

BUILDING CUSTOMER LOYALTY IN A LOCAL COFFEE SHOP: THE ROLES OF BRAND TRUST, CUSTOMER EXPERIENCE, AND EMOTIONAL MARKETING

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ABSTRACT

The rapid growth of the food and beverage industry has contributed to the increasing popularity of coffee shops, particularly in Badung Regency, Bali. This study examines the effects of brand trust, customer experience, and emotional marketing on customer loyalty at Gluck Coffee. A quantitative approach was employed involving 90 respondents selected through purposive sampling. Data were collected through observation, interviews, questionnaires, and documentation. The data were analyzed using research instrument validation, classical assumption tests, multiple linear regression, coefficient of determination, t-test, and F-test. The results show that brand trust has no significant effect on customer loyalty, with a significance value of $0.222 > 0.05$. Customer experience has a positive and significant effect on customer loyalty, with a significance value of $0.000 < 0.05$. Meanwhile, emotional marketing has a negative and significant effect on customer loyalty, with a significance value of $0.000 < 0.05$. These findings highlight the importance of customer experience in strengthening customer loyalty in local coffee shop businesses.

Keywords: brand trust, customer experience, emotional marketing, customer loyalty

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1. INTRODUCTION

Economic growth, particularly in the food and beverage industry, is increasing day by day. Indonesia is the world's fourth-largest coffee producer after Brazil, Vietnam, and Colombia, with an annual coffee production of 789,000 tons (Andri, 2025). The popularity of Indonesian coffees such as Gayo, Toraja, and Bali continues to rise in the international market thanks to their distinctive flavors that reflect Indonesia's culture and geographical characteristics. With the growing innovation in coffee tourism, new opportunities are emerging in the coffee shop business. In Badung Regency, the number of restaurants and eateries continues to rise; in 2023, there were 869 eateries in Badung Regency (Bali Provincial Central Statistics Agency, 2024). One type of eatery that is currently booming in Badung Regency is the coffee shop. One of the factors contributing to the success of product sales today is the positive experience felt by consumers, which leads to the product being well-received. When a product or service is well-received by customers, it fosters customer loyalty toward that product or service (Nurhayati, 2020).

According Nababan (2023) customer loyalty can be defined as the consistent purchasing behavior toward a product or service. In the context of brand loyalty, this goes beyond mere repeat purchases; brand loyalty reflects a psychological bond that fosters a commitment to a brand. Efforts to maintain customer loyalty are a more effective strategic approach for sustainably increasing sales compared to efforts to attract new customers (Nurhayati, 2020). A company can survive and continue to grow due to high levels of consumer loyalty toward it, making it difficult for customers to switch to brands from other companies. Businesses can also innovate in the production of marketed products and implement marketing strategies that leverage product strengths as a competitive advantage.

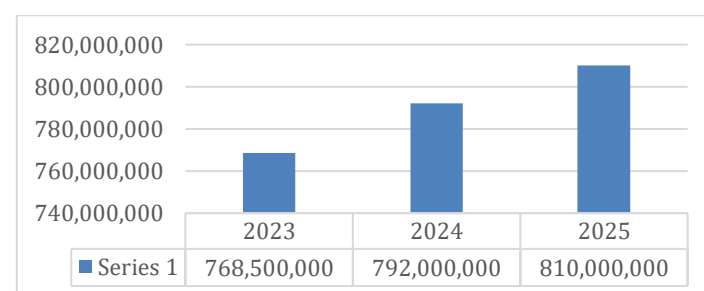
One of the key factors in building customer loyalty is brand trust. Trust in a brand arises when a company consistently delivers on its quality promises, provides reliable products, and maintains a good reputation.

