Measuring Brand Loyalty of Coffee Shop Visitors in Jakarta

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This study is intended to investigate the impact of brand trust, brand affect, self-image congruity, and functional congruity toward brand loyalty of coffee shop visitors. Participants were approached conveniently in several modern coffee shops in August-September 2014 in southern Jakarta. In total, there are four hypotheses to be tested using 200 usable valid questionnaires. As a result, three hypotheses were accepted – the links between brand trust and brand loyalty, self-image congruity, and functional congruity, and brand loyalty. This study suggests an alternative model in order to have all hypotheses significant and positive. Brand affect and self-image congruity should not be directly linked to brand loyalty concurrently. Coffee shop managements should consider brand trust and functional congruity as two important factors in maintaining brand loyalty.

Keywords: coffee shop, brand loyalty, brand trust, brand affect, self-image congruity, functional congruity

Introduction

Indonesia is one of the major coffee producing countries after Brazil, Vietnam, and Columbia with total of 540 kilograms coffee beans produced in 2014 (Szenthe, 2015). There are many varieties growing in this archipelago including Java, Luwak, Sumatera, Sulawesi, Aceh Gayo, Bali Kintamani, Papua Wamena, and Flores Bajuwa coffee (Treisna, 2015). Every year, approximately 20% of the total production was consumed by Indonesians, both at home and at coffee shops (Rubiyo, Martono, & Dani, 1987). There are two different groups of coffee shops in Indonesia. First, the modern coffee shops, both owned by locals and foreigners, including franchises. Second, the traditional coffee shops, which is managed in a conventional way and becoming typical of a certain place or city. Coffee shops in Indonesia should be considered as a showcase of the country’s coffee industry.

To win a competition in attracting more customers to visit and keep visiting their point-of-sales, coffee shop managements and owners consider enhancing many factors, such as product quality, service quality, perceived value, price, promotions, and store atmosphere. By prior researchers, these factors have been chosen for their studies and reported that these factors significantly influence intention to visit (Jeon & Jo, 2011; H. S. Lee & Yeu, 2010; J. Shin, Kim, & Yoon, 2012; Yu & Fang, 2009) and intention to revisit (G. J. Kim & Lee, 2009; Son, 2010), and loyalty (Chen & Hu, 2010; Ki & Lee, 2008). Other researchers focused on the brand and its attributes, such as brand image, brand affect, self-image congruity, and functional congruity (Saleki, Saki, & Nekooei, 2013; Sirgy, Grewal, & Mangleburg, 2000; Yusof, Musa, & Rahman, 2011).

The objective of this study is to examine a model that can be used to predict brand loyalty of coffee shop visitors in Jakarta. To predict brand loyalty, coffee shops’ frequent visitors are invited to participate. The authors select predictor variables including brand trust, brand affect, self-image congruity, and functional congruity. The authors found limited study in this particular area employing these variables in Indonesian settings. Therefore, the authors used literature from various settings related to tourism and hospitality, retail, and service businesses. By presenting these findings, the authors expect to contribute to the literature, particularly related to consumer behavior in service industry and coffee shop brands.

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Figure 1. The Proposed Model

**Literature Review**

**Conceptual Framework**

Prior studies employed service quality, corporate brand, brand experience, value, atmospherics, satisfaction, and price to examine coffee shop brand loyalty (Musikapart, 2013; Purwanto, 2015; C.-S. Shin, Hwang, Lee, & Cho, 2015; Susanty & Kenny, 2015; Tu, Wang, & Chang, 2012). The authors distinguish this study from others by using the figure below as the proposed model to be tested. This installation is built based on the conceptual background discussed below involving four predictor variables: brand trust, brand affect, self-image congruity, and functional congruity. The authors consider that this proposed model is appropriate for Indonesia’s business situation for two main reasons: some modern chains of coffee shops are foreign brands and are associated with North America and Israel. In effect, some Indonesians believe that these two countries are ‘enemies’. Second, for Indonesian customers, modern coffee shops are seen as a hedonic destination instead of a utilitarian one.

