

ABSTRAK

**PENGARUH CUSTOMER EXPERIENCE DAN BRAND IMAGE
TERHADAP LOYALITAS KONSUMEN MELALUI KEPUASAN
KONSUMEN PADA COFFEE SHOP COSAN**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *customer experience* terhadap loyalitas konsumen pada *Coffee Shop Cosan*, (2) pengaruh *brand image* terhadap loyalitas konsumen pada *Coffee Shop Cosan*, (3) pengaruh *customer experience* terhadap loyalitas konsumen melalui kepuasan konsumen pada *Coffee Shop Cosan*, dan (4) pengaruh *brand image* terhadap loyalitas konsumen melalui kepuasan konsumen pada *Coffee Shop Cosan*. Populasi dalam penelitian ini adalah seluruh konsumen *Coffee Shop Cosan*. Sampel dalam penelitian ini sebanyak 385 responden. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Teknik analisis data menggunakan analisis *Partial Least Square* (PLS) dengan bantuan *software SmartPLS*. Hasil dari penelitian ini menunjukkan bahwa: (1) *customer experience* berpengaruh secara langsung terhadap loyalitas konsumen pada *Coffee Shopp Cosan*, (2) *brand image* berpengaruh secara langsung terhadap loyalitas konsumen pada *Coffee Shop Cosan*. (3) *customer experience* berpengaruh terhadap loyalitas konsumen melalui kepuasan konsumen *Coffee Shop Cosan*, dengan jenis mediasi berupa *complementary partial mediation*, (4) *brand image* berpengaruh terhadap loyalitas konsumen melalui kepuasan konsumen *Coffee Shop Cosan*, dengan jenis mediasi berupa *complementary partial mediation*.

Kata Kunci: *Customer Experience*, *Brand Image*, Kepuasan Konsumen, Loyalitas Konsumen.

ABSTRACT

**THE INFLUENCE OF CUSTOMER EXPERIENCE AND BRAND IMAGE
ON CONSUMER LOYALTY THROUGH CONSUMER SATISFACTION
AT COFFEE SHOP COSAN**

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This study aims to examine: (1) the effect of customer experience on customer loyalty at Coffee Shop Cosan, (2) the effect of brand image on customer loyalty at Coffee Shop Cosan, (3) the effect of customer experience on customer loyalty through customer satisfaction at Coffee Shop Cosan, and (4) the effect of brand image on customer loyalty through customer satisfaction at Coffee Shop Cosan. The population of this study consisted of all customers of Coffee Shop Cosan. The sample comprised 385 respondents. The sampling technique used was non-probability sampling with a purposive sampling approach. Data were analyzed using the Partial Least Squares (PLS) method with the assistance of SmartPLS software. The results indicate that: (1) customer experience has a direct effect on customer loyalty at Coffee Shop Cosan; (2) brand image has a direct effect on customer loyalty at Coffee Shop Cosan; (3) customer experience affects customer loyalty through customer satisfaction at Coffee Shop Cosan, with customer satisfaction acting as a complementary partial mediator; and (4) brand image affects customer loyalty through customer satisfaction at Coffee Shop Cosan, with customer satisfaction acting as a complementary partial mediator.

Keywords: Customer Experience, Brand Image, Consumer Satisfaction, Consumer Loyalty.