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UNDERSTANDING GEN-Z CONSUMER LOYALTY AS COFFEE SHOP CONSUMERS IN EXPERIENTIAL MARKETING, PRODUCT QUALITY, SERVICE QUALITY, PROMOTION AND PRODUCT PRICE

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ABSTRACTS

Coffee is one of the main tropical commodities that is popular and traded in various circles around the world, contributing half of the total exports of tropical commodities. Increased coffee consumption and changes in people's lifestyles have also led to the growth of coffee shops, especially in urban areas. This phenomenon has driven changes in the lifestyles of urban communities, who now view coffee shops not only as places to enjoy coffee, but also as social spaces, places to relax, and even workplaces for various groups. Based on various consumer segments, Generation Z plays an important role as the majority of coffee shop consumers who visit more often than other generations. Increasing competition among local coffee shops has encouraged business actors to better understand the various factors that influence consumer loyalty among Generation Z. The purpose of this study is to determine the effect of experiential marketing, product quality, service quality, promotion, and price on consumer loyalty to coffee shops in Semarang. The data analysis technique used multiple linear regression. These findings contribute to the scientific literature on customer loyalty by providing empirical evidence regarding the determinants of Generation Z customer loyalty in the coffee shop industry. From a practical perspective, the results of this study suggest that coffee shop owners should focus on marketing based on the customer experience, product quality, service quality, and promotional strategies, while ensuring that prices remain competitive and aligned with the value perceived by customers..

Keywords: Experiential Marketing, Product Quality, Service Quality, Promotion, and Price

INTRODUCTION

Coffee is one of the most popular tropical commodities traded worldwide. It is one of the most widely consumed beverages globally, with an estimated consumption of more than 500 billion cups per year (Quan et al., 2025). Many people around the world are attracted to coffee, mainly because of its bitter and unique taste, as well as its historical and cultural significance. Indonesia is one of the most promising markets for entrepreneurs who want to enter the coffee shop industry (Pramagista & Wandebori, 2021). In 2017, an international coffee organization explained that Indonesia is one of the largest producers and exporters of coffee commodities, as Indonesia ranks fourth after Brazil, Vietnam, and Colombia (Amellinda et al., 2023). Indonesians are also important consumers of coffee commodities. Generally, coffee is consumed not because of its nutritional value, but because of its many benefits. The benefits of coffee include keeping people awake, reducing fatigue, and providing a physiological effect of increased energy, which is why many Indonesians consume coffee frequently. The amount of coffee consumed by Indonesians has grown rapidly over the past few years.

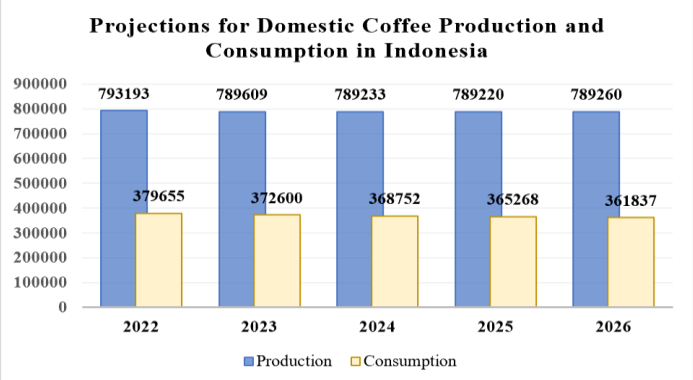

Figure 1. Domestic Coffee Production and Consumption in Indonesia
Source: Databooks, 2024

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Figure 1 shows projections for the development of domestic coffee production and consumption in Indonesia for the period 2022–2026. In general, national coffee production remains relatively stable, ranging between 789,220 and 793,193 metric tons. Production peaked in 2022 at 793,193 metric tons, then declined slightly in 2023 to 789,609 metric tons and is projected to remain stable through 2026 at 789,260 metric tons. On the other hand, domestic coffee consumption shows a gradual downward trend. Coffee consumption was recorded at 379,655 metric tons in 2022, then fell to 372,600 metric tons in 2023, 368,752 metric tons in 2024, 365,268 metric tons in 2025, and reached 361,837 metric tons in 2026. Despite the decline in consumption, the gap between domestic production and consumption remains significant, indicating that national coffee production is still capable of meeting domestic market demand and supporting exports.

Stable production levels and high coffee consumption in Indonesia reflect that coffee remains a strategic commodity with high demand. This situation has also driven the growth of the coffee shop industry in various regions, particularly in urban areas. The increase in coffee consumption has had a positive impact on the coffee industry in Indonesia, which has been growing rapidly in recent years. This is evident from the increasing production of processed coffee by the coffee processing industry. Currently, coffee is served in more ways than just brewing coffee powder with hot water and adding sugar or milk. Coffee can also be served in various ways with the development of various techniques for making coffee, thereby increasing sales of coffee commodities.

