



The Role of Brand Love and Perceived Value in Building Generation Z Brand Loyalty: Evidence from Saisons Space Cirebon

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Article Information Abstract

History of article:
Submitted 27 January 2026
Revised 03 March 2026
Accepted 20 March 2026

Keywords:
Brand Love; Brand Loyalty; Coffee Shop; Generation Z; Perceived Value

This study was motivated by the increasing competition in the coffee shop industry, which requires businesses to strengthen customer loyalty through the creation of superior value and emotional connections with consumers. Using a quantitative cross-sectional design and purposive sampling technique, this research involved 171 Generation Z consumers aged 17–28 years who were active members of Saisons Space Cirebon and had made at least two purchases within the previous three months. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that both brand love and perceived value have significant positive effects on brand loyalty, with perceived value emerging as the more dominant factor. Together, these variables explain 25.5% of the variance in consumer loyalty, indicating a moderate level of explanatory power. These findings suggest that consumer loyalty is shaped by a combination of rational considerations, such as perceived value, and emotional factors, such as attachment to the brand. The study contributes to the literature by integrating emotional and rational dimensions to explain Generation Z consumer loyalty in the context of local coffee shops. However, the cross-sectional quantitative approach may limit a deeper understanding of the emotional motivations underlying brand loyalty. Therefore, coffee shop businesses should prioritize strategies that enhance customer value and foster emotional relationships to maintain and strengthen customer loyalty.

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e-ISSN 2502-1451

INTRODUCTION

The coffee industry has experienced significant growth in recent years across various countries, including Indonesia. International market reports indicate that global coffee consumption continues to increase, in line with changes in the consumption patterns of younger generations, who have made coffee a part of their modern lifestyle (Maduretno & Junaedi, 2022). In addition to being a beverage, coffee also serves as a means of socializing, relaxation, and self-reward for young clients.

The growth of the global coffee industry has also encouraged the development of the coffee shop business. Industry research reports show that

the global coffee shop market is projected to continue to increase until 2030, driven by high demand from the younger generation who prioritize experience, atmosphere, and emotional value in coffee consumption (Business Research Insights, 2025; Mordor Intelligence, 2024). This condition shows that competition between coffee shops is no longer just on the quality of the goods but also on brand strength and prolonged associations with consumers.

Indonesia's coffee shop sector has also experienced rapid growth. Data from the Central Statistics Agency shows that the food and beverage sector, including the coffee shop business, has increased in recent years in line with

increased consumption activity in the culinary sector ([BPS-Statistics, 2023](#)). In addition, research from the Indonesian Coffee Exporters and Industry Association shows that millennials and Generation Z are the main consumer groups driving the increase in domestic coffee consumption ([Asosiasi Eksportir dan Industri Kopi Indonesia, 2024](#)).

Generation Z is recognized as a demographic of consumers with unique characteristics in terms of consumption behavior. This generation tends to seek experiences, attractive atmospheres, and emotional engagement with a brand. Consumer behavior surveys show that young people are more likely to visit coffee shops than other age groups ([GoodStats, 2024](#)).

In marketing, consumer loyalty is an important factor in business continuity. Loyalty is demonstrated not simply by repeat purchases but also in customers' commitment to continue choosing a brand over other brands ([Oliver, 1999](#); [Jacoby & Kyner, 1973](#)). Therefore, companies must understand the components that can impact the consumer loyalty. One factor that can influence customer loyalty is brand love. "Brand love" describes a strong emotional connection between consumers and a brand that can increase consumer attachment and commitment to a brand ([Carroll & Ahuvia, 2006](#); [Batra et al., 2012](#)). In addition to emotional factors, consumer loyalty is influenced by perceived value, the consumer's perception of the value obtained from a good or service in comparison to the sacrifice made ([Zeithaml, 1988](#); [Sweeney & Soutar, 2001](#)).

