Data from the Central Statistics Agency of Jambi City show that coffee bean production fluctuated between 2019 and 2024 but generally indicated an upward trend, reflecting the increasing relevance of coffee consumption in local consumer lifestyles (BPS, 2024).

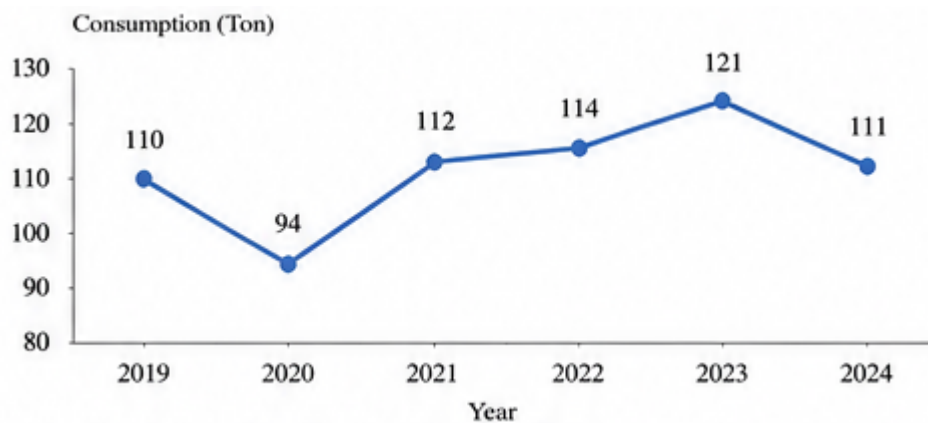


Figure 1. Jambi City's Coffee Bean Production Volume

Amid this development, customer loyalty has become a crucial issue for coffee shop sustainability. The growing number of coffee shop alternatives enables consumers to easily compare products, prices, atmosphere, and service experiences. As a result, maintaining loyal customers is increasingly challenging, as loyalty is not formed solely through product consumption but also through customers' overall evaluation of value, satisfaction, and experience (Dam & Dam, 2021; Uzir et al., 2021). For experiential coffee shops such as Duniawi Coffee & Records Jambi, which combine specialty coffee, live music, and a social environment, loyalty becomes especially important in sustaining long-term competitiveness.

Price fairness and service experience quality are important factors that may shape customer satisfaction and loyalty. Price fairness refers to customers' perception that the price paid is reasonable and appropriate in relation to the benefits received. In a competitive coffee shop market, fair pricing can strengthen perceived value, satisfaction, revisit intention, and word-of-mouth intention (Konuk, 2019; Slack et al., 2020). Meanwhile, service experience quality reflects the extent to which customers receive reliable, responsive, comfortable, and enjoyable service throughout their visit. Previous studies have shown that service quality and customer experience significantly influence satisfaction and loyalty in service-based industries (Gopi & Samat, 2020; Rita et al., 2019).

Customer satisfaction plays a central role in linking price fairness and service experience quality with customer loyalty. Satisfaction arises when customers perceive that the product, price, service, and overall experience meet or exceed their expectations. Satisfied customers are more likely to revisit, recommend the business to others, and maintain long-term relationships with the company. Prior research has also confirmed the mediating role of satisfaction in the relationship between perceived value, service quality, and loyalty (Ghafoor et al., 2012; Kaura et al., 2015).

Although customer loyalty has been widely examined in service and hospitality research, prior studies have largely focused on conventional service settings, restaurants, hotels, and general coffee shop businesses. Limited empirical attention has been given to experiential coffee shops that combine coffee consumption with lifestyle elements, music, social interaction, and atmospheric experience. This gap is important because loyalty in experiential coffee shops is not formed only through product quality, but also through customers' evaluation of price fairness, service experience quality, satisfaction, emotional value, and social experience. In addition, empirical findings regarding the mediating role of customer satisfaction remain varied across different business contexts (Ali et al., 2016; Han & Hyun, 2017; Salam & Kristanto, 2025). Therefore, further investigation is needed to understand how price fairness and service experience quality influence customer loyalty through customer satisfaction in an experiential coffee shop setting.

