

MEASURING CUSTOMER LOYALTY ANTECEDENTS: THE ROLE OF SATISFACTION AMONG GEN Z COFFEE CONSUMERS

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Abstract: *Indonesia, with a Generation Z population exceeding 66 million in 2023, represents a significant market segment for the food and beverage (F&B) industry. Generation Z exhibits high consumption of food and beverages, making customer loyalty a critical concern for businesses. This study investigates how Corporate Social Responsibility (CSR), product quality, service quality, and price fairness affect customer loyalty, while positioning customer satisfaction as an intervening variable. Data were obtained from 550 purposively selected respondents and processed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that product quality, service quality, and price fairness significantly affect customer satisfaction, which in turn significantly influences customer loyalty. Price fairness not only directly influences customer loyalty but also produces the strongest indirect effect through customer satisfaction ($\beta = 0.189$). Meanwhile, CSR significantly affects customer loyalty through a direct path, whereas its impact on customer satisfaction and its indirect influence through satisfaction are not supported. In addition, product quality and service quality do not directly affect customer loyalty but influence it indirectly through customer satisfaction. These findings highlight the role of customer satisfaction as an intervening mechanism linking the key antecedent variables to customer loyalty and provide a context-specific explanation of loyalty formation among Generation Z consumers in the F&B industry.*

Keywords: Corporate Social Responsibility, Customer Loyalty, Customer Satisfaction, Price Fairness, Product Quality, Service Quality

INTRODUCTION

Indonesia, which is among the countries with the largest populations globally, is dominated by Generation Z (born between 1997–2012), accounting for approximately 24.04% of the total population in 2023 (BPS 2024). This generation, still relatively young and easily influenced by interests, presents a

strategic opportunity for businesses (Farunik and Ginny 2023). According to Santika (2024), 69% of Generation Z respondents allocate a large share of their spending to food and beverages, based on a Populix survey of 875 respondents. This highlights the strong relevance of the food and beverage sector among Gen Z consumers. This sector also

contributed 6.55% to the national GDP (Harianto 2024). Specifically, coffee is the most frequently purchased beverage in Indonesia, with 66% of Gen Z consumers consuming coffee daily (Firdaus 2024).

Kopi Kenangan, with 868 outlets in 2024, is the most-consumed coffee cafe brand among Generation Z. Of the 1.115 Gen Z respondents, 35% chose coffee cafe products, and 60% preferred Kopi Kenangan (Santika 2025). The company’s sales performance shows an increasing trend, from USD 56.7 million in 2021 to USD 91.6 million in 2023, as illustrated in Figure 1 (Statista 2025). However, its Top Brand Index has declined from 42.6% in 2022 to 39% in 2024, as presented in Table 1 (Top Brand Award 2025).

This suggests a potential discrepancy between financial performance and brand perception. Such a condition indicates that increases in sales do not necessarily reflect stronger customer loyalty or brand attachment, particularly among Generation Z consumers. Therefore, it becomes essential for Kopi Kenangan to strengthen its mind share, market share, and commitment share by better understanding the key drivers of customer loyalty. A key strategy is to enhance customer loyalty, as loyal consumers tend to repurchase more frequently and are considered valuable assets (Dhisasmito and Kumar 2020). However, consumer behaviour is not static and is shaped by various determinants, including product

quality, service quality, and price fairness (De and Singh 2023; Ekarina 2020; Gurler 2024).

Corporate Social Responsibility (CSR) also plays a critical role, particularly in resonating with the values of Generation Z, who show high awareness of ethical and sustainability issues (Islam et al. 2021; Mehnaz et al. 2024). Kopi Kenangan has begun adopting sustainable and socially responsible practices since 2023. Yet, it remains essential to explore whether Gen Z’s awareness of the company’s CSR programs affects their loyalty. In addition to CSR, other challenges, including inconsistent product and service quality, as well as perceptions that pricing does not reflect the actual value received, remain significant concerns.

Given the strategic importance of Generation Z as a dominant consumer segment, particularly in the food and beverage industry, businesses like Kopi Kenangan must continuously evaluate the key drivers of customer loyalty to sustain their market position. While efforts have been made to adopt socially responsible practices and improve the customer experience, the decline in brand performance indicators suggests the need for more comprehensive insight into how CSR, product quality, service quality, and price fairness shape customer loyalty among Gen Z consumers. In this context, customer satisfaction serves as a linking mechanism that explains how these antecedent variables translate into loyalty.

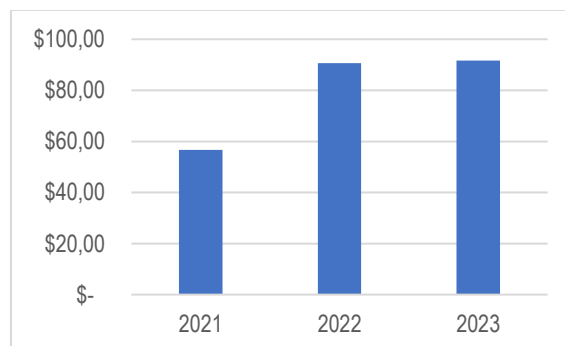


Figure 1. Sales value of Kopi Kenangan in Indonesia from 2021 to 2023

Source: Statista (2025)

Table 1. Top Brand Index of Coffee Shop Brand 2022-2024

| No. | Brand | 2022 | 2023 | 2024 |
|-----|---------------|-------|-------|-------|
| 1. | Kopi Kenangan | 42.6% | 39.7% | 39% |
| 2. | Janji Jiwa | 38.3% | 39.5% | 44.8% |
| 3. | Fore | 6.5% | 7.5% | 6.9% |

Source: [\(Top Brand Award 2025\)](#)

Prior studies have reported inconsistent findings regarding the role of CSR. In the banking context, [Gezahegn et al. \(2024\)](#) reported that CSR significantly influences customer satisfaction and customer loyalty, with customer satisfaction further mediating the relationship between CSR and customer loyalty. However, [Mehnaz et al. \(2024\)](#) reported that customer satisfaction does not function as an intermediary in this relationship. In another context, [Khawaja et al. \(2021\)](#) found that CSR does not significantly influence customer satisfaction. These mixed results indicate that the effects of CSR may vary across contexts and consumer groups.