In total there are four hypotheses including the influences between brand trust towards brand loyalty, brand affect towards brand loyalty, self-image congruity towards functional congruity, and functional congruity towards brand loyalty.

**Conceptual Background**

**Brand Loyalty**

Companies expect as many customers as possible having loyalty to their brands so that they would keep purchasing and use what the companies offered. Studies on customer loyalty grow significantly in marketing. One of the prominent and most cited literature on brand loyalty is a study conducted by Chaudhuri and Holbrook (2001). In the study, there were two types of loyalty mentioned – attitudinal loyalty to represent consumers’ physiological commitment and behavioral loyalty when consumers act to show their loyalty. These findings inspired other scholars, including Geçti and Zengin (2013) and Matzler, Grabner-Kräuter, and Bidmon (2006) to test the attitudinal loyalty and behavioral loyalty. Furthermore, Hussein, Ismail, and Hapsari (2015) mentioned that attitudinal loyalty has three dimensions including cognitive, affective, and conative. According to the scholars, attitudinal and behavioral loyalties were significantly influenced by brand trust and brand affect.

Although many studies employed the two types of loyalty, in this study the authors consider brand loyalty as a single variable without seeing it as attitudinal behavioral relating to loyalty. Studies demonstrated that brand loyalty can be influenced by many factors, such as brand trusts, brand affect, self-image congruity, and functional congruity.

**Brand Trust**

Chaudhuri and Holbrook (2001, p. 82) defined brand trust as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function”. According to Chaudhuri and Holbrook (2001) and Matzler et al. (2006), loyalty is divided into attitudinal loyalty and behavioral loyalty. These scholars showed that brand trust significantly influ-
ence attitudinal loyalty and behavioral loyalty whereas brand trust was influenced by hedonic value and utilitarian value.

Kabadayi and Alan (2012) also agreed that brand trust is one of the important keys to influence brand loyalty. They surveyed 98 undergraduate and postgraduate students who experienced visiting a coffee store. Geçti and Zengin (2013) employed brand trust and brand affect to predict attitudinal loyalty and behavioral loyalty. In their proposed research model, they also linked attitudinal loyalty to behavioral loyalty. In this study, brand affect insignificantly influenced behavioral loyalty whereas other links were significant.

Ahmed, Rizwan, Ahmad, and Haq (2014) included brand trust to predict brand loyalty and proved that brand trust significantly influenced brand loyalty. In their study, brand loyalty was treated as a single variable. Another study, conducted by Soong, Kao, and Juang (2011), treated brand loyalty as a single variable, too. The findings from this study indicated that brand trust significantly influenced brand loyalty.

Brand Affect

Brand affect is “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri & Holbrook, 2001, p. 82). Afif, Sutiksn, Hardiyanto, and Shiratina (2015) used brand trust and brand affect to predict brand loyalty. These scholars conducted the study by involving participants of English courses in Kediri, Indonesia. Anwar, Gulzar, Sohail, and Akram (2011) selected 200 female shoppers who experienced purchasing products with particular brands in Pakistan. In the proposed model, there were three predictor variables including brand trust, brand affect, and brand image to measure brand loyalty. These two studies demonstrated that all these predictor variables significantly influenced brand loyalty. Another study that showed that brand affect as an important key for brand loyalty is the one that conducted by R. B. Kim and Zhao (2014).

While many studies showed a significant influence of brand affect brand loyalty, Geçti and Zengin (2013) documented otherwise. They tested and found that brand affect was insignificant to influence brand loyalty.

H2: There is a positive and significant link between brand affect and brand loyalty.

Self-image Congruity

Self-image congruity is defined as “the match between the product’s value-expressive attributes (product-user image) and the audience’s self-concept” (Johar & Sirgy, 1991, p. 24). In his study, Sirgy (1985) mentioned that self-image congruity might have four dimensions including actual self-congruity, ideal self-congruity, social self-congruity, and ideal social self-congruity. Later, this concept was applied by this author in different settings, such as in travel behavior (Sirgy & Su, 2000) and retail business (Sirgy et al., 2000). Saleki et al. (2013) employed these four dimensions to predict functional congruity and found that self-image was one of the important variables to influence functional congruity.

