



Consumer Satisfaction with Chill Coffee Gubuklakah Evaluated via Customer Experience, Brand Ambassadorship, and Store Atmosphere

Wenny Eka Prasetiawan

Student of the Doctoral Programme in Management Faculty of Economic and Business, State University of Malang

Sudarmiatin

Departement Management Faculty of Economic and Business, State University of Malang

Ludi Wishnu Wardhana

Departement Management Faculty of Economic and Business, State University of Malang

Address: Jalan Semarang 5, Malang 65145

Author correspondence: wenny.eka.2404139@students.um.ac.id

Abstract. This research aims to identify the influence of Customer Experience, Brand Ambassador and Store Atmosphere on Consumer Decisions among Chill Coffee Gubuklakah consumers. The sample used in this research used the Malhotra formula which had a sample size of 75 respondents who could represent consumers of Chill Coffee. The results of this research show that the influence of Customer Experience, Brand Ambassador and Store Atmosphere simultaneously has a positive and significant effect on consumer decisions. There is a partial influence between the Customer Experience variable on consumer decisions for Chill Coffee Gubuklakah consumers. However, the Brand Ambassador and Store Atmosphere variables do not partially influence the consumer decision variables of Chill Coffee Gubuklakah consumers.

Keywords: Customer, Experience, Brand.

1. BACKGROUND

The worldwide expansion of coffee shops has now reached Indonesia. The multitude of coffee shops creates considerable competition among their owners. To attain a competitive advantage, companies must improve customer satisfaction. Chill Coffee prioritises the quality of its products and services to guarantee customer satisfaction. Quality is the cornerstone for gaining market share, guaranteeing the maintenance and improvement of client satisfaction. Customer satisfaction is fundamental for comprehending consumer purchasing behaviour and serves as a benchmark for meeting customer needs, so creating a source of enduring competitive advantage (Nurdiansya, Matadji 2016). Improving customer satisfaction is accomplished by fostering a favourable client experience. Customer experience arises from a combination of emotional and rational perceptions during direct or indirect interactions with a company (Zare & Mahmoudi, 2020). The company's competitive edge stems from differentiating factors that enhance the client experience, representing a strong strategy. As societal norms and behaviours change, especially among the youth, businesses must adjust to

current trends due to the considerable interest in coffee and socialising culture among young people.

Alongside consumer experience, brand ambassadors and store atmosphere are important factors influencing consumer satisfaction. Client satisfaction will cultivate client loyalty, which is the principal aim of coffee shop marketing strategies. Securing loyal clients is crucial for the company's sustainability. This study aims to assess the influence of Customer Experience, Brand Ambassador, and Store Atmosphere on customer satisfaction. This study focusses on those who have visited Chill Coffee Gubuklakah to purchase products.

Chill Coffee is a notable café situated in Gubukklakah Village, Poncokusumo District, Malang, founded in 2019. Chill Coffee provides services and experiences to its patrons through a modern industrial design, with seating that overlooks natural landscapes and a relaxed ambiance. The business features understated yet sophisticated decor, including lighting and white shades, and offers a varied menu at reasonable pricing, particularly attractive to the teenage audience. The increase of uniquely themed coffee shops is heightening competitiveness. Thus, coffee shop owners must cultivate compelling themes and branding, while patrons will enhance value by choosing the suitable coffee shop over alternatives. Current coffee establishments include Telau Coffee, Chill Coffee, Latitude Coffee, CO Coffee, Alasenja, Kopisemar, and many others.

Furthermore, Chill Coffee has experienced significant sales increase compared to other cafes in the Gubukklakah region, as demonstrated by its sales data from 2019 to 2023. Income increased from 2019 to 2020, but decreased in 2021 due to the impact of Covid-19; yet, Chill Coffee maintained operations despite widespread coffee shop closures during the pandemic, ultimately witnessing a revival in overall sales from 2022 to 2023.

Table 1. Sales of *Chill Coffee*

Year	Total Revenue	Description
2019	RP 17,650,000	-
2020	RP 32,577,000	Up
2021	RP.26,765,000	Down
2022	RP 39,485,000	Up
2023	RP 47,658,000	Up

Source: *Chill Coffee*, 2024

Chill Coffee is a coffeehouse ideally situated to attract numerous tourists descending from Bromo. This is a crucial stage in securing victory in the competition, as tourists will seek relaxation following their journey from Bromo.