As time goes by, the coffee business has become quite lucrative. This is because coffee is no longer just a habit to ward off sleepiness, but has become a lifestyle, especially for young people (Azzahra et al., 2023). Currently, the coffee business has spread widely in Indonesia, from small stalls and coffee shops to large restaurants competing to serve their special coffee creations. The increase in coffee consumption and changes in people's lifestyles have also led to the development of coffee shops. Fore Coffee is one of the most popular coffee shops and is loved by all circles in Indonesia. The coffee shop customer segment consists of teenagers, young people, and older people. Based on the various customer segments, Generation Z dominates as the majority of coffee shop consumers who visit frequently compared to other generations. In general, enjoying coffee is a phenomenon that is ingrained in Generation Z, so it is not uncommon for coffee shops to become part of the daily routine for Generation Z (Azzahra et al., 2023).

Coffee shop owners are increasingly competing for customer loyalty by improving experiential marketing, coffee product quality, service quality, affordable prices, and promotions. In this context, experiential marketing is a marketing strategy that focuses on providing direct and meaningful experiences to consumers, allowing them to interact with the product or brand both emotionally and physically (Tantowi & Pratomo, 2020). Coffee product quality consists of taste and aroma that meet consumer expectations. This quality not only covers the taste of coffee as the main product but also the consistency of presentation, product appearance, cleanliness, and the overall consumption experience at the coffee shop. In addition, price is an important aspect that affects customer perception, competitiveness, and business profitability. Setting the right price can increase purchasing interest, maintain customer loyalty, and ensure business sustainability (Nurdeagraha & Suryawardana, 2020). One of the things that attracts consumers is providing promotions for consumers. Promotions are a key marketing strategy in building long-term relationships between coffee shops and their customers. Through effective promotions, coffee shops can increase purchasing interest, strengthen emotional attachment, and encourage customers to return. Previous researchers have conducted numerous studies on the factors that influence consumer loyalty. Baisyir and Quintania (2021) examined the impact of experiential marketing on consumer satisfaction and loyalty. Firmansyah et al. (2020) focused their study on the influence of product quality and price on customer loyalty, while Wati et al. (2020) examined the influence of service quality, consumer satisfaction, and promotions on customer loyalty. The results of these studies indicate that various marketing factors play a significant role in shaping consumer loyalty. However, each study has different variable focuses and respondent characteristics, so they have not yet provided a comprehensive picture of the factors influencing Generation Z consumer loyalty in the coffee shop industry. Furthermore, previous studies generally examined these variables in isolation, while research that simultaneously tests the effects of experiential marketing, product quality, service quality, promotions, and price on Generation Z consumer loyalty in the context of coffee shops in Semarang has not been extensively conducted. Given that Generation Z exhibits consumption behaviors that are more experience-oriented, involves active use of digital media, and considers emotional value in

purchasing decisions, a more specific study of this consumer segment is needed. Therefore, this study aims to address this research gap by analyzing the simultaneous effects of these five variables on Generation Z consumer loyalty at coffee shops in Semarang. The results of this study are expected to enrich the literature on Generation Z consumer behavior while providing strategic recommendations for coffee shop managers in designing more effective marketing strategies to enhance customer loyalty. This study aims to understand the loyalty of Generation Z consumers as coffee shop consumers by identifying the influence of experiential marketing, product quality, service quality, promotion, and price on the loyalty of coffee shop consumers in Semarang.

RESEARCH METHOD

The purpose of this study is to identify the factors that influence consumer loyalty in visiting coffee shops. The object of this study is Generation Z as coffee shop consumers. The sampling technique used is purposive sampling with the sample criteria being consumers who have visited coffee shops. This study has 5 independent variables, namely experiential marketing, product quality, service quality, promotion, and product price, while the dependent variable is consumer loyalty as shown in Table 1. The research analysis method is multiple linear regression.

Table 1. Operational Variables

Operational Definition	Dimension	Indicator	Source
Experiental Marketing (X1): The experience provided by coffee shops to better explore their products	Sense	Attractive and unique interior and exterior café design	(Soliha et al., 2021)
	Feel	The café atmosphere provides a sense of calm	
	Think	Provides new product innovations	
	Act	Easy payment system	
Quality Product (X2): The superiority of the product that provides satisfaction to consumers.	Variety Product	Serving coffee-flavored menus as expected	(Hudaya, 2020)
	Features	Menu variations with the right blend of ingredients	
	Durability	Coffee durability when left for a long time	
	Warranty	Menus served from ingredients with guaranteed quality.	

