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The Effects of Perceived Service Quality and Satisfaction on Brand Loyalty: The Mediating Role of Coffee Shop Customer Trust in Bali

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ABSTRACT

Objectives: Competition, turbulence, changes in customer preferences have an effect on customer loyalty. Although the topic of the relationship between service quality and customer satisfaction on customer loyalty has been widely researched, there are still factors that are important to consider in the mechanism of the relationship.

Methodology: The main objective of this study is to provide a reliable framework for coffee shop businesses. Using a sample of 145 coffee shop visitors, a model was developed and then tested with Partial Least Square (PLS) to examine the interaction of multiple variables and mediation effects.

Finding: The empirical results are considered satisfactory as they offer knowledge insights into how to maximize service quality and customer satisfaction on customer loyalty. In particular, trust is an important mediator of the relationship of service quality and customer satisfaction on brand loyalty. This study proves that quality service and the importance of customer satisfaction significantly positively affect the level of trust and customer loyalty. The practical implication is that the mediating variable in this study is a variable that coffee shop context managers can manage.

Conclusion: The results of this study indicate that the higher the service quality and customer satisfaction, the higher the consumer trust in the company. This shows that service quality and customer satisfaction are able to predict trust.

Keywords: Service Quality; Customer Satisfaction; Customer Trust; Brand Loyalty.

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INTRODUCTION

The branded coffee shop segment is currently increasing at a rapid pace. The lifestyle of urbanites is expanding the opportunities for the global coffee shop market. The world's top five coffee consumers based on data from the International Coffee Organization for the period 2020/2021 include the European Union with 40,251 bags of coffee/60 kg, the United States with 26,982 bags of coffee/60 kg, Brazil with 22,400 bags of coffee/60 kg, Japan with 7,386 bags of coffee/60 kg, and Indonesia with 7,356 bags of coffee/60 kg. Global coffee consumption reached 166.35 million 60kg bags in 2020/2021 (www.ico.org). This is an increase of 1.3% compared to the previous period of 164.2 million 60kg bags. This explanation shows that coffee is part of Indonesian culture. Therefore, Indonesia is among the top five largest coffee consumers in the world. In addition, the lifestyle of today's society affects the market opportunities for coffee and coffee shops in Indonesia.

The coffee shop in question is a retail trade business that sells and serves ready-to-consume drinks through the process of making at the place of business according to orders, to create jobs and reduce the unemployment rate (www.bali.bps.go.id). Coffee shops today as a culture function as a place to drink, work, hang out, and hold meetings (Dhisasmito & Kumar, 2020).

Due to the intense competition in the coffee shop business, the globalization that is increasingly wide open for business people causes businesses to compete with each other to be able to face competition and gain a competitive advantage. Customer loyalty is important for business survival. Many companies use loyalty strategies to increase market share and profitability (Kassim & Asiah Abdullah, 2010). Customer loyalty is an important factor in maintaining sales and profits in the coffee shop industry (S. H. Kim & Lee, 2019).

Companies must know how consumer behavior is related so that companies can make the right marketing strategy. Because of the many new competitors and the increasingly tight development of technology, companies must always create and know marketing strategies so that company goals can be achieved to the maximum.

Academics show high interest in service quality, as it is considered to be primarily beneficial for developing customer loyalty. In essence, improving service quality is seen as a strategic tool to make customers loyal to brands (Shankar & Jebarajakirthy, 2019). Competitive competition in attracting and retaining customers encourages business managers to provide quality services as a basic strategy to gain competitive advantage and make customers loyal. The quality of service provided by salespeople is an important element of building customer loyalty (Sum & Hui, 2009). Service quality is a major factor influencing trust (Chenet & Sullivan, 2010), and brand loyalty (Putra, Hartoyo, & Simanjuntak, 2017). Service quality as an evaluation, an assessment of the perceived service compared to their expectations. Furthermore, it is stated that service quality is a form of producer behavior to meet the needs and desires of customers who influence their requests and decision making, thus services affect consumer loyalty to a good or service from the company that offers the product or service (Putra et al., 2017). Some previous studies have recognized the positive influence between service quality and brand loyalty in the banking sector (Shankar & Jebarajakirthy, 2019), retail (Sum & Hui, 2009), hospitality industry (S.-B. Kim & Kim, 2016).

