

The Effect of Customer Experience on Customer Loyalty Mediated by Customer Satisfaction at Niskala Coffee Cafe Bangkinang

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ABSTRACT

At Cafe Niskala Coffee Bangkinang, we hope to find out how consumer happiness mediates the relationship between customer experience and customer loyalty. By sending out surveys to customers and analysing the results with SEM-PLS, we can take a quantitative approach. According to the study's findings, client pleasure increases loyalty. Although sensory and behavioural experiences do not significantly impact loyalty through satisfaction, only emotional, cognitive, and relational experiences do so indirectly. According to these results, consumer happiness is a critical component of a positive customer experience and a key component of customer loyalty. The implication is that business actors need to focus their strategies on creating experiences that strengthen emotional, cognitive, and relational aspects to increase customer satisfaction and loyalty.

INTRODUCTION

In today's modern era, the business industry is growing and competition is getting fiercer, especially in the food and beverage (F&B) industry, especially the café business which continues to grow. Customers are now not only looking for quality products, but also memorable experiences when visiting. The café industry in Indonesia is experiencing rapid growth due to changes in lifestyle and coffee shop culture, which is now a place to socialize, work, discuss, and unwind. Data from the Riau Cooperatives and MSMEs Office (2023) shows that the culinary sector accounts for 15–20% of the total MSMEs, with the café business accounting for 5–10%. Cafe Niskala Coffee is present as a modern culinary business in Bangkinang with an aesthetic concept, contemporary feel, friendly service, comfortable atmosphere, internet access, and music that supports the customer experience. Customer loyalty is an important aspect because it increases revenue, promotes through word of mouth, and prevents brand switching (Han et al., 2018). Cafe Niskala Coffee's customer experience approach is subpar, as seen by complaints about the coffee's flavour, lack of interaction on social media, and outdated menu items. When a business reliably provides what its customers want, it earns their loyalty (Hashem & Ali, 2019). The connection between high-quality service and loyal patronage is customer happiness. The Stimulus-Organism Response (SOR) hypothesis, which forms the basis of this study, states that customer satisfaction is an organism that is influenced by customer experience, and that loyalty is a response to this (Ali et al., 2016). Cafe Niskala Coffee Bangkinang has never before investigated the connection between client happiness, loyalty, and the quality of their experience. In light of it, the purpose of this research was to "The Influence of Customer Experience on Customer Loyalty Mediated by Customer Satisfaction at Cafe Niskala Coffee Bangkinang" in order to enrich the literature and provide an understanding of customer experience factors in building satisfaction and loyalty.

THEORETICAL REVIEW

Customer Loyalty

Customer loyalty is the loyalty of consumers in choosing and using products or services on an ongoing basis, demonstrated through repeated purchases and psychological attachment to the brand. According to Kotler & Keller (2016), loyalty is an emotional and behavioral commitment to continue choosing a certain brand despite other cheaper options. Oliver (2014) emphasized loyalty as a consistent commitment to buy products despite the influence of competitors, while Zeithaml et al. (2016) emphasized the resilience of brands to the onslaught of competitors. Dimitrieska (2024) sees loyalty as a long-term commitment that encompasses Customer Lifetime Value, while Suh & Lee (2022) highlights the importance of understanding loyalty across multiple online and offline channels.

Customer Experience

Customer experience is the result of all the perceptions and responses that customers give during their interaction with a brand, whether it's before, during, or after they make a purchase. Customer experience encompasses the entire series of interactions between consumers with products, services, and companies that trigger a variety of responses, both rational, emotional, sensory, physical, and spiritual. More than just a transaction, this experience creates a certain memory for the customer. When the memory is positive, it not only benefits the business but also encourages customers to share their experiences with others.

Customer Satisfaction.

Customer loyalty is the loyalty of consumers in choosing and using products or services on an ongoing basis, demonstrated through repeated purchases and psychological attachment to the brand. According to Kotler & Keller (2016), loyalty is an emotional and behavioral commitment to continue choosing a certain brand despite other cheaper options. Oliver (2014) emphasized loyalty as a consistent commitment to buy products despite the influence of competitors, while Zeithaml et al. (2016) emphasized the resilience of brands to the onslaught of competitors. Dimitrieska (2024) sees loyalty as a long-term commitment that encompasses Customer Lifetime Value, while Suh & Lee (2022) highlights the importance of understanding loyalty across multiple online and offline channels.