Prior research has demonstrated that Brand Love and Perceived Value are significantly related to consumer loyalty formation across various industrial contexts ([Maulana & Kusumawardhani, 2024](#); [Sulistianti et al., 2024](#)). However, studies examining these two variables simultaneously in the local coffee shops' context, concentrating on Generation Z, remain limited. Previous studies have mostly focused on national or global brands, whereas few have examined the integration of emotional attachment and perceived value among Generation Z consumers in local coffee shop settings.

Therefore, this study attempts to close the gap by look into brand love and perceived value simultaneously in the context of a neighbourhood coffee shop business in Cirebon. However, studies examining these two variables simultaneously in the local context coffee shops, concentrating on Generation Z, remain limited. Although brand love and perceived value have been widely examined, previous studies mainly focused on large-scale brands and digital platforms.

Limited research investigates these variables simultaneously within local coffee shop businesses targeting Generation Z consumers in regional cities. Therefore, this the goal of study is to close this gap by looking at the integration of emotional attachment and perceived value in shaping consumer loyalty at a local coffee shop in Cirebon. Based on this phenomenon, this research attempts to look into the impact of brand love and Generation Z customers' perceptions on the importance of brand loyalty at Seasons Space Cirebon.

LITERATURE REVIEW AND HYPOTHESIS

Brand Love

A deep emotional bond between consumers and brands is known as "Brand Love". This concept describes a situation in which consumers not only like a brand but also have strong affective feelings and a desire to establish a long-term relationship with it ([Carroll & Ahuvia, 2006](#)). According to [Batra et al., 2012](#), brand love is an intense, personal emotional relationship between consumers and brands that can encourage long-term commitment and loyal behavior.

Consumers who develop sentimental attachment toward a brand tend to demonstrate stronger commitment, repeat purchase intention, and long-term loyalty. In the coffee shop context, emotional bonding may emerge through atmosphere, social identity, and memorable consumption experiences, particularly among Generation Z consumers who value experiential consumption. Brand love has a positive effect on brand loyalty, according to earlier research ([Wahyuni, 2024](#); [Sulistianti et al., 2024](#)). Recent studies also confirmed that emotional attachment toward beverage and coffee shop brands significantly influences consumer loyalty among Generation Z consumers ([Maduretno & Junaedi, 2022](#); [Kalbuadi et al., 2025](#)).

H1: Brand loyalty love is positively and significantly impacted by brand love.

Perceived Value

A consumer's total assessment of product's benefits is known as perceived value, and it is determined by contrasting the advantages received with the sacrifices made ([Zeithaml, 1988](#)). [Sweeney & Soutar \(2001\)](#) claim that there are four primary dimensions to perceived worth, namely functional value (price/value for money), social value, emotional value and functional value (performance/quality).

Consumers tend to remain loyal when they perceive that the advantages of a good or service

outweigh the expenses. In the coffee shop industry, perceived value may arise from product quality, pricing fairness, service experience, and social atmosphere, which influence Generation Z purchasing decisions. Perceived value has a positive effect on brand loyalty, according to several research ([Steven & Ruslim, 2023](#); [Dewi, 2021](#)).

H2: Perceived value has a good and significant impact on brand loyalty.

Brand Loyalty

The dedication of customers to regularly repurchase a brand in the future is known as brand loyalty ([Oliver, 1999](#)). Loyalty is not just demonstrated through repeat purchase behavior but also via constructive attitudes and consumer preferences toward a particular brand ([Jacoby & Kyner, 1973](#)). Brand love and perceived value may simultaneously influence consumer loyalty because emotional attachment and rational evaluation often work together in shaping consumer behavior. Generation Z consumers not only seek emotional satisfaction from a brand but also evaluate functional and experiential value before developing long-term loyalty.

H3: Brand love and perceived value simultaneously make a favourable and meaningful impactful on brand loyalty.