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Operational Definition	Dimension	Indicator	Source
Service Quality (X3) Actions taken by baristas to meet consumer needs and desires.	Reliability Responsiveness	Service capabilities in serving customers Service sensitivity to consumer needs	(Permono & Pasharibu, 2021)
Promotion (X4) A form of communication used to provide information aimed at changing consumer attitudes and behavior.	Promotional Messages Promotional Media Promotional Timing	Level of completeness of information provided about the latest coffee products released Promotion through social media, easy to remember when introducing products Level of discounts/price reductions during certain events	(Kotler & Keller, 2016)
Price (X5): The cost incurred by consumers who are willing to pay to obtain a product**.**	Affordability Value for money	Prices offered are cheaper than other coffee shops Product prices are in line with the taste of the coffee	(Firmansyah et al., 2020)
Consumer Loyalty (Y) Customer commitment to consistently repurchase or subscribe	Repeat purchases Cross-purchasing of products/services Demonstrating immunity to the appeal of similar competitor products Confident that their products are the best Recommending the product to others	Making regular purchases Purchasing a variety of other beverage menus Excellent service comfort, so there is no desire to switch to another coffee shop Confidence that Fore coffee products are the best compared to other coffee shops Telling others that Fore Coffee has a diverse menu	(Firmansyah et al., 2020; Hudaya, 2020; Soliha et al., 2021)

Conseptual Model

The model in this study was obtained from previous studies on consumer loyalty, which was then modified into a new conceptual model as shown in Figure 2.

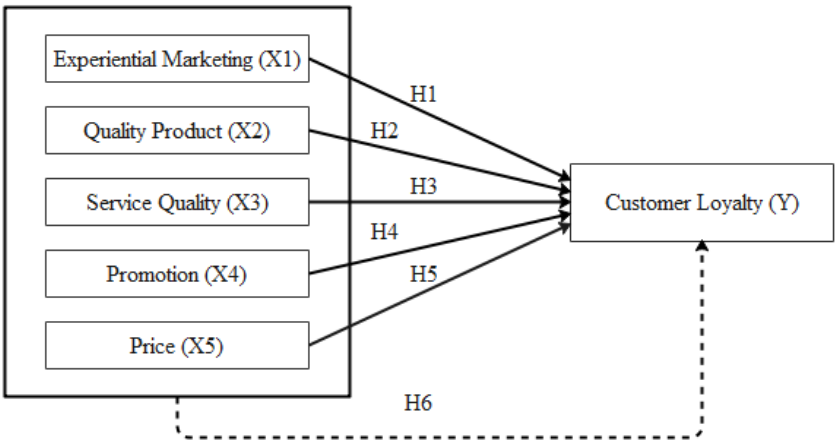

Figure 2. Conceptual Model

Research Hypothesis

1. The relationship between experiential marketing and customer loyalty

Experiential marketing is one way to increase customer satisfaction and build customer loyalty. Research by Soliha et al., (2021) states that experiential marketing is a way for businesses to create experiences that will be felt by their customers when they use products or services through the five senses (sense), affective

experiences (feel), creative thinking experiences (think), customer experiences related to the body in physical behavior and lifestyle and experiences as a result of interactions with other people (act), as well as creating experiences related to social circumstances, lifestyle, and culture, which can reflect the brand in the development of sense, feel, think, and act. Several studies show that experiential marketing influences consumer loyalty (Arismunandar et al., 2019; Baisyir & Quintania, 2021; Efendi, 2020; Wati et al., 2020). Based on the above description, the research hypothesis proposed is as follows:

H1: Experiential marketing has a significant effect on consumer loyalty.

2. The relationship between product quality and customer loyalty

Product quality will greatly determine the success of a business, because having good product quality will make customers more interested in trying the product and will affect customer satisfaction, thereby creating customer loyalty that leads to repeat purchases (Dennisa & Santoso, 2016). A quality product is one that is able to fulfill its function in meeting consumer needs. Customer loyalty can be created when consumers feel satisfied with the performance of a product they have purchased, exceeding their expectations (Firmansyah et al., 2020). Customer satisfaction, which ultimately leads to customer loyalty, also depends on the quality of the product and service itself. Several studies show that product quality affects consumer loyalty (Dennisa & Santoso, 2016; Firmansyah et al., 2020; Hudaya, 2020; Novitawati et al., 2019). Based on the above description, the research hypothesis proposed is as follows:

H2: Product quality has a significant effect on consumer loyalty.