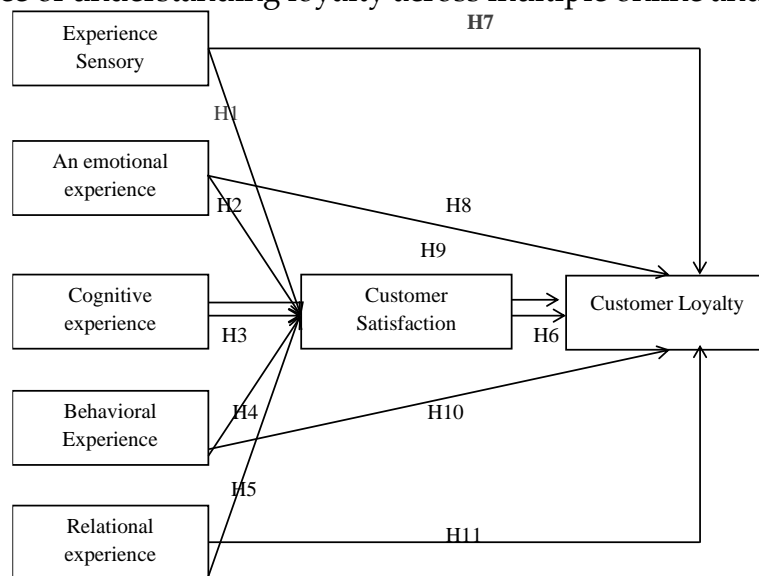


Figure 1. Conceptual Framework

METHODOLOGY

The research in this study is quantitative in nature and employs a survey strategy to gather data through the use of questionnaires. In order to test a hypothesis using a quantitative approach, a specific population or sample is studied using objective instruments and statistical data processing (Sugiyono, 2018). According to Hoy & Adams (2015), quantitative research is a systematic scientific study of phenomena and their relationships. Variable measurements were carried out on a Likert scale and questionnaires were distributed directly to

respondents. The research was conducted on Cafe Niskala Coffee customers in January 2026 until it was completed. The study population is all customers who have purchased the product in the last 6 months for an unknown amount (Sekaran & Bougie, 2016). The sample was set as many as 180 respondents based on the formula Hair et al. (2019), with a **non-probability sampling** technique through a **purposive sampling approach**, namely customers who made repeated purchases two to three times or more in the last six months. Primary and secondary data are utilised in this investigation. Interviews, observations, and questionnaires are examples of primary data sources (Husein Umar, 2013), whereas reports, publications, and organisational papers are examples of secondary data sources (Sekaran & Bougie, 2016). The method of data collecting involved administering a survey that measured respondents' attitudes, opinions, and perceptions using a Likert scale (Sugiyono, 2018).

RESULTS AND DISCUSSION

Overview of Research Objects

Cafe Niskala Coffee Bangkinang is a culinary business that provides coffee-based drinks and snacks. Located on Jalan Letnan Boyak, Bangkinang City, Kampar Regency, Riau Province, right next to the Kampar Ministry of Religion Office, this café was established in 2023 as a hangout place for young people, students, and the general public to relax or have informal meetings. From the beginning, the concept was a comfortable place with a modern and relaxed atmosphere. Cafe Niskala Coffee offers a variety of coffee and non-coffee drink variants, as well as snacks that support the concept of a gathering room. A modern minimalist interior with a warm atmosphere attracts the interest of the younger generation, students, and office workers. Facilities include indoor and outdoor seating areas, Wi-Fi access, and a layout that supports the comfort of visitors.

Inferential Data Analysis

Version 4 of SmartPLS software with variance-based Structural Equation Modelling (SEM) and Partial Least Squares (PLS) methodologies were utilised for data analysis in this study. While structural equation modelling (SEM) tests for causal correlations between variables, principal component analysis (PLS) examines interactions between variables in complicated research models. Figure 2 displays the model of the latent variables.