This study builds upon prior research by selectively integrating variables that have demonstrated meaningful influence on satisfaction and loyalty. For example, [Gezahegn et al. \(2024\)](#) provide support for including CSR and customer satisfaction as important determinants of customer loyalty.

In addition, [Dhasan and Aryupong \(2019\)](#) provide the basis for adopting product quality, service quality, and price fairness as antecedents of customer loyalty. Meanwhile, variables with relatively weaker or non-significant effects were not adopted in this study. Accordingly, this research proposes a more refined and parsimonious model by focusing only on variables with stronger empirical support. This approach contributes to the literature by offering a more robust and context-specific understanding of customer loyalty formation among Generation Z consumers in the food and beverage industry.

Accordingly, this study aims to examine how CSR, product quality, service quality, and price fairness affect Generation Z's loyalty

toward Kopi Kenangan, with customer satisfaction functioning as an intervening factor. The insights derived from this research are anticipated to make meaningful contributions to the academic literature and to practical strategies for enhancing customer engagement and fostering long-term loyalty. To provide clearer direction, the following research questions are formulated:

1. Do CSR, product quality, service quality, and price fairness significantly affect customer satisfaction among Generation Z consumers of Kopi Kenangan?
2. Do these variables significantly affect customer loyalty?
3. Does customer satisfaction significantly affect customer loyalty?
4. Does customer satisfaction mediate the relationship between these variables and customer loyalty?

Corporate Social Responsibility

For public service organizations, CSR is perceived not merely as a fundamental strategy for ensuring long-term business sustainability, but also as a channel for fostering constructive relationships across all layers of society ([Muflih 2021](#)). CSR is seen as an essential responsibility that business practitioners must uphold to ensure that all actions and behaviours align with society's values and aspirations. Customers are among the key stakeholders who consider not only financial outcomes but also the ethical aspects of a company's operations ([Islam et al. 2021](#)).

From a consumer behaviour perspective, CSR initiatives may influence how customers perceive and evaluate a company,

particularly regarding corporate credibility and ethical responsibility. CSR activities have been shown to shape consumer perceptions and enhance corporate brand credibility, which reflects attributes such as trust, integrity, and goodwill ([Dangaiso et al. 2024](#)). Positive attitudes toward a firm are more likely to emerge when consumers recognize its involvement in social and environmental efforts ([Blanco-Encomienda et al. 2025](#); [Do Vale et al. 2025](#)).

Product Quality

Regarding product quality, the product must meet or exceed customers' expectations and needs. When making a purchase, customers evaluate whether the product's quality aligns with their prior expectations ([Wilson 2022](#)). If a product fails to meet expectations, this condition may result in customer dissatisfaction, subsequently reducing the likelihood of repeat purchases ([De and Singh 2023](#); [Yu et al. 2021](#)). The attributes and distinctive features inherent in a product or service demonstrate its overall quality. Thus, product quality refers to the extent of alignment with its intended use or established standards ([Uzir et al. 2020](#)).

From a theoretical perspective, the influence of perceived quality on customer responses can be interpreted through expectancy-disconfirmation theory, where performance is assessed by comparing actual outcomes with initial expectations ([Schiebler et al. 2025](#); [Chatterjee and Suy 2019](#)). When perceived quality matches or exceeds expectations, positive disconfirmation occurs, leading to increased satisfaction, whereas unmet expectations lead to dissatisfaction ([Schiebler et al. 2025](#)).

Service Quality

Service quality is commonly conceptualized as the difference between expected service and the service actually experienced ([Dhisasmito and Kumar 2020](#)). Service quality is a multifaceted construct that

encompasses not only the end result of a service but also how it is provided ([Chao et al. 2023](#)). Service quality is a critical factor in building competitive advantage and retaining market share by strengthening customer loyalty ([Gurler 2024](#)).

From a theoretical perspective, service quality can be explained through the expectancy-disconfirmation framework, where customers evaluate service performance by comparing their expectations with actual service delivery ([Schiebler et al. 2025](#); [Chatterjee and Suy 2019](#)). When the delivered service meets or exceeds customer expectations, positive disconfirmation occurs, leading to greater customer satisfaction. In contrast, failure to meet expectations may result in dissatisfaction ([Schiebler et al. 2025](#)). This process indicates that service quality can affect loyalty indirectly through customer satisfaction, as favourable service experiences first enhance satisfaction, which then leads to long-term behavioural responses ([Chao et al. 2023](#); [Dhisasmito and Kumar 2020](#)).

Price Fairness

Price represents the sacrifice customers make to obtain a good or service and serves as an extrinsic cue that shapes their perception of quality. Although price can signal quality, buying decisions are more shaped by how fair consumers perceive the price to be, which refers to the alignment between the amount paid and the benefits received ([Hasan 2022](#); [Konuk 2019](#)). Consumers typically observe the price first and then evaluate the quality based on that information. A price is generally considered fair when the value received exceeds the cost incurred ([Jin et al. 2016](#)).