3. The relationship between service quality and customer loyalty

Service quality is a measure of how well the level of service provided by a business meets customer expectations or hopes. Service quality has a close relationship with customer loyalty. One thing that needs to be considered in service quality in order to attract loyal customers is the creation of good service quality through the reliability or ability of a company or business to perform services as promised in a timely manner, which then becomes a benchmark and results in customer loyalty (Minh & Huu, 2016). Several studies show that service quality affects consumer loyalty (Ilhamsyah & Mulyani, 2018; Minh & Huu, 2016; Nugroho & Magnadi, 2018). Based on the above description, the research hypothesis proposed is as follows:

H3: Service quality has a significant effect on consumer loyalty.

4. The relationship between promotion and customer loyalty

Promotion is defined as a direct influence whereby businesses offer added value or incentives for products aimed at customers. Promotion is also said to be one of the activities of a company whereby a product is introduced to consumers (Nurwulandari & Maharani, 2021). In this case, coffee shops must be able to find ways to achieve the effectiveness of one or more promotional tools. Promotional tools can be in the form of advertising, sales promotions, personal selling, and publicity. In conducting promotions, every business must be able to determine precisely which promotional tools can be used by considering the promotional message, promotional media, and promotional timing. Several studies show that promotion affects consumer loyalty (Farisi & Siregar, 2020; Nurwulandari & Maharani, 2021; Permono & Pasharibu, 2021; Wati et al., 2020). Based on the above description, the research hypothesis proposed is as follows:

H4: Promotion has a significant effect on consumer loyalty.

5. The relationship between price and consumer loyalty.

Price is a variable that can be controlled and determines whether or not consumers will accept a product (Permono & Pasharibu, 2021). If consumers consider the price set by a company to be unreasonable, their loyalty will change. The price level set by businesses must be in line with the value of benefits that consumers can receive so that consumers will feel satisfied with the costs incurred for the product, thereby indirectly encouraging consumer loyalty to purchase products without coercion (Firmansyah et al., 2020). Several studies show that price affects consumer loyalty (Farisi & Siregar, 2020; Firmansyah et al., 2020; Nurdeagraha & Suryawardana, 2020; Nurwulandari & Maharani, 2021). Based on the above description, the research hypothesis proposed is as follows:

H5: Price has a significant effect on consumer loyalty.

Multiple Linear Regression Method

Multiple linear regression analysis is one of the most significant statistical analysis methods and has a wide range of applications. This method is generally used to predict the value of a random variable based on one or more independent variables. Multiple linear regression is very helpful in analyzing and assessing a phenomenon, thereby supporting rational decision making and forecasting future events. The analysis tool used is

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SPSS software. The multiple linear regression test equation used is as follows:

$$\boldsymbol{Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \cdots \beta_n x_n + \varepsilon}$$

where $\boldsymbol{Y}$ is the dependent variable, $\boldsymbol{\beta}$ is the regression model parameter, $\boldsymbol{x}$ is the independent variable, and $\boldsymbol{\varepsilon}$ is the residual value of the model. Classical assumption tests in regression models include:

a) Normality Test, used to determine whether in a regression model, the dependent variable or independent variable has a normal distribution or not.
b) Autocorrelation Test, to show the correlation between a series of observations sorted by time or space.
c) Multicollinearity Test, to determine whether the relationship between independent variables has a multicorrelation problem.
d) Heteroscedasticity Test, aims to test whether there is variance and residual inequality between observations in the regression model.

Hypothesis testing in multiple linear regression is conducted partially and simultaneously, or by using the t-test and F-test.

Sampling Technique

This study uses a sampling technique, namely non-probability sampling, because the population size of coffee drinkers in the study is not known with certainty. The population in this study consists of consumers who have consumed coffee and visited Fore Coffee. This study uses purposive sampling, where the researcher determines the sample by setting specific characteristics that are in line with the research objectives, namely respondents who have purchased coffee drinks at Fore Coffee. This study employed 30 respondents selected through purposive sampling, consisting of Generation Z consumers who had previously purchased products from Fore Coffee. The sample size was determined by considering the exploratory nature of the study, the accessibility of eligible respondents during the data collection period, and the minimum sample requirement for multiple linear regression analysis. According to Hair et al. (2019), the minimum sample size for regression analysis ranges from five to ten observations for each independent variable. Since this study included five independent variables, a sample of 30 respondents satisfied the minimum analytical requirement. Nevertheless, this study acknowledges that the relatively small sample size may limit the generalizability and statistical power of the findings. Therefore, future studies are encouraged to involve larger and more diverse samples to improve the robustness and external validity of the results. Data collection from respondents was carried out by distributing questionnaires openly.