Moreover, many clients demand an exceptional and memorable experience, compelling business experts to prioritise customer happiness for a competitive edge. Providing experiences through the exhibition of exceptional items and service quality will leave an impression on consumers (Wardhana, 2016). Consumers are keen to observe and comprehend Chill Coffee's use of Brand Ambassadors. Brand Ambassadors represent and articulate the essence of a brand, similar to celebrities in advertising (Paul, 2016). Their duty entails conveying individual contributions to promote a company, product, or department to diverse audiences via visual or verbal means. A visual representation may clarify itself; for example, a celebrity acts as a relevant visual reference, aiding memorability and strengthening the relationship to the conveyed content

This coffee shop introduces an innovative concept by offering an Instagram-worthy ambiance and vista, as evidenced by numerous business individuals utilising Chill Coffee as a backdrop for catalogue and product photography, including clothing and hijabs. Moreover, celebrity catalogue photographs may be utilised to promote Chill Coffee. The objective is to utilise a Brand Ambassador from Chill Coffee to draw the celebrity's followers to experience the visually appealing venue and the food and beverage offerings. Promotions executed by celebrities and business individuals using catalogue photographs can enhance customer attraction to Chill Coffee. Chill Coffee's brand advocates include the Instagram accounts *duh.andaza* and *damayalmda*, along with notable visitors like Arema footballers Dedik Kusnandar, Kadek, and I Gede Sukadana. A number of international consumers from China, Belgium, the Netherlands, and other countries have contributed to enhanced marketing and customer satisfaction.

Novendra H et al. (2019) posits that the store atmosphere constitutes a physical attribute and is paramount in retail establishments, serving to cultivate a comfortable environment for customers and providing them with a sense of leisure in the café, which can indirectly encourage purchasing behaviour. The approach that affects consumers' emotional responses to facilitate purchases is the store atmosphere; thus, store atmosphere is deemed a significant aspect in fostering consumer pleasure. The ambiance of Chill Coffee is excellent, featuring a pleasant environment, appealing interior design, picturesque natural views, and a diverse selection of food and beverages that encourage customer return visits.



Figure 1. *Chill Coffee atmosphere*



Image 1. *outdoor atmosphere of Chill Coffee*

Kotler & Keller (2009) define satisfaction as an individual's emotional response of pleasure or disappointment resulting from the comparison between the actual performance of a product and the anticipated performance. If performance does not meet expectations, consumers will experience dissatisfaction. If the performance meets expectations, the consumer will be content. Should the results surpass expectations, the consumer will experience significant satisfaction. Zare & Mahmoudi (2020) assert that customer experience arises from a synthesis of emotional and cognitive impressions throughout both direct and indirect encounters with a business. Firmansyah (2019) defines a Brand Ambassador as a someone who exhibits enthusiasm for a product and possesses the ability to persuade or encourage customers to purchase or utilise it. Kartika (2017) asserts that Store Atmosphere is a crucial element for a company to engender consumer interest in visiting and facilitate comfort in doing transactions for goods or services. Paila (2018) asserts that individuals often develop an impression of a location prior to entering or immediately upon entry. Consumers can evaluate a location prior to examining its products and costs. The ambiance of a location can influence individuals' satisfaction of their time spent there.

The authors intend to undertake research to examine and analyse the impact of Customer Experience, Brand Ambassador, and Store Atmosphere on customer satisfaction at Chill Coffee Gubuklakah, both individually and collectively.

2. THEORETICAL REVIEW

Customer satisfaction

Satisfaction is an attitude, evaluation, and emotional response exhibited by consumers following the purchase or consumption process, arising from a comparison between the actual performance of a product and their expectations, as well as the assessment of the consumption experience of a product or service (Kotler and Keller in Priansa, 2018; Priharto, 2020; Kasmir,

2016; Tjiptono & Candra, 2012). Customer satisfaction significantly influences the revenue of institutions where consumers can select products, programs, and services that they perceive as high-quality and convenient (Supranto & Limakrisna, 2010). Indicators of consumer satisfaction, as identified by Indrasari (2019), include: Conformity of Expectations, Interest in Revisiting (Repurchase), and Willingness to Recommend.

Customer Experience

Customer Experience encompasses the processes, strategies, and implementations employed by a firm to manage customers' interactions with a product or service. Customer Experience fundamentally involves generating customer pleasure by understanding and meeting consumer desires and expectations (Pranoto Gunawan Roberto, 2015; Chen Chih-Shih, 2014). Schmitt & Zarantonello (2014) identify five factors of Customer Experience: 1) Sense, Customer Experience pertaining to the five senses: sight, hearing, touch, taste, and smell; 2) Feel: Customer Experience pertains to the emotions elicited amongst customers; 3) Think: Customer Experience involves the creative and rational engagement of customers; 4) Act: Customer Experience relates to lifestyle, physical activities, and the image constructed. Connect customer experience with the ambiance or social environment following a visit. The primary objective of implementing the notion of Customer Experience is to cultivate a positive relationship with consumers, hence fostering customer loyalty.

