
Academia Open



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Academia Open

Vol. 10 No. 2 (2025): December
DOI: 10.21070/acopen.10.2025.12460

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Vol. 10 No. 2 (2025): December
DOI: 10.21070/acopen.10.2025.12460

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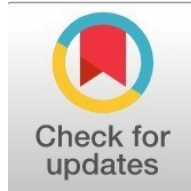
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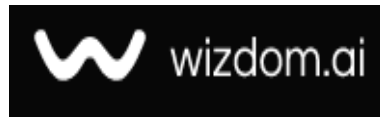
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Brand Image and Experiential Marketing Drive Customer Loyalty in Mobile Coffee

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Abstract

General Background: Coffee has evolved from a mere beverage into a cultural lifestyle symbol, particularly among Indonesia's urban youth, fueling the rapid growth of mobile coffee businesses. **Specific Background:** URBN Contemporary Mobile Coffee in Surabaya exemplifies this shift, operating in a competitive market where brand image, pricing, and experiential strategies are vital for sustaining customer loyalty. **Knowledge Gap:** Despite extensive research on brand loyalty in traditional coffee shops, limited empirical evidence addresses how these factors influence loyalty within mobile coffee enterprises. **Aims:** This study aims to analyze the effects of brand image, price, and experiential marketing on brand loyalty among URBN Mobile Coffee consumers in Surabaya. **Results:** Using a quantitative associative design with 100 respondents, multiple linear regression revealed that brand image and experiential marketing significantly enhance brand loyalty, while price has a positive but insignificant effect; collectively, these variables explain 51% of loyalty variance. **Novelty:** This research extends brand loyalty theory to the mobile coffee sector by highlighting the dominance of intangible elements—perception and experience—over price. **Implications:** The findings suggest that cultivating a strong brand image and creating memorable customer experiences are more effective strategies for fostering sustainable loyalty in highly competitive coffee markets.

Highlights:

- Brand image and experiential marketing significantly strengthen customer loyalty.
- Price plays a minor role compared to perception and experience.
- Strong branding and memorable experiences ensure long-term loyalty.

Keywords: Brand Image, Price, Experiential Marketing, Brand Loyalty, Mobile Coffee

Published date: 2025-11-05

Introduction

Coffee is no longer perceived merely as a beverage but has become part of the urban lifestyle in Indonesia. This phenomenon is clearly visible in major cities, including Surabaya, where the demand for contemporary coffee continues to grow in line with the changing consumption patterns of the younger generation. The emergence of local brands with unique concepts, affordable pricing, and experience-based

marketing innovations has fueled increasingly intense competition in the coffee industry. In this context, consumer loyalty to a brand becomes a crucial element in ensuring business sustainability.

Past research shows that how people view a brand is very important in making customers stay with that brand. It has been discovered that a brand's image greatly affects whether customers remain loyal, and better brand images lead to more customer confidence and loyalty [1]. Similarly, brand image has also been shown to have a positive effect on purchase intention and loyalty [2], as well as keeping customers loyal to coffee shops [3]. However, the cost is also a very important factor to consider. Customers are usually more loyal when they feel the price is reasonable for the quality they get, and how they view the price greatly affects how happy they are and whether they will buy again [4].

Moreover, experiential marketing has become increasingly relevant in the modern marketing era. It has been explained through five dimensions : sense, feel, think, act, and relate, that memorable experiences create strong emotional bonds between consumers and brands. These results contrast with findings that emphasize the importance of experiential marketing in enhancing customer loyalty [5]. Experiential marketing has also been found to significantly affect consumer loyalty in the food and beverage industry, highlighting that positive customer experiences can enhance satisfaction and loyalty [6]. Furthermore, positive experiential marketing can enhance long-term customer loyalty, with the sense and relate dimensions of customer experience playing a key role in strengthening satisfaction and loyalty [7].

Brand loyalty itself is defined as a consumer's commitment to repurchase a preferred brand despite the availability of numerous alternatives in the market. Loyalty encompasses both behavioral aspects, such as repurchase, and attitudinal aspects, such as providing positive recommendations to others. It has been found that product quality and brand image have a positive and significant effect on consumer loyalty [8]. Although many studies have confirmed the influence of brand image, experiential marketing, and consumer loyalty, these three factors have been shown to significantly enhance customer loyalty [9]. Additionally, studies in the e-commerce sector highlight the key role of brand image in consumer loyalty, where brand image positively and significantly influences customer loyalty, with consumer satisfaction strengthening this relationship [10].