The motivation for this research explores including the lack of examination of building trust and its interactions (Qalati et al., 2021), as a consequence of service quality and customer satisfaction and its effects on brand loyalty (Glaveli, 2020). Based on the background description and business phenomena, this research focuses on the following problem areas,

namely: whether service quality and customer satisfaction on brand loyalty; and whether trust acts as a mediating variable on the relationship of service quality and customer satisfaction on brand loyalty in the context of coffee shops in Bali. In addition to the research efforts that have been made, the purpose of this study is to further elaborate and propose a relationship model of service quality, satisfaction, and customer trust on brand loyalty in one model. As the coffee shop industry experiences fierce competition, the findings of this study offer practical insights for coffee shop managers in increasing customers' loyal behavior to the brands offered.

Based on the above phenomena and explanations, this study aims to explore several issues, including: 1.) Does service quality have a significant positive effect on customer trust? 2.) Is service quality significantly positively related to brand loyalty? 3.) Is customer satisfaction significantly positively related to customer trust? 4.) Is customer satisfaction significantly positively related to brand loyalty? 5.) Is customer trust significantly positively related to brand loyalty? 6.) Does customer trust significantly mediate the relationship between service quality and brand loyalty? 7.) Does customer trust significantly mediate the relationship between customer satisfaction and brand loyalty?

LITERATURE REVIEW

Brand Loyalty

Loyalty is both an attitude and a behavior (Pantouvakis & Lymperopoulos, 2008). Brand loyalty programs are programs offered to customers in an effort to build customers' emotional bonds with the company's brand. This program encourages customers to revisit, make purchases and influence potential customers in the decision-making process (S.-B. Kim & Kim, 2016). Loyalty can be described as a condition in which a person makes regular, regular and referral purchases (Sum & Hui, 2009). Loyalty as a customer attitude will be the strength of the company. Various efforts are made by companies to build customer loyalty (Khairawati, 2020). From a customer perspective, loyalty is a deeply held aspect of commitment and attachment related to a preferred brand product or service consistently in the future. Attitudes such as recommending word of mouth and intending to repurchase represent brand loyalty (Slack & Singh, 2020). Brand loyalty is a consumer behavior pattern that tends to commit to a particular product or brand and continues to make repeat purchases over time (Walsh & Dodds, 2017). Consumers from companies that have high brand loyalty will continue to make purchases from that brand regardless of various influences, such as price increases, convenience, and other factors (Zameer et al., 2020). The benchmark for brand loyalty is not limited to increasing revenue (Devedi et al., 2017). More than that, brand loyalty is about a higher number of loyal consumers (Subaebasni et al., 2019).

Service Quality

Conceptualizing service quality is very difficult. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction with the consumers themselves. Quality is further defined as the consumer's assessment of the overall excellence of the product (Karakasnaki, Psomas, & Bouranta, 2019). According to the definition of perceived service quality refers to the degree of difference in the services provided between the customer's subjective expectations and actual perceptions. The extent to which there is a difference between reality and consumer expectations of the services they have received reflects service quality (Xu, 2022). Regarding service quality, marketing literature explains that customers can evaluate the performance of products and services by comparing pre-purchase expectations with the overall actual experience (Ozkan, Suer, Keser, & Kocakoc,

2020). This research proposes service quality as a feeling of pleasure and disappointment that arises after the evaluation process by comparing expectations with the actual products and services received. In general, a high level of service will result in high satisfaction (Kim & Kim, 2016), and more frequent repurchases (Sum & Hui, 2009). Service quality is identified by dimensions such as physical evidence including the demographic characteristics of the salesperson such as neatly dressed, attractive face and young age; reliability as the ability of the salesperson to perform services precisely, and consistently; responsiveness as the ability of the salesperson to respond and help customers solve customer problems; assurance as the competence of the company's salesperson who is convincing and inspiring; empathy as the ability of the salesperson to care and concern with customers (Sum & Hui, 2009).

Customer satisfaction

The structure of satisfaction plays an important role in marketing theory (Mursid & Wu, 2022). Satisfaction has been recognized as the main goal of a service and product. The level of perceived customer satisfaction is an emotion-based response to various aspects that are assessed as positive post-consumption (Walsh et al., 2008). Customer satisfaction is important to measure the success of a product and service, seen as the fulfillment of consumption of products and or services and experiences provided by the company. Customer satisfaction or dissatisfaction as a manifestation of customer response to perceived disconfirmation between prior expectations (other performance norms) and perceived product performance after use. Satisfaction as a cognitive and affective reaction of customers to actual products and services, from comparing product performance or results with expectations (Slack & Singh, 2020). According to Ozkan et al., (2020) customer satisfaction can be measured by indicators such as finding solutions, loyalty, pride, happy emotions.

