

The Role of Customer Involvement in Coffee Shop Brand Loyalty

Rachel Dyah Wiastuti

*Bina Nusantara University, Indonesia
rwiastuti@binus.edu*

Nurul Sukma Lestari

*Institut Pariwisata Tedja Indonesia,
Indonesia
nurul.lestari@ipti.ac.id*

Irena Joe Florencia

*Bina Nusantara University, Indonesia
irena.florencia@binus.ac.id*

Vany Octaviany

*Telkom University, Indonesia
vany@tass.telkomuniversity.ac.id*

Diena Mutiara Lemy

*Pelita Harapan University, Indonesia
diena.lemmy@uph.edu*

This study aims to examine the mediating role of customer involvement between brand identification, self-congruity, and service value on brand loyalty among coffee shop customers. Additionally, the study also extends to how male and female customers differ in terms of the proposed model. Data was obtained through a questionnaire of 151 respondents in the context of Indonesia, who had experience visiting coffee shop premises onsite, and was analysed using PLS-based SEM. The findings show that brand identification, self-congruity, and service value have a significant and positive influence on customer involvement. Further, customer involvement also has a significant and positive influence on brand loyalty. While all the established relationships for female customers were found to be both positive and significant, the involvement of male customers, conversely, was not significantly affected by service value, nor did it play a mediating role in enhancing brand loyalty for male customers. However, service value has a surprisingly minimal impact on customer involvement. This implies the customer's interest in the coffee shop is not significantly influenced by the value it offers. Consequently, even if a coffee shop provides excellent value for money, this does not necessarily translate into increased customer engagement. The findings suggest that coffee shops focus on integrating both online and in-store experiences, managing customer ratings and reviews across various platforms, and pricing strategy, to better enhance customer engagement. Finally, this study offers valuable insights for the hospitality industry on strategies to improve customer brand loyalty, taking into account the differences across gender markets.

Keywords: brand loyalty, coffee shop, customer involvement, self-congruity, service value



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Introduction

Coffee is highly important to the economies and cultures of major coffee-producing countries like Indonesia. It is not only a large crop but also a big part of daily life (Oktafarel et al., 2021; Purnomo et al., 2021). Coffee consumption has recently changed from its original purpose to a modern lifestyle trend. This has contributed to the expansion of speciality coffee shops in cities and rural areas (Nisa et al., 2022). Coffee shops are often 'third places', or social spaces outside homes and workplaces, where people gather, talk, and connect. This is especially true for millennials and Muslim tourists, whose numbers have risen in Indonesia's tourism industry (Lestari et al., 2020; Nadizti et al., 2022; Setyaningsih et al., 2024).

In addition, Indonesia provides a particularly relevant context for examining coffee shop consumer behaviour because it is one of the world's largest coffee producers and an expanding domestic market. As the fourth-largest global coffee producer, the sector plays a substantial role in the national economy and supports millions involved in cultivation and trade (Dirgandana & Tamara, 2025). Furthermore, Indonesia's rapidly growing coffee shop industry reflects strong urban consumption trends, where coffee is widely enjoyed across age groups and embedded in social interactions and workspaces, reinforcing the sector's strategic relevance as a research setting (Sitalahi & Novenson, 2024). Importantly, studying Indonesia enables the examination of consumer-brand relationship constructs within an emerging market characterised by rapid lifestyle transformation and evolving service expectations. This context provides a meaningful setting to validate and extend theories of self-congruity and service value, which have been predominantly tested in developed economies.

As digitisation and changing consumer tastes change the food and drink industry, coffee shop owners must use new technologies and offer personalised experiences to keep customers returning (Nugroho et al., 2023; Wiastuti et al., 2024). To avoid business failures and stay competitive, businesses need to have a deep understanding of how customers act and the ability to build emotional connections via branding (Gumilang et al., 2021). Brand identification is im-

portant because consumers are more likely to support and maintain relationships with brands that reflect their values and self-concept, which in turn significantly influences purchase intentions and brand advocacy (Agyei et al., 2021).

Besides brand identification, self-congruity significantly influences customer involvement with a brand (Anjani & Dewi, 2021). Self-congruity denotes the degree to which customers feel alignment between their self-concept and a brand's image (Hondo, 2024). Brand identification and self-congruity are conceptually related yet distinct constructs within consumer brand relationship research, where brand identification reflects a consumer's psychological attachment and sense of belonging to a brand. Consumers' emotional connection and preference intensify when they recognise a substantial congruence between their identity and a brand's persona (Paul et al., 2019; Sop & Kozak, 2019). This phenomenon is especially pertinent in coffee shops, as customers frequently choose establishments that embody their lifestyle or social identity (Ahn et al., 2020). A study by Liu et al. (2025) supports this, indicating that self-congruity enhances brand connections and encourages recurrent patronage in service contexts. Therefore, coffee shops must emphasise connecting their brand image with the psychological characteristics of their target market to enhance client perceptions and loyalty (Šegota et al., 2022).