Mahjoub, Kordnaej, and Moayad (2015) selected only two dimensions of self-image including actual self-image and ideal self-image and treated them as two different variables to predict brand loyalty. This study involved 470 mobile phone users in Tehran. According to the findings, these two variables had a significant and positive influence towards brand loyalty.

Kang, Tang, and Bosselman (2011) documented that self-image had a significant influence on functional congruity. Some other researchers such as Hung and Petrick (2012), M. Kim (2004), Kressmann et al. (2006), Kumar and Nayak (2014), and Yusof et al. (2011) also support that self-image congruity significantly influence functional congruity.

H3: There is a positive and significant link between self-image congruity and functional congruity.

Functional Congruity

Sirgy and Johar (1999, p. para 4) defined functional congruity as “the match between the consumer’s beliefs about brand utilitarian attributes (performance) and the consumer’s referent attributes”. According to Yusof et al.
Table 1. List of Coffee Shop the Most Visited by Respondents

<table>
<thead>
<tr>
<th>Coffee shop brand</th>
<th>Visitors</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starbucks</td>
<td>57</td>
<td>28.5</td>
</tr>
<tr>
<td>J.Co</td>
<td>46</td>
<td>23.0</td>
</tr>
<tr>
<td>Monolog</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>Cafe Kopi Luwak</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Dome</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Djournal</td>
<td>13</td>
<td>6.5</td>
</tr>
<tr>
<td>Anomali</td>
<td>14</td>
<td>7.0</td>
</tr>
<tr>
<td>Coffee Bean and Tea Leaf</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Gloria Jean's Coffee</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Black Canyon</td>
<td>11</td>
<td>5.5</td>
</tr>
<tr>
<td>Killiney Kopitiam</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Excelso</td>
<td>15</td>
<td>7.5</td>
</tr>
<tr>
<td>Bakoel Coffee</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Coffee Toffee</td>
<td>8</td>
<td>4.0</td>
</tr>
<tr>
<td>Bengawan Solo</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

(2011), self-image congruity had a positive and significant influence on functional image congruity and functional image congruity had a positive and significant influence on brand loyalty. Three dimensions of self-image congruity retained in their study, namely ideal congruity, social congruity, and actual congruity. Furthermore, the four dimensions of functional congruity retained were salespersons, price, atmosphere, and location. According to the findings, self-image congruity had a positive and significant influence towards on functional congruity as well as the influence of functional congruity on brand loyalty. In the study carried out by Kressmann et al. (2006), self-image congruity was put to influence functional congruity and functional congruity was to influence brand loyalty. These two studies documented that self-image congruity had a positive and significant influence on brand loyalty.

H4: There is a positive and significant link between functional congruity and brand loyalty.

Methods

Sample Profile

Respondents were chosen purposively to participate in this study in the area of coffee shops where the authors distributed the instruments. As this study is addressed to measure loyalty, the selected respondents were only those who have had prior experience visiting the same coffee shop for more than three times in the last three months. The data collection was conducted during August-September 2014 in southern Jakarta.

In total, there were 200 respondents completing the research instrument and all were useable. The authors found that 109 respondents (54.5%) were male and were predominantly (48%) in the age range of 20-25. The rest of respondents were female (39%) and in similar age range with the males. Apparently, the number of male and female visitors was almost equal.

Looking at the level of education, more than 40% respondents claimed that they held a bachelor degree. It indicated that the frequent coffee shop visitors were well educated. In term of occupation, more than 65% of them were employees. Additionally, predominant respondents (41.5%) spent less than USD400 for monthly consumption. By this fact, the visitors showed that they had purchasing power and fund allocation for a cup of coffee on a regular basis. Furthermore, the data showed that marital status was not a constraint for respondents to revisit a coffee shop although most of them were single (55.5%) and only 42.5% were married.