High levels of brand trust encourage consumers to remain loyal and reduce the tendency to switch to competing brands, even when numerous product alternatives are available in the market. The concept of trust has gained prominence in marketing due to the relational orientation in marketing activities. Brand trust is the average willingness of consumers to trust a product brand's superiority in performing its intended functions (Rahmawati & Hasan, 2023) . Brand trust serves as the foundation built within business relationships with customers and is the most critical factor for a brand as the cornerstone for fostering customer loyalty (Nurhayati, 2020) . The level of customer trust in a brand's reliability is built upon customer satisfaction with the products offered, which in turn fosters customer loyalty to that brand.

The second factor—customer experience—also plays a crucial role in building customer loyalty. Customer experience reflects the overall experience consumers have while interacting with a company, ranging from the purchasing process and product quality to the service they receive. Consistent positive experiences will strengthen satisfaction and leave a lasting impression, thereby increasing the likelihood that consumers will make repeat purchases and recommend the brand to others. Customer experience is the creation of customer satisfaction through their interactions with a product. Therefore, customer experience can be achieved by understanding customers' lifestyles as the foundation of marketing research. Customer experience determines the perceived quality of a product (Zhafira, 2023) . A positive consumer experience with a product will drive consumer satisfaction with that product.

The third factor used in this study—emotional marketing—is becoming an increasingly relevant strategy for building emotional bonds between consumers and brands. Through an emotional approach, companies not only offer the functional benefits of a product but also appeal to consumers' feelings, values, and psychological needs. A strong emotional bond can deepen the consumer's relationship with the brand and strengthen long-term loyalty. Emotional branding is a concept in brand creation aimed at fostering a deep emotional connection between the brand and the consumer's. Emotional branding is a concept aimed at recognizing and attracting consumers' emotions toward a specific brand, because once consumers' emotions are embedded in a specific brand, those consumers will be loyal to that brand (Kumontoy et al., 2023) .

One of the coffee shop businesses that has been growing since 2023 in Baldung District is Gluck Coffee. Gluck Coffee is the business featured in this article.



Source: Gluck Coffee (2025)

Figure 1. Gluck Coffee Revenue Data for 2023–2025

Based on Gluck Coffee's revenue data for 2023–2025, revenue increased from Rp768,500,000 in 2023 to Rp792,000,000 in 2024 and Rp810,000,000 in 2025. Although revenue increased annually, the rate of growth was not uniform across the observed period. However, upon further analysis, this revenue growth is not accompanied by a consistent and stable growth rate.

Growth from 2023 to 2024 is expected to be relatively lower compared to the previous period, while growth in 2025 is projected to be moderate. This pattern indicates that Gluck Coffee's sales growth has not yet been fully influenced by consistent and recurring consumer behavior. The sales growth that has occurred

tends to be influenced by situational factors, such as seasonal momentum, promotions, and increased consumption during specific periods, rather than long-term customer loyalty.

This phenomenon indicates that although Gluck Coffee has managed to maintain steady growth in sales, the company still faces challenges in building strong, long-term relationships with customers. In the increasingly competitive coffee industry, customers have a wide range of alternatives, making brand trust and the quality of the customer experience perceived by customers key factors in maintaining consistent long-term relationships with them. Therefore, the increase in market share that is not accompanied by stability in customer consumption patterns is an important issue that needs to be studied more deeply, specifically to understand the extent to which Brand Trust and Customer Experience play a role in shaping customer loyalty to Gluck Coffee.

The preliminary analysis of customer responses to Gluck Coffee, particularly those reflected in online reviews, indicates several concerns regarding customers' perceptions of the products and services received. A number of Google Reviews assigned relatively low ratings, including two-star ratings, suggesting that some customers experienced dissatisfaction during their visits. This phenomenon reflects the interaction between brand trust, customer experience, and the emotional expectations created through product displays and promotional information. One customer complaint, for example, highlighted a discrepancy between the visual presentation of a smoothie bowl and the actual product received, particularly in terms of portion size and the variety of toppings. Such inconsistencies may create a gap between customer expectations and actual experience, which can lead to disappointment and potentially weaken customer loyalty.

