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THE INFLUENCE OF BRAND IMAGE AND PERCEIVED VALUE ON CUSTOMER LOYALTY OF KOPI KENANGAN PRODUCTS IN SURABAYA

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Abstract

The increasing trend of domestic coffee consumption has intensified market competition, making customer loyalty a crucial element for companies seeking to maintain their competitiveness and sustainability. As one of Indonesia's leading local coffee brands, Kopi Kenangan is not exempt from this competitive environment. This study aims to examine the influence of brand image and perceived value on customer loyalty toward Kopi Kenangan in Surabaya. This research employed a quantitative approach. A total of 100 respondents were selected using a non-probability sampling method with a purposive sampling technique. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3 software. The findings indicate that both brand image and perceived value have a positive and significant effect on customer loyalty toward Kopi Kenangan in Surabaya. These results suggest that strengthening a favorable brand image and enhancing customers' perceived value are essential strategies for fostering customer loyalty in the highly competitive coffee industry.

Keywords: Brand Image, Perceived Value, Customer Loyalty, PLS-SEM, Coffee Industry

INTRODUCTION

Globalization has contributed to changes in the consumption patterns of Indonesian society. In recent years, Indonesia has experienced a consistent increase in domestic coffee consumption. This phenomenon is closely associated with the growing popularity of coffee culture, particularly among urban youth, driven by the rapid expansion of cafés and coffee shops. In 2022, café and bar sales in Indonesia generated approximately USD 1.9 billion and are projected to reach around USD 3.8 billion by 2026. High-quality local coffee products and various iced coffee-based beverages have become dominant trends among younger consumers. Given that Indonesia has a predominantly Muslim population, coffee shops tend to attract more visitors than bars (Nurhayati, 2023).

The growth in coffee consumption has been observed across various regions in Indonesia, including Surabaya. As the capital city of East Java Province, Surabaya recorded the largest population in the province, reaching approximately 2.89 million people in 2023 (BPS, 2023). The large population size is expected to create substantial purchasing potential, thereby increasing business opportunities. Consequently, the rising consumption of coffee has positioned the coffee business as one of the most promising industries in Indonesia.

According to Nurhayati (2023), local coffee chains have outperformed several global brands in terms of market presence over the past few years. Mediana (2024), citing research conducted by Chen from Momentum Works, reported that international chains such as Amazon, Starbucks, and Inthanin, along with local brands such as Janji Jiwa, have aggressively expanded their coffee outlets throughout Indonesia. GapMaps data further indicate that Janji Jiwa ranks first with approximately 900 outlets, followed by Kopi Kenangan with 868 outlets. Other major brands, including Starbucks, Chatime, J.CO, and Kedai Kopi Kulo, also maintain extensive networks with more than 250 locations each (Top Brand Award, 2023).

As one of the leading local coffee chains, Kopi Kenangan has demonstrated its commitment as one of the fastest-growing retail brands in Indonesia's food and beverage industry. By offering selected local coffee beans and implementing a "one cup, one customer" approach, the company successfully sells more than 2.5 million cups of coffee each month. These achievements enabled Kopi Kenangan to receive the "Brand of the Year" award in the Café Retailer category at the World Branding Awards for two consecutive years (2021–2022), organized by the World Branding Forum (WBF). Such accomplishments are inseparable from the company's consistent sales growth, which is strongly supported by customer loyalty.

Singagerda (2020) defines loyalty as a customer's commitment to repeatedly purchase a product or service on a regular basis. In today's highly competitive market environment, customer loyalty has become a critical factor for organizational survival and long-term success. Kotler and Armstrong (2018) argue that retaining loyal customers is economically beneficial because loyal customers tend to spend more and remain with the company longer. Previous studies also indicate that retaining existing customers is significantly less costly than acquiring new ones.

Oliver (2010) defines customer loyalty as a deeply held commitment to repurchase or repatronize a preferred product or service consistently in the future despite situational influences and marketing efforts that may encourage switching behavior. Customer loyalty does not emerge instantly. According to Oliver (2010), loyalty develops sequentially through

cognitive, affective, conative, and behavioral stages, ultimately resulting in repeated purchasing behavior.

