



Understanding Consumer Loyalty Through Brand Recognition, Emotional Branding, and Experience: A Study on Kenangan Signature at The Breeze BSD

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Article Info	Abstract
Article History Received: 2025-05-13 Revised: 2025-06-23 Published: 2025-07-08 Keywords: <i>Brand Recognition; Customer Experience; Emotional Branding; Perceived Value; Repurchase Intention.</i>	<p>This study aims to analyze the influence of Brand Recognition, Emotional Branding, and Customer Experience on Perceived Value, and their impact on Repurchase Intention among consumers of Kenangan Signature at The Breeze BSD. The research is motivated by the growth of Indonesia's specialty coffee industry and the differentiation strategy of Kenangan Signature in targeting the upper-middle market segment through a premium customer experience. A quantitative research approach was used, with data collected through surveys using purposive sampling involving 160 respondents who had dined in at Kenangan Signature. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that Brand Recognition, Emotional Branding, and Customer Experience have a positive and significant effect on Perceived Value. Furthermore, Perceived Value has a positive influence on Repurchase Intention. These findings indicate that efforts to strengthen brand recognition, create emotional connections, and provide excellent customer experiences can enhance perceived value, which ultimately drives consumer loyalty and repeat purchase intentions.</p>
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2025-05-13 Direvisi: 2025-06-23 Dipublikasi: 2025-07-08 Kata kunci: <i>Pengenalan Merek; Pengalaman Pelanggan; Branding Emosional; Nilai yang Dirasakan; Niat Beli Ulang.</i>	<p>Penelitian ini bertujuan untuk menganalisis pengaruh Brand Recognition, Emotional Branding, dan Customer Experience terhadap Perceived Value, serta dampaknya terhadap Repurchase Intention pada konsumen Kenangan Signature di The Breeze BSD. Latar belakang penelitian didasari oleh pertumbuhan industri kopi specialty di Indonesia dan strategi diferensiasi brand Kenangan Signature dalam menyasar segmen menengah ke atas melalui pengalaman premium. Pendekatan penelitian yang digunakan adalah kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner dengan teknik purposive sampling terhadap 160 responden yang pernah melakukan dine-in di Kenangan Signature. Analisis data dilakukan dengan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa Brand Recognition, Emotional Branding, dan Customer Experience berpengaruh positif dan signifikan terhadap Perceived Value. Selain itu, Perceived Value juga terbukti berpengaruh positif terhadap Repurchase Intention. Temuan ini menunjukkan bahwa upaya dalam membangun pengenalan merek, hubungan emosional dengan konsumen, dan pengalaman pelanggan yang unggul dapat meningkatkan nilai yang dirasakan konsumen, yang pada akhirnya mendorong loyalitas dan niat beli ulang.</p>

I. INTRODUCTION

Indonesia is recognized as one of the world's largest coffee producers, offering a diverse range of regional varieties such as Gayo, Toraja, Kintamani, and Luwak. As consumer awareness of local coffee quality has grown, the practice of coffee drinking in Indonesia has evolved from a daily routine into a lifestyle phenomenon embedded in social interaction and cultural expression (Purnomo et al., 2021; Ridaryanthi et al., 2022).

This development aligns with the global coffee culture described through three major "coffee waves," each representing shifts in production, marketing, and consumption (Fischer, 2021). The

first wave focused on mass commodification and affordability (Ridaryanthi et al., 2022). The second wave emphasized consumption experience, which led to the emergence of modern coffee shops (Hamidah et al., 2024). The third wave positioned coffee as an artisan product, highlighting origin transparency, manual brewing methods, and specialty-grade quality (Borrella et al., 2015; Ridaryanthi et al., 2022).

In Indonesia, the third wave has spurred the rise of independent coffee shops serving specialty coffee and targeting the middle to upper-income urban market consumers who see coffee as part of their lifestyle (Suyanto et al.,

2019). This is evident in the growth of specialty coffee brands like Tanamera, Fore, and the transformation of local giants such as Kopi Kenangan to incorporate specialty concepts (Neilson et al., 2018; Vairagya Yogantari et al., 2020).

Kopi Kenangan, a rapidly growing Indonesian coffee chain, launched a sub-brand named *Kenangan Signature* in 2023 to cater to the premium segment. This sub-brand focuses on dine-in experiences, exclusive ambiance, and higher-quality menu offerings (Yuliandri, 2024). Unlike its main brand, which emphasizes convenience and affordability through takeaway and app-based orders, *Kenangan Signature* delivers a more refined experience through aesthetic interiors and artisan coffee offerings.