Moreover, service value is defined as the consumer's overall evaluation of benefits relative to costs (Yesitadewi & Widodo, 2024). Elevated service value improves customer experience and fortifies emotional and behavioural loyalty, particularly in competitive industries such as food and beverage (Nobar & Ros-tamzadeh, 2018). Consequently, integrating a knowledge of self-congruity with an emphasis on providing exceptional service value is crucial for coffee businesses seeking to maintain loyal and pleased customers.

Furthermore, customer involvement – a personal and subjective psychological state wherein the significance and relevance of a product or service hold importance to an individual customer – is another way to review brand loyalty to a company's brand (Cheung & To, 2021). Customer loyalty to a brand is essential

in the face of commercial rivalry. Brand loyalty signifies the connection between a consumer and a brand (Coelho et al., 2018). This construct delineates consumers' propensity to remain loyal to a single brand (Atulkar, 2020). Brand loyalty facilitates client acquisition and positively influences sales (Indrasari et al., 2019). In conclusion, a brand is not only an essential but also a catalyst for growth, with the capacity to expand the business and significantly affect customer purchasing behaviour (Zhao et al., 2022). Therefore, this study investigates the mediating function of customer involvement in the relationship between brand identity, self-congruity, service value, and brand loyalty, particularly in the context of coffee shops.

Literature Review

Brands are one of the significant components of an individual's social identity and represent valid targets for identification among relevant customers because of their role in self-definition and self-referral (Kim et al., 2018). Drawing on social identity theory, individuals tend to define themselves through their affiliations with socially meaningful entities, including brands, which provides the theoretical basis for understanding brand identification in consumer research (Acar et al., 2024). Through brand identification, individuals associate themselves with brands that reflect their values, lifestyles, or aspirations (Osmanova et al., 2023). Strong brand identification fosters a deeper psychological connection between consumers and a brand, motivating them to align with the company's values, advocate for its reputation, make repeat purchases, and maintain long-term loyalty (Tahir et al., 2024). When consumers perceive a brand as reflective of their personal or social identity, they are more likely to engage in behaviours that support the brand's success, ranging from positive word-of-mouth to brand evangelism and resistance to competitor offerings (Nobar & Rostamzadeh, 2018). Hence, we propose the following hypothesis:

H1 Brand identification has a direct positive effect on customer involvement.

Service value represents a customer's overall assessment of the usefulness and benefits of a service,

shaped by their perception of what they gain relative to what they contribute in the exchange process (Chi et al., 2022). From the perspective of service value theory, consumers evaluate services based on a trade-off between perceived benefits and sacrifices, which shapes their attitudes, engagement, and subsequent behavioural intentions (Medberg & Grönroos, 2020). It encompasses the customer's experience, whether assisted by full-service personnel or through self-service mechanisms, resulting in increased satisfaction and perceived value (Doeim et al., 2022). As a perceived trade-off between received benefits and sacrificed resources (e.g. time, money, effort), service value plays a pivotal role in shaping customer decisions and attitudes (Gulam et al., 2023). Empirical studies consistently highlight the positive influence of service value on brand loyalty. For instance, Devi and Yasa (2021) found that greater service value directly enhances consumers' loyalty toward a brand. In the hospitality industry, service value is not only a determinant of satisfaction but also a crucial antecedent to brand identification and customer involvement, contributing significantly to long-term brand loyalty (Rather & Camilleri, 2019).

In the context of coffee shops, frequent customers often evaluate their consumption based on the fulfilment of material, social, and functional values, demonstrating that service value extends beyond simple satisfaction to include lifestyle and identity reinforcement (Kim & Jang, 2017). Further, extensive research across service-based organisations supports the notion that high service value is a key driver of customer satisfaction, repeat patronage, and sustained brand loyalty (Alzoubi et al., 2020; Mariana et al. 2022). Therefore, we propose the following hypothesis:

H2 Service value has a direct positive effect on customer involvement.

Grounded in self-congruity theory, consumer behaviour is influenced by the degree to which a brand's image aligns with an individual's self-concept, shaping emotional and behavioural responses toward the brand (Cifci, 2022). The theoretical framework of self-congruity refers to the psychological mechanism through which consumers evaluate the alignment

between their self-concept and the perceived image of a brand (Sirgy et al., 2018). This theoretical framework offers valuable insight into consumer behaviour by highlighting how identity and self-perception influence brand preferences and purchasing decisions (Sop & Kozak, 2019). Within the hospitality industry, self-congruity has significantly influenced customer attitudes toward hotel brands (Cifci, 2022). For instance, Su and Reynolds (2017) demonstrated that guests are more likely to develop favourable attitudes toward hotel brands when perceived congruence exists between the brand's personality and self-image. Recent research further supports these findings, emphasising that self-congruity predicts brand preference and satisfaction and is a key driver of emotional attachment and loyalty, particularly in experience-driven sectors such as tourism and hospitality (Liu et al., 2025). As such, hospitality brands aiming to enhance guest engagement should strategically design brand communications and experiences that reflect the values and lifestyles of their target audiences. Thus, we propose the following hypothesis:

H3 Self-congruity has a direct positive effect on customer involvement.