Consumers evaluate price not only as a monetary sacrifice but also as an indicator of value when making decisions ([Belarmino et al. 2022](#)). In this context, price fairness reflects consumers' evaluation of whether a price is reasonable, acceptable, and justified ([Konuk 2019](#)). Perceived fairness in pricing tends to

increase both value perception and satisfaction, which subsequently influence behavioural responses such as revisit intentions and evaluations ([Atmaja and Yasa 2020](#)).

Customer Satisfaction

Customer satisfaction is a post-purchase judgment based on comparing prior expectations with perceived product or service performance ([Pasacito and Ariyanti 2024](#)). This satisfaction influences future purchasing behaviour, as content customers tend to establish enduring relationships with the company ([Lim et al. 2022](#)). Therefore, customer satisfaction reflects strategic goals to retain and strengthen the consumer base ([Wang et al. 2024](#)).

This conceptualization aligns with expectancy-disconfirmation theory, which explains that satisfaction emerges from the comparison between expectations and actual performance ([Schiebler et al. 2025](#)). This aligns with previous findings suggesting that customers tend to be satisfied when actual performance meets their expectations ([Rahi and Abd. Ghani 2019](#)). When performance equals or exceeds expectations, positive disconfirmation arises, leading to satisfaction, whereas unmet expectations result in dissatisfaction ([Schiebler et al. 2025](#)). Consequently, customer satisfaction serves a central role in linking customers' evaluations of products, services, and prices to their subsequent behavioural responses, including loyalty ([Chao et al. 2023](#)).

Customer Loyalty

In competitive markets, loyal customers are essential because they contribute to repeat purchases, sustained sales, and overall business growth ([Dhisasmito and Kumar 2020](#)). Additionally, loyal customers often influence others to buy from the same brand, which increases sales volume and profitability ([Uzir et al. 2020](#)). Nevertheless, consumer behaviour remains dynamic and subject to change over time ([Ompusunggu and Munthe 2020](#)). One

notable shift is the growing preference for coffee shops that offer quality products, affordable prices, and a relaxed atmosphere ([Ekarina 2020](#)). To achieve a competitive advantage, companies must focus on fostering customer loyalty ([Lim et al. 2022](#)).

Customer loyalty encompasses both behavioural and attitudinal dimensions, reflecting not only repeat purchase behaviour but also customers' commitment, preferences, and psychological attachment to a particular brand ([Saini and Singh 2020](#)). Loyal customers tend to maintain long-term relationships and are less likely to switch to alternative brands. In this context, customer satisfaction is commonly regarded as a key antecedent of customer loyalty, as positive consumption experiences strengthen customers' intention to repurchase and maintain favorable responses toward the brand ([Konuk 2019; Chao et al. 2023](#)).

Generation Z Consumer Behaviour

Generation Z (Gen Z) refers to individuals born roughly between the mid-1990s and early 2010s, represents a distinctive consumer cohort shaped by rapid technological and socio-economic developments ([Guo and Luo 2023](#)). As digital natives, Gen Z consumers are highly familiar with online platforms and social media, which strongly influence their consumption behaviour and decision-making processes ([Amatulli et al. 2023](#)). Compared with previous generations, Gen Z consumers exhibit distinct characteristics, such as being more value-conscious, price-sensitive, and selective in their purchasing decisions, often engaging in extensive information search and comparison of alternatives before making decisions ([Sahin et al. 2026; Serravalle et al. 2022; Kim et al. 2023](#)).

In addition, this generation is known for its high awareness of social, ethical, and environmental issues. Gen Z generally favor brands that align with their personal values, especially those related to sustainability and corporate responsibility, and they are confident in their ability to drive change through their

consumption choices ([Rahaman 2025; Amatulli et al. 2023](#)).

However, despite this strong orientation toward ethical values, prior studies suggest that Gen Z consumers may still emphasize practical factors such as price, convenience, and product attractiveness when making purchase decisions, indicating a potential inconsistency between values and actual behaviour ([Rahaman 2025; Zimand-Sheiner and Lissitsa 2024; Kim et al. 2023](#)).

Furthermore, Gen Z represents a promising yet complex market segment. They are often described as socially conscious, individualistic, and experience-oriented, yet tend to exhibit lower brand loyalty and greater sensitivity to value and affordability ([Guo and Luo 2023; Sahin et al. 2026](#)). Therefore, understanding Gen Z consumer behaviour requires considering both functional aspects, including product quality, service quality, and price fairness, and value-driven factors, such as CSR, in explaining customer satisfaction and loyalty.

Hypothesis Development

Organizations that consistently engage in genuine CSR practices are likely to build stronger relationships, create a sense of distinctiveness, and encourage more favourable customer attitudes ([Akbari et al. 2020](#)). CSR activities are often associated with efforts to provide benefits not only to customers but also to the broader community, such as ensuring product quality, fair pricing, and environmental and social contributions ([Tran 2022](#)). These initiatives may enhance customer evaluations and increase satisfaction and loyalty.

Evidence from [Islam et al. \(2021\)](#) indicates that CSR activities significantly enhance customer satisfaction. Prior studies have consistently indicated that customer satisfaction strongly affects customer loyalty ([Bellinda et al. 2020](#)). In addition, a company's participation in social programs positively

contributes to strengthening customer loyalty ([Wang et al. 2024](#)).

