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## Sustainability and Experiential Marketing Synergy: The Mediating Role of Customer Satisfaction in Building Customer Loyalty

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**Abstract:** The expansion of Indonesia's coffee shop sector illustrates a notable transformation in consumer behavior, where purchasing motives are increasingly shaped by experiential value and environmental awareness rather than solely by product quality. Kopi Nako in Jakarta exemplifies this phenomenon through the implementation of the Daur Baur sustainability concept and an aesthetic store atmosphere that strengthens customers' emotional engagement with the brand. This research investigates how Green Marketing and Store Atmosphere influence Customer Loyalty, with Customer Satisfaction serving as a mediating construct. Using an explanatory quantitative approach, data were collected from 304 Kopi Nako customers in Jakarta through an online questionnaire and analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS). The findings indicate that both Green Marketing and Store Atmosphere significantly and positively affect Customer Satisfaction and Customer Loyalty. Moreover, Customer Satisfaction significantly mediates the relationships between Green Marketing, Store Atmosphere, and Customer Loyalty. These results highlight that sustainability initiatives and immersive store experiences serve as key drivers of emotional and behavioral loyalty in the modern coffee shop industry.

**Keywords:** Green Marketing, Store Atmosphere, Customer Satisfaction, Customer Loyalty, Marketing 6.0

### INTRODUCTION

The food and beverage (F&B) industry in Indonesia has rapidly developed and become one of the main contributors to the creative economy. The culinary subsector alone contributed approximately 41% or IDR 455.44 trillion to Indonesia's creative economy GDP in 2020 (Kompas.com (2021)). Among various sectors, the coffee industry shows the most dynamic growth. It has evolved beyond product consumption into a lifestyle experience for urban communities. Global coffee consumption increased by 2.2% in 2023/2024 (International Coffee Organization, 2023), while the number of coffee shops in Indonesia has grown by around 15% annually since 2019 (Stats, 2025). This growth signifies a

transformation from functional consumption to experience based and value driven consumption, aligning with the concept of *experience based marketing* (Kotler, 2023), where consumers seek not only products but also meaningful experiences that represent their identity and values.

In major urban centers like Jakarta, coffee shops have become more than just places to drink coffee they represent *third places* for social interaction, remote working, and self-expression. The increasing competition among coffee brands has shifted marketing strategies from product centric to experience and sustainability-oriented approaches. One of the notable examples is Kopi Nako, a local coffee brand under Kanma Group that embodies the *local modern* aesthetic and the *Daur Baur* sustainability philosophy. The brand integrates recycled materials, minimalist architecture, and open spatial design to deliver a distinctive experiential and ethical value to its customers. This combination of *green marketing* and *store atmosphere* highlights how modern coffee brands appeal not only through taste but also through emotional and ethical engagement.

However, despite the visible implementation of sustainability practices, customer awareness of Kopi Nako's environmental initiatives may still vary. Some customers may appreciate the store's aesthetics without fully understanding its sustainable message. This phenomenon, known as the *green awareness gap*, raises an important question about how effectively green marketing can influence customer satisfaction and loyalty. Previous studies have shown inconsistent findings some confirm a significant effect of green marketing on satisfaction and loyalty, while others indicate a non-significant relationship (Firda et al., 2025; Rizqiningsih & Widodo, 2021). Likewise, research on the influence of store atmosphere and customer satisfaction also demonstrates varied results (Azhari & Parhusip, 2024; Pangestu & Hayuningtias, 2024) These inconsistencies highlight the need for further investigation, particularly in the context of local, eco conscious coffee brands.

This study adopts the theoretical lens of Marketing 6.0: The Future is Immersive (Kotler, 2023), which emphasizes the integration of *technology*, *humanity*, and *sustainability* in shaping meaningful customer experiences. Marketing 6.0 represents a shift toward immersive and *phygital* (physical-digital) interactions that engage multiple senses and emotional dimensions. Within this framework, *green marketing* reflects the sustainability pillar by promoting environmentally responsible practices, while *store atmosphere* represents the humanity and multisensory dimension that enhances customer engagement. Together, these constructs influence customer satisfaction the psychological response derived from experiential and ethical alignment which subsequently drives customer loyalty.