Involvement theory is an effective framework for forecasting the degree of engagement elicited by advertising media since it highlights the impact of media involvement on consumer experiences and service processes (Aureliano-Silva et al., 2021). This theory gives insights into the extent of engagement and its influence on the interactions of consumers and the total consuming journey by analysing the media used in advertising a product from the individual's perspective (Majeed et al., 2022). Previous research in the restaurant sector indicates that, irrespective of the restaurant or menu type, clients with a high level of engagement in the dining experience exhibit markedly more favourable attitudes and increased purchase intentions (Triandewo & Ra'idah, 2020).

Empirical research has repeatedly demonstrated a favourable correlation between heightened consumer participation and the likelihood of participating in collaborative activities with service providers (Dewarani & Alversia, 2023). Moreover, customer partic-

ipation is a psychological construct linked to quantifiable strategic objectives (e.g. brand affection) and anticipated post-consumer actions (e.g. brand loyalty) (Altarifi, 2021). Research indicates that consumer participation, congruence of self-brand perception, and brand familiarity contribute to heightened customer brand engagement (Khan et al., 2023; Liayanti et al., 2022). Nonetheless, prior research indicates that the relationship between product involvement and brand loyalty is constrained and variable (Albert et al., 2022). Therefore, we propose the following hypothesis:

H4 Customer involvement has a direct positive effect on brand loyalty.

Customer involvement plays a pivotal mediating role by translating consumers' cognitive evaluations and psychological connections into enduring loyalty behaviours, as involvement reflects a motivational state that links consumer experiences with behavioural outcomes (Altarifi, 2021; Aureliano-Silva et al., 2021). When consumers identify with a brand, perceive strong alignment between their self-concept and the brand image, and recognise high service value, these perceptions enhance their level of personal relevance and engagement with the brand (Rather & Camilleri, 2019; Sirgy et al., 2018; Tahir et al., 2024). Increased involvement strengthens emotional attachment and reinforces behavioural intentions, ultimately leading to sustained brand loyalty (Liu et al., 2025; Majeed et al., 2022). Thus, customer involvement serves as an underlying mechanism through which brand identification, self-congruity, and service value influence loyalty outcomes in service settings such as coffee shops.

H5 Customer involvement significantly mediates the relationship between brand identification and brand loyalty.

H6 Customer involvement significantly mediates the relationship between service value and brand loyalty.

H7 Customer involvement significantly mediates the relationship between self-congruity and brand loyalty.

Methodology

This research employs quantitative methods as the approach for investigation. The criteria for respondents for this study are: (1) coffee shop customers who have visited coffee shops in person, meaning that they go to the store by themselves, order, and spend some time inside the coffee shop (i.e. in-store experience), and (2) Indonesian citizens, due to the nature of the questionnaire that is provided in Bahasa Indonesia (the official language of Indonesia). Excluding criteria are coffee shop customers who only used online delivery services or takeaway options without an in-store experience.

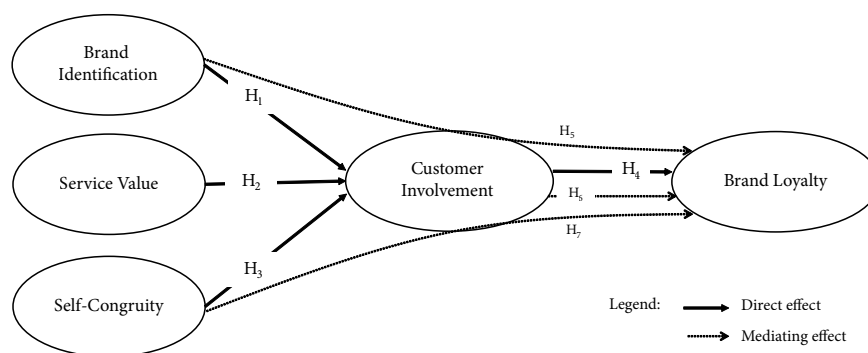
Data were collected via a survey conducted through an online questionnaire and distributed through various platforms and networks from May to July 2022. An online survey was chosen due to the COVID-19 conditions at that time, which restricted social contact in public spaces. We employed a non-probability sampling method using a convenience and snowball sampling approach. When analysing the data using SEM, Hair et al. (2014, 573) suggest several considerations that must be considered when deciding on sample size. To minimise the normality deviation problem, a minimum 15 ratio-to-parameter, resulting in 75 samples. More specifically, based on the model complexity, in which this study adopts the SEM model with five constructs (each containing more than three items), Hair et al. (2014, 574) suggest a minimum sample size of 100. This echoes the recommendation from Memon et al. (2020) to have a minimum of 100 samples when analysing the data using SEM. In addition, Teeroovengadum and Nunkoo (2018) reported that the majority of tourism hospitality studies with SEM analysis use a sample size of 151 to 400 with a confidence level of 95% and a margin of error of 3% to 5%. This study gathered 151 samples, in line with the above sample size recommendation.