Among the various factors influencing customer loyalty, two variables are frequently highlighted in the marketing literature: brand image and perceived value. Brand image refers to consumers' perceptions of a brand as reflected in the associations stored in their memory (Keller & Swaminathan, 2020). Meanwhile, perceived value represents consumers' overall assessment of the benefits received relative to the costs incurred and often plays a decisive role in purchasing decisions (Keller & Swaminathan, 2020).

Previous studies have produced inconsistent findings regarding the effects of brand image and perceived value on customer loyalty. Bilgin (2018) found that brand image positively influences customer loyalty. Similarly, Farizan, Rohman, and Hussein (2019), as well as Cuong and Khoi (2019), reported that both brand image and perceived value positively affect customer loyalty. However, contradictory findings have also been documented. Tu et al. (2012) and Keni and Calista (2021) concluded that brand image does not significantly influence customer loyalty. Likewise, Meryawan, Suryawan, and Handayani (2022), as well as Zidan, Udayana, and Cahya (2024), found that perceived value does not significantly affect customer loyalty.

The inconsistency of previous research findings provides a strong motivation for further investigation. Therefore, this study seeks to provide more conclusive evidence regarding the influence of brand image and perceived value on customer loyalty within the coffee industry, specifically focusing on Kopi Kenangan consumers in Surabaya.

REVIEW OF LITERATURE

Brand Image and Customer Loyalty

Customer loyalty has long been recognized as one of the most valuable strategic assets for organizations operating in highly competitive markets. Lovelock and Wright (1999) define customer loyalty as customers' willingness to maintain a long-term relationship with a company by repeatedly purchasing its products or services, demonstrating a strong preference for the brand, and voluntarily recommending it to others. Similarly, Kotler and Armstrong (2018) argue that loyal customers not only make repeat purchases but also become advocates who voluntarily promote the brand through positive word-of-mouth communication.

According to the American Marketing Association, a brand is defined as a name, term, sign, symbol, design, or a combination thereof that identifies the goods or services of one seller or group of sellers and differentiates them from competitors (Keller & Swaminathan, 2020). Kotler and Keller (2016) further emphasize that a brand represents a promise made by a company to its customers regarding the value and quality they can consistently expect. Consumers' overall perceptions of that promise are reflected in what is commonly referred to as brand image.

Brand image represents the set of perceptions, beliefs, and associations that consumers hold regarding a particular brand. Schiffman and Kanuk (2010) describe brand image as a relatively enduring perception developed through consumers' experiences and interactions with a brand. Consequently, consumers' attitudes and behavioral intentions toward a product are strongly influenced by the image they associate with the brand.

Keller and Swaminathan (2020) explain that a favorable brand image provides companies with a sustainable competitive advantage by creating compelling reasons for

consumers to choose one brand over competing alternatives. Consumers generally perceive well-established brands as offering superior quality, greater reliability, and better service compared with lesser-known competitors. Effective marketing communication, including advertising, sales promotions, personal selling, and positive word-of-mouth, contributes significantly to strengthening these favorable perceptions.

Wardhana (2022) identifies three principal dimensions that shape brand image. The first is strength of brand association, which reflects the extent to which consumers retain information about a brand through various marketing communication activities. The second is favorability of brand association, referring to consumers' positive evaluations of the brand's attributes and benefits that satisfy their needs and expectations. The third is uniqueness of brand association, which represents distinctive characteristics that differentiate a brand from its competitors and are difficult to imitate.

A successful brand image enables consumers to recognize how a brand fulfills their needs while distinguishing it from competing brands. Organizations that consistently maintain a positive brand image are more likely to achieve stronger market positioning, sustainable competitive advantages, higher market share, and superior organizational performance. These advantages ultimately encourage customers to remain loyal and continue purchasing the brand.

Numerous empirical studies have demonstrated the positive relationship between brand image and customer loyalty. Bernarto et al. (2020), in their study of coffee shops in Taiwan, reported that brand image significantly enhances customer loyalty. Similar findings were obtained by Permadi et al. (2024) within the culinary industry and Wardani et al. (2023) in the cosmetics sector. Additional studies conducted by Affifatusholihah and Sari (2024) as well as Raza et al. (2024) further confirmed that a positive brand image significantly strengthens customer loyalty across various industries.