In experience-driven industries such as specialty coffee, customer loyalty is a key driver of long-term success. One important indicator of loyalty is *repurchase intention*, which reflects a consumer's willingness to return. This intention is influenced by multiple psychological and experiential factors including *brand recognition* (Shiasi Arani & Shafiizadeh, 2019), *emotional branding* (Han et al., 2019), and *customer experience* (Pasharibu et al., 2018). These factors shape consumers' *perceived value*—a mental assessment of the benefits received relative to the price paid—which in turn affects repurchase behavior (Gan & Wang, 2017; Tirtayasa & Ramadhani, 2023).

This study aims to examine the influence of brand recognition, emotional branding, and customer experience on repurchase intention through perceived value as a mediating variable, with a specific focus on customers of *Kenangan Signature* at The Breeze BSD. The findings are expected to contribute both to theoretical understanding in consumer behavior and to practical strategies in managing specialty coffee brands in Indonesia.

II. METHOD

This study employed a quantitative approach to examine the relationships between Brand Recognition, Emotional Branding, and Customer Experience on Repurchase Intention, with Perceived Value as a mediating variable. The quantitative approach was chosen because it enables the generation of numerical data that can be analyzed statistically to test hypotheses in an objective and systematic manner (Creswell, 2023).

The object of this study is *Kenangan Signature*, a premium sub-brand of *Kenangan*

Brands launched in October 2023 at One Satrio, South Jakarta. Unlike the regular *Kopi Kenangan* outlets that emphasize take-away service, *Kenangan Signature* offers a dine-in concept with a more premium and comfortable atmosphere. One of its outlets, located at The Breeze BSD, was selected as the research site due to its urban customer profile, which aligns with the brand's target market. Customers have expressed positive experiences regarding the store's aesthetic ambiance, exclusive menu items such as Red Ruby Skies and pasta, and the friendly service staff. These factors indicate that customer experience plays a key role in shaping perceived value and repurchase intention.

The population in this study comprised customers of *Kenangan Signature* at The Breeze BSD. Since the total population is unknown, the sampling technique used was non-probability sampling with a purposive sampling approach, where participants were selected based on specific criteria (Sekaran & Bougie, 2019). The criteria included having visited, made purchases at, and dined in at *Kenangan Signature* The Breeze at least once in the past year. The total number of respondents was 160, determined by using the inverse square root method appropriate for PLS-SEM analysis (Kock & Hadaya, n.d.).

Data were collected using a structured closed-ended questionnaire with a six-point Likert scale. This scale was used to minimize neutral responses and encourage more decisive answers from respondents (Taherdoost, 2019). Primary data were collected directly from respondents through online distribution, while secondary data were sourced from documented literature such as journals, academic articles, and books.

The variables measured in this study included Brand Recognition (X_1), Emotional Branding (X_2), and Customer Experience (X_3) as independent variables; Perceived Value (Z) as the mediating variable; and Repurchase Intention (Y) as the dependent variable. Each construct was measured using five indicators adapted from previous studies (Ashfaq et al., 2019; Bunga et al., 2024; Chatzoglou et al., 2022; Itani et al., 2019; Khurram et al., 2018). The indicators were measured using a structured questionnaire.

The collected data were analyzed using Structural Equation Modeling (SEM) based on the Partial Least Squares (PLS-SEM) method through SmartPLS software. This technique is suitable for complex models involving latent variables measured through multiple observed indicators (Hair J et al., 2019). The analysis consisted of two

stages: evaluation of the outer model and the inner model. The outer model was assessed by examining convergent validity (Average Variance Extracted ≥ 0.5 and outer loading ≥ 0.7), discriminant validity (using cross-loadings and HTMT criteria), and construct reliability (Cronbach's alpha and composite reliability with values ≥ 0.7). The inner model was evaluated using t-statistics (must exceed 1.96), R^2 values (with thresholds of 0.25 for weak, 0.50 for moderate, and 0.75 for substantial), effect size f^2 (≥ 0.02), and Q^2 (> 0) for predictive relevance. Hypothesis testing was conducted through p-value analysis with a 5% significance level ($p \leq 0.05$) to determine the significance of relationships between variables (Malhotra, 2020).

III. RESULT AND DISCUSSION

A. Result

This study involved 160 respondents who were customers of Kenangan Signature The Breeze BSD, selected using purposive sampling. Data were collected through a closed questionnaire with a six-point Likert scale. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0 software.