The present study aims to examine the influence of Green Marketing and Store Atmosphere on Customer Loyalty, mediated by Customer Satisfaction, in the context of Kopi Nako Jakarta. This research contributes both theoretically and practically. Theoretically, it enriches the discussion on sustainable consumer behavior by integrating Marketing 6.0 principles into a structural model linking sustainability and experiential factors to loyalty. Practically, it provides insights for coffee shop managers and F&B entrepreneurs to design strategies that merge ecological values and immersive experiences as competitive advantages. In summary, this research seeks to address existing empirical inconsistencies and provide new evidence on how sustainability and experiential marketing work together to build emotional and behavioral loyalty in the modern coffee industry.

## METHOD

This study employed a quantitative explanatory research design to examine the causal relationships between Green Marketing, Store Atmosphere, Customer Satisfaction, and Customer Loyalty within the context of Kopi Nako Jakarta. The explanatory approach was

chosen to explain the influence and mediation mechanisms among the studied variables based on empirical evidence.

The population in this research consists of customers who have visited Kopi Nako outlets in Jakarta. Because the total number of customers was unknown, the sample size was determined using Hair, Joseph F., (2022) which recommends five to ten times the number of indicators. With 30 indicators used in the measurement model, the minimum required sample was 300 respondents. In practice, 304 valid responses were collected using a purposive sampling technique, with the following criteria: (1) respondents had visited Kopi Nako Jakarta at least twice, (2) had purchased Kopi Nako products either offline or online, and (3) were willing to complete the online questionnaire distributed via Google Form.

The research instrument consisted of a structured questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The indicators were adapted from prior studies and adjusted to the context of Kopi Nako Jakarta. The variable constructs included Green Marketing, which represents the company's sustainable marketing efforts such as the *Daur Baur* concept; Store Atmosphere, which captures the sensory and aesthetic experience of the store environment; Customer Satisfaction, which reflects consumers' evaluation of their overall experience; and Customer Loyalty, which indicates behavioral and emotional attachment to the brand.

Data were analyzed using the Structural Equation Modeling Partial Least Squares (SEM-PLS) approach with the SmartPLS 4.0 software. The analysis was conducted in two stages: (1) the outer model evaluation, including convergent validity, discriminant validity, and reliability tests, and (2) the inner model evaluation, consisting of the determination coefficient ( $R^2$ ), path coefficients, and indirect effect tests (bootstrapping). This analytical framework was used to test the proposed hypotheses and assess the mediating role of Customer Satisfaction in the relationship between Green Marketing and Store Atmosphere toward Customer Loyalty.

## RESULT AND DISCUSSION

### Marketing 6.0 Framework

The present study is grounded in the theoretical foundation of *Marketing 6.0: The Future Is Immersive* (Kotler, 2023), which emphasizes that marketing in the contemporary era has evolved beyond transactional and relational exchanges toward creating meaningful, immersive, and sustainable experiences. The framework integrates three key dimensions: technology, humanity, and sustainability to build authentic connections between brands and consumers. In this study, *Green Marketing* represents the sustainability dimension, while *Store Atmosphere* embodies the human and experiential aspects through multisensory and emotional engagement. Therefore, this research adopts the *Marketing 6.0* perspective to explain how sustainability and experience-based marketing jointly foster *Customer Satisfaction* and *Customer Loyalty* in the context of Kopi Nako Jakarta.