Based on the theoretical arguments and empirical findings discussed above, the following hypothesis is proposed:

Perceived Value and Customer Loyalty

Perceived value has become one of the most widely studied concepts in consumer behavior because it directly influences customers' purchasing decisions and post-purchase evaluations. Zeithaml (1988) defines perceived value as consumers' overall assessment of a product's utility based on their evaluation of the benefits received relative to the sacrifices incurred. These benefits may include functional attributes such as product quality and price, as well as non-functional attributes including social value, reputation, and emotional satisfaction.

Jasin et al. (2023) argue that perceived value reflects customers' evaluation of service quality by balancing perceived benefits against both financial and non-financial sacrifices. Financial sacrifices generally refer to the monetary costs incurred during the purchasing process, whereas non-financial sacrifices include the time, effort, and psychological costs invested by consumers. When the perceived benefits exceed these sacrifices, customers are more likely to experience satisfaction, which subsequently contributes to the development of customer loyalty.

Husin et al. (2023) further explain that perceived value emerges when consumers believe that a product provides benefits worthy of its purchase price. Such perceptions may be formed through public opinion, previous customer experiences, marketing communications, or direct product consumption. Consequently, products perceived as

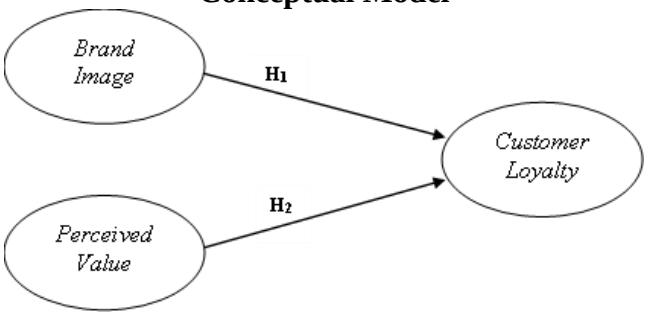
offering superior value are more likely to encourage repeat purchases and long-term customer relationships.

From a marketing perspective, higher perceived value increases customers' willingness to continue purchasing the same brand because they believe that the benefits received justify the costs incurred. Consumers who perceive excellent value are generally less sensitive to competitors' offerings and exhibit stronger commitment toward their preferred brands.

The positive relationship between perceived value and customer loyalty has been consistently supported by previous empirical research. Bernarto and Patricia (2017) found that perceived value significantly influences customer loyalty in the restaurant industry. Similar conclusions were reported by Bui et al. (2023) in digital marketing and Fu (2023) in the airline industry. More recent studies conducted by Janati and Kusmayadi (2024), Yesitadewi and Widodo (2024), and Kazmi and Fatima (2024) likewise confirmed that higher perceived value significantly enhances customer loyalty across various service sectors.

Drawing upon the theoretical perspectives and empirical evidence presented above, the second hypothesis of this study is formulated as follows:

Figure 1.
Conceptual Model



The hypotheses in this study are:

H1: Brand image has a positive influence on customer loyalty.

H2: Perceived value has a positive influence on customer loyalty.

Perceived Value and Customer Loyalty

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RESEARCH METHOD

This study employed a quantitative research approach to examine the effects of brand image and perceived value on customer loyalty among Kopi Kenangan consumers in Surabaya. A quantitative approach was considered appropriate because the objective of the study was to test the causal relationships among the proposed constructs using statistical analysis.

The research instrument consisted of two sections. The first section collected respondents' demographic information, including gender, age, educational background, and

monthly income. The second section contained eleven measurement items representing the research variables. Customer loyalty was measured using four items adapted from Orel and Kara (2014). Brand image was measured using four items adapted from Huynh and Nguyen (2024), while perceived value was measured using three items adapted from the same study. All questionnaire items were assessed using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

The target population comprised consumers who had previously purchased Kopi Kenangan products in Surabaya. Since the exact population size was unknown, this study employed a non-probability sampling technique using purposive sampling. Respondents were selected based on a predetermined criterion, namely individuals who had purchased and consumed Kopi Kenangan products at least three times. This criterion was established to ensure that respondents possessed sufficient experience with the brand to provide reliable evaluations regarding brand image, perceived value, and customer loyalty.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 software. PLS-SEM was selected because it is particularly suitable for predictive research models and does not require multivariate normal data distribution. Compared with Covariance-Based Structural Equation Modeling (CB-SEM), PLS-SEM demonstrates greater flexibility in handling relatively small sample sizes and non-normally distributed data, conditions that are frequently encountered in behavioral and social science research (Abdillah & Jogiyanto, 2015).