Trust

Trust has been the subject of much research today. Brands and customers are business partners and trust each other. Business partners tend to develop the concept of trust (Iglesias, Markovic, Bagherzadeh, & Jit, 2020). Trust is a form of human interaction that forms the basis of transactions and positively influences consumer behavior (McLean, Osei-Frimpong, Wilson, & Pitardi, 2020). Trust indicates the belief that product and service providers are willing and reliable to fulfill consumer interests. From an organizational perspective, trust reflects the ability to be reliable in fulfilling the values promised to consumers so that they continue to make repeat purchases (Innocentius Bernarto, Margaretha P. Berlianto & Ian N. Suryawan, 2020). Marketing literature states that trust is relevant to long-term relationships with customers. Trust as an expectation that customers hold in the company is a willingness to rely on other parties according to agreements and promises (Kaabachi, Ben Mrad, & O'Leary, 2019). Trust is the foundation of a business. Based on some of the definitions above, it can be interpreted that trust is the belief of certain parties to others in conducting transaction relationships based on a belief that the person they trust will fulfill all their obligations properly as expected.

All citations in Theoretical Review must-have reference sources (name, year), except the conclusion made by the author. All cited references have to be listed in Bibliography. Cited references a minimum of 50 per cent from journals. That journal was published a maximum of seven years old. Consumer trust is all the knowledge possessed by consumers and all the conclusions made by consumers about objects, attributes and benefits (Hong & Kim, 2020). Consumer trust or customer trust is the confidence, trust and knowledge that consumers have about an object or product regarding its various attributes and benefits. Attributes are

characteristics or features that an object may or may not have (Ho & Lin, 2010). Meanwhile, benefits are positive results provided to consumers. Beliefs are descriptive thoughts held by someone about something. Trust arises from repeated perceptions, and learning and experience (Tran, 2019). Trust is a key variable in developing a strong desire to maintain a long-term relationship (Saputra et al., 2022). To be able to maintain customer loyalty, companies do not only rely on satisfaction felt by customers, but more than that, trust is a key intermediary in building successful exchange relationships to build high customer loyalty (Li et al., 2020).

Hypothesis Development

Service quality and trust

Service quality has always been a major factor in measuring performance. Service quality is the customer's overall evaluation of the service process of the service provider (Lien, Wu, Chen, & Wang, 2014). In assessing perceived service quality in the context of coffee shops, we look at the overall perception of service quality based on the evaluation of three dimensions of service encounters: interaction quality, physical environment quality, and outcome quality. Several studies have found service quality to have a positive effect on trust (Pane, Setyadi, & Rosnani, 2022; Batuhan GEÇİT & Taşkin, 2020). Kalia's (2021) research on car services in India found that service quality increases customer trust. Assurance, reliability, physical evidence, empathy and quick response as measures of service quality increase customers' sense of security, positive response, and fairness. With this discussion, we propose the following hypothesis:

H1: Service quality has a positive effect on trust.

Service quality and brand loyalty

Service quality is a major factor influencing a company's brand loyalty. Several studies have found a positive influence between service quality and brand loyalty. The findings of Kashif, Abdur Rehman, & Pileliene (2016) who conducted bank service research in Pakistan showed that the quality of services offered such as tangible services, reliability, honesty, personality, and formality increased loyalty to bank brands. Basically, brand loyalty is about reaching, keeping, and retaining existing customers (Panda et al., 2020). It can be concluded that brand loyalty is something that is very important for brands and has a higher level than brand awareness and brand engagement (Saputra et al., 2023). In Indonesia, product quality and service quality remain a priority for customers which strengthens their trust and loyalty in the fast food industry (Syah, Alimwidodo, Lianti, & Hatta, 2022). With these contributions in mind, the following hypotheses are proposed:

H2: Service quality is positively related to brand loyalty.

Customer satisfaction and trust

Satisfaction and trust are related individual behavioral phenomena. Customer satisfaction is a person's expectations or feelings for purchasing a good or service. This means that what the customer expects to achieve is in accordance with reality. It is this satisfaction of expectations with reality that will determine the level of customer satisfaction. On the other hand, trust has been considered an important element to retain certain customers. Customer satisfaction is also considered as a factor in increasing trust (Kassim & Asiah Abdullah, 2010). Some of the results of previous studies show a positive and significant influence between customer satisfaction and trust. Customer satisfaction is able to encourage relationship commitment and develop trust, in other words, trust as a consequence of customer satisfaction (Baig et al., 2015). On the basis of the above discussion, we propose the following hypothesis:

H3: Customer satisfaction is positively related to trust.