Data was further analysed using Partial Least Squares Structural Equation Modelling (PLS-based SEM) with SmartPLS software. Accordingly, PLS-based SEM is more suitable (compared with Covariance-based SEM) for studies with a small sample size, as in this study (Hair & Alamer, 2022; Memon et al., 2017, 2020). Also, PLS-based SEM includes non-normal

data prediction, which often happens in social science studies, including those related to customer behaviour (Hair et al., 2014). There are three sections in the questionnaire. The first section requires respondents' demographic information. The second section gathers information on coffee shop consumption behaviours and characteristics. The third section collects responses on measurement items related to five latent variables: brand identification, service value, self-congruity, customer involvement, and brand loyalty. The first four variables were adopted from Kim and Lee (2017), measured by four items, three items, four items and two items, respectively. The last variable, brand loyalty, was adopted from Kim et al. (2021) and Fetais et al. (2022), measured by eight items. In total, there were 21 items, all measured with a five-point Likert scale with 1 being strongly disagree, 2 – disagree, 3 – neutral, 4 – agree, and 5 – strongly agree.

The initial measurement items to be included in the questionnaire were originally in English since they were obtained from English publications. However, since the respondents' native language is Indonesian, we translated all measurement items into Indonesian. First, we collectively translated English into Indonesian manually, without any language software assistance. We discussed the process extensively to reach a mutually agreed translation. The native language of all authors is Indonesian, with four being proficient in English academic writing. Afterwards, we involved two academics to provide feedback on the questionnaire. These are faculty members from hospitality programmes from two different institutions, who are currently active in academic writing, and have substantial Scopus publication records (proven ability in English and Indonesian). We printed both questionnaire versions (English and Indonesian) and handed them directly to the reviewers, so that they could assess them conveniently. Following this, we undertook several revisions on the Indonesian version based on their feedback, for example, making it consist of shorter sentences, avoiding literally translating 'word-of-mouth' (BL6) – instead, using the common vocabulary in Indonesia, and providing clarity on 'partner' (B14), 'like' (BL7), and 'reasonable' (SV1). Thus, the final questionnaire version incorporates peer review and an iterative

Figure 1 Research Framework



process to ensure the quality translation procedure meets [missing words?] (Harkness et al., 2004). Figure 1 illustrates this study framework, which encompasses five variables: brand identification (BI), service value (SV), self-congruity (SC), customer involvement (CI), and brand loyalty (BL), with 2 hypotheses.

Findings

Respondents' Characteristics

The participants in this research are all Indonesian citizens, with 41.7 % identifying as male and 58.3 % as female, primarily residing in the capital city of Jakarta (50.3%), and 84.8 % were under 42 years old in 2022. Based on respondent occupation, the majority of 41 % are college students and 32.5 % are employees, followed by 16.6 % of business owners/ entrepreneurs and 9.9 % of housewives.

To understand the respondents' coffee consumption habits, several questions were asked. The first question inquired about which coffee shop brand they frequented the most over the past two years, allowing respondents to select multiple brands. The findings indicated that the three most popular coffee shops are Starbucks, Janji Jiwa, and Kopi Kenangan, with proportions of 24.3%, 18.3%, and 17.9%, respectively, followed by Arabica (7.4%), Djournal Coffee (6.4%), Tanamera Coffee (4.9%), Kopi Tuku (4.7%), Filosofi Kopi (2.7%), and other local brands (13.7%). Respondents were also asked to list their favourite coffee shop, which turned out to be Starbucks ($n = 52$), followed by Kopi Kenangan ($n = 16$), Janji Jiwa ($n = 11$), and Kopi Tuku ($n = 10$). This finding echoes those of Wiastuti et al.'s (2024) study, who also found Kopi Kenangan and

Starbucks to be the most popular coffee shop brands in Indonesia in terms of mobile apps.

The second question asked when they typically visited coffee shops. The results showed that weekends (Saturday to Sunday) and weekdays (Monday to Friday) had nearly equal responses, with 50.3% for weekends and 49.7% for weekdays. Nonetheless, respondents preferred to visit coffee shops during the hours of 15:00 to 19:00 hrs (39.7%), followed by 12:00 to 15:00 hrs (33.8%), and 19:00 to 21:00 hrs (21.9%), the least popular time being between 07:00 to 10:00 hrs (4.6%). Here, fewer respondents chose to visit coffee shops during breakfast hours, likely due to operational hours, as many independent branches open after 9 AM, and those within shopping malls typically open after 10 AM. In the same context in Indonesia, Wiastuti et al. (2024) found that customers predominantly order from coffee shops via mobile apps during dinner time. Thus, we can imply that visiting coffee shops occurred mostly during the evening, while ordering online took place frequently at night.

The third question inquired about the average amount of money they typically spend at the coffee shop. Nearly half of the participants reported spending between 1.6 and 3.3 USD (49.7%, $n = 75$) during a single visit to the coffee establishment. This is followed by 27.2 % ($n = 41$) willing to spend between 3.3 and 5 USD, while only 7.9 % ($n = 12$) were inclined to spend over 5 USD, with 15.2 % ($n = 23$) preferring to spend less than 1.6 USD. To provide context on prices in Indonesia, as of July 2022, based on the currency of 1USD = IDR14,815, an iced cappuccino at Starbucks is priced at 3.2 USD (small), 3.5 USD (medium), and 3.6 USD (large).