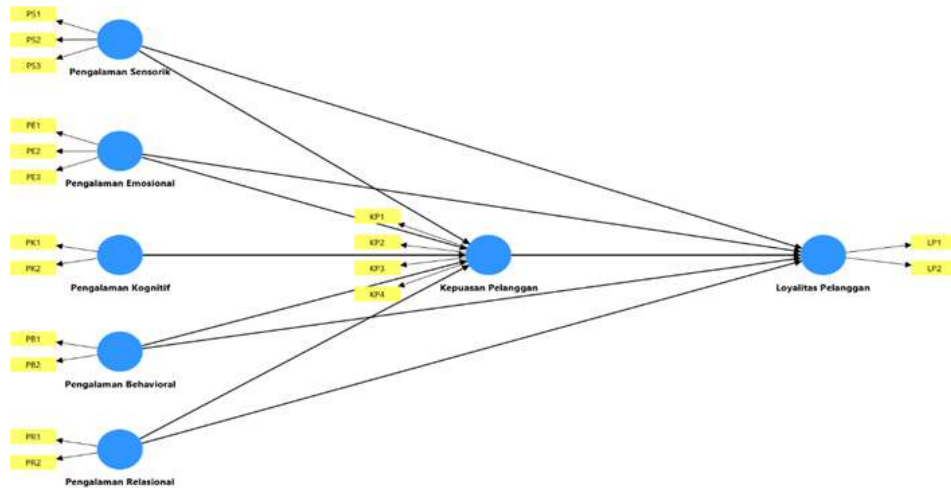


Figure 2. Latent Model of Research Variables

Significance of the Relationship (Hypothesis Testing)

Finding out if there is a statistically significant relationship between latent variables is the goal of the relationship significance test in **PLS-SEM**. To determine the path coefficient and standard error, the test was executed using **the bootstrapping technique**, which entails resampling the data. If the p-value is less than 0.05, the relationship is considered significant, and the analysis findings are shown as a **t-statistic** or **p-value**. The association between the independent and dependent latent variables is strongly supported by the significant path coefficient, which means that the hypothesis can be accepted. The bootstrapping results are presented for direct **and** indirect **effects**.

a. Direct effect bootstrapping results

The results of direct effect bootstrapping can be seen in the following table 9:

Table 1. Path Coefficient Bootstrapping direct effect results

Hypothesis	Path Coefficients	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Remarks
H1	Sensory Experience - > Customer Satisfaction	0.054	0.060	0.059	0.922	0.178	Rejected
H2	Emotional Experience - > Customer Satisfaction	0.297	0.286	0.090	3.302	0.000	Accepted
H3	Cognitive Experience - > Customer Satisfaction	0.222	0.228	0.076	2.927	0.002	Accepted
H4	Behavioral Experience - > Customer Satisfaction	0.089	0.086	0.056	1.578	0.057	Rejected

H5	Relational Experience - > Customer Satisfaction	0.341	0.340	0.062	5.528	0.000	Accepted
H6	Sensory Experience - > Customer Loyalty	-0.111	-0.104	0.082	1.360	0.087	Rejected
H7	Emotional Experiences - > Customer Loyalty	0.275	0.266	0.099	2.783	0.003	Accepted
H8	Cognitive Experience - > Customer Loyalty	0.172	0.174	0.093	1.848	0.032	Rejected
H9	Behavioral Experience - > Customer Loyalty	0.083	0.081	0.058	1.446	0.074	Rejected
H10	Relational Experience - > Customer Loyalty	0.010	0.007	0.080	0.127	0.449	Rejected
H11	Customer Satisfaction - > Customer Loyalty	0.323	0.322	0.107	3.010	0.001	Accepted

Source: SmartPLS 4 2025

The influence of sensory experience on customer satisfaction

Although not statistically significant, the data demonstrate that sensory experiences positively impact consumer satisfaction. Codirectional relationships with weak strengths have a coefficient value of 0.054. With a 0.922 statistical T-value and a P-value of 0.178, both of which are higher than the significance level of 0.05, the effect cannot be considered significant at the 95% confidence level. Therefore, H1 was eliminated since sensory experience has not significantly contributed to customer happiness.