Customer satisfaction and customer loyalty

Customer satisfaction is also one of the important factors that influence customer loyalty because customers who have high loyalty to the company will make customers loyal (Mursid & Wu, 2022). Loyal customers are people who buy regularly and repeatedly, they continuously and repeatedly come to the same place to satisfy their desires by having a product or getting a service and paying for that product (Molodchik et al., 2014). Loyal customers are proof that a business is so trustworthy that they keep buying your products (Merli et al., 2019). This trust is born from customer satisfaction when using products or shopping at your business (Wang & Kim, 2019). Customer satisfaction will actually help businesses grow so that they are able to survive in the midst of market competition (Subaebasni et al., 2019). Some previous studies have shown a positive and significant influence between customer satisfaction and customer loyalty (Dimitriadis, 2006). So, we hypothesize as follows:

H4: Customer satisfaction has a positive effect on brand loyalty.

Trust and brand loyalty

Trust is built between parties who do not know each other in interactions or transaction processes. Trust is the foundation of business (Drobot et al., 2010). A business transaction between two or more parties will occur if each person trusts the other (Ho & Lin, 2010). This trust cannot simply be recognized by other parties, but must be built from the start of the business and can be proven (Guerreiro & Pacheco, 2021). Marketing literature has recognized the relationship between trust and brand loyalty (Atulkar, 2020). Customer trust is considered one of the most important prerequisites for the success of a company. Trust as an attitude of consumer willingness to rely on the company's ability to carry out the stated functions that make customers feel comfortable and happy (Chinomona, 2016). When customers trust in a company, they believe that the company will keep its promises and meet customer expectations (Bahtar, 2018). A form of consumer loyalty to use a product or service continuously, because they have high satisfaction with the product or service used, they will tend to have a feeling of recommending the product or service to other people, so that they can feel the satisfaction they feel (Jayawarsa et al., 2022; Panda et al., 2020; Subaebasni et al., 2019). when using the product or service used. Studies have found the effect of consumer trust on brand loyalty. Trust as a consumer and business interaction is the consumer's belief that the company is willing to perform the functions specified by the brand properly (Kwon, Jung, Choi, & Kim, 2020). Thus we argue that:

H5: Trust is positively related to brand loyalty

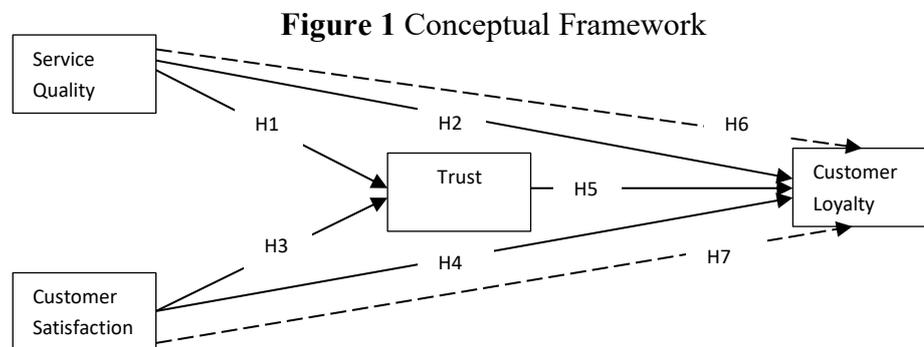
The mediating role of trust

Trust is seen as an important concept for building relationships. Although difficult, trust supports the process of building long-term relationships and loyalty in the long run. Trust as a consequence of service quality (Kalia, 2021), trust has a significant positive effect on customer loyalty. Trust is able to form a series of beliefs that are consistently loyal to the brand purchased and willingness to provide recommendations to others. Trust at the individual level as a belief in the reliability and integrity of partners is a consequence of satisfied customers (Lien et al., 2014). Developing a trusting relationship between companies and customers is important in marketing. Meanwhile, trusting relationships between customers and brands tend to encourage brand loyalty (Iglesias et al., 2020). It has been recognized that customer satisfaction

significantly positively influences customer trust (Chenet & Sullivan, 2010), and ultimately supports customer loyalty (Iglesias et al., 2020). We thus hypothesize:

H6: Trust mediates the relationship of service quality and customer loyalty.