### Green Marketing

*Green Marketing* refers to marketing activities that integrate environmental considerations into product design, communication, and overall brand philosophy (Kotler, 2023; Wymer & Polonsky, 2015). Kopi Nako implements the sustainability concept "Daur Baur," which reflects the principles of a circular economy through the reuse of materials such as recycled plastic for interior furniture and eco-friendly operational practices. These initiatives aim to enhance brand perception and emotional connection by appealing to environmentally conscious consumers. The results of the analysis show that *Green Marketing* has a positive and significant influence on *Customer Satisfaction* and *Customer Loyalty*,

which indicates that sustainable practices effectively build customer trust and long-term emotional attachment.

### Customer Satisfaction

*Customer Satisfaction* represents the degree to which customer expectations are met or exceeded by the actual experience received (Caruana, 2002; Kotler and Keller, 2009). In this study, *Customer Satisfaction* plays a mediating role between *Green Marketing* and *Store Atmosphere* toward *Customer Loyalty*. The results demonstrate that customer satisfaction is significantly influenced by sustainable practices and store design, emphasizing that positive emotions and experiential comfort are as important as functional quality in fostering brand loyalty.

### Customer Loyalty

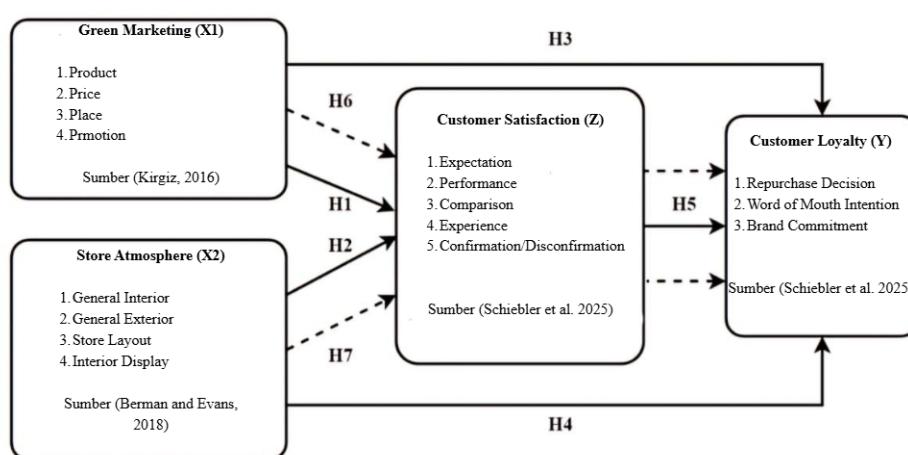
*Customer Loyalty* refers to the commitment of consumers to consistently repurchase or recommend a brand despite situational or marketing influences (Oliver, 2010). The findings of this study show that *Customer Loyalty* at Kopi Nako Jakarta is driven not only by product quality but also by emotional attachment to the store environment and sustainability values. This aligns with the *Marketing 6.0* perspective, which states that modern consumers form loyalty through value alignment and immersive experience rather than transactional satisfaction alone.

### Research Framework

Based on the theoretical foundation and previous studies discussed earlier, this study develops a research framework that integrates *Green Marketing* and *Store Atmosphere* as the independent variables, *Customer Satisfaction* as the mediating variable, and *Customer Loyalty* as the dependent variable.

This framework is grounded in *Marketing 6.0 Theory* (Kotler et al., 2023), which emphasizes that consumer loyalty in the digital and sustainability era is shaped by both emotional experiences (*store atmosphere*) and ethical alignment with brand values (*green marketing*). *Customer Satisfaction* functions as an intervening construct that connects sustainability and experiential elements to loyalty outcomes.