The influence of emotional experiences on customer satisfaction.

The study found that customers are more satisfied when they have good and important emotional experiences. When the quality of the customer's emotional experience is great, their level of satisfaction is also high (coefficient value = 0.297). This effect was statistically significant at the 95% confidence level, as shown by a T-value of 3.302 which is larger than 1.96 and a P-value of 0.000 which is less than 0.05. Based on the evidence, we may conclude that H2 is correct; the emotional experience significantly boosts customer satisfaction.

The influence of cognitive experience on customer satisfaction

Cognitive experience positively and significantly affects customer satisfaction, according to the data. With a coefficient of 0.222, we can see that when cognitive experience goes up, consumer happiness goes up as well. Also, at the 95% confidence level, the effect is significant since the statistical T-value is 2.927, which is greater than the cutoff of 1.96, and the P-value is 0.002, which is

less than the significance level of 0.05. Therefore, H3 is accepted since cognitive experience significantly contributes to higher levels of consumer satisfaction.

The influence of behavioral experiences on customer satisfaction

Although the impacts are not statistically significant, the data demonstrate that behavioural experiences do impact consumer satisfaction positively. A one-way link, as shown by the coefficient value of 0.089, suggests that there is a little but positive correlation between behavioural experience and consumer happiness. The link is not significant at the 95% confidence level, though, because the T-value is 1.578, which is smaller than 1.96, and the P-value is 0.057, which is more than 0.05. We can therefore conclude that H4 was rejected since behavioural experience did not significantly impact consumer satisfaction in this study.

The effect of relational experience on customer satisfaction.

The study's findings demonstrate that relationship experience significantly and positively affects consumer satisfaction. With a coefficient of 0.341, we can see that customer happiness is directly proportional to the quality of their relational experience. Furthermore, this effect is statistically significant at the 95% confidence level, as shown by a P-value of 0.000, which is less than 0.05, and a statistical T-value of 5.528, which is much higher than the threshold of 1.96. With this evidence supporting the conclusion that relationship experience significantly contributes to higher levels of customer satisfaction, we may accept H5.

The effect of sensory experiences on customer loyalty

Although the results may not reach statistical significance, sensory experiences do have a detrimental impact on consumer loyalty. Despite its relatively moderate influence, a coefficient value of -0.111 suggests an inverse link, where an increase in sensory experience typically leads to a drop in consumer loyalty. Furthermore, the effect is not significant at the 95% confidence level, as indicated by a statistical T-value of 1.360, which is below the threshold of 1.96, and a P-value of 0.087, which is bigger than 0.05. Responsiveness to sensory input did not significantly impact consumer loyalty in this trial, leading to the rejection of H6.

The influence of emotional experiences on customer loyalty.

Emotional experiences positively and significantly impact consumer loyalty, according to the study's findings. Customers are more likely to remain loyal after experiencing more positive emotions, according to a coefficient value of 0.275. Furthermore, this impact is statistically significant at the 95% confidence level, as shown by a T-statistical value of 2.783, which is greater than the threshold of 1.96, and a P-value of 0.003, which is less than 0.05. Therefore, it is reasonable to assume that H7 is correct and that emotional experience is a major component in boosting consumer loyalty.

The influence of cognitive experience on customer loyalty

While not statistically significant, the data demonstrate that cognitive experience does have a favourable impact on customer loyalty. With a coefficient of 0.172, we can see that the relationship is unidirectional; that is, we can expect consumer loyalty to rise in tandem with cognitive experience, but this effect is weak. There has been no consistent meeting of the criterion of statistical significance, even if the P-value is less than 0.05 (0.032), and the statistical T-value is less than 1.96 (1.848). It follows that H8 was rejected, therefore it can be inferred that cognitive experience did not significantly impact consumer loyalty in this study.