H7: Trust mediates the relationship of customer satisfaction and customer loyalty.



METHOD

This research is quantitative in nature. The purpose of this study was to empirically investigate the relationship between service quality, customer satisfaction, trust, and brand loyalty in coffee shops. The research was conducted over a three-month period from October to December 2022. This study analyzes consumer perceptions related to the constructs of service quality, customer satisfaction, trust, and customer loyalty. The number of items in each variable includes: Service quality (X1) is 10 items ((Anggoro & Hasin, n.d.); (Adeleke, n.d.) Customer satisfaction (X2) is 3 items (Akdemir & Bulut, 2024; W. Wang & Yin, 2024); Trust (z) is 4 items (Chen & Kim, 2025; Rustam et al., 2025; X. Wang & Yin, 2025), and Customer loyalty (Z) is 4 items (Rustam et al., 2025; Vilkaite-Vaitone & Skackauskiene, 2020; Yum & Yoo, 2023).

Research context The Bali market, Indonesia is saturated with coffee shop businesses (Dhisasmito & Kumar, 2020). The total number of sales in the coffee industry is increasing every year. This study focuses on coffee shops in Bali in order to provide coffee shop marketing managers insights on how to stimulate consumer brand loyalty behavior and ultimately stimulate sales.

The sample frame in this study is coffee shop visitors in Bali, Indonesia who visit more than three times a month. Denpasar City as the capital of Bali Province was chosen as the research location on the grounds that Denpasar is the city with the highest per capita income level, population density level and is supported by a fairly high purchasing power in Bali, where the majority of people currently mostly fulfill their social needs by visiting coffee shops (Bali Province Tourism Office, 2022). Thus, Denpasar is an appropriate area to observe consumer purchasing behavior in order to obtain an accurate and comprehensive picture of consumer purchasing behavior in coffee shops. To collect data, the study surveyed franchised coffee shops in Denpasar such as Bhineka Muda, Furo, Sekopi, and Kopi Kenangan. These brands were selected because they are popular coffee shops in Denpasar and consumers are familiar with these coffee shops. The survey was administered through face-to-face meetings. Four final-year students were engaged to distribute the questionnaires. A total of 200 questionnaires were administered, and 167 responses were received. After discarding incomplete survey results, a

total of 145 valid surveys were analyzed. The respondent characteristics variable consists of three sub-variables: gender, age group, occupation, and recommendation aspect. From the male gender 59%, from the age group with an age range of 21-30 years old as much as 75%, from the aspect of employment as much as 36% are private employees, and from the aspect of recommendation it is reflected that respondents get the highest recommendation from social media (68%).

The process of obtaining data using a survey method by distributing questionnaires that have been previously prepared and distributed directly to sources. Sampling method with convenience sampling approach, not random sampling. The measuring instrument used to measure the variables in this study is a Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

RESULTS AND DISCUSSION

Results

Measurement model test.

The data was analyzed using the PLS approach with the SmartPLS program. The results showed that the loading factor value of each construct indicator was above 0.5, which means that all indicators measure their latent constructs well.

Table 1 Construct validity and reliability

Construct	Indicator		Outer loadings	AVE	Composite Reliability
Service quality (X1)	Clean environm	X1.1	0.720	0.567	0.959
	Neat clothes	X1.2	0.754		
	Design interior	X1.3	0.558		
	Food/drink serving	X1.4	0.651		
	Responsif	X1.5	0.741		
	Quality coffee beans	X1.6	0.715		
	Actively serve	X1.7	0.820		
	Latest promo information	X1.8	0.752		
	Friendly	X1.9	0.761		
	Respond to complaints	X1.10	0.842		
Customer satisfaction (X2)	Active interaction		0.935	0.873	0.954
	Finding solution	a	0.934		
Trust (Y1)	Proud		0.933	0.764	0.928
	Consistency	Y1.1	0.917		
	Sincerity	Y1.2	0.879		
	Interested	Y1.3	0.836		
	Intensity	Y1.4	0.862	0.579	0.844

Construct	Indicator		Outer loadings	AVE	Composite Reliability
Customer loyalty (Y2)	Recommend	Y2.1	0.827		
	Revisit	Y2.2	0.755		
	Saying positive things	Y2.3	0.849		
	Attachment	Y2.4	0.585		

Note:
 CR>0.70;
 AVE >0.50

Source: primary data processed, (2023)