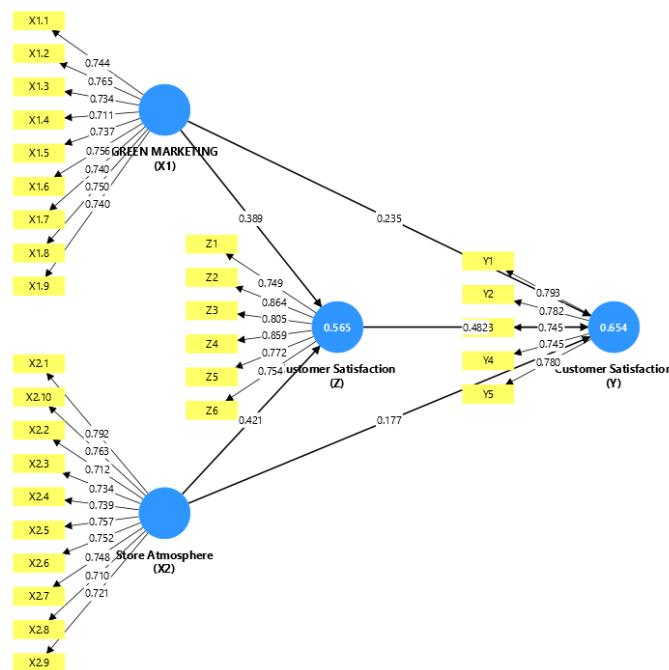
The conceptual framework of this study can be seen in **Figure 1** below.



**Figure 1. Research Framework**

Source: Processed by the author, adapted from Kirgiz (2016); Berman and Evans (2018); Schiebler et al. (2025)

## Evaluation Outer Model



Source: Processed data, Smart PLS (2025)

### 1. Convergent Validity Test

Before testing the structural model, the measurement model was assessed to ensure the validity and reliability of all constructs. The evaluation included three key aspects: convergent validity, discriminant validity, and construct reliability. Convergent validity was examined through the loading factor and Average Variance Extracted (AVE), where the threshold values are 0.70 and 0.50 respectively (Hair, Joseph F., 2022). Discriminant validity was assessed using the Fornell Larcker criterion and the Heterotrait Monotrait (HTMT) ratio, with acceptable values below 0.90. Finally, internal consistency reliability was tested using Cronbach's Alpha and Composite Reliability (CR), both of which should exceed 0.70. The results of the measurement model evaluation are presented in the following tables.

**Table 1 Outer Loading Values**

Variable	Indicator	Loading Factor	Information
Green Marketing (X1)	X1.1	0,744	Valid
	X1.2	0,765	Valid
	X1.3	0,734	Valid
	X1.4	0,711	Valid
	X1.5	0,737	Valid
	X1.6	0,756	Valid
	X1.7	0,74	Valid
	X1.8	0,75	Valid
	X1.9	0,74	Valid
Store Atmosphere (X2)	X2.1	0,792	Valid
	X2.2	0,712	Valid
	X2.3	0,734	Valid
	X2.4	0,739	Valid
	X2.5	0,757	Valid
	X2.6	0,752	Valid
	X2.7	0,748	Valid
	X2.8	0,71	Valid

Variable	Indicator	Loading Factor	Information
Customer Loyalty (Y)	X2.9	0,721	Valid
	X2.10	0,763	Valid
	Y1	0,793	Valid
	Y2	0,782	Valid
	Y3	0,745	Valid
	Y4	0,745	Valid
	Y5	0,78	Valid
	Y6	0,749	Valid
	Z1	0,864	Valid
	Z2	0,805	Valid
	Z3	0,859	Valid
	Z4	0,772	Valid
	Z5	0,754	Valid

Source: Processed data, Smart PLS (2025)

The results in Table 1 indicate that all item loadings exceed the minimum threshold of 0.70, demonstrating that each indicator reliably represents its respective construct. This confirms that all indicators exhibit adequate convergent validity.

**Table 2 Nilai Average variance extracted (AVE)**

Variable	AVE	Information
Green Marketing (X1)	0,55	Valid
Store Atmosphere (X2)	0,55	Valid
Customer Satisfaction (Z)	0,59	Valid
Customer Loyalty (Y)	0,64	Valid

Source: Processed data, Smart PLS (2025)

As shown in Table 2, all constructs demonstrate Average Variance Extracted (AVE) values greater than 0.50, which meets the minimum threshold recommended by Hair et al. (2022). This indicates that more than 50% of the variance of each indicator is explained by its respective latent construct, confirming that the model satisfies the criteria for convergent validity. Therefore, all variables Green Marketing, Store Atmosphere, Customer Satisfaction, and Customer Loyalty are considered valid for further structural analysis.