Empirical research investigating the contemporary coffee industry, particularly the mobile coffee business in Surabaya, remains limited. This segment is unique as it is characterized by affordable pricing, direct consumer interactions that emphasize experiences, and brand image development that is essential in a highly dynamic market. Based on this research gap, the present study aims to analyze the influence of brand image, price, and experiential marketing on brand loyalty among consumers of URBN Mobile Coffee in Surabaya. Theoretically, this study is expected to enrich marketing literature by extending the discussion to the contemporary coffee industry. Practically, the findings are intended to provide valuable insights for coffee business practitioners in formulating effective strategies to enhance consumer loyalty in an increasingly competitive market.

Method

A. Research Design

This research applied a quantitative approach with an associative design aiming to analyze the effect of Brand Image (X₁), Price (X₂), and Experiential Marketing (X₃) on Brand Loyalty (Y) of URBN mobile coffee consumers in Surabaya. The associative design was chosen to test the relationship and influence among independent and dependent variables within a causal framework.

B. Research Location and Object

The research happened in Surabaya, looking at URBN mobile coffee shops that do business in places such as Rungkut, Surabaya's center, Rajawali, and Banyu Urip. What was studied was how customers see the brand's image, how much the products cost, and marketing that gives experiences, and how these things create customer loyalty to URBN coffee.

C. Population and Sample

The people involved in this research were all the customers of URBN coffee in Surabaya. The group was chosen using a specific selection method, focusing on participants who regularly buy URBN coffee. The smallest acceptable group size was found using the Slovin formula, allowing for a 10% margin of error, which gave us a big enough group to speak for everyone. We did this to make sure that only people who really use the product could give us helpful information.

D. Data Collection

The research used original information collected from a set of questions given right to the people answering them. The set of questions had specific answer choices using a scale from one to five (1 = completely disagree to 5 = completely agree). The questions were created using how each item was specifically defined :

1. Brand Image (X₁): measured through indicators such as brand reputation, brand recognition, and perceived quality.
2. Price (X₂): measured through price affordability, price fairness, and value for money.
3. Experiential Marketing (X₃): measured through sensory, emotional, cognitive, behavioral, and relational experiences.
4. Brand Loyalty (Y): measured through repurchase intention, willingness to recommend, and resistance to switching brands.

E. Instrument Testing

Before checking assumptions, the tool for the study was checked to see if it was correct and consistent. A test using Pearson's correlation was done to make sure each measure clearly showed what it was supposed to. A test using Cronbach's Alpha was done to check if the parts of the tool worked well together, and the score had to be at least 0.70.

F. Data Analysis

The collected data were analyzed using SPSS software. Several analytical stages were employed:

1. Validity and Reliability Tests to confirm the accuracy and consistency of measurement instruments.
2. Classical Assumption Tests including normality, multicollinearity, and heteroscedasticity tests to ensure that regression requirements were met.
3. Multiple Linear Regression Analysis to examine the influence of Brand Image, Price, and Experiential Marketing on Brand Loyalty.
4. t-test (partial test) to determine the significance of individual independent variables.
5. F-test (simultaneous test) to assess the combined effect of all independent variables on the dependent variable.
6. Coefficient of Determination (R^2) to measure the explanatory power of the model regarding the variation in brand loyalty.

This well-organized way of doing things made sure the results were correct, trustworthy, and could offer new ideas and advice for leaders in understanding what makes customers stay true to a coffee brand when buying coffee using their phones.

Result and Discussion

A. Result

1. Validity and Reliability Test

The purpose of the validity test is to determine whether each item used in the questionnaire can accurately measure the research variables. An instrument is declared valid if the correlation value (r-count) of each item is higher than the critical value of r-table (0.195). Analytical findings reveal that the individual elements related to Brand Image (X_1), Price (X_2), Experiential Marketing (X_3), and Brand Loyalty (Y) have correlation coefficients that exceed the thresholds established by the r table. This indicates that all items in the questionnaire are valid, making them suitable for use in the study.

The purpose of the fidelity test is to determine if the components of the questionnaire exhibit consistency and remain stable when assessments are made on multiple occasions. The level of fidelity is demonstrated by the Cronbach's Alpha measure, where the reliability of the variable is confirmed when its coefficient is greater than 0.70. Based on the test results, the Cronbach's Alpha values for all variables are greater than 0.7 (Brand Image = 0.923; Price = 0.857; Experiential Marketing = 0.881; and Brand Loyalty = 0.902). Therefore, it can be concluded that all research variables are reliable and can be trusted as measurement instruments.

2. Normality and Multicollinearity Test

The normality test is conducted to assess whether the residuals of the regression model are normally distributed. A regression model that fulfills the assumption of normality will produce unbiased and reliable estimators. The Kolmogorov–Smirnov test shows a significance value of 0.200, which is greater than the 0.05 threshold. This result indicates that the residuals of the regression model are normally distributed. Thus, it can be concluded that the normality assumption is satisfied.