Structural model

The stages of evaluating the structural model include several approaches, among which the first R2 is the evaluation of the coefficient of determination. Trust has a coefficient of determination with a value of 0.713 (71.3 percent), meaning that trust can be explained by the constructs of service quality and customer satisfaction by 71.3 percent and the rest is explained by other constructs. This model includes a strong model, because it exceeds the recommended criteria (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014). And, loyalty has a coefficient of determination of 0.65, which means that the constructs of service quality, customer satisfaction, and trust are able to explain 65 percent of the variation in customer loyalty, the rest is explained by other constructs. The R2 result confirms that the model is predictive with a substantial or strong category.

Furthermore, path analysis was conducted to test the hypothesis. The analysis was carried out with a significance level of 0.001 and testing using one tailed test criteria, if the p-value is smaller than 0.001 then the hypothesis can be supported empirically, otherwise if the p-value is greater than 0.001 then the hypothesis is not supported. Table 2 shows that all hypotheses are empirically supported, except that hypothesis 2 is not supported.

Table 2 Path coefficient and significance testing

Construct	Path Coefficient	P Value	Decision
Service quality → Customer trust	0.425	<0.001	Significant
Service quality → Customer loyalty	0.078	p=0.171>0.001	Insignificant
Satisfaction → Trust	0.486	p<0.001	Significant
Satisfaction → Customer loyalty	0.350	<0.001	Significant
Trust → Customer loyalty	0.438	p<0.001	Significant
The mediating role of trust:			
Quality service → trust → Customer loyalty	0.670	p<0.001	Significant
Customer satisfaction → trust → Customer loyalty	0.760	p<0.001	Significant

This study aims to examine the effect of service quality and customer satisfaction on customer loyalty with the mediation of trust in coffee shops in Bali. The influence between

This chapter contains a discussion of the results chapter, is prohibited from displaying statistics, the discussion must be as complete as possible, and accompanied by previous studies. It would be better if separated by sub-chapters on the relationship between variables one by one accompanied by previous research either supporting or not supporting, both must be given a reason how it happened. Besides that, also show the differences from previous research with this research. Previous studies listed at least have more than 1 and one with the most recent year.

The results of the calculation of trust service quality, obtained a path coefficient value of 0.425 with a significance of 0.001 that there is a positive and significant relationship between service quality and trust, supporting H1. The results indicate that the better the quality of service, the higher the sense of customer trust, and vice versa, the worse the quality of service, the lower the customer trust. These results are in line with research conducted by Lien et al. (2014) stated that hospital service quality has a positive effect on hospital user trust in Canada. Service quality has an important role in influencing consumers to believe in a product. The implementation of good service quality will benefit the company in business competition in this modern era, every company must be responsive to changes made by competing companies. The relationship created due to good service will create a desire to keep returning to one of the coffee shops that have been trusted by customers. So that the aspects that need to be considered to improve service quality are by listening to customer complaints because listening is one of the activities that is quite difficult to do, but this is one of the points in improving service to the business. After the customer has finished submitting his complaint, the coffee shop provides a good response and a solution that answers their complaints.

The results of the calculation of customer satisfaction on trust, obtained a path coefficient value of 0.486 with a significance of 0.001 that there is a positive and significant relationship between customer satisfaction and trust, supporting H3. The results indicate that better customer satisfaction will increase customer trust in coffee shops in Bali. The results of this study are supported by research conducted by Baig et al. (2015) who found the role of teacher and student satisfaction with educational institutions in Pakistan. If the factors that form satisfaction in all coffee shop customers in Bali can be improved, it will be able to make a significant contribution to increasing customer trust to buy products at these coffee shops.

The results of the calculation of customer satisfaction on loyalty, obtained a path coefficient value of 0.350 with a significance of 0.001 that there is a positive and significant relationship between customer satisfaction and customer loyalty, supporting H4. The results indicate that the more satisfied customers are with a product, the higher the loyal customers are, and vice versa, the less satisfied customers are with a product, the lower customer loyalty. The results of this study are in line with research conducted by (Mursid & Wu, 2022) which states that customer satisfaction has a positive effect on customer loyalty of restaurant visitors in Indonesia. Customer satisfaction plays an important role in influencing customer decisions to repurchase in the future. Customer loyalty is an important factor in supporting the success of a business. With loyal customers, companies can have a higher market share and reduce operational costs. Loyalty will be obtained when customers feel comfortable and satisfied with a service. Based on the results of the study, it is known that trust perfectly mediates the effect of service quality on coffee shop customer loyalty. This means that trust perfectly explains the quality of service to the loyalty of Balinese coffee shop customers.