However, prior studies have reported inconsistent findings regarding the effectiveness of CSR. While [Islam et al. \(2021\)](#) and [Tran \(2022\)](#) reported that CSR positively influences customer satisfaction and loyalty, [Khawaja et al. \(2021\)](#) reported no significant relationship between CSR and customer satisfaction. This inconsistency may be due to variations in how CSR activities are communicated and how customers interpret them. For instance, ineffective communication of CSR initiatives may limit customer awareness, thereby weakening its impact on satisfaction ([Khawaja et al. 2021](#)).

In addition, the role of customer satisfaction as a mediator in the relationship between CSR and customer loyalty also remains inconclusive. While some studies indicate that CSR can enhance loyalty through improved customer perceptions ([Gezahegn et al. 2024; Islam et al. 2021](#)), [Mehnaz et al. \(2024\)](#) reported no significant mediation effect. This inconsistency indicates that the impact of CSR on loyalty may depend on how customers interpret CSR activities.

Despite these mixed findings, CSR is expected to positively influence customer satisfaction and customer loyalty. CSR initiatives that are clearly communicated and aligned with customer values are more likely to build trust, generate positive evaluations, and strengthen long-term relationships. Drawing from these insights, this study posits that:

- H₁: CSR exerts a positive impact on Customer Satisfaction**
- H₂: CSR exerts a positive impact on Customer Loyalty**
- H₃: Customer Satisfaction exerts a positive impact on Customer Loyalty**
- H₄: Customer Satisfaction serves as a mediating factor linking CSR to Customer Loyalty**

Consistently delivering high product quality is a critical strategy for firms competing in dynamic and competitive markets. This commitment is also essential for maintaining customer satisfaction toward the products offered (Suwarno 2021). Abigail et al. (2024) demonstrated that superior product quality leads to higher customer satisfaction.

Moreover, loyal customers typically demonstrate positive attitudes and stable behavioural patterns toward a particular product, which can serve as a reliable indicator of future purchasing behaviour (Suhartanto et al. 2021). Dhasan and Aryupong (2019) also emphasized that better perceptions of product quality can enhance customer loyalty, particularly when product performance exceeds customer expectations. Suhartanto et al. (2021) further highlighted that achieving marketing goals, such as improving satisfaction and loyalty, requires marketers to ensure that product quality remains consistently high.

Product quality is expected to positively influence both satisfaction and loyalty. High product quality that meets or exceeds customer expectations is likely to create positive consumption experiences, which not only enhance satisfaction but may also encourage repeat purchase behaviour and strengthen customer loyalty. Drawing from these insights, this study posits that:

- H₅: Product Quality exerts a positive impact on Customer Satisfaction**
- H₆: Product Quality exerts a impact on Customer Loyalty**
- H₇: Customer Satisfaction serves as a mediating factor linking Product Quality to Customer Loyalty**

According to Dhisasmito and Kumar (2020) and Angela and Kesumahati (2023), improving the quality of services directly enhances customers' perceived satisfaction. Service quality is a multidimensional concept encompassing both service outcomes and delivery processes (Chao et al. 2023). Positive

service experiences can lead to higher satisfaction, reduced complaints, and stronger loyalty, highlighting the role of satisfaction as an important linking factor (Dhasan and Aryupong 2019; Yaqub et al. 2019). These findings indicate that service quality influences both satisfaction and loyalty, making the mediating role of satisfaction particularly relevant (Chao et al. 2023).

Service quality is expected to positively affect satisfaction and loyalty. High service quality that meets or exceeds customer expectations is likely to create positive service experiences, enhancing satisfaction and potentially encouraging repeat purchase behaviour and strengthening customer loyalty. Drawing from these insights, this study posits that:

- H₈: Service Quality exerts a positive impact on Customer Satisfaction**
- H₉: Service Quality exerts a positive impact on Customer Loyalty**
- H₁₀: Customer Satisfaction serves as a mediating factor linking Service Quality to Customer Loyalty**

Customers are more likely to make a purchase when they believe the price paid is justified by the benefits they receive. Conversely, when the perceived value does not align with the price, customers tend to avoid the product (Hameed et al. 2024). Price fairness reflects customers' judgment of whether a price is reasonable relative to the value received, involving both cognitive and emotional evaluation (Dhasan and Aryupong 2019).

Singh et al. (2022) demonstrated that price fairness exerts a significant impact on customer satisfaction. Similarly, Wilson (2022) found that when customers perceive prices as fair, they are more likely to feel satisfied and develop positive behavioural intentions. Dhasan and Aryupong (2019) likewise identified that when consumers perceive prices as fair, they become more willing to sustain long-term relationships with the firm and display loyal

behaviours. Supporting this view, [Atmaja and Yasa \(2020\)](#) showed that fair pricing not only improves customer satisfaction but also reinforces customer loyalty.

When prices are considered fair relative to value and market standards, customers tend to feel more satisfied, which subsequently strengthens their intention to repurchase and remain loyal. Drawing from these insights, this study posits that:

H₁₁: Price Fairness exerts a positive impact on Customer Satisfaction

H₁₂: Price Fairness exerts a positive impact on Customer Loyalty

H₁₃: Customer Satisfaction serves as a mediating factor linking Price Fairness to Customer Loyalty

METHOD

Research Framework

The research framework is constructed based on insights drawn from prior empirical studies. This model integrates findings from [Gezahegn et al. \(2024\)](#), which assessed the linkage between CSR and customer loyalty with

customer satisfaction as a mediating construct, and [Dhasan and Aryupong \(2019\)](#), which investigated how product quality, service quality, and price fairness affect customer loyalty through customer engagement. Previous studies also support the role of product quality, service quality, and price fairness in shaping customer loyalty through satisfaction ([Abigail et al. 2024](#); [Chao et al. 2023](#); [Yaqub et al. 2019](#)). Figure 2 presents the conceptual framework that serves as the theoretical basis of this study.