## 2. Discriminant Validity Test

Discriminant validity aims to ensure that each construct in the model is empirically distinct from other constructs. It is assessed through two main criteria: Cross Loading and the Fornell–Larcker Criterion (Hair, Joseph F., 2022) The results of both tests are presented in the following tables.

**Table 3 Discriminant Validity Results (Cross Loading)**

Indicator	Green Marketing (X1)	Store Atmosphere (X2)	Customer Loyalty (Y)	Customer Satisfaction (Z)
X1.1	<b>0,744</b>	0,536	0,501	0,548
X1.2	<b>0,765</b>	0,511	0,557	0,532
X1.3	<b>0,734</b>	0,559	0,489	0,507
X1.4	<b>0,711</b>	0,584	0,55	0,545
X1.5	<b>0,737</b>	0,57	0,493	0,496
X1.6	<b>0,756</b>	0,527	0,482	0,475
X1.7	<b>0,74</b>	0,465	0,51	0,53
X1.8	<b>0,75</b>	0,564	0,51	0,495
X1.9	<b>0,74</b>	0,506	0,548	0,493
X2.1	0,598	<b>0,792</b>	0,561	0,585
X2.2	0,535	<b>0,712</b>	0,45	0,44

Indicator	Green Marketing (X1)	Store Atmosphere (X2)	Customer Loyalty (Y)	Customer Satisfaction (Z)
X2.3	0,487	<b>0,734</b>	0,462	0,464
X2.4	0,589	<b>0,739</b>	0,507	0,543
X2.5	0,602	<b>0,757</b>	0,523	0,569
X2.6	0,479	<b>0,752</b>	0,476	0,495
X2.7	0,555	<b>0,748</b>	0,568	0,547
X2.8	0,502	<b>0,71</b>	0,53	0,48
X2.9	0,49	<b>0,721</b>	0,459	0,466
X2.10	0,514	<b>0,763</b>	0,528	0,596
Y1	0,542	0,534	<b>0,793</b>	0,603
Y2	0,542	0,507	<b>0,782</b>	0,594
Y3	0,542	0,559	<b>0,745</b>	0,582
Y4	0,48	0,491	<b>0,745</b>	0,579
Y5	0,568	0,539	<b>0,78</b>	0,596
Z1	0,468	0,55	0,595	<b>0,749</b>
Z2	0,612	0,609	0,666	<b>0,864</b>
Z3	0,54	0,555	0,637	<b>0,805</b>
Z4	0,587	0,584	0,655	<b>0,859</b>
Z5	0,56	0,558	0,592	<b>0,772</b>
Z6	0,563	0,518	0,543	<b>0,754</b>

Source: Processed data, Smart PLS (2025)

The cross loading results show that all indicators have higher loading values on their respective constructs compared to other constructs, indicating that each indicator measures its intended variable accurately. Therefore, the model satisfies the discriminant validity requirement based on the cross-loading criterion.

**Table 4 Fornell Larcker Test Results**

Konstruk	Green Marketing	Store Atmosphere	Customer Loyalty	Customer Satisfaction
<b>X1</b>	<b>0,742</b>			
<b>X2</b>	0,722	<b>0,743</b>		
<b>Y</b>	0,696	0,684	<b>0,769</b>	
<b>Z</b>	0,693	0,702	0,768	<b>0,802</b>

Source: Processed data, Smart PLS (2025)

Based on the Fornell Larcker criterion, the square root of the AVE for each construct (shown in diagonal values) is higher than its correlation with other constructs. This confirms that all variables Green Marketing (X1), Store Atmosphere (X2), Customer Satisfaction (Z), and Customer Loyalty (Y) fulfill the discriminant validity assumption, ensuring that each construct is distinct and non-overlapping.