RESULTS AND DISCUSSION

Data Collection

The data collected was primary data using questionnaires. The following is the data from the 30 respondents who were sampled in this study, based on characteristics such as gender, occupation, and income/pocket money, how often the respondents consumed coffee, and how many times the respondents had visited coffee shops.

Table 2. Characteristics of Respondents

Characteristics of respondents	Amount	Percentage
Gender:	24	80 %
Male	6	20 %
Female		
Occupation:		
Student	21	70 %
Employee	8	26,7 %
Entrepreneur/Self-employed	1	3,3 %
Other	0	0
Income:		
< Rp. 1.000.000	4	13,3 %
Rp. 1.000.000 -Rp. 2.000.000	11	36,7 %
Rp. 2000.000 – Rp. 3000.000	10	33,3 %
> Rp. 3.000.000	5	16,7 %
Consumption interval:		
Once a week	20	66,7 %
Once a month	10	33,3 %
Once every few months	0	0
Purchase Frequency:		
> 3 times	26	86,7 %
< 3 times	4	13,3 %

Instrument Quality Test

The Instrument Quality Test consists of validity and reliability tests.

1. Validity Test

The validity test aims to measure the extent to which an object will be studied. An item can be considered valid if it has a correlation coefficient (r-count) greater than the correlation (r-table), which is 0.361. The validity test results show that each indicator of the variable has a correlation coefficient value greater than 0.361. Therefore, it can be concluded that all items are valid. This means that all items are suitable for measuring the variables of experiential marketing, product quality, service quality, price, promotion, and consumer loyalty.

2. Reliability Test

An instrument can be declared reliable if it has a Cronbach's Alpha coefficient above ≥ 0.6. The results of the reliability test for this study are as follows.

Table 3. Reliability Test

Variabel	Cronbach's Alpha
Experiential Marketing (X1)	0.915
Quality Product (X2)	0.865
Service Quality (X3)	0.616
Promotion (X4)	0.855
Price (X5)	0.872
Customer Loyalty (Y)	0.771

The reliability test results show that each indicator of the variable has an alpha coefficient greater than 0.6. This indicates that all instruments of experiential marketing, product quality, service quality, price, promotion, and consumer loyalty have good score consistency for each question item in the variable.

Classical Assumption Test

The classical assumption test consists of normality, autocorrelation, multicollinearity, and heteroscedasticity tests.

1. Normality Test

The normality test is used to determine whether the dependent or independent variables in the regression model have a normal distribution or not.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.96110692
Most Extreme Differences	Absolute	.110
	Positive	.096
	Negative	-.110
Test Statistic		.110
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Output of SPSS, 2025

Based on the table 4, it can be seen that the Kolmogorov-Smirnov Test Statistic value is 0.110 and the Asymp. Sig. (2-tailed) value is above 0.05, namely 0.200. Therefore, it can be concluded that the multiple regression model in this research data is normally distributed.

2. Multicollinearity Test

Multicollinearity testing can be seen through the Tolerance and VIF (Variance Inflation Factor) values. The tolerance value commonly used to indicate the absence of multicollinearity is > 0.1. The VIF value that indicates no multicollinearity is < 10.

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Table 5. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics Tolerance	VIF
1	Experiential_Marketing	.776	1.288
	Quality_Product	.794	1.259
	Service_Quality	.719	1.390
	Promotion	.665	1.503
	Price	.716	1.396

a. Dependent Variable: Customer_Loyalty

Source: Output of SPSS, 2025

The results of the data processing above show that the variables of experiential marketing, product quality, service quality, price, and promotion have VIF values of less than 10 and tolerance values of more than 0.1. This indicates that none of the five variables show signs of multicollinearity in the regression model, so the research data meets the assumption of multicollinearity freedom.

3. Heteroscedasticity Test

Heteroscedasticity is used to test whether there is variance equality. A good regression model is homoscedastic or does not exhibit heteroscedasticity.

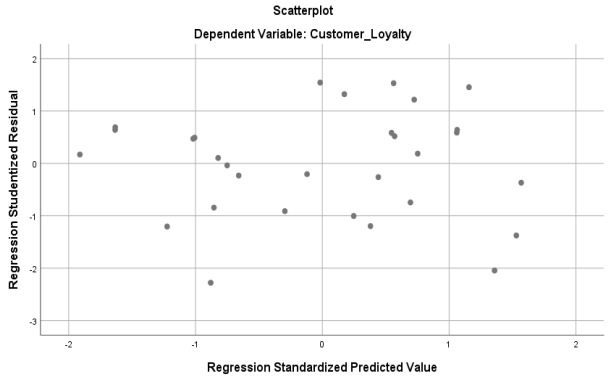

Figure 2. Heteroscedasticity Test Result

The heteroscedasticity test results show that the points on the scatterplot graph display a scattered pattern, where the points are randomly scattered above and below 0 on the Y-axis and do not form a specific pattern. Therefore, from the scatterplot graph, it can be concluded that there is no heteroscedasticity in the regression model and it is suitable for predicting customer loyalty.