The novelty of this study lies in its focus on Duniawi Coffee & Records Jambi as an experiential coffee shop that integrates specialty coffee, music, atmosphere, and social space. Unlike previous studies that examine customer loyalty in general service contexts, this study develops a more specific model by examining the effect of perceived price fairness and service experience quality on customer loyalty through customer satisfaction. Thus, this study contributes to the customer loyalty literature by explaining how rational evaluation, experiential evaluation, and affective response interact in shaping loyalty in a lifestyle-based coffee shop context.

Based on this background, this study addresses several research problems, namely whether price fairness influences customer satisfaction, whether service experience quality influences customer satisfaction, whether customer satisfaction influences customer loyalty, and whether customer satisfaction mediates the relationship between price fairness, service experience quality, and customer loyalty at Duniawi Coffee & Records Jambi.

This study aims to analyze the influence of price fairness and service experience quality on customer loyalty through customer satisfaction as an intervening variable at Duniawi Coffee & Records Jambi. Theoretically, this study contributes to the literature on customer loyalty and satisfaction in experiential coffee shop businesses. Practically, the findings are expected to provide managerial insights for coffee shop owners in developing fair pricing strategies and improving service experiences to enhance customer satisfaction and sustain long-term customer loyalty.

Based on the above discussion, this study examines the relationship between perceived price fairness, service experience quality, customer satisfaction, and customer loyalty in the context of an experiential coffee shop. Unlike previous studies that have primarily focused on conventional service settings, this study emphasizes coffee shops as lifestyle-oriented spaces that integrate music, atmosphere, and social interaction as part of the customer experience. Therefore, the hypotheses proposed in this study are as follows: perceived price fairness has a positive effect on customer satisfaction; service experience quality has a positive effect on customer satisfaction; perceived price fairness has a positive effect on customer loyalty; service experience quality has a positive effect on customer loyalty; customer satisfaction has a positive effect on customer loyalty; and customer satisfaction mediates the relationship between perceived price fairness, service experience quality, and customer loyalty

METHOD

This study employed a quantitative research approach with a descriptive and explanatory design to examine the relationships among perceived price fairness, service experience quality, customer satisfaction, and customer loyalty at Duniawi Coffee & Records Jambi. A quantitative approach was considered appropriate because the study aimed to test hypotheses, measure relationships among variables, and analyze empirical data through statistical procedures. The study used a cross-sectional design, in which data were collected from respondents at one

specific period to capture customers' perceptions and behavioral intentions at the time of the survey. Cross-sectional survey designs are widely used in service marketing and consumer behavior research because they allow researchers to examine relationships among latent constructs based on customers' direct evaluations of their experiences (Hair et al., 2022; Sekaran & Bougie, 2020).

The research was conducted at Duniawi Coffee & Records, located on Jalan Sumatera No. 16, Kebun Handil, Jelutung District, Jambi City. This coffee shop was selected because it represents an experiential café concept that combines specialty coffee services, live music entertainment, a distinctive atmosphere, and social interaction spaces. This context is relevant for examining customer loyalty because experiential service businesses do not rely solely on product quality, but also on customers' evaluations of price fairness, service experience, satisfaction, and emotional value. In service research, customer experience is understood as a multidimensional response formed through cognitive, affective, sensory, and relational interactions during service consumption (Lemon & Verhoef, 2016; Rather, 2021).

The population of this study consisted of all customers who visited Duniawi Coffee & Records during the first eight months of 2025, totaling 13,200 customers based on company records. The sample was selected using purposive sampling, which allows researchers to choose respondents who meet specific criteria relevant to the research objectives. The respondents were required to be at least 17 years old, to have visited Duniawi Coffee & Records, to have purchased at least one product, and to be able to evaluate the café's price, service experience, satisfaction, and loyalty. These criteria were applied to ensure that the respondents had sufficient consumption experience to provide valid assessments of the research variables. The sample size was determined using the Slovin formula with a 5 percent margin of error. Based on a population of 13,200 customers, the minimum sample size was 388 respondents. Therefore, this study involved 388 customers as the research sample.

Primary data were collected through a structured questionnaire distributed both online and offline to customers who met the sampling criteria. The questionnaire used a five-point Likert scale ranging from 1, strongly disagree, to 5, strongly agree. The Likert scale was used because it enables respondents' perceptions, attitudes, and behavioral intentions to be transformed into measurable indicators for statistical analysis. Secondary data were obtained from company records, books, scientific journal articles, statistical reports, and previous studies related to coffee shops, service quality, customer satisfaction, and customer loyalty.