**Table 5 HTML Value**

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Information
Green Marketing (X1)	0,898	0,898	0,917	Realible
Store Atmosphere (X2)	0,91	0,912	0,925	Realible
Customer Satisfaction (Z)	0,827	0,828	0,879	Realible
Customer Loyalty (Y)	0,888	0,891	0,915	Realible

Source: Processed data, Smart PLS (2025)

The Heterotrait Monotrait ratio (HTMT) was further used to validate discriminant validity. As shown in Table 5, all HTMT values are below the 0.90 threshold, confirming that each construct is distinct and measures a unique aspect of the model.

### 3. Reliability Test

**Tabel 6 Composite Reliability & Cronbach Alpha**

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Information
Green Marketing (X1)	0,898	0,898	0,917	Realible
Store Atmosphere (X2)	0,91	0,912	0,925	Realible
Customer Satisfaction (Z)	0,827	0,828	0,879	Realible
Customer Loyalty (Y)	0,888	0,891	0,915	Realible

Source: Processed data, Smart PLS (2025)

The results in Table 3 indicate that all constructs Green Marketing (X1), Store Atmosphere (X2), Customer Satisfaction (Z), and Customer Loyalty (Y) have Cronbach's Alpha and Composite Reliability values greater than 0.70. This confirms that all items are internally consistent and the measurement model demonstrates strong reliability.

### Inner Model

The inner model evaluation aims to assess the predictive power and structural relationships among the latent variables. This evaluation includes the analysis of the coefficient of determination ( $R^2$ ), path coefficients (bootstrapping), and indirect effects (mediation analysis).

#### 1. Coefficient of Determination ( $R^2$ )

**Tabel 7 Results of the Determination Coefficient ( $R^2$ ) Test**

Independent Variables	R-Square	R-Square Adjusted	Kategori Interpretasi
Customer Loyalty (Y)	0,654	0,651	Moderate - Strong
Customer Satisfaction (Z)	0,565	0,563	Moderate

Source: Processed data, Smart PLS (2025)

The results show that the  $R^2$  value for Customer Loyalty (Y) is 0.654, and for Customer Satisfaction (Z) is 0.565. These values fall within the moderate category, indicating that Green Marketing (X1) and Store Atmosphere (X2) explain a moderate portion of the variance in Customer Satisfaction and Customer Loyalty.

#### 2. Path Coefficient

**Tabel 8 Path Coefficient Test Results**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Satisfaction (Z) -> Customer Satisfaction (Y)	0,482	0,467	0,099	4,876	0
Green Marketing (X1) -> Customer Satisfaction (Y)	0,235	0,24	0,079	2,971	0,003
Green Marketing (X1) -> Customer Satisfaction (Z)	0,389	0,389	0,084	4,608	0

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Store Atmosphere (X2) -> Customer Satisfaction (Y)	0,177	0,185	0,079	2,231	0,026
Store Atmosphere (X2) -> Customer Satisfaction (Z)	0,421	0,421	0,073	5,784	0

Source: Processed data, Smart PLS (2025)

The results of the inner model analysis show that Green Marketing has a significant positive influence on Customer Satisfaction ( $t = 4.608$ ;  $p < 0.001$ ), and Store Atmosphere also has a significant positive effect on Customer Satisfaction ( $t = 5.784$ ;  $p < 0.001$ ). Furthermore, both Green Marketing and Store Atmosphere significantly affect Customer Loyalty directly, while Customer Satisfaction itself exerts a strong direct influence on Customer Loyalty. These findings indicate that sustainable marketing practices and a well-designed store atmosphere are crucial in enhancing customer satisfaction and fostering long-term loyalty among coffee shop consumers.