Multiple Linear Regression Analysis Test

1. Multiple Linear Regression Test

The multiple linear regression equation is stated by looking at Understanding Coefficients, which considers that the variable sizes are the same, meaning that respondents' perceptions of the variables are considered to have the same size.

Table 6. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta
1	(Constant)	4.257	2.245	
	Experiential_Marketing	.233	.078	.318
	Quality_Product	.280	.080	.370
	Service_Quality	.880	.258	.377
	Promotion	.306	.149	.236
	Price	.114	.145	.087

a. Dependent Variable: Customer_Loyalty

Source: Output of SPSS, 2025

Customer Loyalty (Y) = 4.257 + 0.233X1 + 0.280X2 + 0.880X3 + 0.306X4 + 0.114X5 + e

2. Determination Coefficient Test (R2)

The coefficient of determination test aims to measure the ability of the regression model in explaining the variation of the dependent variable. If the coefficient of determination (R2) value is small, it means that the ability of the independent variables in explaining the variation of the dependent variable is very limited.

Table 7. Results of the Coefficient of Determination Test (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square
1	.889[a]	0.790	.746

a. Predictors: (Constant), Promotion, Price, Service_Quality, Quality_Product, Experiential_Marketing
b. Dependent Variable: Customer_Loyalty

Source: Output of SPSS, 2025

The results of the analysis in the table above show an Adjusted R Square of 0.746 or 74.6%, indicating that the percentage of influence of experiential marketing, product quality, service quality, price, and promotion on customer loyalty is 74.6%. This means that the correlation between the five independent variables and the dependent variable (customer loyalty) is strong.

Hypothesis Testing

1. Partial Statistical Test

The t-statistic test is used to determine the extent of the influence of one independent variable on the dependent variable

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Table 8. Results of the t-Statistic Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.257	2.245		.114	.910
	Experiential_Marketing	.233	.078	.318	2.991	.006
	Quality_Product	.280	.080	.370	3.518	.002
	Service_Quality	.880	.258	.377	3.414	.002
	Promotion	.306	.149	.236	2.155	.031
	Price	.114	.145	.087	.783	.441

a. Dependent Variable: Customer_Loyalty

Source: Output of SPSS, 2025Based on the table above, the following explanations can be obtained:

a. Experiential marketing variables on customer loyalty

The t-test statistical results show that the experiential marketing variable obtained a t-count value of 2.991 and a t-table of 2.063 (df=30) with a significance level of 0.006, because the t-count > t-table, namely (2.991 > 2.063), and the significance value is less than 0.05 (0.006 < 0.05), so H1 is accepted. This means that the experiential marketing variable has a significant effect on the customer loyalty variable.

b. Quality product variable on customer loyalty

The product quality variable obtained a t-count value of 3.518 and a t-table of 2.063 with a significance level of 0.002, because the t-count > t-table, namely (3.518 > 2.063), and the significance value is smaller than 0.05 (0.002 < 0.05), so H2 is accepted. This means that product quality has a significant effect on customer loyalty.

c. Service quality variable on customer loyalty

The service quality variable obtained a t-count value of 3.414 and a t-table of 2.063 with a significance level of 0.005, because t-count > t-table, namely (3.414 > 2.063), and the significance value is smaller than 0.05, namely (0.002 < 0.05), so H3 is accepted. This means that service quality has a significant effect on customer loyalty.

d. Promotional variables on customer loyalty

The promotion variable obtained a t-value of 2.115 and a t-table of 2.063 with a significance level of 0.002, because the t-value > t-table, namely (2.115 > 2.063), and the significance value was less than 0.031 (0.031 < 0.05), so H4 was accepted. This means that the promotion variable (X4) has a significant effect on customer loyalty.

e. Price variable on customer loyalty

The price variable obtained a t-count value of 0.783 and a t-table of 2.063 with a significance level of 0.260, because t-count > t-table, namely (0.783 < 2.063), and the significance value is greater than 0.05 (0.441 > 0.05), so H5 is rejected. This means that price does not have a significant effect on the customer loyalty variable.

2. Simultaneous Statistical Test

Through the F test, the calculated F will be obtained and then compared with the table F at a

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significance level of 5%, where the condition is that if the calculated F > table F, it means that there is a simultaneous (simultaneous) significant effect of experiential marketing, product quality, service quality, price, and promotion on customer loyalty.