The analysis procedure consisted of two major stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

The measurement model was assessed to determine the validity and reliability of the research constructs. Convergent validity was evaluated using outer loading and Average Variance Extracted (AVE) values. Indicator loadings greater than 0.70 and AVE values exceeding 0.50 indicate satisfactory convergent validity. Internal consistency reliability was assessed using Composite Reliability (CR) and Cronbach's Alpha, with values above 0.70 considered acceptable. Furthermore, discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) criterion, where HTMT values below 0.90 indicate adequate discriminant validity among latent constructs.

After confirming the adequacy of the measurement model, the structural model was evaluated to examine the relationships among the latent variables. The structural model assessment included the coefficient of determination (R^2) to measure the explanatory power of the model, predictive relevance (Q^2) using the blindfolding procedure, and hypothesis testing through bootstrapping. The significance of the structural relationships was determined based on path coefficients, t-statistics, and p-values. A hypothesis was considered statistically supported when the p-value was less than 0.05, and the t-statistic exceeded the critical value of 1.985 ($\alpha = 0.05$; $n = 100$; $df = 97$).

RESULTS AND DISCUSSION

The latent constructs in this research model employ reflective measurements, in which the indicators predict a particular construct, are highly correlated with one another, and represent the effects of the latent construct. As shown in **Table 1**, the outer loading values of all indicators are greater than 0.70, indicating that all indicators used in this study are valid.

Table 1.
Outer Loading Results

	BI (X_1)	CL (Y)	PV (X_2)
BI1	0,889		
BI2	0,894		
BI3	0,886		
BI4	0,880		
CL1		0,889	
CL2		0,901	
CL3		0,876	
CL4		0,905	
PV1			0,874
PV2			0,881
PV3			0,920

Source: *Processed Output Data (2025).*

Furthermore, as presented in Table 2, the AVE values for each construct are above 0.50, indicating that all constructs have satisfied the requirements of convergent validity. In the same table, the reliability analysis results show that the values of Cronbach's Alpha and Composite Reliability are greater than 0.70 for all latent constructs, indicating that the measurement instruments have fulfilled the internal consistency reliability requirements and can therefore be considered reliable. In Table 3, the HTMT test results show values below 0.90, indicating that all constructs have met the requirements of discriminant validity. Therefore, the analysis results demonstrate that all constructs have satisfied the requirements for the subsequent stage of analysis.

Table 2.
Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE)

	Cronbach's α	CR	AVE
Brand Image (X_1)	0,910	0,937	0,787
Customer loyalty (Y)	0,916	0,940	0,798
Perceived Value (X_2)	0,872	0,921	0,795

Source: *Processed Output Data (2025)*

Table 3.
Discriminant Validity (HTMT Criterion)

	BI	CL
Brand Image		
Customer Loyalty	0,787	
Perceived Value	0,800	0,832

Source: *Processed Output Data (2025)*

In the evaluation of the inner model, the coefficient of determination (R^2) indicates that the Customer Loyalty construct (Y) is explained by Brand Image and Perceived Value by 0.635 or 63.5%, while the remaining 36.5% is explained by other variables outside the scope of this study. The influence of Brand Image and Perceived Value on Customer Loyalty is supported by the predictive relevance value (Q^2) of 0.498 (> 0), indicating that the model has good predictive relevance. The hypotheses were tested using the bootstrapping procedure. The criteria for hypothesis testing were based on the probability value (p-value < 0.05) and the t-statistic value (t-value > t-table for α = 5%; n = 100; df = 97 = 1.985).