Brand Ambassador

Brand Ambassadors can significantly influence consumer behaviour in decision-making, even when such decisions lack logical reasoning, particularly when their idol endorses a product or service that may be unnecessary (Soniya & Santosh, 2018; Kemp et al., 2012). Royan (in Panji 2016: 31) asserts that Brand Ambassadors has distinct functions and advantages for the organisation. Brand ambassadors, who are renowned individuals employed to market items, can serve to provide testimonials, offer encouragement and reinforcement (endorsement), portray a character in advertisements, and work as spokespersons for the company. The efficacy of a Brand Ambassador in fulfilling their role, as articulated by Shaz Smilansky (in Panji 2016: 33), may be assessed by four criteria: attractiveness, expertise, trust, and strength.

Store Atmosphere

The store atmosphere comprises a deliberate amalgamation of physical cues. The retail atmosphere is a modification of the purchasing environment that elicits distinct emotional responses, potentially influencing consumer purchasing behaviour (Amin, 2014; Berman and Evan, 2014). The Store Atmosphere indicator, as per Foster (2018), comprises external, interior, and layout elements.

3. RESEARCH METHODS

This research is quantitative, as defined by Sugiyono (2019), and is grounded in positivist philosophy. Its objective is to test established hypotheses applied to specific populations and samples, utilising research instruments for data collection and employing quantitative or statistical analysis. This study was carried out in Gubuklakah Village, Poncokusumo District, Malang Regency. The selection of Chill Coffee as the subject of research is due to its significant consumer demand relative to other cafes, as well as its ability to thrive among the proliferation of coffee shops in the Gubuklakah neighbourhood and its vicinity. Ferdinand (2014) asserts that the sample size should be five times the number of indicators to be evaluated. This study comprised 75 respondents, determined by purposive sampling based on specific criteria. The selected respondents were Chill Coffee consumers aged 17 years and older, with primary data collected through a questionnaire.

The dependent variable in this study is customer satisfaction (Y), as defined by Kotler and Keller in Priansa (2018). The independent variables include: Customer Experience (X1) (Zare & Mahmoudi, 2020), Brand Ambassador (X2) (Firmansyah, 2019), and Store Atmosphere (X3) (Novendra H et al., 2019). Data analysis employing multiple linear regression facilitated by SPSS version 22 for Windows.

4. RESULTS AND DISCUSSION

Chill Café is situated at an elevation of around 1300 meters, featuring serene white tones and offering exquisite, breathtaking views. Located at Jl. Raya Gubugklakah, Gubugklakah, Kec. Poncokusumo, Malang Regency, East Java 65157. Chill Café offers outdoor and semi-outdoor spaces, ensuring safety during inclement weather. This café offers economical food and beverages commencing at about 10 thousand. Chill Café operates multiple branches, with the Gubukklakah Village location open daily from 10:00 to 22:00 WIB. Prior to doing regression analysis, the data has been validated, as the rcount value above rtabel

(Arikunto, 2019), and deemed reliable, given that the Cronbach alpha value surpasses 0.6 (Ghozali, 2016). Furthermore, it satisfies the criteria of classical assumptions.

Table 2. Data Analysis Results

NO	VARIABLES	B	t	Sig t	DESCRIPTION
1	Constant	3,737	2,257	0,027	Significant
2	<i>Customer Experience (X1)</i>	0,356	2,492	0,015	Significant
3	<i>Brand Ambassador (X2)</i>	0,017	0,126	0,900	Not Significant
4	<i>Store Atmosphere (X3)</i>	0,054	0,366	0,715	Not Significant
	R ² = ,275				
	F = 8,975				
	Sig F = 0,000				

Source: Primary Data Processed, 2024

1) **Simultaneous Effect of *Customer Experience, Brand Ambassador and Store Atmosphere* on Consumer Satisfaction**

The F test data analysis indicates that Customer Experience, Brand Ambassador, and Store Atmosphere collectively exert a positive and significant influence on Customer Satisfaction. This indicates the acceptance of hypothesis 1 (H1). The concurrent impact of these three independent variables indicates that Chill Coffee Gubugklakah possesses elements that substantially enhance customer happiness. The Customer Experience, encompassing all consumer encounters with services, goods, and the atmosphere at Chill Coffee Gubugklakah, is a primary determinant of customer happiness. Favourable experiences encountered by clients during their stay can enhance their overall contentment.