Research Instrument

This research employs a causal design, using a quantitative, cross-sectional approach, to identify cause-and-effect relationships among the variables analyzed. A Likert scale with five response options was used, where 1 denoted "strongly disagree," 2 denoted "disagree," 3 denoted "neutral," 4 denoted "agree," and 5 denoted "strongly agree" ([Sekaran and Bougie 2016](#)).

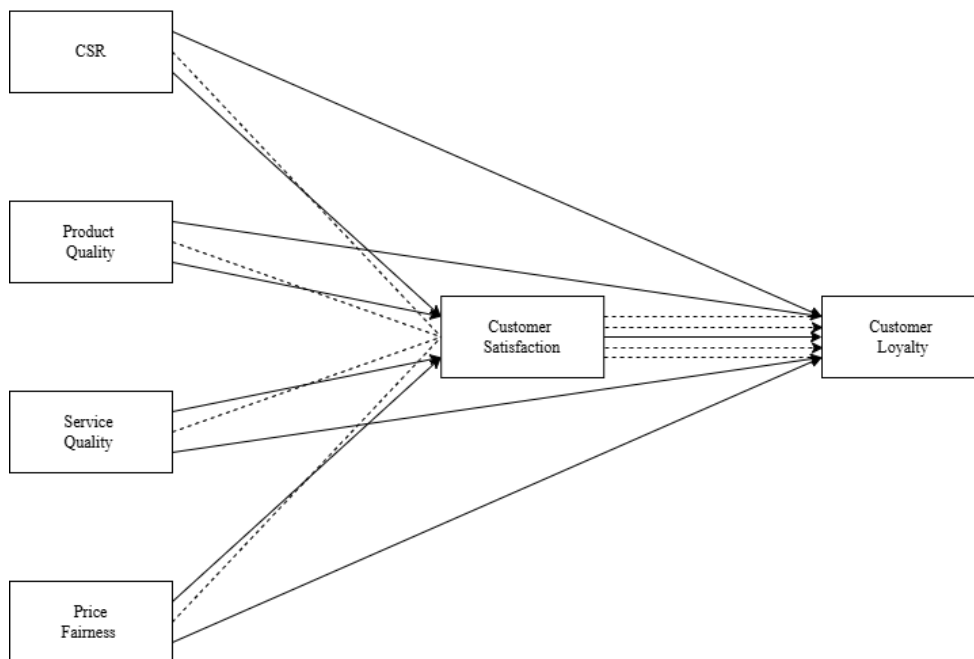


Figure 2. The Conceptual Framework

Data collection was conducted through a structured survey instrument, with measurement items adapted from previous studies and further improved through expert evaluation and preliminary testing ([Indrawati 2015](#)). The constructs in the model were validated based on prior scholarly work to ensure content validity, with CSR adapted from [Castro-González et al. \(2021\)](#), product quality from [Bae and Jeon \(2022\)](#), price fairness from [Singh et al. \(2022\)](#), and service quality, customer satisfaction, and customer loyalty from [Dhisasmito and Kumar \(2020\)](#).

Population and Sample

The population examined in this research consists of Indonesian Generation Z consumers who have previously purchased Kopi Kenangan products. Owing to several constraints, the research focused on respondents from Generation Z. A sample refers to a selected portion of the overall population ([Indrawati 2015](#)). To select this sample, a nonprobability sampling approach using purposive sampling was employed. This technique is considered appropriate because it allows targeting specific groups of individuals who meet predefined criteria, ensuring that only relevant participants are included.

A screening questionnaire was used to ensure respondent relevance, specifically targeting Generation Z individuals with recent experience with Kopi Kenangan, such as purchasing directly from outlets and being aware of the company's CSR programs. The minimum required number of respondents was estimated using the Bernoulli formula because the exact population size could not be determined. This formula is commonly used to estimate the minimum sample requirement when the population size is unknown or cannot be measured precisely. The formula is expressed as follows:

$$n = \frac{Z^2_{pq}}{e^2}$$

In this equation, n denotes the total number of respondents, Z refers to the standard normal distribution value at a given confidence level, p represents the probability of occurrence, and q indicates the probability of non-occurrence ($1 - p$), and e is the margin of error. With a 5% error tolerance and a 95% confidence level, the minimum required sample was 273 respondents. However, to ensure more accurate data, the sample size was increased to 550 respondents. This approach is supported by [Sekaran and Bougie \(2016\)](#), who stated that greater precision requires a larger sample size, particularly when population variability is high.

In addition, the number of respondents satisfies the minimum threshold for PLS-SEM based on the 10-times rule. The most complex endogenous construct in this study is customer loyalty, which receives five structural paths from CSR, product quality, service quality, price fairness, and customer satisfaction. Therefore, at least 50 respondents are required for the analysis. Although [Hair et al. \(2022\)](#) note that the 10-times rule should be used only as a rough guideline, the sample of 550 respondents substantially exceeds this minimum threshold. Accordingly, a larger sample size improves the accuracy of parameter estimation and reduces the likelihood of sampling error in the statistical analysis.