This study examined four main variables. Perceived price fairness and service experience quality were positioned as independent variables, customer satisfaction was positioned as an intervening variable, and customer loyalty was positioned as the dependent variable. Perceived price fairness was operationalized through indicators related to price reasonableness, price affordability, price consistency with product quality, and the suitability between price and the overall benefits received by customers. This measurement is consistent with previous studies which explain that price fairness reflects customers' evaluation of whether the price paid is acceptable, reasonable, and proportional to the value received (Konuk, 2019; Slack et al., 2021).

Service experience quality was operationalized through indicators related to employee responsiveness, service reliability, employee friendliness, assurance, empathy, physical facilities, café atmosphere, and the overall comfort of the service environment. These indicators were adapted from the service quality and customer experience literature, which emphasizes that service evaluation includes both functional service performance and experiential elements perceived during consumption (Parasuraman et al., 1988; Rita et al., 2019; Rather, 2021). Customer satisfaction was measured through customers' overall evaluation of product quality, price suitability, service performance, atmosphere, and the extent to which the experience met or exceeded their expectations. Satisfaction is commonly understood as a post-consumption evaluation that emerges when customers compare expected performance with actual experience (Oliver, 1999; Uzir et al., 2021). Customer loyalty was operationalized through revisit intention,

repurchase intention, willingness to recommend the café to others, preference for Duniawi Coffee & Records over competitors, and long-term commitment to continue purchasing. These indicators reflect both attitudinal and behavioral dimensions of loyalty, which are widely used in consumer loyalty research (Dam & Dam, 2021; Slack et al., 2021).

The data were analyzed using the Statistical Package for the Social Sciences. The analysis began with validity and reliability tests to ensure that the questionnaire items were suitable for measuring the research constructs. Validity testing was conducted using Pearson Product Moment correlation, where an item was considered valid if the correlation value exceeded the *r*-table value at a significance level of 0.05. Reliability testing was conducted using Cronbach's Alpha to assess the internal consistency of each construct. A variable was considered reliable when the Cronbach's Alpha value exceeded 0.70, which indicates acceptable internal consistency in social science research (Hair et al., 2022).

Before hypothesis testing, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model met the required statistical assumptions. Path analysis was then used to examine the direct and indirect relationships among perceived price fairness, service experience quality, customer satisfaction, and customer loyalty. The mediating role of customer satisfaction was tested by examining the indirect effects of perceived price fairness and service experience quality on customer loyalty through customer satisfaction.

To strengthen the mediation analysis, this study applied a bootstrapping procedure, as recommended in mediation testing literature, because bootstrapping provides more robust estimates of indirect effects, standard errors, and confidence intervals without requiring the assumption of normal distribution (Hayes, 2022; Hair et al., 2022). The bootstrapping procedure was conducted to evaluate the significance of indirect effects and determine whether customer satisfaction significantly mediated the relationships between perceived price fairness, service experience quality, and customer loyalty. Mediation effects were considered significant when the confidence interval did not include zero.

Hypothesis testing was conducted using *t*-tests to examine partial effects and *F*-tests to examine simultaneous effects at a 5 percent significance level. The coefficient of determination was also used to assess the explanatory power of the model, particularly the extent to which customer loyalty could be explained by perceived price fairness, service experience quality, and customer satisfaction.

RESULTS AND DISCUSSION

Respondent Characteristics

A total of 388 respondents who had visited Duniawi Coffee & Records Jambi participated in this study. As presented in Figure 1, the respondents were dominated by female customers at 51.8%, while male respondents accounted for 48.2%. Based on age, the majority of respondents were between 17 and 25 years old, representing 57.0% of the sample. This indicates that Duniawi Coffee & Records is primarily visited by young consumers, particularly Generation Z and young adults.

In terms of education, most respondents were senior high school graduates at 56.2%, followed by bachelor's degree holders at 33.0%. Based on occupation, students represented the largest group at 49.2%, followed by private employees at 27.8%. These characteristics confirm that the main consumer segment of Duniawi Coffee & Records consists of young, educated, and lifestyle-oriented customers.