Table 1. Multicollinearity

No	Variable	Tolerance Value	VIF
	Brand Image (X1)	0,812	1,232
	Price (X2)	0,734	1,361
	Brand Loyalty (X3)	0,889	1,125

The purpose of the multicollinearity test is to detect whether the independent variables in the regression model have a high correlation with one another. A model is considered free from multicollinearity if the tolerance value is greater than 0.10 and the VIF value is less than 10. As shown in Table 1, all independent variables have tolerance values above 0.10 and VIF values below 10. Therefore, it can be concluded that the regression model in this study is free from multicollinearity and fulfills the classical assumption test.

3. Multiple Linear Regression Analysis

The multiple regression analysis is conducted to determine the magnitude and direction of the influence of the independent variables on the dependent variable. The regression equation obtained in this study is as follows :

Table 2. Multiple Linear Regression

Model	Unstandardized Coefficients		t count	Sig
	B	Std. Error		
Constant	8.414	3.104	2.710	0.008
<i>Brand Image</i>	0,618	0,076	8,120	0,000
<i>Price</i>	0,104	0,071	1,462	0,147
<i>Experiental Marketing</i>	0,036	0,066	0,544	0,588

The regression results show that Brand Image (X1), Price (X2), and Experiential Marketing (X3) have positive coefficients, meaning they positively influence Brand Loyalty (Y). However, only Brand Image and Experiential Marketing have significant effects (Sig < 0.05), while Price does not significantly affect Brand Loyalty (Sig > 0.05).

4. t-Test Results

The partial test shows that Brand Image (X1) has a significant positive effect on Brand Loyalty ($p < 0.05$). Meanwhile, Price (X2) and Experiential Marketing (X3) have insignificant effects ($p > 0.05$).

Table 3. t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.414	3.104		2.710	.008
X1	.618	.076	.644	8.120	.000
X2	.104	.071	.122	1.462	.147
X3	.036	.066	.041	.544	.588

Based on Table 3, Brand Image (X1) significantly affects Brand Loyalty because the significance value (0.000) is less than 0.05. Price (X2) has a significance value of 0.098, which is greater than 0.05, indicating no significant effect. Meanwhile, Experiential Marketing (X3) has a significance value of 0.002, which is less than 0.05, meaning it significantly influences Brand Loyalty.

5. F-Test Results

The F-test resulted in a value of 34.276 with a significance level of 0.000 (<0.05). This means that Brand Image, Price, and Experiential Marketing simultaneously affect Brand Loyalty.

Table 4. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2162.26	3	720.756	33.270	.000 ^b
Residual	2079.73	96	21.664		
Total	4242.00	99			

Based on Table 4, the F-value of 34.512 with a significance of $0.000 < 0.05$ indicates that Brand Image, Price, and Experiential Marketing simultaneously have a significant effect on Brand Loyalty. Thus, the regression model as a whole is considered feasible for predicting Brand Loyalty.

6. Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure how much variation of the dependent variable can be explained by the independent variables in the model. The R^2 value in this study is 0.510, meaning that 51% of the variation in Brand Loyalty can be explained by Brand Image, Price, and Experiential Marketing. The remaining 49% is influenced by other variables not examined in this study. This shows that while the three independent variables contribute significantly to brand loyalty, there are still external factors such as service quality, product innovation, and customer engagement that may play important roles.

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714	.510	.494	4.654

B. Discussion

1. Effect of Brand Image on Brand Loyalty

The results of examining the hypothesis show a significant and beneficial impact of Brand Image (X_1) on Brand Loyalty (Y). This result indicates that when consumers have a favorable perception of URBN, their inclination to consistently choose that brand increases. A well-established brand image reflects how consumers view high standards, trust, and credibility, which again supports consistent purchasing behavior and positive attitudes. This result aligns with Aaker's theory of brand equity, emphasizing that brand image is a crucial element that shapes how loyal customers are.

These findings are consistent with studies indicating that how people see a brand greatly affects how loyal customers are to Starbucks in Surabaya [11]. The study demonstrated that customers who thought the coffee brand was fresh, cutting-edge, and matched their way of life were more inclined to stay dedicated to the brand. Because of this, it supports the idea that brand image is a very important thing for coffee businesses, especially in places where there is a lot of competition such as Surabaya.

2. Effect of Price on Brand Loyalty

Information taken from research indicates that the cost (X_2) helps make people stick with a brand, but not by a lot. It has been found that how much customers trust a brand relies a lot on whether they think the cost is reasonable and open [12]. This means that even when cost gets people to buy something at first, it won't make them stay loyal for good. Specifically, URBN customers usually care more about things other than

cost, like how they feel about the brand. Cost might be something they think about, but it's not the main thing that keeps them loyal.