As assumed by the authors, not all coffee shop visitors were coffee enthusiasts. Almost 25% of the respondents visited coffee shops not to order coffee. When they were asked about the most frequently visited coffee shop, almost 30% of them mentioned Starbucks and about
25% mentioned J.Co. The table below showed modern coffee shops which the respondents visited the most. Although the profile of respondents is presented here, the authors do not apply this as predictor variable.

**Instrument Development**

To develop the instrument for this study, the authors adapted indicators that have been used in prior studies. This action was taken as part of the instrument validation as they have been tested and validated. To measure brand trust, the authors adapted indicators from Manjunath and Aluregowda (2013). Indicators for brand affect were adapted from the indicators tested by Manjunath and Aluregowda (2013). Self-image congruity was measured using indicators tested by M. Kim (2004). Functional congruity was measured by indicators used by prior studies including Benitez, Martín, and Román (2007) and M. Kim (2004). To measure brand loyalty, the author chose indicators examined by Halim (2006) and Artuger and Çetinsöz (2013).

**Data analysis**

The data was analyzed in two stages. In the first stage, the authors conducted exploratory factor analysis as a way of data validation, also as a way to find dimensions if any and retain only indicators with loadings of 0.4 and greater (Hair Jr., Black, Babin, Anderson, & Tatham, 2006; Holmes-Smith, 2010). This calculation was followed by a reliability test. In this study, only construct with a score of 0.7 and greater was included for further analysis (Hair Jr. et al., 2006).

In the second stage, confirmatory factor analysis (structural equation model) was used to measure the conceptual framework. A fitted framework should have a probability score of 0.05 (Schermelleh-Engel, Moosbrugger, & Müller, 2003), CMIN/DF score of ≤ 2 (Tabachnick & Fidell, 2007), CFI score of ≥ 0.97 (Hu & Bentler, 1995), and RMSEA score of ≤ 0.05 (Hu & Bentler, 1999).

**Results and Discussion**

**Exploratory and Confirmatory Factor Analysis**

This section presents results of exploratory and confirmatory factor analysis of each variable.

**Brand Trust**

There are three dimensions of brand trust – trust, quality, and hedonic – developed by factor analysis. The first dimension has four indicators with factor loadings ranging from 0.621 to 0.784. The second dimension retains two indicators with factor loadings of 0.770 and 0.778. The last dimension owns two indicators too with factor loadings of 0.731 and 0.644. Cronbach’s alpha scores of the dimensions are 0.679, 0.528, and 0.349 respectively. Only the first dimension is considered reliable however all of the dimensions are still included in the model testing.

**Brand Affect**

The result of exploratory factor analysis indicated that brand affect has four dimensions namely availability (two indicators), hedonic (three indicators), quality (two indicators), and...
utilitarian (two indicators) with Cronbach’s alpha scores of 0.569, 0.622, 0.764, and 0.487 respectively.

Self-image Congruity

Self-image congruity has four dimensions, i.e. actual self-image (three indicators), ideal social self-image (three indicators), self-image towards brand image (three indicators), and impression of the brand (two indicators). These dimensions have Cronbach’s alpha scores of 0.720, 0.720, 0.555, and 0.445 respectively.

Functional Congruity

For functional congruity variable, the authors obtain two dimensions including ideal congruity (six indicators) with a Cronbach’s alpha score of 0.771 and actual congruity (two indicators) with a Cronbach alpha score of 0.576.
There are four dimensions – recommended, first choice, committed, and high value purchases – resulted by factor analysis of brand loyalty. The first dimension (recommended) owns three indicators with factor loadings ranging from 0.617 to 0.841 with a Cronbach’s alpha of 0.682. The second dimension (first choice) has three indicators with factor loadings ranging from 0.458 to 0.806. This dimension has a Cronbach’s alpha of 0.606. Furthermore, the third dimension – committed retains three indicators with factor loading from 0.464 to 0.847 and Cronbach’s alpha of 0.623. The last dimension retains two indicators with factor loadings ranging from 0.795 to 0.810 and a Cronbach’s alpha of 0.565.

### The Proposed Model Testing

The proposed model had been examined and produced a fitted model with probability score of 0.163, CMIN/DF of 1.100, CFI of 0.976, and RMSEA of 0.022.