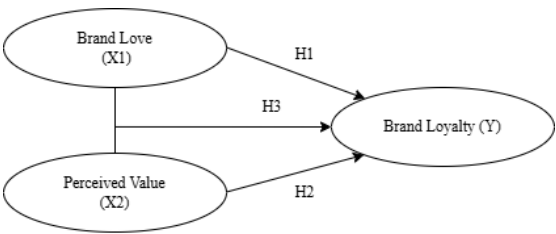


Figure 1. Research Model

METHOD

This research uses a quantitative approach method using an informative design to investigate how Generation Z customers’ brand love and perceived value affect their brand loyalty at Saisons Space Cirebon. The data was analysed Partial Least Squares-based Structural Equation Modelling (SEM-PLS) and SmartPLS software gathered based on a survey utilising a structured questionnaire. The SEM-PLS approach was selected due to its capacity to thoroughly evaluate structural models and concurrently examine the connections between latent variables ([Hair et al., 2021](#)).

The research was carried out at Saisons Space Cirebon, located on Jl. Sultan Ageng Tirtayasa, Kedawung, Cirebon. This location was

chosen because it is a coffee shop that is frequently visited by Generation Z and has a customer membership system. The research was conducted in December 2025, from the preparation of instruments to data analysis.

The research population consisted of active Generation Z members of Saisons Space Cirebon. Those born between 1997 and 2012 are referred to as Generation Z ([Hansari, 2025](#)). Based on internal data and screening based on transaction activity levels and interactions with the brand, 298 members were obtained who met the criteria as the research population.

Purposive sampling, a non-probability sampling technique, was used strategy with respondent selection based on specific criteria ([Sugivono, 2020](#)). The respondent criteria included: (1) belonging to Generation Z, (2) being registered as an active member of Saisons Space Cirebon, (3) having made at least two transactions in the last three months, and (4) being willing to fill out the research questionnaire. 171 respondents made up the research sample was estimated using the Slovin formula with a margin of error of 5%.

Types of data utilized were primary data obtained through questionnaires and secondary data from relevant scientific literature ([Sugivono, 2020](#)). A closed the questionnaire employed a five-point Likert scale research tool. Brand love, perceived value, and brand loyalty were the research factors. The Brand Love indicator refers to positive feelings, happiness towards the brand, passion, and emotional attachment ([Carroll & Ahuvia, 2006](#)). Perceived value is measured through the aspects of emotional value, social value, and functional value. Meanwhile, brand loyalty was measured through indicators of repurchase, consistency of loyalty, resistance to competing brands, commitment and preference, and willingness to suggest the brand ([Jacoby & Kyner, 1973](#)).

Data-collecting strategies were implemented through observation, interviews, and questionnaires ([Pandanwangi, 2021](#); [Sugivono, 2020](#)). Data analysis uses SEM-PLS, which includes evaluation of the measurement model (outer model), structural model (inner model), and hypothesis testing by bootstrapping ([Hair et al., 2021](#)). Convergent validity testing using outer loading ≥ 0.70 , Average Variance Extracted (AVE) ≥ 0.50 , Fornell-Larcker and HTMT discriminant validity testing, Cronbach's Alpha ≥ 0.70 and Composite Reliability 0.70–0.95 were utilised to assess the outer model.

The inner models were evaluated by assessing R-square (R^2), effect size (f^2), predictive

relevance (Q^2) through blindfolding, and goodness of fit using SRMR. The bootstrapping method was used for the hypothesis testing a process with t-statistics > 1.96 and p-value < 0.05 criteria to determine the significance of the correlation between factors (Hair et al., 2021). This study also focuses to research ethics by applying the principles of informed consent, anonymity, data confidentiality, and voluntary participation to protect research respondents (Space, 2013).

RESULT AND DISCUSSION

The analysis’s findings indicate that all indicators meet the convergent validity requirement, with outer loadings >0.70 and AVEs >0.50 , indicating that the measurement model is valid (Hair et al., 2021). Cronbach’s alpha and composite reliability coefficients were displayed by the reliability test >0.70 , indicating that all constructs this study’s results were reliable.

Results of the structural model evaluation showed an R^2 of 0.255, indicating that brand love and perceived value explained 25.5% of the variation in brand loyalty.

The findings of the hypothesis testing indicate that brand love has a positive and significant effect on brand loyalty, and perceived value also has a positive and significant effect on brand loyalty. Furthermore, perceived value is found to have a stronger influence on brand loyalty than brand love. These findings suggest that Generation Z consumer loyalty is influenced not only by emotional factors but also by the perceived value of the products and services offered by coffee shops.