Discussion

Effect of service quality on trust

Based on the results of statistical testing, service quality has a positive and significant effect on trust, H1 is supported. The study results support previous research (Lien et al., 2014; Kalia, 2021). The existence of good service quality such as a clean and tidy coffee shop environment, the way baristas are dressed is good and neat, the interior design is attractive, the food is served visually appealing, customer questions are answered appropriately by the coffee shop barista, providing services according to customers, offering quality drinks and food, offering quality products, baristas serve customers actively, providing product information and the latest promos, baristas can serve customers well when the situation is crowded, barista alertness in handling customer complaints, the price of drinks and eating food is quite reasonable, baristas have good knowledge of products and promos, baristas are polite and friendly, customers feel comfortable with transaction procedures in coffee shops, baristas care about customer needs and also maximum customer desires have been handled well will increase customer trust. According to Shankar & Jebarajakirthy, (2019) product and service quality increases the level of commitment, intensity, and sincerity to visit again.

The effect of service quality on brand loyalty.

This study presents a model of how overall service quality affects brand loyalty. Based on the results of statistical testing, service quality has a positive but insignificant effect on brand loyalty, H2 is not supported. This means that the quality of service received by visitors has a positive but insignificant relationship with customer loyalty. meaning that the quality of service received does not necessarily strengthen coffee shop customer loyalty. The behavior of customers who want to try something new, both products and or services, is the reason why the level of service quality does not support customer loyalty. Other studies confirm that service quality as the ability of service providers to deliver services accurately, guide customers, be polite, considerate, neat appearance strengthens customer loyalty (Kashif et al., 2016).

The finding that service quality (H2) does not have a significant direct effect on loyalty contradicts some general literature (Ali et al., 2023), but can be explained contextually within the Balinese coffee shop landscape. First, in a highly competitive and saturated market like Bali, service quality may have become a hygiene factor or a basic requirement (table stake) expected by customers. When all competitors offer relatively high service standards, differentiation and its impact on loyalty are minimal (González-Mansilla et al., 2022). Customers do not automatically become loyal simply because service is good; they perceive it as a normative standard. Second, the finding that trust significantly mediates this relationship indicates that the mechanism of influence is indirect. In the Balinese context, which is thick with social and relational interactions, service quality serves as a signal of business integrity and reliability, which in turn builds trust. This trust is a crucial foundation for loyalty in an environment where consumer choice is abundant (Rather et al., 2022). Thus, service quality has not lost its relevance, but its role has shifted from a direct driver to an essential antecedent of the stronger mediating construct, trust.

An alternative and complementary explanation is the high level of switching behavior among consumers, particularly young customers and tourists who dominate the Balinese coffee shop market. This segment tends to be highly exploratory, experience-seeking, and heavily influenced by social media trends (Septianto et al., 2024). In this context, loyalty is motivated more by the search for variety, uniqueness, and hedonic value than by purely functional service quality. Furthermore, local cultural norms of Balinese collectivism may moderate this

relationship. Visiting decisions are often influenced by social recommendations (word-of-mouth) and the desire to gather at happening places, where social and symbolic attributes outweigh technical service quality (Putra & Adnyana, 2023). Therefore, even if service quality is high, the lack of exclusivity, Instagrammable aesthetics, or community ties can encourage customers to easily switch to competitors, thus breaking the direct link between service quality and long-term loyalty.

The effect of customer satisfaction on trust.

Based on the results of statistical testing, customer satisfaction has a positive and significant effect on trust, supporting H3. Customer satisfaction is the result of a subjective evaluation process of performance conformity to expectations. Customer satisfaction as a post-purchase orientation that is affective and cognitive in nature has an important role in trust, this finding is in accordance with previous research (Kassim & Asiah Abdullah, 2010; Baig et al., 2015). In the context of coffee shops, there are many ways to create a competitive advantage. Increased customer satisfaction results in consumer trust and confidence to be loyal to establish long-term relationships with coffee shops (Dhisasmito & Kumar, 2020). If customers are satisfied with aspects of customer satisfaction such as feelings of pleasure, pride in visiting the coffee shop, positive emotions that are overall well handled, customers will have trust in the coffee shop brand.

The effect of customer satisfaction on brand loyalty.