Table 9. F Test Results – Simultaneous Statistics

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.579	5	20.116	18.022	.000[b]
	Residual	26.788	24	1.116		
	Total	127.367	29			

a. Dependent Variable: Customer_Loyalty
b. Predictors: (Constant), Price, Promotion, Quality_Product, Experiential_Marketing, Service_Quality

Source: Output of SPSS, 2025

The results of the F-test calculation in Table 4.16 show a calculated F value of 18.022 and a significance value of 0.000 < 0.05. Thus, it can be concluded that Ho is rejected and H6 is accepted. This means that there is a simultaneous significant influence between experiential marketing, product quality, service quality, price, and promotion on customer loyalty.

Discussion

Hypothesis 1 (Experiential Marketing has a significant positive effect on Consumer Loyalty)

The first hypothesis, which states that "experiential marketing has a positive and significant effect on consumer loyalty," has been proven. The positive effect of experiential marketing on consumer loyalty is reinforced by the significance value of the experiential marketing variable. The significance value of experiential marketing in the regression output is 0.006, which meets the criteria of < 0.05 (α=5%), meaning that it is in accordance with the statements (Arismunandar et al., 2019; Baisyir & Quintania, 2021; Efendi, 2020; Wati et al., 2020) that experiential marketing has a significant effect on customer loyalty. This is further proven by the t-test result, which obtained a value of 2.991, meeting the criterion of being greater than the t-table value of 2.063. The regression coefficient of 0.233 indicates that experiential marketing has a positive effect on customer loyalty. Therefore, the better the experiential marketing factors provided by a coffee shop, the more it will increase customer loyalty, as having a positive experience at a place that is well-received by customers will undoubtedly create a sense of satisfaction in the customers' minds.

Experiential marketing aims to increase long-term customer loyalty by providing a unique experience that sets it apart from competitors and leaves a lasting impression on customers when they use the products they purchase (Arismunandar et al., 2019). Experiential marketing is the basis for building customer loyalty (Efendi, 2020). Fore Coffee always strives to offer a unique cafe design with a modern interior and exterior concept, so that the atmosphere created makes customers feel comfortable, calm, and at home in the coffee shop. In addition, it does not only serve coffee, but also offers a wide variety of drinks, so that customers are more interested in trying them and feel more comfortable inviting all family members or friends. Another thing that also needs to be considered is maintaining relationships or communication by interacting with customers, so that customers continue to feel comfortable and, of course, increase their trust and loyalty.

Hypothesis 2 (The Effect of Product Quality on Consumer Loyalty)

The second hypothesis proved that "product quality has a positive and significant effect on consumer loyalty." The positive effect of product quality on consumer loyalty is reinforced by the significance value of the product quality variable. The significance value is 0.002, which meets the criteria of < 0.05 (α=5%), meaning that it is in accordance with research (Dennisa & Santoso, 2016; Firmansyah et al., 2020; Hudaya, 2020; Novitawati et al., 2019) that product quality has a significant effect on consumer loyalty. Then, it was proven by the t-test result which obtained a value of 3.518, which met the criteria of being greater than the t-table obtained, which was 2.063. The regression coefficient of 0.280 shows that product quality has a positive effect on customer loyalty. Product quality is the main focus in a business and is a very important policy in increasing product competitiveness, which is expected to provide satisfaction to consumers. If product quality can meet or even exceed customer expectations, where the product has a quality that meets the established standards, then this will certainly provide satisfaction to customers, which will lead to loyalty in purchasing the product. Thus, if every coffee shop is able to improve the quality of its products, it will increase customer loyalty. Customers who receive products with quality performance will get

what they expect from the product. This means that consumers will choose products with good product quality.

Hypothesis 3 (The Effect of Customer Service on Consumer Loyalty)

The third hypothesis proved that "service quality has a positive and significant effect on consumer loyalty." This was reinforced by the significance value of the service quality variable. The significance value in the regression output is 0.002, which meets the criteria of < 0.05 (α=5%), meaning that it is in accordance with research (Ilhamsyah & Mulyani, 2018; Minh & Huu, 2016; Nugroho & Magnadi, 2018), that service quality has a significant effect on customer loyalty. This is further proven by the t-test result, which obtained a value of 3.414, meeting the criterion of being greater than the t-table value of 2.063. The regression coefficient of 0.880 indicates that service quality has a positive effect on customer loyalty. Service quality is also a major factor in satisfying customer loyalty. This is because customers who are satisfied with their personal values and experience a positive mood or atmosphere towards the service will have high loyalty to the business. Customers are often disloyal due to poor service or service quality that is declining from what customers expect. Good service quality in a business can affect customer satisfaction and have an impact on increasing customer loyalty. If service quality is done well, it will create a feeling of satisfaction for customers. With good service quality, customer loyalty will be formed. This can encourage customers to want to repurchase the product and recommend it to others. The quality of service provided by café staff is a form of attention and friendliness, which are key attributes that influence customer satisfaction and loyalty (Quan et al., 2025).