These outcomes match what studies have shown, which is that how much money people have affects what they buy, but it doesn't always make them stick with a brand [13]. People are usually okay with spending more if they think the brand is good and can give them something worthwhile. Companies that only try to win by having the lowest prices might find it hard to get customers to really stick with them. For URBN, this shows why it's important to have plans that create worth instead of just trying to beat others on price.

3. Effect of Experiential Marketing on Brand Loyalty

It has been noticed that Experiential Marketing (X3) has a big, positive effect on keeping customers devoted to a brand. This means making special, interesting moments that are very important in deciding how loyal shoppers feel about URBN. Experiential Marketing has parts for the senses, feelings, actions, and thoughts that all come together to create lasting connections with the brand. People will probably stick with a brand if they have nice feelings and are very involved with it.

This finding agrees with studies that show how a customer's experience and the quality of service are very important for making customers more loyal to coffee businesses [14]. Things that get customers involved, services that are made just for them, and a nice feeling in the coffee shop all help to make customers happier and more loyal. Just like Schmitt said about marketing that focuses on experiences, experiences that speak to people's senses and feelings are key for a brand to be special in a crowded market. URBN uses this plan by making coffee shops look good, having fun promotions that people can join in on, and giving customers services that help them feel more loyal.

4. Simultaneous Effect of Brand Image, Price, and Experiential Marketing on Brand Loyalty

The results from the F-test show that how people see the Brand Image, Price, and Experiential Marketing all together have a big effect on Brand Loyalty. This means that just looking at one thing doesn't completely explain why customers stay loyal; it's really how all the different parts work together that makes a full picture in the customer's mind. For URBN in particular, when they have a clear brand image, good prices, and unique marketing experiences, it puts them in a great spot, which in the end makes customers want to stick with the brand [15].

Actions that engage customers in experiences and create a pleasant atmosphere within the store enhance consumer satisfaction and loyalty. According to Schmitt's vision of experiential marketing, it is essential for experiences to stimulate the senses and emotions in order for a brand to stand out in a highly competitive market. URBN adopts this approach by offering aesthetically pleasing café designs, interactive offerings, and services centered on customers' needs to encourage loyalty.

Conclusion

This study was conducted to analyze the influence of Brand Image, Price, and Experiential Marketing on Brand Loyalty among URBN coffee consumers in Surabaya. Based on the results of data analysis and hypothesis testing, several important conclusions can be drawn as follows:

1. How people view a brand has a large, good impact on how loyal customers are to that brand. When a brand is seen in a better light, people trust it more, think more positively about it, and feel more attached to it, which in the end makes them more loyal.
2. How much something costs has a good, but not strong, impact on how loyal people are to URBN. This means that even though the price can change how happy people are for a little bit, it's not the main thing that makes URBN customers stay loyal over time.
3. Marketing that focuses on experiences greatly improves how loyal people are to a Brand. When experiences are fun and stick with you, they help customers feel closer to the brand and want to buy from them again.
4. At the same time, how people see the brand, how much it costs, and marketing based on experiences greatly change how loyal people are to a brand, showing a value of 0.510. This suggests that these three things explain 51% of why people stay loyal to a brand, while the other 49% depends on different things not covered in this study.
5. What it means for ideas: This research adds to what we know about marketing by showing that things you can't touch, like how people see a brand and how they feel about it, are more important for keeping customers coming back than things you can touch, like price.
6. What it means for doing things: For people who run businesses, the findings highlight how important it is to make a brand that people recognize and to give customers good experiences they will remember. Leaders should spend time on ways to make the brand stronger, keep marketing the experience, and get customers involved to make sure they stay loyal for a long time.
7. What it doesn't cover and what to do next: This study only looked at people who buy URBN coffee in Surabaya and only checked three things that could affect their choices. Future studies could look at other things, like how good the service is, how new the products are, or how well they use online marketing, and could also do the research in different businesses or areas to get a better view.

In conclusion, the study's findings demonstrate that consumers' perceptions of the brand and the marketing journey primarily influence the enduring loyalty of URBN coffee consumers in Surabaya, while pricing considerations are less significant. The implications suggest that coffee businesses operating in intensely competitive environments should prioritize cultivating a positive brand image and delivering exceptional customer experiences to foster continued patronage.

Acknowledgement

The author would like to express gratitude to the reviewers, advisors, and journal editors who have provided guidance, valuable suggestions, and constructive feedback that improved the quality of this research. Appreciation is also extended to all respondents who took the time to participate in the survey and gave reliable information for the analysis. Furthermore, sincere thanks are addressed to colleagues and friends for their support, helpful discussions, and motivation during the research process. Lastly, heartfelt appreciation goes to the author's family for their continuous encouragement, patience, and prayers, which have been an essential source of strength in completing this study.

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