Respondent Characteristics

This investigations included 171 Generation Z responders who were active members of Saisons Space Cirebon.

Tabel 1. Respondent Characteristics

Characteristics	Category	Total	Percentage (%)
Age	17-20 Years of Age	47 People	27.49 %
	21-24 Years of Age	87 People	50.88 %
	25-28 Years of Age	37 People	21.64 %
Gender	Male	66 People	38.60 %
	Female	105 People	61.40 %
Domicile	Cirebon Regency	95 People	55.56 %
	Cirebon City	76 People	44.44 %
Respondent Status	Student	18 People	10.53 %
	University Student	97 People	56.73 %
	Employee	55 People	32.16 %
	Others (Gap Year)	1 People	0.58 %
Membership Status	Active Member	171 People	100 %
Frequency of Visits and Purchases	2-3 Periods	53 People	30.99 %
	4-5 Periods	72 People	42.11 %
	More then 5 Periods	46 People	26.90 %

Measurement Model Evaluation

Convergent Validity

Every indicators accurately reflect their respective constructions when the outer loading values are above 0.70.

Table 2. Outer Loading Results

	BL	BLY	PV
BL1	0.758		
BL2	0.827		
BL3	0.756		
BL4	0.807		
BL5	0.755		
BLY1		0.818	

BLY2	0.821
BLY3	0.770
BLY4	0.826
BLY5	0.744
PV1	0.806
PV2	0.782
PV3	0.781
PV4	0.745
PV5	0.776
PV6	0.764

Reability Test

According to the reliability test results, every variable had Composite Reliability and

Cronbach’s Alpha scores greater than 0.70, showing strong internal consistency.

Table 3. Cronbach's Alpha, Composite Reliability, and AVE Values

	α	rho_a	rho_c	AVE
BL	0.842	0.850	0.887	0.610
BLY	0.856	0.857	0.897	0.635
PV	0.868	0.876	0.901	0.602

Structural Model Evaluation
R-Square Evaluation

The R-square value of 0.255 indicates that Brand Love and Perceived Value explain 25.5% of the variation in Brand Loyalty.

Table 4. R Square Values

	R-square	R-square adjusted
BLY	0.255	0.247

Hypothesis Testing

Testing hypotheses was carried out to assess the significance of the connections between variables using the bootstrapping approach.

Table 5. Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BL → BLY	0.202	0.209	0.077	2.618	0.009
PV → BLY	0.390	0.392	0.079	4.922	0.000

The findings show that Brand Love and Perceived Value are positively and significantly affect Brand Loyalty. Perceived Value demonstrates a stronger influence compared to Brand Love.