The fourth question asked who they usually visit the coffee shop with. Most of the participants said they were primarily accompanied by friends (53.6%), followed by couples (16.6%), family members (9.9%), colleagues (3.3%), and the remainder visited alone. The final question asked participants to name their favourite coffee shop brand. The results were similar to the first question but differed in ranking. Starbucks was the most popular choice at 56.3%, followed by Kopi Kenangan in second place (19.8%), and Janji Jiwa in third (11.9%). The later questions in the third section of the questionnaire asked respondents to answer based on their favourite coffee shop brand.

Measurement Model

The initial phase of SEM analysis using SmartPLS involves evaluating the measurement model to assess the validity and reliability of the items (Table 1). The Composite Reliability (CR) values for all constructs meet the recommended threshold of at least 0.7 (Hair & Alamer, 2022): 0.902 for Brand Identification (BI), 0.917 for Self-Congruity (SC), 0.943 for Service Value (SV), 0.920 for Customer Involvement (CI), and 0.619 for Brand Loyalty (BL). Further, the Average Variance Extracted (AVE) values for all constructs also adhere to the minimum guideline of 0.5 (Hair & Alamer, 2022), with values

Table 1 Measurement Items, Convergent Validity and Reliability

Measurement Items	LF	CA	CR	AVE
Brand Identification (BI)		0.855	0.902	0.697
BI1 I feel proud when others compliment this coffee shop	0.820			
BI2 I would be sad if I had to stop going to this coffee shop	0.838			
BI3 I receive appreciation due to my choice of this coffee shop	0.853			
BI4 I am a good partner with this coffee shop	0.827			
Self-Congruity (SC)		0.879	0.917	0.734
SC1 I see similarities in values between myself and other customers at this coffee shop	0.868			
SC2 The atmosphere of this coffee shop reflects who I am	0.865			
SC3 I see similarities in taste according to what people see from me and other customers at this coffee shop	0.857			
SC4 I feel like I share a similar taste with other customers at this coffee shop	0.836			
Service Value (SV)		0.880	0.943	0.893
SV1 This coffee shop offers a very reasonable price for its beverage products	0.942			
SV2 This coffee shop gives good value for money	0.948			
Customer Involvement (CI)		0.826	0.920	0.852
CI1 I have a great interest in this coffee shop	0.924			
CI2 This coffee shop is very important to me	0.922			
CI3* This is my favourite coffee shop*	–			
Brand Loyalty (BL)		0.897	0.919	0.619
BL1 This coffee shop is my first choice and priority in terms of a similar concept	0.804			
BL2 I will choose this coffee shop if I want to have a coffee	0.765			
BL3 I am willing to try the new menu that this coffee shop offers	–			
BL4 I am willing to pay more in this coffee shop compared to other places	0.786			
BL5 I will recommend this coffee shop to others who need advice or suggestions	0.753			
BL6 I will give positive word-of-mouth about this coffee shop	0.839			
BL7 I know this coffee shop well	0.767			
BL8 Overall, I like this coffee shop	0.789			

Table 2 Discriminant Validity (Fornell-Larcker Criterion)

	Brand Identification	Customer Involvement	Brand Loyalty	Self-Congruity	Service Value
Brand Identification	0.835				
Customer Involvement	0.719	0.923			
Brand Loyalty	0.694	0.749	0.786		
Self-Congruity	0.684	0.747	0.701	0.857	
Service Value	0.480	0.568	0.695	0.535	0.945

of 0.697 for BI, 0.734 for SC, 0.893 for SV, 0.852 for CI, and 0.619 for BL.

However, two items, CI3 (0.014) and BL3 (0.7), were identified to have loading values below the minimum acceptable threshold of 0.7 and were subsequently removed from the model and excluded from further analysis. According to Hair et al. (2014), removing certain items is acceptable only if increasing construct reliability of CR or AVE before and after removal, which was met in this study (AVE CI 0.568 to 0.852, AVE BL 0.589 to 0.619). Also, the deletion of items must not exceed 20 % (Memon et al., 2017). In this study, we adhered to that guideline by deleting 2 out of 21 items, which equals 9.5%. Consequently, the CI construct was reduced from three to two items, and the BL construct from eight to seven items, leaving 19 items in total.

Further, Table 2 presents discriminant validity using Fornell-Larcker, which shows the value of the AVE square root of each construct on the diagonal is greater than the value for inter-construct correlations (Fornell & Larcker, 1981). In addition, the heterotrait-monotrait ratio (HTMT) of correlation is also assessed, with all the values less than 0.90 as the liberal cut-off (Hair & Alamer, 2022), justifying acceptable discriminant validity. In summary, the outcomes of this initial step in the SEM analysis affirmed that the data are both valid and reliable, allowing progress to the next step of structural model evaluation and analysis.