The influence of behavioral experiences on customer loyalty

Although there was no statistically significant association between behavioural experiences and customer loyalty, the results did suggest a positive relationship. A weak positive influence is indicated by a coefficient value of 0.083, meaning there is just a slight rise in customer loyalty following an improvement in the behavioural experience. Furthermore, at the 95% confidence level, the association is not significant, as indicated by a P-value of 0.074 (higher than 0.05) and a T-statistical value of 1.446 (less than the limit of 1.96). Accordingly, H9 was rejected, and it follows that behavioural experiences did not significantly impact consumer loyalty in this study.

The effect of relational experience on customer loyalty

There was a small but favourable correlation between relational experience and client loyalty, however the results did not reach statistical significance. A unidirectional association of relatively weak strength (coefficient value = 0.010) makes this obvious. Furthermore, the effect is not statistically significant at the 95% confidence level, as shown by a P-value of 0.449, which is bigger than 0.05, and a statistical T-value of 0.127, which is significantly lower than the threshold of 1.96. The results show that H10 was incorrect; relationship experience did not significantly affect consumer loyalty in this study.

The effect of customer satisfaction on customer loyalty

Based on the results, customer happiness significantly impacted customer loyalty (correlation coefficient: 0.323, statistical significance: $T = 3.010$, p-value: $0.001 < 0.05$). This indicates that consumer loyalty is directly proportional to how satisfied they are with a product or service. Customers are more loyal to businesses when they are satisfied, as indicated by the high coefficient value of 0.323. The correlation is also considered statistically significant because the T-value is 3.010, which is higher than the cutoff value of 1.96. The fact that the effect did not happen by coincidence is further supported by the fact that the P-value is 0.001, which is smaller than 0.05. Therefore, H11 was deemed to be acceptable.

b. Indirect effect bootstrapping results

The results of indirect effect bootstrapping can be seen in the following table 2:

Table 2. Path Coefficient Bootstrapping indirect effect results

Hypothesis	Path Coefficients	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Remarks
H12	Sensory Experience -> Customer Satisfaction -> Customer Loyalty	0.017	0.019	0.02	0.854	0.196	Rejected
H13	Emotional Experience -> Customer Satisfaction -> Customer Loyalty	0.096	0.095	0.048	2.000	0.023	Accepted
H14	Cognitive Experience -> Customer Satisfaction -> Customer Loyalty	0.072	0.072	0.034	2.138	0.016	Accepted
H15	Behavioral Experience -> Customer Satisfaction -> Customer Loyalty	0.029	0.028	0.022	1.323	0.093	Rejected
H16	Relational Experience -> Customer Satisfaction -> Customer Loyalty	0.110	0.109	0.04	2.726	0.003	Accepted

Source: SmartPLS 4 2025

The influence of Sensory experience on customer loyalty through Customer Satisfaction

The study's findings disprove the hypothesis that sensory experiences indirectly affect consumer loyalty via happiness. With a coefficient value of only 0.017, the impact is negligible, as shown. The statistical analysis indicates that the indirect association is not significant because the T value of 0.854 is less than the significance level (1.96) and the P value is more than 0.05, coming out at 0.196. It

follows that H12 is rejected since consumer satisfaction does not mediate this relationship.

The influence of Emotional experience on customer Loyalty through Customer Satisfaction.

The study's findings reveal that, via consumer happiness, emotional experiences significantly impact customer loyalty indirectly. The effect is positive, albeit small, as shown by the coefficient value of 0.096. The statistical analysis reveals a significant link because the T-value of 2.000 is higher than the significance level of 1.96 and the P-value is less than 0.05, coming out at 0.023. So, it's safe to say that happy customers serve as a partial mediator. H13 is deemed appropriate because the emotional experience continues to have a direct impact on loyalty while also being reinforced through greater customer satisfaction.

The effect of Cognitive experience on customer Loyalty through Customer Satisfaction

The study's findings demonstrate that cognitive experience significantly affects consumer satisfaction, which in turn influences customer loyalty. The positive direction of influence is shown by the coefficient value of 0.072. According to statistical analysis, the indirect influence is deemed significant because the T value of 2.138 surpasses the significance level of 1.96 and the P value of 0.016 is less than 0.05. Contrarily, it is well-established that cognitive experience does not have a substantial direct impact on consumer loyalty. This suggests that cognitive experience cannot directly boost customer loyalty, but it can indirectly do so through increased customer pleasure.

