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Customer Experience and Customer Engagement as Predictors of Customer Loyalty at Local Coffee Shops

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Abstract: The local coffee shop industry is experiencing rapid growth, which has led to increased competition in retaining customer loyalty. Under these conditions, the ability to create positive customer experiences and foster customer engagement has become a critical factor in strengthening long-term relationships with customers. However, most previous studies have examined customer experience or customer engagement separately, while research integrating both variables as direct predictors of customer loyalty in the context of local coffee shops remains relatively limited. This study aims to analyze the influence of customer experience and customer engagement on customer loyalty at local coffee shops. This study employs a quantitative approach using a survey method involving 106 consumers of local coffee shops in Jambi City, selected through purposive sampling. Data analysis was conducted using multiple linear regression with the aid of SPSS 25.0. The results indicate that customer experience and customer engagement have a positive and significant effect on customer loyalty, both partially and simultaneously. The novelty of this study lies in the integration of the perspectives of customer experience and customer engagement as factors shaping loyalty in the context of local coffee shops, particularly in regions that have not been extensively studied.

Keyword: Customer Experience, Customer Engagement, Loyalitas Pelanggan, Coffee Shop Lokal.

INTRODUCTION

The growth of the coffee shop industry in Indonesia over the past few years shows that business competition no longer relies solely on product quality, but also on the ability of business owners to create memorable experiences and foster ongoing customer engagement. Coffee shops have transformed into social spaces used for working, studying, collaborating, and building communities, causing consumer preferences to shift from simply purchasing beverages to seeking enjoyable experiences and emotional connections with brands.

This shift in behavior requires local coffee shops not only to offer high-quality products but also to design positive customer experiences and foster active customer engagement to cultivate lasting loyalty. Research on the coffee shop industry in Indonesia also indicates that customer loyalty is a critical factor in ensuring business sustainability amid intense competition, particularly because loyal customers are more likely to make repeat purchases, provide positive recommendations, and demonstrate greater tolerance toward price changes and the emergence of new competitors (Dhisasmito & Kumar, 2020).

Empirically, the relationship between customer experience and customer loyalty has been extensively demonstrated in various studies. Verhoef et al. (2009) explain that customer experience is the result of customer interactions with various elements of a company that shape cognitive, affective, emotional, social, and physical perceptions. Meanwhile, Lemon & Verhoef (2016) emphasize that customer experience is one of the key determinants in establishing long-term relationships between customers and companies. In the context of coffee shops, Annisa et al. (2023) found that customer experience has a positive effect on the satisfaction and loyalty of Generation Z customers at coffee shops in Bengkulu City. Similar findings were also reported by Apriyanto (2025), who concluded that customer experience design significantly contributes to increased coffee shop customer loyalty through aspects such as atmosphere, employee interactions, and customer emotional engagement.

On the other hand, developments in modern marketing literature indicate that customer engagement is increasingly viewed as a strategic asset in building customer loyalty. Brodie et al. (2011) define customer engagement as a psychological state reflected through customers' active participation in interacting with a brand, either directly or through digital media. Hollebeek et al. (2014) add that customers with high levels of engagement tend to demonstrate commitment, advocacy, and long-term relationships with a brand. Nevertheless, most studies in the coffee shop industry in Indonesia still treat customer engagement as a mediating variable or examine it alongside other variables such as customer satisfaction, facilities, or experiential marketing. Research that simultaneously examines customer experience and customer engagement as the two main predictors of customer loyalty at local coffee shops remains relatively limited, particularly when using a multiple linear regression approach in the context of local coffee shop businesses.

Based on these conditions, this study offers novelty in two aspects. First, the study integrates customer experience and customer engagement as two independent variables analyzed simultaneously to explain customer loyalty at local coffee shops, whereas previous studies have mostly examined them separately or used mediating variables. Second, the study focuses on local coffee shops, which have different characteristics from national and international coffee shop chains in terms of building relationships with customers. Thus, this study is expected to provide an empirical contribution to the development of relational marketing literature, particularly regarding the role of customer experience and customer engagement in shaping loyalty in the local coffee shop industry. Based on the above, the objective of this study is to analyze the influence of customer experience and customer engagement as predictors of customer loyalty at local coffee shops.