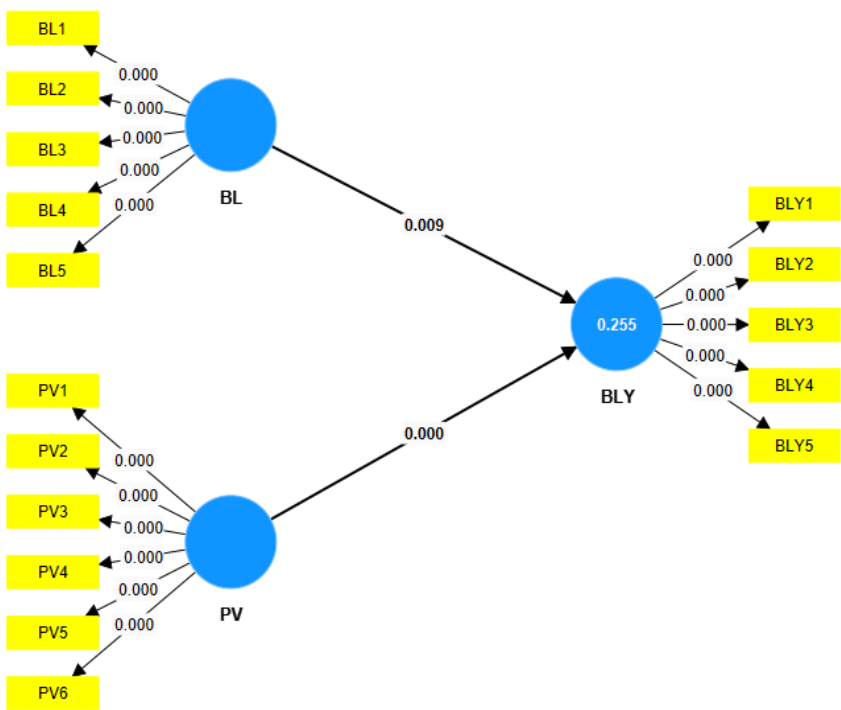


Figure 2. Bootstrapping Hypothesis Test Results

Discussion

This discovery is consistent with earlier research showing that emotional attachment and experiential value play important roles in

strengthening loyalty among Generation Z consumers in coffee shop businesses (Maduretno & Junaedi, 2022; Kalbuadi et al., 2025). This finding implies that sentimental attachment to a

coffee shop brand is crucial in encouraging repeat purchases, long-term commitment, and consumer preference toward the brand. Generation Z consumers tend to value emotional experiences, social atmosphere, and memorable interactions when visiting local coffee shops, which strengthens their attachment to the brand.

This finding supports prior research by [Sulistianti et al. \(2024\)](#) and [Wahyuni \(2024\)](#), revealed that emotional attachment toward brands significantly influences customer loyalty. In the context of local coffee shops, emotional relationships may emerge through unique store atmospheres, personalized service, and brand identities that align with Generation Z lifestyles and social preferences.

The research also demonstrates that perceived value has a greater influence on the loyalty of brand compared to brand love. This indicates that Generation Z consumers not just seek emotional contentment, but also carefully evaluate the benefits they receive from products and services. Elements like the calibre of the goods, reasonable prices, the calibre of the services, ease of use, and coffee shop atmosphere contribute to consumers' perceived value and influence their loyalty decisions.

This outcome is in line with earlier research by [Steven & Ruslim \(2023\)](#) and [Dewi \(2021\)](#), which emphasized that perceived value positively affects customer loyalty. In addition, recent studies also confirmed that experiential value and value-for-money considerations are important factors that influence Generation Z consumers' loyalty in coffee shop businesses.

The findings imply that local coffee shop businesses should not only focus on creating emotional connections with consumers but also prioritize customer value creation through product quality, service innovation, and memorable customer experiences. By integrating emotional and rational aspects simultaneously, coffee shop businesses may strengthen long-term customer loyalty among consumers in Generation Z.

CONCLUSION AND RECOMMENDATION

This study confirms that brand love and favourably appraised value and significantly impact the loyalty of a brand among Generation Z consumers at Saisons Space Cirebon. However, perceived value proved to be the most reliable indicator of loyalty, indicating that Generation Z consumers tend to prioritize functional and experiential value, like the calibre of the product, atmosphere, fair pricing and quality of service,

rather than relying solely on emotional attachment toward the brand.

These findings imply that local coffee shop businesses should focus on creating superior customer experiences by improving product consistency, service innovation, social atmosphere, and value-for-money offerings to strengthen long-term customer loyalty. In addition, emotional branding strategies should also be maintained to enhance consumer attachment and brand preference among Generation Z consumers.

Theoretically, this study advances marketing and consumer behaviour literature via integrating sentimental and rational elements simultaneously when discussing customer loyalty in relation to be the neighbourhood coffee shop businesses. This study also expands previous research by focusing specifically on Generation Z consumers in regional cities, which remains relatively underexplored in prior studies.

Nevertheless, there are various restrictions on this study. The research was carried out only within one local coffee shop and employed a cross-sectional quantitative approach, which could restrict the generalizability and depth of consumer behavior analysis. Therefore, future studies are recommended to involve multiple coffee shop brands, expand research coverage to different cities, use mixed-method or qualitative method, and include other factors like brand trust, customer experience, or client contentment to gain a deeper comprehension of consumer loyalty among Generation Z consumers.

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