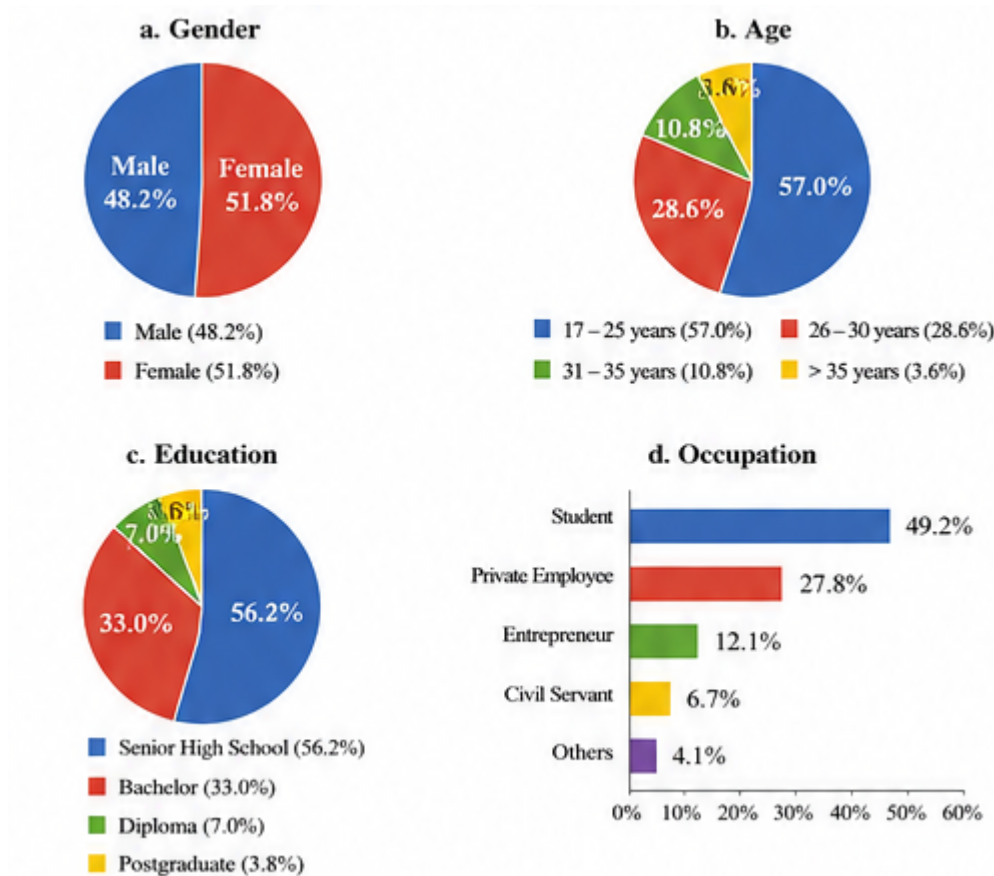


Figure 2. Respondent Characteristics

Coffee Consumption Trend in Jambi City

Figure 3 shows the trend of coffee consumption in Jambi City from 2019 to 2024. Coffee consumption reached 110 tons in 2019, declined to 94 tons in 2020, and then increased to 112 tons in 2021. The upward trend continued in 2022 and 2023, reaching 114 tons and 121 tons, respectively, before declining slightly to 111 tons in 2024.

This pattern indicates that coffee consumption in Jambi City generally increased despite fluctuations during the pandemic period. The decline in 2020 was likely related to restrictions on public activities, while the subsequent increase reflects the recovery of social and economic activities and the growing role of coffee shops in urban lifestyle consumption.