Data Analysis

This study adopts Variance-Based Structural Equation Modelling (VB-SEM) to predict relationships among latent constructs. The study applies Partial Least Squares (PLS) as the main analytical approach, a method well-suited for exploratory research as it emphasizes prediction (explaining variance). Therefore, the study uses PLS-SEM, a causal modelling approach within the SEM framework, to develop statistical models that explain cause-and-effect relationships.

The analysis was carried out using SmartPLS version 4.1.0.9. The PLS-SEM path model comprises two core components: the

outer model, which describes the relationships between latent variables and their indicators, and the inner model, reflecting the structural relationships among the latent constructs (Hair et al. 2024). Common method bias was examined using Harman’s single-factor test. The first factor accounts for 33.887% of the total variance, which is below the 50% threshold, indicating that common method bias is not a major concern in this study.

RESULTS

The assessment of the outer model shown in Table 2, involves examining validity and reliability to determine whether the indicators properly reflect the constructs under study. This testing is based on three types of measurements: convergent validity, reliability, and discriminant validity.

Convergent validity is examined through factor loadings along with the Average Variance Extracted (AVE). The minimum factor loading value that can be accepted is 0.5, indicating that an item within a construct has convergent validity. A value above 0.7 reflects good convergent validity. The AVE value is considered acceptable if it is at least 0.50, this demonstrates that the construct accounts for more than half of the variance captured by its indicators (Hair et al. 2022). Reliability is evaluated using two indicators, namely composite reliability and Cronbach’s alpha. A construct is regarded as reliable when both measures are greater than 0.70 (Indrawati 2015).

Table 2. Construct Validity and Reliability Test Result

| Variables | Items | Factor Loading | Cronbach’ Alpha | CR | AVE |
|-----------------|-------|----------------|-----------------|-------|-------|
| CSR | CSR 1 | 0.825 | 0.892 | 0.913 | 0.567 |
| | CSR 2 | 0.755 | | | |
| | CSR 3 | 0.731 | | | |
| | CSR 4 | 0.759 | | | |
| | CSR 5 | 0.752 | | | |
| | CSR 6 | 0.712 | | | |
| | CSR 7 | 0.755 | | | |
| | CSR 8 | 0.729 | | | |
| Product Quality | PQ 1 | 0.755 | 0.726 | 0.829 | 0.548 |
| | PQ 2 | 0.742 | | | |
| | PQ 3 | 0.709 | | | |
| | PQ 4 | 0.755 | | | |
| Service Quality | SQ 1 | 0.784 | 0.954 | 0.958 | 0.588 |
| | SQ 2 | 0.773 | | | |
| | SQ 3 | 0.756 | | | |
| | SQ 4 | 0.744 | | | |
| | SQ 5 | 0.783 | | | |
| | SQ 6 | 0.783 | | | |
| | SQ 7 | 0.764 | | | |
| | SQ 8 | 0.785 | | | |
| | SQ 9 | 0.776 | | | |
| | SQ 10 | 0.795 | | | |
| | SQ 11 | 0.769 | | | |

| Variables | Items | Factor Loading | Cronbach' Alpha | CR | AVE |
|-----------------------|-------|----------------|-----------------|-------|-------|
| Price Fairness | SQ 12 | 0.754 | 0.810 | 0.888 | 0.725 |
| | SQ 13 | 0.718 | | | |
| | SQ 14 | 0.742 | | | |
| | SQ 15 | 0.769 | | | |
| | SQ 16 | 0.767 | | | |
| | PF 1 | 0.877 | | | |
| Customer Satisfaction | PF 2 | 0.824 | 0.925 | 0.941 | 0.727 |
| | PF 3 | 0.853 | | | |
| | CS 1 | 0.842 | | | |
| | CS 2 | 0.865 | | | |
| | CS 3 | 0.850 | | | |
| | CS 4 | 0.865 | | | |
| Customer Loyalty | CS 5 | 0.841 | 0.915 | 0.936 | 0.747 |
| | CS 6 | 0.854 | | | |
| | CL 1 | 0.882 | | | |
| | CL 2 | 0.892 | | | |
| | CL 3 | 0.842 | | | |
| | CL 4 | 0.851 | | | |
| | CL 5 | 0.853 | | | |

Based on Table 2, all indicators have factor loadings above 0.7, which indicates that all constructs meet the validity criteria. All AVE values also exceed 0.5, confirming that the constructs demonstrate acceptable convergent validity.

Moreover, the composite reliability and Cronbach's alpha values are all above 0.70, indicating adequate internal consistency. Although one construct shows a Cronbach's alpha value of 0.726, this value remains within the acceptable range according to (Sekaran and Bougie 2016). The very high reliability values observed for the service quality construct

indicate excellent internal consistency; however, they may also imply some degree of item redundancy, which may be reconsidered in future research for scale refinement.

To assess discriminant validity, the Heterotrait-Monotrait Ratio (HTMT) was used. Adequate discriminant validity is considered when the HTMT values between construct pairs are below the 0.90 threshold (Hair et al. 2022). As shown in Table 3, all off-diagonal HTMT values are below 0.90, indicating that discriminant validity is achieved for all constructs.