### 3. Indirect Effect

**Tabel 9 Indirect Effect Results**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing (X1) -> Customer Satisfaction (Z) -> Customer Loyalty (Y)	0,188	0,179	0,049	3,858	0
Store Atmosphere (X2) -> Customer Satisfaction (Z) -> Customer Loyalty (Y)	0,203	0,197	0,054	3,73	0

Source: Processed data, Smart PLS (2025)

The results also reveal that Customer Satisfaction plays a significant mediating role in the relationship between Green Marketing and Customer Loyalty ( $t = 3.858$ ;  $p < 0.001$ ), as well as between Store Atmosphere and Customer Loyalty ( $t = 3.730$ ;  $p < 0.001$ ). This indicates that customers who are satisfied with the brand's sustainability initiatives and pleasant store environment tend to develop stronger emotional connections and long-term loyalty toward the brand. In other words, satisfaction serves as a crucial bridge through which sustainable marketing and experiential store design translate into deeper customer commitment.

### Discussion

The results indicate that both Green Marketing and Store Atmosphere significantly and positively influence Customer Satisfaction and Customer Loyalty. Sustainable practices implemented through Kopi Nako's *Daur Baur* concept not only enhance consumers' perceptions of environmental responsibility but also build emotional connections with the brand. This aligns with studies by Akbarina & Muslim (2024), Lie & Silintonga (2024), Ni komang et al. (2024), Tamamudin (2024), Puspita et al. (2021) and Rizqiningsih & Widodo (2021) which confirm that green initiatives foster satisfaction and loyalty by reflecting customers' ethical and personal values.

Likewise, Store Atmosphere was shown to play an essential role in shaping satisfaction and loyalty. Aesthetic and comfortable store environments create multisensory experiences that generate emotional comfort and pleasure, in line with findings from Pangestu & Hayuningtias (2024) and Ni komang et al. (2024). These results are also consistent with the Marketing 6.0 framework (Kotler, 2023), particularly the dimensions of *Multisensory*

*Experience and Human Centered Marketing*, where emotional and sensory engagement drive stronger consumer relationships.

Furthermore, Customer Satisfaction has a significant direct and mediating effect on Customer Loyalty, confirming its role as a key determinant of brand attachment. This finding supports Caruana, (2002), Tamamudin (2024) and Lengkong et al. (2021) emphasizing that satisfaction is not only functional but emotional arising from consumers' alignment with a brand's sustainability and experiential values.

In the context of Kopi Nako Jakarta, these findings demonstrate that loyalty is built not merely through product quality but through *immersive experiences* and *value based connections*. Green Marketing represents the sustainability pillar of Marketing 6.0, while Store Atmosphere captures its human and experiential dimension together shaping satisfaction that evolves into emotional and long-term loyalty among coffee shop consumers.

## CONCLUSION

This study examined the influence of Green Marketing and Store Atmosphere on Customer Loyalty, with Customer Satisfaction as a mediating variable, within the framework of Marketing 6.0. The results demonstrate that both Green Marketing and Store Atmosphere significantly and positively affect Customer Satisfaction and Customer Loyalty, both directly and indirectly. The implementation of the “Daur Baur” concept at Kopi Nako Jakarta successfully strengthened customers' emotional and social attachment to the brand by integrating sustainability values into the overall consumption experience. Likewise, the aesthetic, comfortable, and multisensory store environment effectively enhanced customer satisfaction and encouraged repeat visits and recommendations.

Furthermore, Customer Satisfaction plays a crucial mediating role between Green Marketing, Store Atmosphere, and Customer Loyalty, emphasizing that customers' loyalty in the sustainability era is shaped not only by product quality but also by immersive experiences and alignment with brand values. These findings enrich the theoretical development of Marketing 6.0 by highlighting the importance of sustainability (green marketing) and humanity (store atmosphere) as integrated dimensions that drive emotional loyalty.

From a managerial perspective, this study provides practical insights for coffee shop businesses seeking to strengthen customer relationships through sustainability-driven strategies and experiential design. Future research is recommended to explore additional variables such as brand image, perceived value, or green awareness, as well as extend the study to other regional coffee brands to enhance generalizability.

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