In PLS-SEM analysis, the outer model also known as the measurement model is the initial step used to evaluate the relationship between observed indicators and latent constructs. This stage ensures that the indicators accurately reflect the intended variables. Validity and reliability must first be confirmed at this stage before proceeding to the structural (inner) model (Ghozali, 2019).

Instrument validity is assessed through two main dimensions: convergent validity and discriminant validity (Sekaran & Bougie, 2019; Sugiyono, 2019).

Table 1. Outer loading Values & AVE

Variable	Indicator	Outer Loading	AVE	Status
BR	BR1	0.949	0.899	Valid
	BR2	0.950		
	BR3	0.930		
	BR4	0.956		
	BR5	0.957		
EB	EB1	0.951	0.894	Valid
	EB2	0.945		
	EB3	0.945		
	EB4	0.942		
	EB5	0.945		
CE	CE1	0.955	0.912	Valid
	CE2	0.956		

PV	CE3	0.952	0.839	Valid
	CE4	0.953		
	CE5	0.959		
	PV1	0.921		
	PV2	0.911		
RI	PV3	0.902	0.833	Valid
	PV4	0.924		
	PV5	0.922		
	RI1	0.915		
	RI2	0.900		
	RI3	0.927		
	RI4	0.912		
	RI5	0.907		

All indicators of the research constructs met the criteria for convergent validity, with outer loading values > 0.7 and Average Variance Extracted (AVE) > 0.5 .

Discriminant validity was assessed using the cross-loading method. An indicator is considered valid if it loads higher on its intended construct than on any other construct, with recommended values above 0.70 (Ghozali, 2019).

Table 2. Cross-loading

	BR	CE	EB	PV	RI
BR1	0.949	-0.173	0.075	0.347	0.188
BR2	0.950	-0.138	0.073	0.354	0.217
BR3	0.930	-0.132	0.015	0.294	0.183
BR4	0.956	-0.130	0.004	0.373	0.242
BR5	0.957	-0.131	0.070	0.370	0.220
EB1	0.042	0.082	0.951	0.317	0.148
EB2	-0.005	0.099	0.945	0.311	0.176
EB3	0.072	0.039	0.945	0.308	0.125
EB4	0.094	0.087	0.942	0.339	0.129
EB5	0.035	0.118	0.945	0.364	0.162
CE1	-0.126	0.955	0.075	0.349	0.367
CE2	-0.131	0.956	0.084	0.336	0.377
CE3	-0.157	0.952	0.111	0.341	0.359
CE4	-0.181	0.953	0.084	0.330	0.346
CE5	-0.117	0.959	0.082	0.387	0.413
PV1	0.169	0.411	0.122	0.674	0.915
PV2	0.164	0.347	0.127	0.618	0.900
PV3	0.226	0.353	0.159	0.662	0.927
PV4	0.193	0.319	0.169	0.623	0.912
PV5	0.263	0.351	0.139	0.660	0.907
RI1	0.339	0.321	0.372	0.921	0.683
RI2	0.307	0.344	0.314	0.911	0.639
RI3	0.341	0.342	0.273	0.902	0.617
RI4	0.361	0.313	0.271	0.924	0.673
RI5	0.340	0.359	0.360	0.922	0.640

The results confirm that each item loads more strongly on its corresponding variable, indicating good discriminant validity.

Discriminant validity was assessed using Cross Loading and the Heterotrait-Monotrait Ratio (HTMT) methods. Discriminant validity ensures that each construct is truly distinct from others. One of the most reliable methods to assess this is the Heterotrait-Monotrait

Ratio (HTMT). An HTMT value below 0.90 indicates that the construct meets the criteria for good discriminant validity.

Table 3. Heterotrait-Monotrait

	BR	CE	EB	PV	RI
BR					
CE	0.153				
EB	0.060	0.093			
PV	0.381	0.379	0.360		
RI	0.230	0.404	0.163	0.746	

Based on the table, all HTMT values are below the 0.90 threshold as recommended by Hair J et al. (2019), indicating that each construct demonstrates good discriminant validity and is clearly distinct from other constructs.

Reliability was assessed using two common measures: Cronbach's Alpha and Composite Reliability (CR). According to Hair et al. (2019), values between 0.70 and 0.80 are considered acceptable. A construct is deemed to have high reliability if the reliability score is 0.70 or above. The results indicate that all constructs in this study meet the required reliability threshold.