Table 3. Discriminant Validity

| Variables | CSR | PQ | SQ | PF | CS | CL |
|--|-------|-------|-------|-------|-------|----|
| Corporate Social Responsibility | | | | | | |
| Product Quality | 0.455 | | | | | |
| Service Quality | 0.440 | 0.404 | | | | |
| Price Fairness | 0.445 | 0.441 | 0.359 | | | |
| Customer Satisfaction | 0.357 | 0.440 | 0.400 | 0.558 | | |
| Customer Loyalty | 0.453 | 0.431 | 0.406 | 0.552 | 0.760 | |

Table 4. Coefficient of Determination (R-Square) & Stone-Geisser's (Q-Square)

| Variables | R-Square | Q ² |
|-----------|----------|----------------|
| CS | 0.326 | 0.308 |
| CL | 0.545 | 0.320 |

The testing of the inner model relies on two types of measurements: the Coefficient of Determination (R^2 value), Stone-Geisser's (Q^2), and Effect Size (f^2). R^2 is considered as strong when it exceeds 0.67, moderate when ranging from 0.33 to 0.67, and weak when it falls between 0.19 and 0.33. For Q^2 , a model is regarded as having strong predictive relevance if it is greater than 0.35, moderate if it is in the range of 0.15 – 0.35, and weak if it is in the range of 0.02 – 0.15. In addition, f^2 values of 0.02, 0.15, and 0.35 are interpreted as small, medium, and large effect sizes, respectively.

Table 4 shows that the R^2 value for customer satisfaction is 0.326. This reflects that the exogenous variables contribute 32.6% to customer satisfaction, which is considered weak. Meanwhile, customer loyalty has an R^2 of 0.545, indicating that the exogenous variables explain 54.5% of its variance, classified as moderate. This is higher than the R^2 observed for customer satisfaction, indicating greater predictive power for loyalty in the model. For Q^2 , customer satisfaction records a Q^2 of 0.308, while the Q^2 value for customer loyalty records a Q^2 of 0.320.

These results indicate that both variables have predictive relevance, and each falls into the moderate category, as their Q^2 values exceed 0.15. This implies that although the model demonstrates predictive capability, its moderate explanatory strength suggests that incorporating additional variables could enhance the explanation of customer loyalty.

As shown in Table 5, the effect size results shows that customer satisfaction exerts a strong influence on customer loyalty ($f^2 = 0.455$). Price fairness shows a moderate effect on customer satisfaction ($f^2 = 0.136$). Meanwhile, CSR, product quality, and service quality show

small effects on the endogenous variables ($f^2 < 0.15$), indicating relatively limited individual contributions.

Hypothesis testing in this study used path coefficients, t-values, p-values, and confidence intervals. The path reflects both the magnitude and the direction of the relationships between variables, typically ranging from -1 to +1. Values closer to +1 demonstrate a strong inverse correlation, whereas negative coefficients suggest a strong negative correlation. The t-value is used to assess statistical significance: a value above 1.65 indicates a significant effect and supports accepting the alternative hypothesis (H_1). The p-value indicates the probability of incorrectly asserting that the path coefficient differs significantly from zero. A p-value below 0.05 indicates statistical significance, meaning the alternative hypothesis is accepted. Confidence intervals are used to assess the robustness of the estimates, and a relationship is considered significant when the interval excludes zero.

Based on the results in Table 6, Hypotheses H_5 , H_8 , and H_{11} are supported, indicating that product quality, service quality, and price fairness have significant positive effects on customer satisfaction. In the context of Generation Z consumers of Kopi Kenangan, this suggests that satisfaction is primarily shaped by tangible consumption experiences, such as taste consistency, service responsiveness, and perceived price fairness. These findings are consistent with previous studies ([Abigail et al. 2024](#); [Dhisasmito and Kumar 2020](#); [Angela and Kesumahati 2023](#)), which highlight the role of quality perception and fair pricing in shaping customer satisfaction.

Table 5. Effect Size (f²)

| Variables | F-Square |
|-----------|----------|
| CSR → CS | 0.003 |
| CSR → CL | 0.034 |
| CS → CL | 0.455 |
| PQ → CS | 0.028 |
| PQ → CL | 0.002 |
| SQ → CS | 0.053 |
| SQ → CL | 0.007 |
| PF → CS | 0.136 |
| PF → CL | 0.022 |

In contrast, Hypothesis H₁ is rejected, indicating that CSR does not significantly influence customer satisfaction. This finding is in agreement with [Khawaja et al. \(2021\)](#). For Generation Z consumers of Kopi Kenangan, this may reflect limited exposure to CSR initiatives during consumption, as coffee purchases are typically driven by immediate needs rather than awareness of corporate activities. This also suggests that, in this context, Gen Z consumers adopt a more pragmatic approach, prioritizing direct product and service experiences over broader corporate practices.

Furthermore, Hypotheses H₂, H₃, and H₁₂ are supported, indicating that CSR,

customer satisfaction, and price fairness significantly influence customer loyalty. Among Generation Z consumers of Kopi Kenangan, loyalty appears to be influenced not only by consumption experiences but also by perceived value and brand-related considerations. Price fairness, in particular, plays an important role, as Gen Z consumers tend to be price-sensitive and value-conscious when choosing frequently consumed products such as coffee. These results are consistent with prior studies ([Gezahegn et al. 2024](#); [Dhasan and Aryupong 2019](#)).