There seems to be a consensus that customer satisfaction refers to the outcome of the customer's overall impression of the organization and its services. Numerous studies have supported that customer satisfaction is positively related to brand loyalty (Dimitriadis, 2006; Mursid & Wu, 2022). Intuitively, the higher the customer satisfaction, the stronger the loyalty that customers give to product and service brands.

Effect of trust on brand loyalty

Based on the results of statistical testing, trust has a positive and significant effect on brand loyalty, supporting H5. Research on the factors that influence brand loyalty has made great progress in the field of consumer behavior. This study confirms that trust positively affects brand loyalty, this supports previous studies (Atulkar, 2020; Chinomona, 2016; Kwon et al., 2020). Trust is able to shape loyalty. The intention to revisit, recommend to friends, family is the causal result of trust. Confidence, true sincerity, benevolence and the desire of customers to establish an ongoing relationship with the company strengthen brand loyalty.

The effect of service quality on customer loyalty through trust.

The mediating variable is the role of identifying and explaining the mechanism or process underlying the relationship between the independent variable and the dependent variable through the inclusion of a third hypothetical variable, known as the mediator variable (intervention variable). The mediator variable serves to clarify the nature of the relationship between the independent and dependent variables. This means that trust explains as a whole that service quality affects customer loyalty.

The effect of customer satisfaction on customer loyalty through trust.

Based on the results of the analysis of the effect of customer satisfaction on customer loyalty through the mediating role of the trust variable, significant results were obtained. So it can be explained that trust is able to partially mediate the relationship between customer satisfaction and customer loyalty in coffee shops in Bali. In order to reach the level of customer trust, coffee shop managers in Bali must pay attention to customer satisfaction. The mediator

variable of trust serves to clarify the nature of the relationship between customer satisfaction and customer loyalty.

CONCLUSION

The results of this study indicate that the higher the service quality and customer satisfaction, the higher the consumer trust in the company. This shows that service quality and customer satisfaction are able to predict trust. The most important priority of coffee shop management is how to improve service quality and coffee shop customer satisfaction. However, service quality has an effect but is not significant on customer loyalty, meaning that service quality is not a predictor of customer loyalty. Furthermore, customer satisfaction is able to increase coffee shop customer loyalty. The next conclusion, trust is able to mediate the relationship between service quality and customer satisfaction on customer loyalty. meaning, coffee shop management that is able to maintain a high level of service quality and customer satisfaction, has a positive effect on trust and ultimately increases consumer loyalty to the coffee shop.

The findings of this study have significant implications, both theoretically and practically. Theoretically, this study enriches traditional relationship models in marketing (such as Service Quality → Loyalty) by confirming that in a highly competitive and experience-oriented market context like Balinese coffee shops, this relationship is no longer straightforward and universal. These results support the development of theories emphasizing the importance of mediating variables, particularly trust, as a critical mechanism explaining how core attributes (service quality and satisfaction) ultimately shape loyalty. Thus, this study reinforces the school of thought that contemporary loyalty is built through a more complex causal chain and is highly dependent on market and cultural context.

Practically, the implications for coffee shop management, especially in destinations like Bali, are clear. The strategic focus should not be solely on improving service quality as an end in itself, but on leveraging it as a tool for building trust. Management must design and communicate consistent, transparent, and reliable service to strengthen trust. Furthermore, because loyalty is more directly triggered by satisfaction and mediated by trust, strategies should be directed at creating emotional and memorable moments of satisfaction (through service surprises, personal interactions, or community involvement) that are then consolidated by trust. Investing in unique and shareable experience elements is also essential to offset the tendency for customer churn. In short, the roadmap to effective loyalty is: Improve Service Quality & Satisfaction → Build Trust through Consistency and Relationships → Develop Loyalty through Meaningful Experiences.

LIMITATIONS

Based on these findings, this study has several limitations that need to be acknowledged. First, this study was conducted within the context of coffee shops in a specific region (e.g., a single city or region), so generalizing the findings to the broader culinary industry or to different geographic locations requires caution. Second, the sampling techniques used, such as convenience sampling or limited samples to customers at a specific time, may introduce selection bias and limit the representation of the overall coffee shop consumer population. Third, this study relies on self-report data from respondents at a single point in time (cross-sectional), which cannot fully capture the dynamics of changes in customer perceptions and

loyalty over time or definitively prove causal relationships. Therefore, the findings and their implications need to be interpreted with these methodological limitations in mind.

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