Table 4. Cronbach's Alpha & Composite Reliability

	Cronbach's Alpha	Composite Reliability
BR (X1)	0.972	0.978
EB (X2)	0.970	0.977
CE (X3)	0.976	0.981
PV (Z)	0.952	0.963
RI (Y)	0.950	0.961

The reliability test results show that the values of Cronbach's Alpha and Composite Reliability (CR) for all variables Brand Recognition (X1), Emotional Branding (X2), Customer Experience (X3), Perceived Value (Z), and Repurchase Intention (Y) exceed the minimum acceptable threshold of 0.70. This indicates that all constructs in this study have high reliability, meaning the measurement instruments are consistent in assessing the intended variables.

In Structural Equation Modeling (SEM), the inner model assesses the relationships between latent variables, which have been previously measured through the outer model (Ghozali, 2019). This stage includes key evaluations such as R-square (R^2) and Q-square (Q^2), which help measure and test the strength of relationships among constructs (Hair J et al., 2019).

The inner model provides a deeper understanding of how latent variables relate to one another, offering valuable insights into the acceptance or rejection of the research hypotheses. A strong and data-consistent inner model enhances the credibility of the findings and supports the interpretation of variable relationships.

Hypothesis testing within the inner model is conducted through a bootstrapping procedure, which compares the p-values against a significance level of 0.05. A hypothesis is considered supported if the Critical Ratio (CR) reaches 1.967 or if the p-value is below 0.05.

Table 5. Hypothesis Testing

Hypothesis	path	T Statistics	P Values	Status
H1	BR (X1) -> PV (Z)	7.451	0.000	Valid
H2	EB (X2) -> PV (Z)	4.619	0.000	Valid
H3	CE (X3) -> PV (Z)	6.881	0.000	Valid
H4	PV (Z) -> RI (Y)	15.917	0.000	Valid

Based on the bootstrapping results, the hypothesis testing in this study is summarized as follows:

H1: There is a significant effect of Brand Recognition (X1) on Perceived Value (Z)

The results indicate that Brand Recognition (X1) has a significant effect on Perceived Value (Z). This is supported by a T-statistic value of 7.451, which exceeds the critical value of 1.96, and a p-value of 0.000, which is below the significance threshold of 0.05. Therefore, H1 is accepted.

H2: There is a significant effect of Emotional Branding (X2) on Perceived Value (Z)

The analysis shows that Emotional Branding (X2) significantly affects Perceived Value (Z), as indicated by a T-statistic value of 4.619 (> 1.96) and a p-value of 0.000 (< 0.05). Thus, H2 is accepted.

H3: There is a significant effect of Customer Experience (X3) on Perceived Value (Z)

Customer Experience (X3) also has a significant influence on Perceived Value (Z), with a T-statistic value of 6.881 and a p-value of 0.000. These results meet the criteria for statistical significance, and therefore H3 is accepted.

H4: There is a significant effect of Perceived Value (Z) on Repurchase Intention (Y)

The results confirm that Perceived Value (Z) significantly affects Repurchase Intention (Y). This is evidenced by a T-statistic of 15.917, which far exceeds the minimum threshold of 1.96, and a p-value of 0.000. Hence, H4 is accepted.

The F-square test is used to assess the effect size of each independent variable on the dependent variable (Ghozali, 2019). According to Ghozali, an F^2 value of 0.02 indicates a small effect, 0.15 a medium effect, and 0.35 a large effect.

Table 6. F-square

Variable	F Square
<i>Brand Recognition (X1)</i>	0.277
<i>Customer Experience (X3)</i>	0.260
<i>Emotional Branding (X2)</i>	0.139
<i>Perceived value (Z)</i>	1.018

Based on the results, Brand Recognition (X1) has an F^2 value of 0.277, indicating a medium effect on Perceived Value (Z). Similarly, Customer Experience (X3) shows a medium effect with an F^2 value of 0.260. Emotional Branding (X2) has an F^2 value of 0.139, which falls between a small and medium effect. The most substantial effect is shown by Perceived Value (Z) on Repurchase Intention (Y), with an F^2 value of 1.018, indicating a very large effect. These results suggest that Perceived Value (Z) is the most dominant predictor of Repurchase Intention (Y), while Emotional Branding (X2) contributes the least to Perceived Value (Z) among the independent variables.