Furthermore, the function of Brand Ambassadors considerably influences Consumer Satisfaction. A proficient Brand Ambassador can shape consumers' opinions and preferences regarding Chill Coffee Gubugklakah, thereby enhancing their pleasure with the provided products and services. Moreover, Store Atmosphere significantly contributes to Consumer Satisfaction. A pleasant, appealing environment aligned with consumer preferences can elevate the experience at Chill Coffee Gubugklakah, ultimately enhancing customer happiness.

Research conducted by Putu Dewi (2021) revealed that store atmosphere, location, and service quality positively and significantly influence customer satisfaction at Step Coffee Shop. These data corroborate our study's conclusions, indicating that Store Atmosphere significantly impacts Customer Satisfaction at Chill Coffee Gubugklakah. Furthermore, Irawan's (2023) research corroborates our findings that

customer satisfaction is concurrently affected by aspects like price, service, and customer experience. While Irawan's research indicates that customer experience significantly influences outcomes, other factors such as price and service also contribute. This aligns with our findings that Customer Experience, Brand Ambassadors, and Store Atmosphere collectively impact Customer Satisfaction at Chill Coffee Gubugklakah.

2) **The Effect of *Customer Experience* on *Customer Satisfaction***

The t-test data analysis indicates that Customer Experience exerts a partial influence on Customer Satisfaction. This indicates that H2 is affirmed, signifying that Customer Experience positively influences customer happiness at Chill Coffee Gubugklakah. An enhancement in customer experience typically correlates with an increase in customer satisfaction levels. Customer experience encompasses not only direct transactions but also all contacts between the customer and the business, including product quality, customer service, ambiance, and employee interactions. When clients have a favourable encounter at Chill Coffee Gubugklakah, they generally feel more content with the products and services provided.

This outcome aligns with prior study, including that of Handaruwati (2021), which examined the impact of Customer Experience on Consumer Satisfaction about local culinary goods at Soto Mbok Geger Pedan Klaten. Sensory Experience within Customer Experience; Pratama and Adriyanto's study (2023). determined to have a substantial impact on Customer Satisfaction, validating that favourable experiences perceived by consumers might elevate their satisfaction levels. Customer experience is crucial in industries like cafes, as it may establish a lasting impression and foster consumer loyalty. A favourable and gratifying experience during a visit can cultivate a positive brand perception and enhance the probability of consumer return and recommendations to others.

3) **The Influence of *Brand Ambassadors* on *Consumer Satisfaction***

The t-test analysis indicates the rejection of H3, signifying that Brand Ambassadors exert no partial influence on consumer happiness. This indicates that at Chill Coffee Gubugklakah, the involvement of Brand Ambassadors does not substantially enhance consumer happiness. A primary explanation for the minimal impact of Brand Ambassadors on customer satisfaction at Chill Coffee Gubugklakah is their insufficient alignment with the brand's values and identity. Inconsistent support for the ideals of Chill Coffee Gubugklakah by the Brand Ambassador may lead to a dissonance between the message communicated by the Brand Ambassador and

consumers' perceptions of the brand. Moreover, Brand Ambassadors are not significantly engaged in promoting the brand and exhibit minimal interest with the products or services provided by Chill Coffee Gubugklakah, hence diminishing their impact on consumer happiness. Consumers generally assign greater value to brands that has genuine Brand Ambassadors who engage actively in endorsing and promoting the brand.

The results align closely with Wahyu K's (2022) research, indicating that the direct impact of Brand Ambassadors on Purchasing Decisions is not significant; but, it can exert a beneficial influence when considered with other factors. This indicates that, in this instance, buyers prioritise variables such as product quality, service, and overall experience over the presence of a Brand Ambassador when making purchasing decisions. However, the limited impact of the Brand Ambassador does not render the function entirely inconsequential. Brand Ambassadors continue to play a significant role in enhancing brand awareness, elevating brand image, and shaping customer views, despite the impact not being clearly observable in purchasing decisions. This study contradicts the findings of Kurniawan and Saputra (2022), which indicate that Brand Ambassadors significantly influence consumer happiness. Consequently, while these findings indicate that Brand Ambassadors exert no significant influence on Purchasing Decisions, Chill Coffee Gubugklakah may still contemplate employing Brand Ambassadors as a strategy to enhance brand awareness and cultivate a favourable brand image among consumers.