Table 4.
Path Coefficients

	BI	CL
Brand Image		
Customer Loyalty	0,787	
Perceived Value	0,800	0,832

Source: *Processed Output Data (2025)*

Figure 2.
Inner Model Results

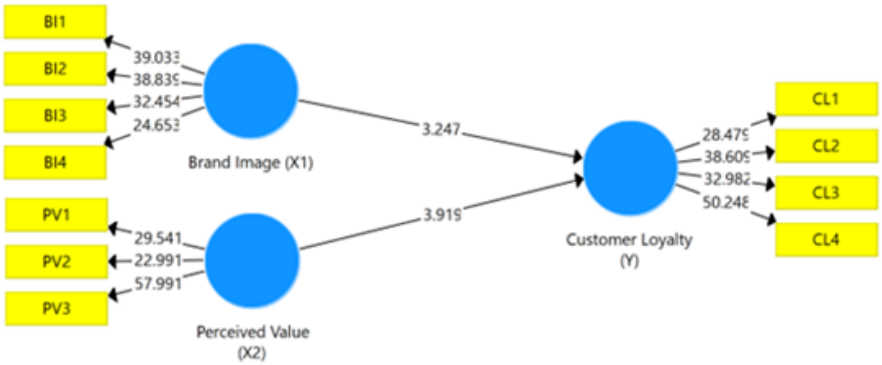


Figure 2 and Table 4 present the results of the inner model evaluation. Hypothesis 1 predicted that Brand Image has a significant effect on Customer Loyalty. The direct effect analysis presented in Table 4 shows that Brand Image has a positive and significant effect on Customer Loyalty, with a p-value of 0.002 (< 0.05) and a positive original sample coefficient of 0.392. Therefore, Hypothesis 1 is accepted.

Hypothesis 2 predicted that Perceived Value has a significant effect on Customer Loyalty. The direct effect analysis presented in Table 4 indicates that Perceived Value has a positive and significant effect on Customer Loyalty, with a p-value of 0.000 (< 0.05) and a positive original sample coefficient of 0.468. Therefore, Hypothesis 2 is accepted.

The results of this study indicate that Brand Image has a positive and significant effect on Customer Loyalty. This finding implies that the better the Brand Image of Kopi Kenangan, the higher the Customer Loyalty. This result supports previous studies (Bernarto et al., 2020; Permadi et al., 2024; Rosadyah et al., 2022; Affifatusholihah & Sari, 2024; Raza et al., 2024; Wardani et al., 2023), which concluded that Brand Image has a significant effect on Customer Loyalty. Brand Image serves as a powerful marketing tool that plays an important role in differentiating a company from its competitors. It enables consumers to identify the needs fulfilled by the brand and distinguish it from competing brands, thereby increasing consumers' likelihood of purchasing Kopi Kenangan products. By consistently maintaining a positive Brand Image, Kopi Kenangan is able to achieve a stronger market position, sustainable competitive advantage, and improved market performance, which in turn enhances Customer Loyalty.

The results also indicate that Perceived Value has a positive and significant effect on Customer Loyalty. This finding implies that the better the Perceived Value perceived by consumers, the higher the level of Customer Loyalty. This result is consistent with previous studies (Bernarto & Patricia, 2017; Bui et al., 2023; Fu, 2023; Janati & Kusmayadi, 2024; Yesitadewi & Widodo, 2024; Kazmi & Fatima, 2024), which concluded that Perceived Value positively affects Customer Loyalty. Perceived Value reflects consumers' perceptions that

the quality of products and services is proportional to the price paid, encouraging consumers to continue choosing Kopi Kenangan as their preferred coffee brand, which ultimately contributes to Customer Loyalty.

CONCLUSION

The first hypothesis was supported, indicating that Brand Image has a positive and significant effect on Customer Loyalty. The second hypothesis was also supported, demonstrating that Perceived Value has a positive and significant effect on Customer Loyalty. These findings indicate that Brand Image and Perceived Value play important roles in creating and enhancing Customer Loyalty, which has become a critical factor for Kopi Kenangan in facing the increasingly intense market competition. Maintaining and strengthening Kopi Kenangan's Brand Image and enhancing consumers' Perceived Value will help the company, particularly in Surabaya, sustain Customer Loyalty, remain competitive, and ensure the continuity of its business operations.

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