METHOD

This study employs a quantitative approach with an explanatory research design aimed at analyzing the causal relationship between independent and dependent variables through statistical hypothesis testing. The subjects of this study are consumers of local coffee shops in Jambi City, with a focus on how customer experience and customer engagement can predict customer loyalty. The population for this study consists of all customers who have ever made a purchase at a local coffee shop in Jambi City.

The sample size in this study is based on Green's (1991) approach to multiple linear regression analysis. Green (1991) explains that the minimum sample size required to test the significance of each predictor in a regression can be determined using the formula $N \geqslant 104 + m$, where N is the sample size and m is the number of independent variables in the research model. This study uses two independent variables, namely customer experience (X_1) and customer engagement (X_2), so the minimum sample size required is 104 + 2 = 106 respondents. Thus, this study set the sample size at 106 respondents.

The sampling technique used was purposive sampling, which is a technique for selecting a sample based on specific considerations or characteristics that align with the research objectives (Sugiyono, 2022). This technique was chosen because not all coffee shop customers have the same level of experience and engagement with a particular brand. The criteria for respondents in this study are: (1) consumers who have made a purchase at a local coffee shop in Jambi City; (2) consumers who have visited the coffee shop at least twice, thereby having sufficient experience to evaluate the service and atmosphere of the coffee shop; (3) consumers aged at least 17 years, as they are considered capable of independently assessing their consumption experiences; and (4) consumers willing to complete the research questionnaire in full. These criteria were used to ensure that respondents possess actual knowledge and experience regarding the research subject.

This study consists of three variables: two exogenous variables—Customer Experience (X1), measured through Cognitive Experience, Affective Experience, Emotional Experience, Social Experience, and Physical Experience (Verhoef, 2009); and Customer Engagement (X2), measured through Cognitive Processing, Affection, and Activation (Hollebeek et al., 2014). Finally, the endogenous variable is Loyalty (Y), measured through Repurchase Intention, Recommendation, and Resistance to Switching (Oliver, 1999).

Data collection was conducted by distributing a questionnaire using a five-point Likert scale, ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree). The research instrument was developed based on the indicators of each research variable, namely customer experience, customer engagement, and customer loyalty. The collected data were then analyzed using IBM SPSS Statistics 25.0 for Windows software. Data analysis was conducted in several stages, including testing the quality of the instruments through validity and reliability tests, testing the classical assumptions of regression—which encompassed tests for normality, multicollinearity, and heteroscedasticity—and hypothesis testing using multiple linear regression analysis.

The regression equation model in this study is formulated as follows:

$$\mathbf{Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + e}$$

Notes:

- **Y** = Customer Loyalty
- **α** = Constant
- **β_1** = Regression coefficient for Customer Experience
- **β_2** = Regression coefficient for Customer Engagement
- **X_1** = *Customer Experience*
- **X_2** = *Customer Engagement*
- **e** = Error

Based on the phenomena and research gaps described above, this study developed a conceptual model in the form of the following conceptual framework.

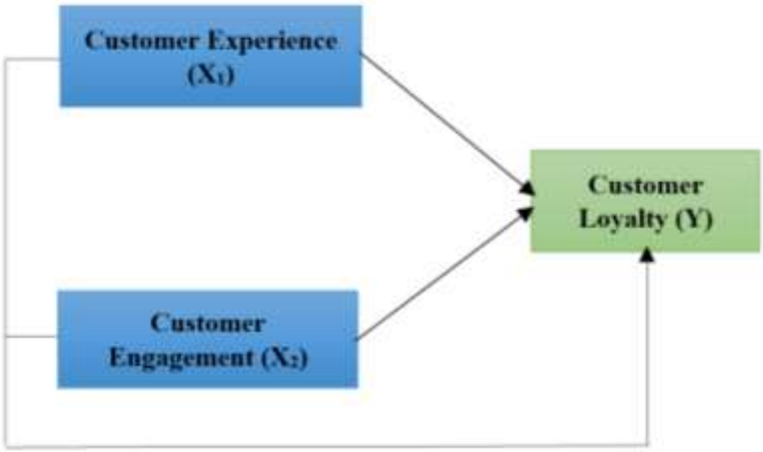

Figure 1. Conceptual Framework

RESULT AND DISCUSSION

Respondent Characteristics

The respondent profile in this study aims to provide an overview of the characteristics and demographics of the participants (respondents) involved in this study. The respondent profile in this study includes gender, age, and occupation. To provide an overview of the profiles of the respondents recruited for this study, the following table is presented:

Table 1. Respondent Profile

Number	Respondent Characteristics	Total	Percentage (%)
1	**Gender**		
	Men	61	57.55
	Women	45	42.45
	Total	**106**	**100**
2	**Age Group**		
	<25 Years	48	45.28
	25 - 35 years	46	43.40
	36 - 45 Years	9	8.49
	>45 Years	3	2.83
	Total	**106**	**100**
3	**Work**		
	Civil Servant	13	12.26
	Military / Police	5	4.72
	Private-Sector Employee	16	15.09
	Entrepreneur	24	22.64
	College Student	48	45.28
	Total	**106**	**100**

Source: Processed data (2026)

Results of the Research Instrument Validation

Before conducting further analysis of the relationships among variables, a critical step is to test the validity and reliability of the research instruments. These tests aim to ensure that the measurement tools used are capable of measuring the intended constructs accurately and consistently (validity), as well as producing reliable and stable data (reliability) (Ghozali, 2018). The results of the item validity test were obtained by comparing the corrected item-total correlation values for each statement with the critical r-table values. Meanwhile, construct reliability is measured using Cronbach's alpha coefficient. The complete results of the instrument testing for all research variables—Customer Experience (X1), Customer Engagement (X2), and Customer Loyalty (Y)—are presented comprehensively in Table 2 below.

Table 2. Results of the Research Instrument Validation

No Item	*Pearson Correlation* Customer Experience (X1)	*Pearson Correlation* Customer Engagement (X2)	*Pearson Correlation* Loyalitas Pelanggan (Y)
P1	0.709	0.772	0.775
P2	0.757	0.757	0.651
P3	0.759	0.699	0.745
P4	0.701	0.685	0.712
P5	0.768	0.787	0.801
P6	0.757	0.733	0.766
P7	0.667	0.775	0.728
P8	0.680	0.675	0.672
P9	0.762	0.704	0.783
P10	0.709		
P11	0.747		
P12	0.726		
P13	0.733		
P14	0.753		
P15	0.786		
N	**106**	**106**	**106**
N of Item	**15**	**9**	**9**
Cronbach's Alpha	**0.938**	**0.889**	**0.893**

Source: SPSS 25.0 for Windows output (2026)

Based on the results of the instrument validity test in Table 2, it can be seen that all statement items for the variables Customer Experience (X1), Customer Engagement (X2), and Customer Loyalty (Y) have item-total correlation coefficients (calculated r) ranging from 0.667 to 0.801. This validity test uses the criterion of comparing the calculated r-value with the table r-value, with degrees of freedom (df) = n – 2, where n = 106 respondents, so df = 104. At a significance level of α = 5% (0.05), the table r-value for df = 104 is approximately 0.192 (an approximate value from the r-distribution table). Thus, since all calculated r-values for each item across the three variables are significantly greater than the table r-value (0.192), it can be concluded that all statement items are valid and suitable for use as measurement instruments for their respective research constructs.

Furthermore, the results of the instrument reliability test showed that all three variables had excellent Cronbach's Alpha coefficients. The Customer Experience variable (X1), with 15 items, obtained a Cronbach's Alpha value of 0.938; the Customer Engagement variable (X2), with 9 items, obtained a value of 0.889; and the Customer Loyalty variable (Y), with 9 items, obtained a value of 0.893. The reliability testing criteria used were a minimum Cronbach's Alpha value of 0.60 as the lower acceptance threshold, with a value above 0.70 classified as "good" and above 0.80 as "very good." Based on these criteria, all variables exhibited high reliability (≥ 0.889), indicating that the research instrument possesses strong and stable internal consistency, making it reliable for generating valid data in measuring the constructs under study.