Structural Model

To examine the direct effect relationships from the model, the guideline used is a p -value < 0.05 along with a t -value > 1.96 (Hair et al., 2017). As shown in Table 3, all direct relationships meet the established

guideline. The first direct effect related to H1 is validated with a value of $\beta = 0.353$; p -value = 0.000; t -value = 4.566, confirming that brand identification positively influences customer involvement. The second direct effect, H2, is affirmed with a value of $\beta = 0.179$; p -value = 0.007; t -value = 2.724, indicating that service value has a positive impact on customer involvement. These echo Kim and Lee's (2017) study among coffee shop customers in South Korea.

The third direct effect linked to H3 is supported by a value of $\beta = 0.410$; p -value = 0.000; t -value = 5.149, confirming that self-congruity positively affects customer involvement. Hence, higher self-congruity results in higher customer involvement. Su and Reynolds's (2017) study in the hotel industry in the United States supports this notion, stating that self-congruity has an important role in determining customer attitude toward brand. Liu et al. (2025) also posit how international tourists' self-congruity impacts their positive word of mouth towards five culinary cities in China.

The fourth direct effect, H4 is substantiated with a value of $\beta = 0.749$; p -value = 0.000; t -value = 19.160, demonstrating that customer involvement has a positive effect on brand loyalty. Thus, higher customer involvement results in higher loyalty to the coffee shop brand, aligning with the study of Kim and Lee (2017). The same notion has also been empirically tested in diverse industries, resulting in the same results, such as among the packaged goods industry in Jordan (Altarifi, 2021), baby milk products in Indonesia (Albert et al., 2022) and manufacturing products in Turkey (Khan et al., 2023).

Meanwhile, all indirect effects (see Table 3) presented a t -value greater than 1.96 and a p -value less than

Table 3 Hypotheses Results

Hypotheses	B	t- Value	p- Value	Result
Direct effects				
H1 Brand Identification → Customer Involvement	0.353	0.000	4.566	Supported
H2 Service Value → Customer Involvement	0.179	0.007	2.724	Supported
H3 Self-Congruity → Customer Involvement	0.410	0.000	5.149	Supported
H4 Customer Involvement → Brand Loyalty	0.749	0.000	19.160	Supported
Indirect effects				
H5 Brand Identification → Customer Involvement → Brand Loyalty	0.264	0.000	4.370	Supported
H6 Service Value → Customer Involvement → Brand Loyalty	0.134	0.008	2.670	Supported
H7 Self-Congruity → Customer Involvement → Brand Loyalty	0.307	0.000	4.804	Supported

0.05. This indicates that customer involvement serves as a significant mediator between brand identification, service value, self-congruity, and brand loyalty. The first indirect effect related to H5 is validated with a value of $\beta = 0.264$; p -value = 0.000; t -value = 4.370. This posits that customer involvement significantly mediates the relationship between brand identification and brand loyalty. The second indirect effect corresponding to H6 is confirmed with a value of $\beta = 0.134$; p -value = 0.009; t -value = 2.670. This indicates that customer involvement plays a significant mediating role in the relationship between service value and brand loyalty. The third indirect effect associated with H7 is affirmed with a value of $\beta = 0.307$; p -value = 0.009; t -value = 4.804. This confirms that customer involvement serves as a significant mediator in the relationship between self-congruity and brand loyalty. To sum, H5 to H7 are accepted, suggesting customer involvement has been shown to provide partial mediation within the model, echoing Rather and Camilleri (2019) among hotel customers in India.

In addition, according to Hair et al. (2014) the coefficient of determination of R-squared (R^2) in SEM analysis indicates the extent to which the variation in the dependent variable can be accounted for by all independent variables, with the rule of thumb being 0.75 (substantial), 0.50 (moderate), and 0.25 (weak). The R^2 value for customer involvement is 0.662 (mod-

erate-to-high explanatory power), suggesting that customer involvement could be influenced by 66.2 % from brand identification, self-congruity, and service value collectively. The R^2 value for brand loyalty is slightly different at 0.561 (moderate explanatory power), indicating that brand loyalty could be influenced by 56.1 % from customer involvement, brand identification, self-congruity, and service value when considered together.

Further, the f-squared effect size (f^2) in SEM analysis measures the impact of the predictor variable on the dependent variable, with commonly accepted thresholds of > 0.02 (small), > 0.15 (medium), and > 0.35 (large) (Hair et al., 2014). The f^2 values for brand identification and self-congruity are 0.189 and 0.237, respectively, which demonstrate a medium effect on customer involvement. Conversely, the f^2 value for service value is 0.065, indicating that service value has a small effect on customer involvement. Additionally, customer involvement has an exceptionally large effect on brand loyalty, evidenced by a value of 1.279.