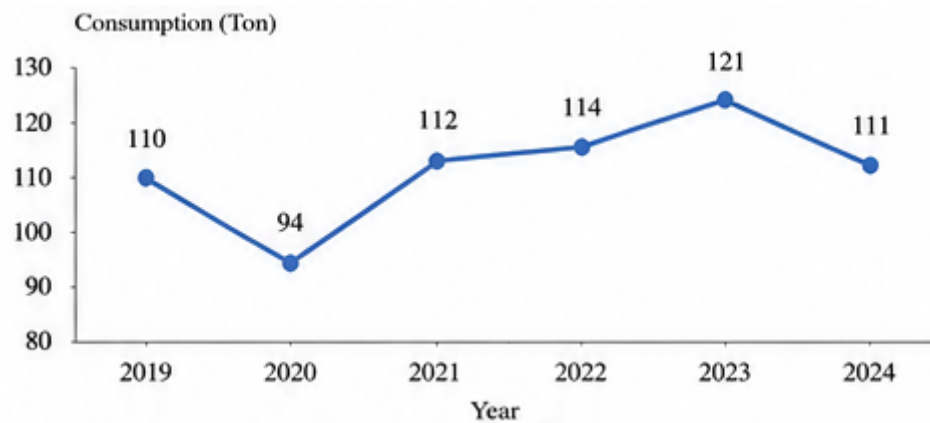


Figure 3. Respondent Characteristics

Visitor Trend at Duniawi Coffee & Records

Figure 4 presents the visitor trend at Duniawi Coffee & Records from 2019 to 2024. The number of visitors declined from 28,450 in 2019 to 18,670 in 2020. However, visitor numbers increased consistently from 31,980 in 2021 to 40,230 in 2022, 48,610 in 2023, and 52,280 in 2024.

This increase indicates that Duniawi Coffee & Records successfully recovered after the pandemic and strengthened its market position. The consistent growth also reflects customers' positive response to the café's experiential concept, which combines coffee products, live music, and social interaction spaces.

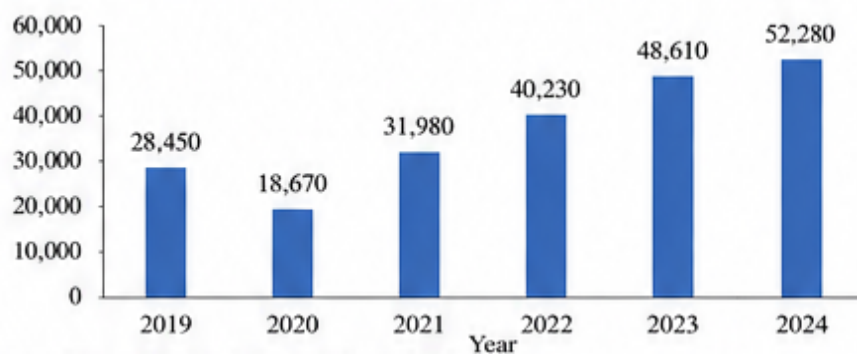


Figure 4. Visitor Trend at Duniawi Coffee & Records (2019–2024)

Validity Test

The validity test results are presented in Table 1. All indicators for price perception, service quality, customer satisfaction, and customer loyalty have correlation values greater than the r-table value of 0.0836. The indicator values for price perception range from 0.738 to 0.788, service quality from 0.601 to 0.862, customer satisfaction from 0.725 to 0.897, and customer loyalty from 0.604 to 0.806. These results indicate that all questionnaire items are valid and appropriate for measuring their respective variables.

Table 1. Validity Test Results

Variable	Indicator Range (Corrected Item–Total Correlation)	r-table ($\alpha = 0.05$; $n = 388$)	Result
Price Perception (X1)	0.738 – 0.788	0.0836	Valid
Service Quality (X2)	0.601 – 0.862	0.0836	Valid
Customer Satisfaction (Z)	0.725 – 0.897	0.0836	Valid
Customer Loyalty (Y)	0.604 – 0.806	0.0836	Valid

Reliability Test

Table 2 shows that all variables have Cronbach's Alpha values above the minimum standard of 0.60. Price perception has a Cronbach's Alpha value of 0.754, service quality 0.897, customer satisfaction 0.946, and customer loyalty 0.865. These values indicate that all research instruments are reliable and internally consistent.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Result
Price Perception (X1)	0.754	> 0.60	Reliable
Service Quality (X2)	0.897	> 0.60	Reliable
Customer Satisfaction (Z)	0.946	> 0.60	Reliable
Customer Loyalty (Y)	0.865	> 0.60	Reliable

Normality Test

As shown in Table 3, the Kolmogorov-Smirnov test results indicate that the significance value for the first model, which examines the effect of price perception and service quality on customer satisfaction, is 0.054. Meanwhile, the significance value for the second model, which examines the effect of price perception, service quality, and customer satisfaction on customer loyalty, is 0.200. Because both values are greater than 0.05, the data are normally distributed. This result is also supported by Figure 4, where the points in the Normal P-P Plot follow the diagonal line.