Customer satisfaction acts as a full mediator since indirect influence is substantial but direct influence is negligible. This suggests that in order to deem H14 acceptable, consumer happiness is a critical variable that connects cognitive experience with customer loyalty

The influence of Behavioral experience on customer loyalty through Customer Satisfaction.

This study's findings disprove the hypothesis that behavioural experiences indirectly affect consumer loyalty via satisfaction. The modest coefficient value (0.029) shows that the influence is not particularly strong, as expected. The statistical analysis indicates that the link is not significant because the T-value is 1.323, which is below the significance cutoff of 1.96, and the P-value is 0.093, which is bigger than 0.05. Therefore, consumer happiness cannot operate as a go-between in the connection between behavioural experience and loyalty. Furthermore, as it was already established that behavioural experience did not have a significant direct effect on customer loyalty, we can deduce that behavioural experience is not a significant variable in boosting customer loyalty (either directly or indirectly), and thus, H15 was rejected.

The effect of Relational experience on customer loyalty through Customer Satisfaction

The research shows that relational encounters significantly impact consumer happiness, which in turn influences customer loyalty. A coefficient value of 0.110 indicates a positive and considerably stronger influence compared to other dimensions, proving this. The indirect relationship is deemed significant statistically because the T value of 2.726 surpasses the significance level of 1.96 and the P value of 0.003 is less than 0.05. But since it is well-known that relational experiences do not significantly impact consumer loyalty on their own, this would imply that relational experiences do not directly boost customer loyalty but do so via customer happiness. Customer satisfaction acts as a full mediator since indirect influence is substantial but direct influence is negligible. Thus, H16 is deemed approved, and customer happiness plays a vital role in mediating the impact of relational interactions on customer loyalty.

CONCLUSION AND RECOMMENDATIONS

Following previous discussions and analysis of data, this study seeks to ascertain the impact of the customer experience dimension—which includes sensory, emotional, cognitive, behavioural, and relational aspects—on customer loyalty at Cafe Niskala Coffee Bangkinang, with customer satisfaction serving as a mediating variable. The findings will then indicate that

1. There is no considerable correlation between consumer satisfaction and sensory or behavioural experiences; hence, these two dimensions have not been effective in boosting customer satisfaction.
2. Customer satisfaction is positively and significantly impacted by emotional, cognitive, and relational experiences, with relational experiences being the most influential.
3. Out of all the characteristics that can be measured, only emotional experiences significantly impact consumer loyalty. In contrast, sensory, cognitive, behavioural, and relational experiences do not directly impact loyalty.
4. The primary aspect that shapes client loyalty is customer satisfaction, which has a positive and substantial impact on customer loyalty.
5. Emotional, cognitive, and relational experiences all have an impact on customer loyalty, but customer satisfaction can buffer this relationship.
6. There is no relationship between customer loyalty and customer satisfaction as a mediator between sensory experience and behavioural experience.
7. Emotional, cognitive, and relational experiences have a greater impact on customer loyalty than sensory and behavioural ones.
8. In order to acquire more thorough and generalisable data, the next researcher should broaden the scope of the study and include additional variables that could influence customer loyalty, such as service quality, pricing, or brand image.

FURTHER STUDY

This study offers important insights into the effect of customer experience on customer loyalty mediated by customer satisfaction at Niskala Coffee Cafe Bangkinang; however, several limitations suggest directions for future research. Since this study focuses on a single café, future studies are recommended to include a broader range of food and beverage businesses across different regions to improve generalizability. To round up our knowledge of customer loyalty, future studies may examine its mediating and moderating effects on factors including service quality, perceived value, and brand image. With more and more customers interacting with the hospitality business through digital channels, it is important to understand how their attitudes and behaviour evolve over time. To do this, researchers should employ longitudinal or mixed-method approaches.

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