Hypothesis 4 (The Effect of Promotion on Consumer Loyalty)

The fourth hypothesis proved that promotion has a positive and significant effect on consumer loyalty. This is reinforced by the significance value of the promotion variable. The significance value in the regression output is 0.0031, which meets the criteria of < 0.05 (α=5%), meaning that it is in accordance with the research (Farisi & Siregar, 2020; Nurwulandari & Maharani, 2021; Permono & Pasharibu, 2021; Wati et al., 2020) that promotion has a significant effect on consumer loyalty. This is further evidenced by the t-test result of 2.155, which meets the criterion of being greater than the t-table value of 2.063. The regression coefficient of 0.306 indicates that promotions have a positive effect on customer loyalty. Thus, the more promotions offered by each coffee shop, the greater the increase in customer satisfaction and loyalty. Various promotions carried out by Fore Coffee to introduce its products by offering discounts on its products, utilizing social media as a medium to introduce its products, because the majority of people in their daily lives cannot be separated from social media. In addition, social media has a big impact as a promotional platform that can attract customers to visit.

Hypothesis 5 (The Effect of Price on Customer Loyalty)

The fifth hypothesis, which states that "price has a positive and significant effect on customer loyalty," was not proven. This can be seen from the significance value of price in the regression output, which is 0.441 and does not meet the sig. < 0.05 (α=5%), meaning that it is not in line with the results of previous studies (Farisi & Siregar, 2020; Firmansyah et al., 2020; Nurdeagraha & Suryawardana, 2020; Nurwulandari & Maharani, 2021) that price has a significant effect on customer loyalty. Therefore, based on these results, it can be stated that there is no significant effect of the price variable on customer loyalty. This is usually caused by pricing strategies that are sometimes not yet optimal. The price offered is not commensurate with the product offered, making consumers dissatisfied. This is because the price level set by businesses must be in line with the value of the benefits received, so that consumers will be satisfied with the cost of the product. The differences in the findings of this study are believed to be influenced by the characteristics of the respondents who were the focus of the study, namely Generation Z. Unlike previous studies that involved consumers from various age groups, this study specifically examined the consumer behavior of Generation Z, who have distinct preferences and consumption patterns. Generation Z tends to prioritize the experience gained while visiting a coffee shop, such as product quality, service quality, a comfortable atmosphere, and a memorable experience over simply considering price. For this group, coffee shops serve not only as places to buy drinks but also as spaces for socializing, studying, working, and expressing their lifestyle. Therefore, as long as the price offered is considered commensurate with the benefits and experiences received, price is not the primary factor influencing their loyalty.

CONCLUSION

This study shows that experiential marketing, product quality, service quality, and promotions significantly influence customer

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loyalty among Generation Z coffee shop consumers in Semarang, while price has no significant influence. These findings indicate that Generation Z places greater emphasis on the overall consumption experience, product excellence, service performance, and engaging promotional activities rather than price alone when deciding to remain loyal to a coffee shop. Based on theoretical perspective, this study enriches the literature on customer loyalty by providing empirical evidence that the determinants of loyalty can vary across different consumer generations. Specifically, the findings indicate that experience- and value-based factors play a more important role than price in shaping Generation Z consumer loyalty in the coffee shop industry. From a practical perspective, coffee shop managers should prioritize creating memorable customer experiences, maintaining consistent product quality, improving service quality, and implementing innovative promotional strategies to strengthen customer loyalty. Since price was found to be insignificant, the coffee shop industry should focus on providing greater perceived value rather than competing primarily through lower prices. This study has limitations, namely its relatively small sample size and its focus on Generation Z consumers in Semarang. Therefore, future research is recommended to involve a larger and more diverse sample from various regions and to include additional variables, such as customer satisfaction, perceived value, brand image, or customer experience, to provide a more comprehensive understanding of customer loyalty in the coffee shop industry.

Limitations and Future Research

This study still has limitations. Researchers found several difficulties encountered in this study, namely, limited generalization of research results and too small a sample size. For future research, it is hoped that the scope of the research will be expanded, which will also increase the sample size. Variables related to customer loyalty can be added. Future research is expected to test other variables that may affect customer loyalty.

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