Table 6. Direct and Indirect Test Result

| Hypotheses | Relationship | Path Coefficient | t-values | p-values | CI 2.5% | CI 97.5% |
|-----------------|---------------|------------------|----------|----------|---------|----------|
| H ₁ | CSR → CS | 0.056 | 1.134 | 0.257 | -0.037 | 0.160 |
| H ₂ | CSR → CL | 0.146 | 2.752 | 0.006 | 0.045 | 0.254 |
| H ₃ | CS → CL | 0.554 | 9.814 | 0.000 | 0.438 | 0.658 |
| H ₄ | CSR → CS → CL | 0.031 | 1.120 | 0.263 | | |
| H ₅ | PQ → CS | 0.155 | 3.077 | 0.002 | 0.055 | 0.250 |
| H ₆ | PQ → CL | 0.037 | 0.911 | 0.363 | -0.040 | 0.117 |
| H ₇ | PQ → CS → CL | 0.086 | 3.009 | 0.003 | | |
| H ₈ | SQ → CS | 0.215 | 4.666 | 0.000 | 0.129 | 0.309 |
| H ₉ | SQ → CL | 0.066 | 1.241 | 0.215 | -0.034 | 0.177 |
| H ₁₀ | SQ → CS → CL | 0.119 | 3.930 | 0.000 | | |
| H ₁₁ | PF → CS | 0.340 | 5.818 | 0.000 | 0.217 | 0.445 |
| H ₁₂ | PF → CL | 0.120 | 2.407 | 0.016 | 0.022 | 0.216 |
| H ₁₃ | PF → CS → CL | 0.189 | 5.215 | 0.000 | | |

However, Hypotheses H₆ and H₉ are rejected, indicating that product and service quality do not significantly affect customer loyalty. These findings are consistent with [Wantara and Tambrin \(2019\)](#) and [Chao et al. \(2023\)](#). In the context of Kopi Kenangan, this implies that although Gen Z consumers may perceive the product and service as satisfactory, these factors alone are not sufficient to directly create loyalty; they must first generate customer satisfaction.

The mediation analysis shows that Hypotheses H₇, H₁₀, and H₁₃ are supported, indicating that product quality, service quality, and price fairness significantly affect customer loyalty through customer satisfaction. This confirms that for Generation Z consumers of Kopi Kenangan, satisfaction is a key mechanism that transforms consumption experiences into repeat purchase behaviour and loyalty. These results suggest that customer satisfaction serves an important role in connecting consumption experiences to customer loyalty, consistent with prior studies ([Abigail et al. 2024](#); [Chao et al. 2023](#); [Atmaja and Yasa 2020](#)).

Conversely, Hypothesis H₄ is not supported, indicating that CSR does not significantly influence customer loyalty through customer satisfaction. This finding is in agreement with [Mehnaz et al. \(2024\)](#). For Generation Z consumers of Kopi Kenangan, CSR influences customer loyalty directly rather than through customer satisfaction, indicating that satisfaction does not mediate this relationship. This finding may indicate that CSR influences loyalty through value-based considerations, where consumers are inclined to support brands perceived as socially responsible, even in the absence of increased satisfaction.

CONCLUSION

The results find that product quality, service quality, and price fairness have significant positive effects on customer satisfaction among Generation Z consumers of

Kopi Kenangan, while CSR does not significantly affect satisfaction. Regarding customer loyalty, significant effects are found for CSR, price fairness, and customer satisfaction, while product quality and service quality have no direct effect.

The mediation results further indicate that customer satisfaction channels the effects of product quality, service quality, and price fairness toward customer loyalty. In contrast, customer satisfaction does not transmit the effect of CSR on loyalty, suggesting that CSR influences loyalty through a direct route.

From a theoretical perspective, this study contributes to the literature on consumer behavior by supporting and refining established relationships in customer loyalty formation. The findings confirm the mediating role of customer satisfaction in linking product and service quality to customer loyalty, consistent with the expectancy-disconfirmation framework. In addition, the results highlight the dual role of price fairness as both a direct and indirect driver of loyalty. Furthermore, the insignificant effect of CSR on satisfaction, alongside its direct impact on loyalty, suggests that CSR operates through alternative mechanisms beyond satisfaction.

From a managerial perspective, Kopi Kenangan should prioritize strategies to enhance price fairness, for instance through transparent pricing, value-based promotions, and product bundling, as this factor contributes to customer loyalty through both direct and indirect paths, including customer satisfaction. Ensuring that pricing aligns with perceived value is particularly important for Generation Z consumers, who are highly price-sensitive and value-conscious.

In addition, firms should tailor their marketing and engagement strategies to align with Generation Z characteristics. For instance, CSR initiatives should be communicated through digital platforms such as TikTok and Instagram, as these platforms are highly relevant to Generation Z's media consumption habits, using engaging, interactive content formats. This

approach may increase awareness and relevance of CSR efforts among Gen Z consumers, potentially strengthening their impact on customer perceptions and loyalty.

While maintaining product quality and service quality remains essential, as they contribute to customer satisfaction which in turn drives loyalty, efforts such as barista training and outlet improvements should be complemented with digital engagement strategies that resonate with younger consumers, including user-generated content, short-form videos, and personalized promotions.

Nevertheless, this study is subject to several limitations. Since it focuses only on Generation Z customers of Kopi Kenangan, the findings may not be fully generalizable to other populations or industry contexts. Moreover, the cross-sectional design restricts the study from making strong causal claims about the relationships among the variables. Potential endogeneity issues may also arise, as the observed relationships may be influenced by unobserved factors or reverse causality.

Future research could advance in several directions. First, they can explore similar models across different generational cohorts to

capture age-specific patterns in loyalty formation. The use of self-reported responses may also introduce response bias, as participants may provide answers that appear socially desirable. Second, future research is recommended to utilize multiple data sources or longitudinal approaches to strengthen the robustness of the findings. Third, they may also improve the model's predictive power by incorporating additional relevant constructs, such as brand image and customer engagement.

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