Table 3. Normality Test Results

Model	Asymp. Sig. (2-tailed)	Standard	Result
Model 1 (X1, X2 → Z)	0.054	> 0.05	Normal
Model 2 (X1, X2, Z → Y)	0.200	> 0.05	Normal

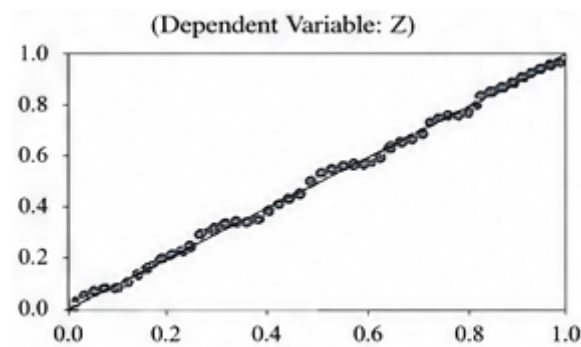


Figure 5. Normal P-P Plot of Regression Standardized Residual

Research Framework Multicollinearity Test

Table 4 shows that all tolerance values are greater than 0.10 and all VIF values are below 10. Price perception and service quality each have tolerance values of 0.855 and VIF values of 1.170. Customer satisfaction has a tolerance value of 0.767 and a VIF value of 1.303. These results confirm that there is no multicollinearity problem among the independent variables.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Standard	Result
Price Perception (X1)	0.855	1.170	Tolerance > 0.10 VIF < 10	No Multicollinearity
Service Quality (X2)	0.855	1.170	Tolerance > 0.10 VIF < 10	No Multicollinearity
Customer Satisfaction (Z)	0.767	1.303	Tolerance > 0.10 VIF < 10	No Multicollinearity

Heteroscedasticity Test

Figure 6 shows that the residual points are randomly distributed above and below the zero line and do not form a specific pattern. Therefore, the regression model does not indicate heteroscedasticity and is suitable for further analysis.

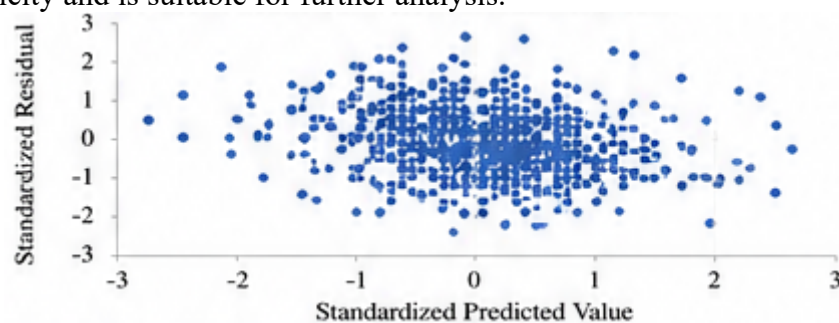


Figure 6. Scatterplot Heteroscedasticity Test

Path Analysis

Figure 7 presents the research model and path coefficients. The results show that price perception has a positive effect on customer satisfaction with a coefficient of 0.177. Service quality also has a positive effect on customer satisfaction with a coefficient of 0.186. Furthermore, price perception has a positive effect on customer loyalty with a coefficient of 0.254, while service quality has a coefficient of 0.231. Customer satisfaction also positively affects customer loyalty with a coefficient of 0.153. These results indicate that price perception

and service quality influence customer loyalty both directly and indirectly through customer satisfaction.

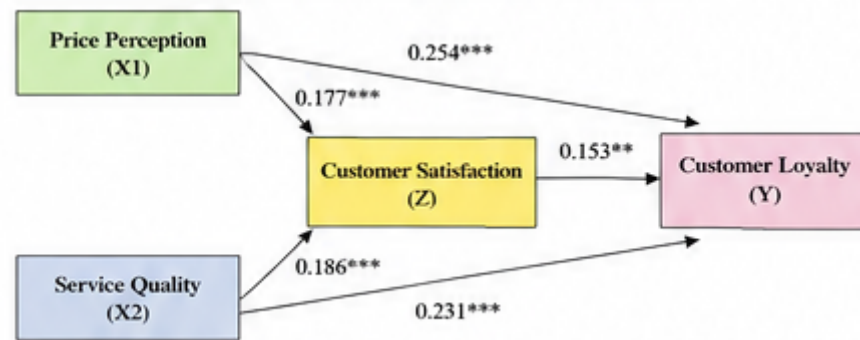


Figure 7. Research Model and Path Coefficients

Path Coefficient Results

Table 5 shows that all relationships among variables are statistically significant. Price perception significantly influences customer satisfaction with a beta coefficient of 0.177 and a significance value below 0.001. Service quality also significantly influences customer satisfaction with a beta coefficient of 0.186 and a significance value below 0.001.