4) The Effect of *Store Atmosphere* on Consumer Satisfaction

The t-test results indicate the rejection of H4, signifying that promotion does not exert a partial influence on customer satisfaction. This indicates that, within the context of Chill Coffee Gubugklakah, the Store Atmosphere component does not substantially influence customer satisfaction, which may be affected by external circumstances, including the emergence of a new café adjacent to Chill Coffee's location. A new cafe has emerged near Chill Coffee Gubugklakah, potentially altering the competitive landscape in the vicinity. The emergence of the new cafe may redirect consumer focus from Chill Coffee Gubugklakah, rendering its promotional efforts ineffective as patrons are more inclined to seek novel experiences at the newly established establishment. The emergence of a new café occupying Chill Coffee's location may diminish customer traffic and lessen engagement with the brand, thereby rendering the Store Atmosphere,

as highlighted in promotions, an insignificant factor in influencing customer satisfaction at Chill Coffee Gubugklakah.

The findings align with the studies conducted by Dewi (2021), Nadiaturrahmi (2022), and Chairunnisaa et al. (2024), which indicate that Store Atmosphere, in conjunction with location and service quality, positively and significantly impacts Consumer Satisfaction at Step Coffee Shop. The disparity in outcomes between both studies may stem from particular elements associated with customer traits and preferences, together with variations in the evaluation and perception of the retail environment between the two locations. While Store Atmosphere did not have a statistically significant influence in this study, it remains crucial to acknowledge its potential function in fostering a favourable experience for consumers. A comfortable ambiance, appealing interior design, and suitable background music can enhance consumers' comfort during their store visit and affect their perception of the brand and items.

Consequently, while the findings of this study suggest that Store Atmosphere does not exert a significant partial effect on Consumer Satisfaction at Chill Coffee Gubugklakah, businesses must still recognise the necessity of cultivating a pleasant and appealing environment for consumers as a component of their strategy to enhance consumer satisfaction and fortify their brand image.

5. CONCLUSIONS AND SUGGESTIONS

Research findings indicate the following conclusions: 1) The combined influence of Customer Experience, Brand Ambassador, and Store Atmosphere has a good and significant impact on Customer Satisfaction; 2). The Customer Experience variable exerts a partial influence on Customer Satisfaction; 3) the Brand Ambassador variable has no partial influence on Customer Satisfaction; and 4) the Store Atmosphere variable has no partial influence on Customer Satisfaction. This investigation encountered several restrictions, specifically: 1). Utilising a bigger and more representative sample from diverse customer backgrounds can enhance the generalisability of the findings, and 2). The utilisation of the questionnaire approach as a data collection instrument may restrict comprehensive insight into consumer views and experiences. Employing qualitative methods, such as in-depth interviews, can yield more profound and nuanced findings.

REFERENCES

- Anoraga, P. (2016). *Work psychology*. Jakarta: PT Rineka Cipta.
- Arikunto, S. (2019). *Research procedures*. Jakarta: Rineka Cipta.
- Berman, B., & Evans, J. R. (2014). *Retail management: A strategic approach* (12th ed.). Upper Saddle River, NJ: Prentice Hall International, Inc.
- Burns, P. (2016). *Entrepreneurship and small business*. London: Palgrave.
- Cashmere. (2016). *Entrepreneurship*. PT Raja Grafindo.
- Chairunnisaa, I. R., Mufidah, E., & Wahyuni, H. (2024). The effect of store atmosphere, product diversity, and service quality on customer satisfaction: Awanbrew Coffee Pasuruan City. *Pijar Journal*, 2(04), 439–448. <https://e-journal.naurendigiton.com/index.php/pmb/article/view/1470>
- Chen, C. -S., & L, P. C. (2014). The impact of customer experience and perceived value on sustainable social relationships in blogs: An empirical study. Retrieved from <https://daneshyari.com/article/preview/896435.pdf>
- Ferdinand, A. (2014). *Management research methods*. BP Diponegoro University, Semarang.
- Firmansyah, A. (2019). *Product and brand marketing* (1st ed.). East Java: Qiara Media.
- Foster, B., & S. I. (2018). *Fundamentals of management*. Yogyakarta: Diandra Kreatif.
- Ghozali, I. (2016). *Application of multivariate analysis with IBM SPSS 23 programme* (8th ed.). Semarang: Diponegoro University Publishing Agency.
- Handaruwati, I. (2021). The effect of customer experience on consumer satisfaction of local culinary products Soto Mbok Geger Pedan Klaten. *Journal of Businessman: Business and Management Research*, 3(2), 16–33. <https://doi.org/10.52005/bisnisman.v3i2.45>
- Indrasari, M. (2019). *Marketing and customer satisfaction*. Surabaya: Unitomo Press.
- Irawan Lubis, M. F., Aslami, N., & Tambunan, K. (2023). The effect of price, service, and customer experience on customer satisfaction at Cafe Pascho Pematangsiantar. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 7(2), 872–882. <https://doi.org/10.31955/mea.v7i2.3074>
- Kemp, E., Childers, C. Y., & Williams, K. H. (2012). Place branding: Creating self-brand connections and brand advocacy. *Journal of Product & Brand Management*.
- Kotler, P., & Keller, K. L. (2009). *Marketing management* (15th ed., Global Edition). <https://doi.org/10.1080/08911760903022556>
- Kurniawan, B. W., & Saputra, B. M. (2022). Brand ambassador and e-word of mouth influence on consumer satisfaction through purchasing decisions at the Indonesian marketplace. *Aksara: Journal of Nonformal Education Science*, 8(3), 1967–1976. <https://doi.org/10.37905/aksara.8.3.1967-1976.2022>