Based on the structural calculation, three hypotheses were accepted including H1, H3, and H4. The links between brand trust and brand

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**Table 6. Factor Analysis Result of Brand Loyalty**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>α</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommended</td>
<td>0.682</td>
<td>BL2 I would recommend the coffee shop that I visit often to anyone who asks for my advice 0.841</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL3 I would say positive things about the coffee shop that I visit often to others 0.765</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL1 I would recommend the coffee shop that I visit often to friends and relatives 0.617</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First choice                                                             α= 0.606</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL10 If I wanted to visit the coffee shop, my first choice is a coffee shop that I visit often 0.806</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL11 I have the possibility to come back to the coffee shop that I visit often 0.803</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL8 The coffee shop that I visit often would be the first choice in the future. 0.458</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Committed                                                                 α= 0.623</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL4 I would not switch to other coffee shops although there are many options of other coffee shops 0.847</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL6 I'm not going to make a purchase when the coffee shop that I visit often is not available where I am 0.762</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL5 When I have a need to visit a coffee shop, I will only visit the coffee shop that I visit often 0.464</td>
</tr>
<tr>
<td></td>
<td></td>
<td>High value purchases                                                      α= 0.565</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL9 Although there are many options of other coffee shops, I will continue to buy the product from the coffee shop that I visit often 0.810</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BL7 I am willing to pay more to get the product from the coffee shop that I visit often 0.795</td>
</tr>
</tbody>
</table>

**Criteria Probability CMIN/DF CFI RMSEA**

<table>
<thead>
<tr>
<th>Results</th>
<th>0.163</th>
<th>1.100</th>
<th>0.976</th>
<th>0.022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cut-off</td>
<td>&gt;0.05</td>
<td>&lt;3.0</td>
<td>&gt;0.95</td>
<td>&lt;0.05</td>
</tr>
</tbody>
</table>

**Figure 2. The Result of Confirmatory Factor Analysis**
loyalty, self-image congruity and functional congruity, and functional congruity and brand loyalty had t-values of 2.214, 4.147, and 2.451 respectively demonstrating that they are higher than 2.0 and significant (Holmes-Smith, 2010).

The link between brand affect and brand loyalty had t-value of -1.028 that was insignificant. Besides, this second hypothesis had a negative direction. Therefore, it was rejected. Furthermore, among the links, the ones between self-image congruity and functional congruity and between brand trust and brand loyalty had standardized total effects of 0.988 and 0.899 respectively. They were considered very strong effects.

Although the proposed model produced satisfying findings, the authors proposed and tested an alternative model as discussed below.

**The Alternative Model Testing**

The alternative full model achieved a fitted model with probability score of 0.075, CMIN/DF of 1.148, CFI of 0.964, and RMSEA of 0.027. As seen on the figure below, all links have a positive direction.

Summary of the results are presented in the table below. According to the findings, brand trust significantly influences brand loyalty. This statement is based on the score of t-value (3.950) resulted by structural equation model analysis. This finding supports prior studies conducted by Anwar et al. (2011), Chaudhuri and Holbrook (2001), Kabadayi and Alan (2012), Manjunath and Aluregowda (2013), and Matzler et al. (2006). Furthermore, the link has standardized total effect of 0.792 showing that brand trust has a strong effect on brand loyalty.

The influence of brand trust towards brand affect is also documented. The authors looked at the studies undertaken by Anwar et al. (2011); Kabadayi and Alan (2012). The findings showed that t-value for this link of 3.822 and is significant according to Holmes-Smith (2010). The link owns a score of standardized total effect of 0.698 and is considered to have a
The third link has t-value of 3.31 depicting that brand affect has a significant influence towards self-image congruity. This finding supports the studies conducted by Hohenstein et al. (2007b). In addition, the link has standardized total effect of 0.730 suggesting that it has strong effect.