Table 4 presents the results of the path relationships based on gender: male and female. In doing so, we conducted a separate analysis by splitting the data (Hair et al., 2014, 22; Keil et al., 2000) into two datasets: one for males ($n = 63$) and one for females ($n = 88$). The objective is not to test statistical implications of whether the parameter differs from zero (Hair et

Table 4 Hypotheses Result Based on Gender

Relationship		Male			Female		
		β	<i>p-value</i>	<i>t-value</i>	β	<i>p-value</i>	<i>t-value</i>
Direct Effects							
H1	Brand Identification → Customer Involvement	0.380	3.235	0.001	0.346	3.275	0.001
H2	Service Value → Customer Involvement	0.177	1.743	0.082	0.177	2.166	0.031
H3	Self-Congruity → Customer Involvement	0.359	2.498	0.013	0.436	5.058	0.000
H4	Customer Involvement → Brand Loyalty	0.680	8.806	0.000	0.799	20.942	0.000
Indirect Effects							
H5	Brand Identification → Customer Involvement → Brand Loyalty	0.258	3.119	0.002	0.277	3.120	0.002
H6	Service Value → Customer Involvement → Brand Loyalty	0.120	1.661	0.097	0.141	2.144	0.033
H7	Self-Congruity → Customer Involvement → Brand Loyalty	0.244	2.145	0.032	0.349	4.976	0.000

al., 2014, 22), but instead, to assess the value that is specific to only males or females. The results indicate that all path relationships for females are significant. In contrast, two relationships for males ($SV \rightarrow CI$; $SV \rightarrow CI \rightarrow BL$) were found to be non-significant, as suggested by the *p*-value exceeding the threshold of < 0.05 . This indicates that customer involvement does not serve as a significant mediator between service value and brand loyalty for male customers, and service value does not significantly affect customer involvement. In short, all paths are significant for females, whereas service value towards involvement (and its indirect path to loyalty) is not significant for males.

In addition, the R^2 value of customer involvement for males is 0.589 (moderate explanatory power), while for females it is 0.714 (high explanatory power). This suggests customer involvement could be 58.9 % (male) or 71.4 % (female) influenced simultaneously by brand identification, self-congruity, and service value. Meanwhile, the R^2 value of brand loyalty for males is 0.462 (moderate) and for females is 0.636 (moderate). Thus, brand loyalty could be 46.2 % (male) or 63.6 % (female) influenced simultaneously by customer involvement, brand identification, self-congruity, and service value. Further, the f^2 values

of BI, SC, and SV for male customers are 0.198 (medium), 0.160 (medium), and 0.060 (small), respectively, while for female customers, f^2 values of BI, SC, and SV are 0.199 (medium), 0.301 (medium), and 0.065 (small), which demonstrate a small to medium effect on customer involvement. Further, customer involvement has an exceptionally large effect on brand loyalty for both male (0.859) and female customers (1.764).

Apart from the path relationship, our study found that male and female customers show different responses to the measurement items. For instance, male customers know their favourite coffee shop better than female customers, despite the latter showing a higher interest in the coffee shop business. However, female customers show slightly higher loyalty to their coffee shop brand through positive word-of-mouth, compared with their male counterparts. Also, the tendency for female customers to visit their favourite coffee shop when they want to have a coffee is higher than that of male customers. Moreover, female customers feel more proud than male customers when others give compliments to their favourite coffee shop. Male customers also feel that coffee shops provide less value for money and less reasonable prices than female customers. In essence, these item-level differences

between male and female customers on coffee shops may lead to practical implications (e.g. segmentation and communication strategy) that are elaborated further in the next section.

Discussion and Conclusion

This study explores the mediating role of customer involvement between brand identification, self-congruity, and service value on the brand loyalty of coffee shops in an Indonesian setting. Self-congruity turns out to have the most effect on customer involvement, followed by brand identification and service value. This suggests that when customers have a positive psychological connection to their favourite coffee shop brand, they are more inclined to engage deeply with the brand. While self-congruity is closely linked to an individual self-concept (Sirgy et al., 2018), coffee shops are seen as embodying brand concepts that resonate with them. Ultimately, customers may perceive their values as aligned with those of their favourite coffee shop, which later influences their loyalty to the brand (Kim & Lee, 2017). Conversely, it is noteworthy that the service value has a surprisingly minimal effect on customer involvement. This suggests that a customer's interest in the coffee shop is not significantly influenced by the value it offers. Consequently, even if a coffee shop provides excellent value for money, this does not necessarily translate into increased customer engagement.

Relatedly, this study found that brand identification can serve as a predictor of customer involvement, albeit with a medium effect size. This suggests that the more customers align with the coffee shop's brand image and view it as a partner, the more likely they are to put their interest in and recognise the significance of that brand. However, it is important to note that this study requires respondents to link their answers to a specific coffee shop brand they favour the most. For example, when customers in this study express positive involvement due to their identification with Starbucks, their level of involvement may differ if they were to write for another coffee shop brand. Customer behaviour toward Brand A may differ (or possibly be similar) when they are exposed to Brand B. In other words, if a different brand is chosen, the results may

perhaps vary. In short, different brands may lead to different impacts. This variation occurs because brand identification is intrinsic to each specific brand (Tahir et al., 2024). Whilst the constructs in this study are strongly related to the specific brands customers have mentioned, the results related to brand identification should be interpreted with caution. Unlike Osmano-va et al.'s (2023) study, which focuses on one specific coffee brand (Starbucks, in the setting of Turkey), this present study covers more than 10 coffee shop brands, with Starbucks, Janji Jiwa, and Kopi Kenangan being the top three most frequently mentioned. This suggests that customer identification with these brands is unique and should not be generalised.