- Nadiaturrahmi. (2022). The effect of store atmosphere location and service on consumer satisfaction at Jamboe Blang 8 Banda Aceh restaurant in review of Islamic economics.
- Novendra, H. D., Verinita, & Masykura, I. (2019). The effect of store atmosphere on revisit intention that is in mediation by customer satisfaction (survey on Padang Bioderm Clinic consumer). *International Journal of Innovative Science and Research Technology*, 4(4).
- Nurdiansyah, M. D., & Matadji. (2016). The effect of service quality, price, and store atmosphere on customer satisfaction at Togamas Bookstore Gajah Mada Sidoarjo. *Journal of Management Economics*, 1(1), 29–44.
- Paila, J. A., Kalangi, J. A. F., & Rogahang, J. J. (2018). The influence of shop atmosphere on consumer buying interest at UD. Sinar Anugerah Pratama Manado. *Journal of Business Administration*, 6(1).
- Pranoto, R. G., & Subagio, H. S. M. (2015). Analysis of the effect of customer experience on customer satisfaction in consumers at Rosetta's Cafe & Resto Surabaya. *Journal of Petra Marketing Management*.
- Pratama, R., & Adriyanto, A. (2023). The effect of customer experience and customer value on customer loyalty through customer satisfaction as an intervening variable: Study on customers at Ravi Motor Juwana-Pati workshop. *Journal of Business and Management*, 10(2), 241–250. <https://doi.org/10.26905/jbm.v10i2.10312>
- Priansa, D. (2018). *Consumer behaviour in contemporary business competition*. Bandung: Firsada, Muhammad Agung.
- Priharto, S. (2020, August). Customer satisfaction indicators: Definition, types, and functions for business. *Accurate*. <https://accurate.id/marketingmanajemen/indikator-kepuasan-pelanggan/>
- Sari, P. A. (2020). The effect of service quality and cafe atmosphere on customer satisfaction (study on Tipo Cafe Surabaya customers). *Journal of Commerce Education (JPTN)*, 8(2).
- Soniya, K., & Santhosh, R. R. (2018). A study on the role of brand ambassadors in consumer buying behaviour of soft drinks. *International Journal of Engineering Development and Research*, 6(3), 11–21.
- Sugiyono. (2019). *Business research methods (quantitative, qualitative, combination and R&D approaches)* (S. Y. Suryandari, Ed.; 3rd ed.).
- Supranto, J., & Limakrisna, N. (2010). *Consumer behaviour and marketing strategies to win business competition*. Jakarta: Mitra Wacana Media.
- Tjiptono, F., & Chandra, G. (2012). *Strategic marketing* (2nd ed.). Yogyakarta: ANDI.
- Wardhana, R. E. (2016). The effect of customer experience on customer loyalty with customer satisfaction as an intervening variable (study on Mie Rampok Tahanan Surabaya consumers). *Journal of Management Science*, 4(3).

- Zarantonello, L., Schmitt, B. H., & Brakus, J. J. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52–68.
- Zare, M., & Mahmoudi, R. (2020). The effects of the online customer experience on customer loyalty in e-retailers. *International Journal of Advanced Engineering, Management and Science*, 6(5).