Price perception significantly affects customer loyalty with a beta coefficient of 0.254, while service quality significantly affects customer loyalty with a beta coefficient of 0.231. Customer satisfaction also significantly affects customer loyalty with a beta coefficient of 0.153 and a significance value of 0.002.

Table 5. Path Analysis Results

Relationship	Standardized Beta	t-value	Sig.	Result
Price Perception (X1) → Customer Satisfaction (Z)	0.177	3.790	< 0.001	Significant
Service Quality (X2) → Customer Satisfaction (Z)	0.186	4.018	< 0.001	Significant
Price Perception (X1) → Customer Loyalty (Y)	0.254	5.664	< 0.001	Significant
Service Quality (X2) → Customer Loyalty (Y)	0.231	5.011	< 0.001	Significant
Customer Satisfaction (Z) → Customer Loyalty (Y)	0.153	3.173	0.002	Significant

Mediation Test / Indirect Effects

To provide stronger statistical evidence for the mediating role of customer satisfaction, this study conducted an indirect effect test using a bootstrapping procedure. The results of the bootstrapping analysis are presented in Table 6.

Table 6. Bootstrapping Results of Indirect Effects

Mediation Path	Indirect Effect	Direct Effect	Mediation Type
Perceived Price Fairness → Customer Satisfaction → Customer Loyalty	0.027	0.254	Partial Mediation
Service Experience Quality → Customer Satisfaction → Customer Loyalty	0.028	0.231	Partial Mediation

The results indicate that customer satisfaction mediates the relationship between perceived price fairness and customer loyalty, as well as the relationship between service

experience quality and customer loyalty. The indirect effect of perceived price fairness on customer loyalty through customer satisfaction was 0.027, while the indirect effect of service experience quality on customer loyalty through customer satisfaction was 0.028.

In addition, the direct effects of perceived price fairness and service experience quality on customer loyalty remained statistically significant after customer satisfaction was included in the regression model. Therefore, customer satisfaction functions as a partial mediator in both relationships. This finding suggests that perceived price fairness and service experience quality influence customer loyalty both directly and indirectly through customer satisfaction.

Consistent with the Baron and Kenny (1986) mediation approach, partial mediation occurs because the direct effects of the independent variables on customer loyalty remain significant even after the mediating variable is introduced into the model. However, to strengthen the robustness of the mediation analysis, this study also applied a bootstrapping procedure to evaluate the indirect effects more comprehensively.

Discussion

The findings show that price perception has a positive and significant effect on customer loyalty. This result indicates that customers are more likely to remain loyal when they perceive the prices offered by Duniawi Coffee & Records as fair, reasonable, and consistent with the benefits they receive. In the coffee shop context, price is not assessed solely in relation to the beverage purchased, but also in terms of the overall value created through atmosphere, service interaction, comfort, and entertainment experience. This finding is consistent with Konuk (2019), who found that price fairness strengthens customer satisfaction, trust, and behavioral intention. Similarly, Slack et al. (2020) emphasized that perceived value is an important determinant of customer satisfaction and loyalty because customers tend to compare the sacrifice they make with the benefits they obtain. Therefore, when customers believe that the price is proportional to the experience provided, they are more likely to develop positive attitudes and repeat purchase behavior.

Service quality also has a positive and significant effect on customer loyalty. This finding confirms that customers highly value friendly, responsive, reliable, and professional service when evaluating their experience at a coffee shop. In an experiential coffee shop such as Duniawi Coffee & Records, service quality is not limited to the technical delivery of products, but also includes the emotional and relational aspects of customer interaction. Employees who provide attentive service, respond quickly to customer needs, and create a welcoming atmosphere can strengthen customer attachment to the café. This result supports the findings of Parasuraman et al. (1988), who argued that reliability, responsiveness, assurance, empathy, and tangibles are essential dimensions of perceived service quality. It is also in line with Rita et al. (2019), who demonstrated that service quality significantly contributes to customer satisfaction and loyalty in service settings. Thus, excellent service quality can become a strategic resource for coffee shops seeking to differentiate themselves in a competitive market.