B. Discussion

The results show that Brand Recognition significantly influences Perceived Value. This finding is consistent with (Khurram et al., 2018), who noted that brand recognition reflects how quickly and accurately consumers can identify a brand through visual or verbal elements such as logos and slogans. When consumers are familiar with a brand, they tend to associate it with trust, consistent quality, and credibility (Chan, 2024), which enhances their perceived value of the product or service. In the F&B industry, brand familiarity reduces consumer uncertainty and acts as a signal of reliability (Shiasi Arani & Shafizadeh, 2019). According to (Bas, 2024), brand recognition also simplifies the consumer's decision-making process in a

crowded marketplace, reinforcing the overall value perception of a brand

Emotional Branding was also found to have a significant effect on Perceived Value. This confirms that emotional bonds between customers and brands enhance how consumers perceive the value of a product. Emotional Branding does not only convey product utility but also creates deeper emotional experiences and personal meaning (Bunga et al., 2024; Kim & Sullivan, 2019). In F&B settings, customers are not just purchasing a product—they are engaging in an experience that includes ambiance, packaging, customer service, and brand values. When these elements evoke emotions such as comfort, pride, or nostalgia, the perceived value increases (Chirakkara, 2022; Elsässer & Wirtz, 2017). Emotional branding enriches perceived value by making the brand feel more personal, meaningful, and aligned with customers' aspirations. As (Levy & Hino, 2016) explain, strong emotional connections lead consumers to evaluate a brand more positively—even if the price is higher—due to the added symbolic and emotional value (Liu & Hongxia, 2024).

Customer Experience also demonstrated a significant positive impact on Perceived Value. (Chatzoglou et al., 2022) define customer experience as the cognitive, emotional, and behavioral responses that arise from direct or indirect interactions with a company. Schmitt, cited in the same study, describes five dimensions of customer experience: sensing, feeling, thinking, acting, and relating. When customers enjoy their experience, they are more likely to perceive the benefits as exceeding the costs, thereby increasing the perceived value. Past positive experiences also encourage future purchases (Anshu et al., 2022). A seamless and satisfying customer experience leads consumers to believe that they are receiving high value for their time, money, and effort, which in turn fosters repurchase intention (Rambitan, 2013).

Lastly, the study found that Perceived Value has a strong and significant influence on Repurchase Intention. This supports the idea that when customers feel that the value they receive outweighs the cost, they are more likely to remain loyal to a brand and repurchase in the future (Ashfaq et al., 2019). Chatzoglou et al. (2022) also emphasize that perceived value is a key determinant of repurchase intention because it captures the

consumer's internal evaluation of benefits relative to their sacrifices. Similarly, Raja & Yuana (2024) highlight that the stronger the perceived value, the greater the likelihood of customer loyalty and positive word-of-mouth. Therefore, enhancing perceived value is essential in increasing long-term customer retention.

The R-square (R^2) value indicates how much variance in the dependent variable can be explained by the independent variables. According to Hair J et al. (2019), R^2 values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak, respectively.

Table 7. R-square

Dependent Variable	Independent Variable	R Square	Reference
PV	Brand Recognition	0.400	(Foroudi, 2019)
	Emotional Branding		Khan & Mohsin, 2017).
	Customer Experience		(Chen & Lin, 2015)
RI	Perceived value (Z)	0.504	(Q. Pham et al., 2018).

In this study, the R^2 value for Perceived Value is 0.634, meaning 63.4% of the variance in Perceived Value is explained by Brand Recognition, Emotional Branding, and Customer Experience. Meanwhile, the R^2 value for Repurchase Intention is 0.617, indicating that Perceived Value explains 61.7% of the variation in Repurchase Intention. These values suggest that the model has a moderate to substantial explanatory power.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

This study shows that Brand Recognition, Emotional Branding, and Customer Experience significantly contribute to enhancing consumers' Perceived Value. Strong brand recognition fosters positive perceptions of product quality and credibility. Emotional Branding builds deeper consumer-brand connections, emphasizing emotional over functional value. Direct customer experiences through service, store ambiance, and comfort strengthen value perceptions by balancing perceived benefits and sacrifices. Perceived Value proves crucial in influencing Repurchase Intention; when consumers perceive high value from their experience, their likelihood of repurchase increases

significantly. These findings highlight the strategic role of Perceived Value in building customer loyalty in the specialty coffee industry.

B. Suggestion

To boost consumer loyalty, Kenangan Signature should consistently strengthen brand visuals to enhance recognition and trust. Emotional branding should be enriched through personal storytelling, warm service, and aesthetic spaces to deepen emotional connections. Holistic customer experience must be prioritized consistent service, comfortable environments, smooth transactions, and relevant product offerings can significantly enhance Perceived Value. Additionally, value can be amplified through unique rewards programs, local brand collaborations, or exclusive product innovations that reflect quality and sustainability.

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