To examine the influence of self-image congruity towards functional congruity, the authors looked at studies conducted by Hohenstein et al. (2007), Kang et al. (2011), M. Kim (2004), and J. Y. Lee, Kang, and Tang (2011). As a result, this link has t-value of 4.136 indicating that the link is significant. Among other links, the link between self-image congruity and functional congruity is considered possessing the strongest effect as it has a standardized total effect of 0.998.

Lastly, the influence of functional congruity towards brand loyalty is proven and is significant with t-value of 4.136. This finding was similar with the findings reported by prior researchers, such as Hohenstein et al. (2007b). The other score such as the standardized total effect is considered moderately strong.

### Conclusions and Recommendations

The main objective of this study is to examine a model that is used to predict customers’ brand loyalty related to coffee shop brands in Jakarta. The study involved variables including brand trust, brand affect, self-image congruity, functional congruity, and brand loyalty. In the proposed model testing, three hypotheses are accepted: the influence of brand trust to brand loyalty, self-image congruity to functional congruity, and functional congruity to brand loyalty. One hypothesis – the influence of brand affect towards brand loyalty – was rejected due to insignificance.

This study however has some limitations as it applied convenience sampling method. Besides, this study measured only coffee shops visitors at a shopping mall. Therefore, this study was not intended to generalize the result.

For practitioners, the findings of this study suggest growing their coffee shop brands as an important aspect to develop brand trust, brand affect, self-image congruity and functional congruity. As demonstrated in many studies, these variables lead to customer satisfaction and brand loyalty (Jamal & Goode, 2001; Kressmann et al., 2006; Sirgy, Lee, Johar, & Tidwell, 2008) directly or indirectly.

This study also offered an alternative model. On this alternative model, in total, there were five links to be tested. Based on the exploratory and confirmatory factor analyses, all links were significant as each of the links owned a t-value greater than 2.0. Future research might consider using this suggested research model below. This model, an alternative model from the one presented above, includes five variables – brand trust, brand affect, self-image congruity, functional congruity, and brand loyalty. Brand trust is linked directly to brand loyalty (Geçti & Zengin, 2013; Kabadayi & Alan, 2012; Rizwan, Umair, Bilal, Akhtar, & Bhatti, 2014) and brand affect. In addition, self-image congruity is linked to functional congruity as many

### Table 8. Summary of the Alternative Model Testing Results

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>Dependent variable</th>
<th>t-value</th>
<th>Hypothesis result</th>
<th>Standardized regression weights</th>
<th>Standardized total effect</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand trust</td>
<td>Brand loyalty</td>
<td>3.950</td>
<td>Significant</td>
<td>0.598</td>
<td>0.792</td>
<td>Strong effect</td>
</tr>
<tr>
<td>Brand trust</td>
<td>Brand affect</td>
<td>3.822</td>
<td>Significant</td>
<td>0.698</td>
<td>0.698</td>
<td>Strong effect</td>
</tr>
<tr>
<td>Brand affect</td>
<td>Self-image congruity</td>
<td>3.321</td>
<td>Significant</td>
<td>0.730</td>
<td>0.730</td>
<td>Strong effect</td>
</tr>
<tr>
<td>Self-image congruity</td>
<td>Functional congruity</td>
<td>4.136</td>
<td>Significant</td>
<td>0.998</td>
<td>0.998</td>
<td>Extremely strong effects</td>
</tr>
<tr>
<td>Functional congruity</td>
<td>Brand loyalty</td>
<td>3.117</td>
<td>Significant</td>
<td>0.382</td>
<td>0.382</td>
<td>Moderately strong effect</td>
</tr>
</tbody>
</table>

### Figure 4. The Model Suggestion for Future Research
studies also suggested (Hung & Petrick, 2012; Kang et al., 2011; Kressmann et al., 2006; Kumar & Nayak, 2014; Yusof et al., 2011) and functional congruity is linked to brand loyalty (Hohenstein, Sirgy, Herrmann, & Heitmann, 2007a; Kressmann et al., 2006). In this suggested model, there is also a direct link between brand affect and self-image congruity. Some of the constructs are unsupported by existing studies to date and this model is not only intended to measure brand loyalty of coffee shop visitors, but also for other services and goods.

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