Likewise, increased customer involvement correlates with enhanced coffee shop brand loyalty. This implies that the more interest customers exhibit in a coffee shop, the greater their likelihood of recommending the brand and sharing positive word-of-mouth with others (Fetais et al., 2022). The more customers feel that the brand is important to them, the more they are willing to pay, visit again in the future, and make the brand a top priority. In essence, the customer will likely be loyal to the brand if they are inherently involved. In today's market, the competition among coffee shop businesses in Indonesia is fierce (Wiastuti et al., 2024), and customer loyalty has become increasingly important. Younger customers, for instance, are more inclined to switch brands with ease. This trend is further reinforced by the rapid advancement of technology and social media, which enables customers to conduct prior research Nayak and Bhinder (2024) before deciding which coffee shop to go to. Customers can easily explore promotions and discounts at the outset, including reading reviews from diverse coffee shop brands, allowing for effective comparisons.

This research offers several theoretical contributions. First, the survey design effectively captured respondents' favourite coffee shop brands, unlike other studies that do not link respondents' brand preferences. Therefore, the findings reflect actual behaviour related to specific brands. Second, the study confirms that brand identification, self-congruity, and service value positively influence customer involvement,

which, in turn, enhances brand loyalty. However, it also reveals that service value has the least effect on customer involvement, a finding that may be particularly unique in the context of coffee shops and in-store experiences. Lastly, we extend the framework by examining male and female customers. Consequently, this study has identified important areas for further exploration and contributed to the body of knowledge in hospitality marketing. Consequently, this current study has recognised understudied areas while making a minor contribution to the understanding of marketing in the hospitality sector.

Practical Implications

This research offers several recommendations for food and beverage establishments, particularly those operating under a coffee shop concept, whether they are international or local brands, but specifically those that offer dining space. To enhance customer involvement, a strategic programme should be implemented that provides various perks and benefits for customers who interact with the brand on social media. While younger generations such as Gen Z and Millennials are generally familiar with social media, older generations like Gen X and Baby Boomers may find it challenging. Therefore, it is essential to create a balanced approach that integrates both online and in-store experiences, catering to those customers who prefer in-person interactions.

Additionally, to foster brand loyalty, coffee shops must prioritise their pricing strategies, as customers are often reluctant to make purchases when prices are increased. Nonetheless, many customers remain willing to recommend the brand to others. Given the intense competition within the coffee shop sector, in Indonesia, for instance, coffee shops need to cultivate a competitive advantage to distinguish their brand from others. This requires a commitment to innovation across various dimensions, including product, service, technology, and promotional strategies, as well as overall brand innovation.

Lastly, coffee shop customer vary based on gender. Male customers typically recommend the brand primarily to individuals who seek advice, while female customers tend to engage in more positive word-of-

mouth than their male counterparts. Furthermore, female customers are often more attuned to how the coffee shop's atmosphere reflects their personal identity. As a result, coffee shops should prioritise creating a welcoming and comfortable environment, one that fosters feelings of safety and security, to attract more female customers. Coffee shops must look for innovative approaches and strategy in managing ratings and reviews across various online platforms, including social media and food review sites. This approach is expected to enhance brand awareness and generate positive feedback, which in turn may influence prospective customers.

Limitations and Future Research

This study does have certain limitations. Firstly, it examines a coffee shop from a general perspective without delving into specific business characteristics. These characteristics should be taken into account in future research, as they would contribute to a more comprehensive understanding of customer behaviour across different types of establishments. For example, there are both national and international coffee brands in Indonesia, and it would be insightful to determine whether the country of origin of a coffee shop yields varying results. Furthermore, some coffee shops offer spacious and comfortable seating areas, while others have limited options, which can be attributed to differing business models focused on delivery, takeout, or the dining experience. Many local coffee shops in Indonesia often operate from smaller spaces, primarily facilitating takeaway or delivery through various food delivery applications. This presents an opportunity for further investigation into whether distinct coffee shop business models lead to different customer outcomes. Consequently, several research questions arise: Do customers demonstrate greater loyalty to coffee shops with inviting atmospheres compared to those with limited seating? Additionally, is there a positive and significant correlation between the perceived service value of coffee shops and customer involvement across both business models?

Second, this research applies only to online surveys as a data collection method. The data was distributed in the second quarter of 2022, meaning that the

COVID-19 protocol and social distancing throughout Indonesia, especially in Jakarta as the capital city, was still applied. Thus, conducting on-site or face-to-face surveys became the main obstacle, not to mention that people were still avoiding holding pens or paper given by others, to prevent cross-contamination of a virus. The findings of this study should not be generalised, as the sample is non-probabilistic and not gender representative. Only in mid-2023 did the Indonesian government start to ease the COVID-19 rules by eliminating social distancing in most restaurant premises, including coffee shops. Therefore, further research should consider surveying the coffee shop premises on a face-to-face basis to obtain respondents according to the sampling criteria.

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