The results further reveal that customer satisfaction has a positive and significant effect on customer loyalty. This indicates that satisfied customers are more likely to revisit the café, recommend it to others, and maintain a long term relationship with the business. Satisfaction reflects customers' overall evaluation of whether their expectations are fulfilled or exceeded after experiencing the product and service. This finding is consistent with Oliver (1999), who explained that satisfaction is a fundamental antecedent of loyalty because it shapes customers' future behavioral intentions. In addition, Rather (2020) found that positive customer experiences strengthen engagement and loyalty, particularly in service environments where emotional and experiential value plays an important role. In the context of Duniawi Coffee & Records, customer satisfaction may arise not only from product quality, but also from the combination of fair prices, enjoyable service, live music, and a comfortable social space.

The path analysis confirms that customer satisfaction acts as a partial intervening variable in the relationship between price perception, service quality, and customer loyalty. This means that price perception and service quality directly influence customer loyalty, while also indirectly influencing loyalty through customer satisfaction. The partial mediation effect suggests that customers may become loyal because they directly perceive the price as fair and the service as high quality, but their loyalty becomes stronger when these perceptions generate satisfaction. This finding supports Kaura et al. (2015), who showed that customer satisfaction mediates the relationship between service quality, perceived price, and customer loyalty. It is also consistent with Han and Hyun (2017), who emphasized that satisfaction plays a central role in transforming service evaluations into loyalty outcomes. Therefore, improving customer loyalty requires more than offering competitive prices and good service. It also requires the consistent creation of satisfying experiences that meet customers' functional, emotional, and social expectations.

Overall, the findings indicate that customer loyalty at Duniawi Coffee & Records is shaped by the integration of fair pricing, strong service quality, and customer satisfaction. The café's experiential concept, which combines coffee, music, atmosphere, and social interaction, strengthens its ability to create emotional value for customers. This is important because loyalty in lifestyle based service businesses is often influenced not only by rational evaluation, but also by affective attachment and memorable experiences. Pine and Gilmore (1998) argued that businesses can create stronger value when they offer experiences rather than merely products or services. In this regard, Duniawi Coffee & Records has the opportunity to strengthen customer loyalty by maintaining price fairness, improving service consistency, and continuously enhancing the overall customer experience. These efforts are essential for sustaining competitiveness in the increasingly dynamic coffee shop market.

CONCLUSION

Conclusion

This study examined the influence of perceived price fairness and service experience quality on customer loyalty through customer satisfaction at Duniawi Coffee & Records Jambi. The findings show that perceived price fairness and service experience quality have positive and significant effects on both customer satisfaction and customer loyalty. Customer satisfaction also has a positive and significant effect on customer loyalty and serves as a partial mediator in the relationships between perceived price fairness, service experience quality, and customer loyalty.

Theoretically, this study contributes to the literature on customer loyalty and service marketing by emphasizing the role of customer satisfaction as a mediating variable in lifestyle-oriented coffee shop businesses. Practically, the findings suggest that coffee shop managers should maintain fair pricing strategies, improve service responsiveness and professionalism, and continuously enhance experiential elements such as atmosphere, comfort, social interaction, and entertainment to strengthen customer satisfaction and long-term loyalty.

This study has several limitations. First, it employed a cross-sectional design, which limits the ability to observe changes in customer satisfaction and loyalty over time. Second, the research was conducted only at Duniawi Coffee & Records Jambi, so the findings may not be fully generalizable to other coffee shop contexts. Third, this study focused only on perceived price fairness, service experience quality, customer satisfaction, and customer loyalty, while other relevant variables such as café atmosphere, brand image, product quality, digital marketing, and experiential value were not included.

Future research is encouraged to examine broader coffee shop contexts, including franchise coffee shops, specialty cafés, and premium lifestyle cafés in different regions. Future studies may also employ longitudinal research designs and incorporate additional variables to

provide a more comprehensive understanding of customer loyalty in experiential coffee shop businesses.

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