Results of Classical Assumption Tests

To obtain an efficient and unbiased estimator—or BLUE (Best Linear Unbiased Estimator)—from a multiple regression equation using the least squares method, it is necessary to conduct tests to determine whether the resulting regression model satisfies the classical assumptions. This study will present commonly used classical assumption tests, namely the Normality Test, Multicollinearity Test, and Heteroscedasticity Test, using SPSS 25.0 as a research tool.

1) Based on the test results obtained using SPSS 25.0 as a research tool, the data in this study are normally distributed. This is evidenced by the significance value (Asymp. Sig. 2-tailed) being greater than 0.05, namely ($0.295 > 0.05$); therefore, it can be concluded that the data in this study are normally distributed.
2) Furthermore, the results of the multicollinearity test indicate that the calculated Tolerance values show no independent variables with a Tolerance value less than 0.10 (0.444), meaning there is no correlation among the independent variables. Furthermore, the results of the Variance Inflation Factor (VIF) calculations also show the same thing: no independent variable has a VIF value greater than 10 (2.253). Thus, it can be concluded that there is no multicollinearity among the independent variables in the regression model.
3) Furthermore, based on the results of the heteroscedasticity test, the scatterplots show that the data points are randomly distributed and spread both above and below the 0 mark on the Y-axis. It can be concluded that there is no heteroscedasticity in the regression model; therefore, the regression model is suitable for predicting the use of accommodation services based on the independent variables.

Regression Equation Results.

After the regression model was found to satisfy all classical assumption tests (including tests for normality, multicollinearity, heteroscedasticity, and autocorrelation), the next step was to estimate the model parameters to measure the magnitude of the independent variables' effects on the dependent variable. Multiple linear regression analysis was used in this study to test the hypotheses regarding the partial (t-test) and simultaneous (F-test) effects of the variables Customer Experience (X1) and Customer Engagement (X2) on Customer Loyalty (Y).

Table 3. Results of the Multiple Linear Regression Equation

Dependent Variable	Independent Variables	Regression Coefficient	t	Sig.	Hypothesis Decision
Customer Loyalty _Y	Constant (a)	1.057			-
	Customer_Experience_X1	.291	8.928	.000	Accepted
	Customer_Engagement_X2	.477	8.817	.000	Accepted
	F	309.689		.000	Accepted
	R^2				0.857
	t_{table}				1.983
	F_{tablel}				3.08

Source: SPSS 25.0 for Windows output (2026)

From Table 3 above, the following multiple linear regression equation is obtained: $Y = a + \beta1.X1 + \beta2.X2 + e = 1.057 + 0.291.X1 + 0.477.X2 + e$. Notes: Y = Customer Loyalty; X1 = Customer Experience; and X2 = Customer Engagement. This equation can be interpreted as follows:

1) The constant (a) value of 1.057 indicates that if the variables Customer Experience (X1) and Customer Engagement (X2) are assumed to be zero or constant, then the value of Customer Loyalty (Y) is estimated to remain at 1.057. Substantively, this constant represents the intrinsic basis of customer loyalty that is not explained by the two predictor variables in the model, yet it remains the starting point for regression estimation within the measurement scale used.

2) The regression coefficient for the Customer Experience (X1) variable is 0.291, with a calculated t-value of 8.928 and a significance level of 0.000 (< 0.05). This figure indicates that a one-unit increase in customer experience will lead to a 0.291-unit increase in customer loyalty, assuming all other variables remain constant. Since the significance level is well below the 5% threshold and the calculated t-value (8.928) exceeds the critical t-value (1.983), Customer Experience has a positive and significant partial effect on customer loyalty.
3) The regression coefficient for the Customer Engagement variable (X2) was 0.477, with a t-calculated value of 8.817 and a significance level of 0.000 (< 0.05). This means that a one-unit increase in customer engagement contributes to a 0.477-unit increase in loyalty, holding all other variables constant. Since the calculated t-value (8.817) is greater than the critical t-value (1.983) and the p-value is very small, the hypothesis stating that Customer Engagement has a positive effect on customer loyalty is also statistically accepted.
4) The coefficient of determination (R^2) of 0.857 indicates that, taken together, the Customer Experience and Customer Engagement variables account for 85.7% of the variance in the Customer Loyalty variable. The remaining 14.3% is influenced by other factors not included in this research model. An R^2 value close to 1 indicates that the resulting regression model has very high predictive power, making it suitable as a basis for drawing conclusions regarding the influence of the two independent variables on customer loyalty.

Hypothesis Testing

Hypothesis testing was conducted at a significance level of $\alpha = 5\%$, with the decision criterion that the alternative hypothesis is accepted if the significance value is < 0.05 and the calculated t-value is > the critical t-value (1.983) for the partial test, and the calculated F-value is > the critical F-value (3.08) for the simultaneous test. The results of the hypothesis testing in this study can be interpreted as follows.

1) The results of the partial test for the Customer Experience variable (X1) show a calculated t-value of 8.928 with a significance level of 0.000. Since the calculated t-value (8.928) is greater than the critical t-value (1.983) and the significance level (0.000) is less than 0.05, the alternative hypothesis (Ha)—which states that Customer Experience has a positive and significant effect on Customer Loyalty—is accepted, while the null hypothesis (H0) is rejected. This finding indicates that the better the experience customers perceive, the higher their loyalty to the company.
2) The results of the partial test for the Customer Engagement (X2) variable yielded a calculated t-value of 8.817 with a significance level of 0.000. Based on the same testing criteria (t-table = 1.983 at $\alpha = 5\%$), it is evident that the calculated t-value (8.817) > t-table (1.983) and the p-value (0.000) < 0.05. Therefore, the alternative hypothesis (Ha), which states that Customer Engagement has a positive and significant effect on Customer Loyalty, is accepted, while the null hypothesis (H0) is rejected. This confirms that active customer engagement with a brand or product makes a meaningful contribution to increasing customer loyalty.
3) The results of the simultaneous test (F-test) show a calculated F-value of 309.689 with a significance level of 0.000. Since the calculated F-value (309.689) > the critical F-value (3.08) and the significance level (0.000) < 0.05, the alternative hypothesis (Ha)—which states that Customer Experience and Customer Engagement simultaneously influence Customer Loyalty—is accepted, while the null hypothesis (H0) is rejected. These findings reinforce the evidence that both independent variables together are significant

predictors of customer loyalty, and the regression model used has excellent predictive power, as also reflected by the coefficient of determination (R^2) value of 0.857.

Discussion

The results of this study show that customer experience has a positive and significant effect on customer loyalty at local coffee shops in Jambi City. These findings indicate that the better the experience customers have while interacting with a coffee shop, the more likely they are to maintain their relationship with the shop, make repeat purchases, and recommend the coffee shop to others. Conceptually, these research results reinforce the view that customer experience is a strategic element in building long-term relationships between customers and brands. Verhoef et al. (2009) explain that customer experience is shaped through various customer interactions with a company involving cognitive, emotional, social, and physical aspects; thus, positive experiences lead to a more favorable evaluation of the brand. Furthermore, Lemon and Verhoef (2016) emphasize that the customer experience throughout the customer journey is a key determinant in shaping customer satisfaction, engagement, and loyalty.

These findings are also consistent with previous empirical research showing that customer experience plays a crucial role in fostering loyalty in the service industry. Brakus et al. (2009) argue that brand experiences can generate internal responses in customers that subsequently influence post-consumption behavior, including brand loyalty. In the context of coffee shops, the customer experience is shaped not only by the quality of the products consumed but also by the atmosphere of the venue, the friendliness of the service, the comfort of the space, and the emotional value derived from the time spent at the coffee shop. This is supported by research by Dhisasmito and Kumar (2020), which found that coffee shop customer loyalty is influenced by a business's ability to create a positive consumption experience. Thus, the results of this study provide empirical evidence that local coffee shops capable of delivering a holistic customer experience have a greater chance of retaining customers in an increasingly competitive business environment.

Furthermore, the results of the study indicate that customer engagement has a positive and significant effect on customer loyalty. These results indicate that higher customer engagement with a coffee shop increases customers' tendency to maintain a long-term relationship with the brand. Theoretically, this finding supports the concept proposed by Brodie et al. (2011) that customer engagement is a psychological state that arises through active interaction with a brand and results in a stronger relationship than a typical transactional one. Customers with high levels of engagement not only act as buyers but also become part of the brand's community through activities such as following the coffee shop's updates, providing recommendations, sharing experiences, and interacting via social media.

The results of this study are consistent with the findings of Hollebeek et al. (2014), who stated that customer engagement consists of cognitive, emotional, and behavioral dimensions that collectively strengthen the customer's relationship with the brand. When customers are emotionally and actively engaged with a coffee shop, they tend to form stronger psychological bonds, thereby increasing loyalty. These findings also reinforce the research by Vivek et al. (2012), which states that customer engagement plays a crucial role in building valuable and sustainable customer relationships. In the context of local coffee shops, customer engagement becomes increasingly relevant because customers are not only seeking coffee products but also the social experiences, sense of community, and identity associated with those coffee shops.

In addition to partial testing, the research results also show that Customer Experience and Customer Engagement simultaneously have a positive and significant effect on Customer Loyalty, with an F-calculated value of 309.689 and a significance level of 0.000. These findings indicate that customer loyalty at local coffee shops is built not only through positive consumption experiences but also through the level of customer engagement with the brand. The combination of these two factors suggests that customers will be more loyal when they have an enjoyable experience while also maintaining psychological and social ties with the coffee shop. This perspective aligns with relationship marketing theory, which explains that the success of service companies is determined not only by short-term transactions but by the company's ability to build valuable relationships with customers (Morgan & Hunt, 1994).

Furthermore, this study contributes to the development of service marketing research, particularly in the context of local coffee shops. Most previous studies have tended to examine customer experience, customer engagement, and customer loyalty separately or to treat customer satisfaction as a mediating variable (Lemon & Verhoef, 2016; Brodie et al., 2011). Meanwhile, this study offers a different perspective by treating customer experience and customer engagement simultaneously as direct predictors of customer loyalty. This approach demonstrates that customer loyalty at local coffee shops is influenced not only by what customers feel during their visit but also by how actively they engage with the brand.

Based on these findings, the novelty of this study lies in the integration of two modern marketing perspectives—the experiential perspective and the relationship perspective—in explaining customer loyalty at local coffee shops. While previous studies have largely focused on aspects of service quality, satisfaction, or brand image, this study demonstrates that customer experience and customer engagement constitute a strategic combination capable of explaining customer loyalty behavior in the local coffee shop industry. Furthermore, this study makes an empirical contribution to the regional context—specifically, local coffee shops in the city of Jambi—which has been relatively under-researched compared to the context of coffee shops in major cities. Thus, the results of this study expand our understanding that strengthening customer loyalty in the local coffee shop business can be achieved through the creation of meaningful experiences and the development of interactive relationships with customers.

CONCLUSION

Conclusion

This study shows that Customer Experience and Customer Engagement have a positive and significant effect on Customer Loyalty at local coffee shops. These results indicate that a positive customer experience and high customer engagement can encourage customers to make repeat purchases, provide recommendations, and maintain their relationship with the coffee shop. Simultaneously, both variables have been proven to be important factors in building customer loyalty. These findings underscore that local coffee shops need to develop marketing strategies that are not only product-oriented but also focused on creating experiences and fostering lasting relationships with customers.

Research Limitations

This study has several limitations. First, the study was conducted only among customers of local coffee shops in Jambi City; therefore, the findings cannot yet be generalized to a wider area. Second, the study used only two independent variables—Customer Experience and Customer Engagement—so there are other factors that could potentially influence customer loyalty that were not examined in this study.

Recommendations

Future research is encouraged to expand the scope of the study and consider other variables such as Brand Trust, Perceived Value, Store Atmosphere, or Electronic Word of Mouth to gain a more comprehensive understanding of the factors that shape customer loyalty. For managers of local coffee shops, the results of this study highlight the importance of creating positive customer experiences and increasing customer engagement through quality service, a comfortable atmosphere, and more active interactions with customers.

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