The findings in google reviews indicate a potential decline in brand trust, as consumers perceive that the information conveyed through visual media and product descriptions does not fully reflect the actual conditions. This inconsistency has led to doubts regarding the brand's honesty and consistency, resulting in consumers' trust in Gluck Coffee failing to develop into a long-term commitment. Additionally, customer experience data collected from the purchasing process through to product consumption indicates that negative experiences are often underreported; this situation has the potential to deter customers from making repeat purchases. Furthermore, in Emotional Marketing, visually appealing product displays in promotional media aim to build emotional engagement with customers. However, when the positive emotions generated are not supported by the quality of the product received, such emotional engagement becomes ineffective. This situation can lead to disappointment and weaken customers' emotional attachment to the brand. Consequently, the emotional marketing implemented has not been able to significantly foster customer loyalty.

Therefore, it is necessary to optimize emotional marketing strategies as a more in-depth approach to strengthen the emotional bond between customers and the brand. Emotional Marketing is believed to be capable of creating a stable emotional connection, so that customers are not only connected rationally or functionally, but also emotionally. This emotional connection is believed to strengthen customers' commitment to consistently demonstrate their loyalty to Gluck Coffee over time, even amidst increasingly intense competition.

Research conducted by Susanti & Alfialin (2023) and Rahmawati & Hasan (2023), as well as Bahri et al. (2022), indicate that brand trust has a significant positive effect on customer loyalty. Meanwhile, the results of the studies by Hikam et al. (2020) and Cantona (2021) indicate that brand trust does not affect customer loyalty. Furthermore, research conducted by Praditha (2022), Krishna & Wijaya (2025), and Marcellina & Murtiyanto (2023) shows that customer experience has a significant positive influence on customer loyalty. Meanwhile, the results of the research by Lyra & Prasetyo (2021) and Oktaviani (2022) show that customer experience does not influence customer loyalty. Furthermore, research conducted by Almarina & Alwali (2023), Zainal et al. (2022), and Nababan (2023) shows that Emotional Marketing has a significant positive influence on customer loyalty. Meanwhile, the results of the studies by

Wungkana et al. (2022) and Wardana & Bertuah (2025) indicate that Emotional Marketing does not influence customer loyalty.

Previous studies have reported inconsistent findings regarding the effects of brand trust, customer experience, and emotional marketing on customer loyalty. Moreover, limited evidence has examined these three factors simultaneously in the context of a local coffee shop operating in a highly competitive tourism and lifestyle market. Therefore, this study addresses this empirical and contextual gap by examining their effects on customer loyalty at Gluck Coffee.

2. LITERATURE AND HYPOTHESIS

Relationship Marketing Theory

According to Ralther & Shalrmal (2021), relationship marketing theory emphasizes that customer loyalty is formed through the quality of the relationship between the company and the customer, which are built through customer engagement and a positive, consistent customer experience. These quality relationships foster emotional attachment, trust, and customer commitment to the brand, which ultimately increases customer loyalty.

According to Relationship Marketing Theory, customer loyalty is the result of a long-term relationship built between the company and the customer through trust, positive experiences, and emotional bonds. Brand trust serves as the foundation that fosters a sense of trust in the brand, thereby encouraging the formation of long-term commitment. Customer experience serves as a relationship enhancer through interactions that provide consistent and valuable experiences, which increase customer satisfaction and strengthen the bond between customers and the brand. Meanwhile, emotional marketing builds emotional connections that deepen the relationship between customers and the brand and strengthen the tendency to remain loyal.

Accordingly, Relationship Marketing Theory provides the theoretical basis for proposing that brand trust, positive customer experiences, and meaningful emotional connections contribute to the development and maintenance of customer loyalty.

Brand Trust

Brand trust is defined as a consumer's willingness to choose a brand despite the risks involved, which is driven by positive perceptions of that brand. Brand trust is established when the product quality and service provided by a business meet consumer expectations (Saputra et al., 2023). Brand trust is built as consumers experience satisfaction in consuming the product or service, as consumers' trust in a product's quality leads them to believe in its authenticity, which in turn fosters consumer loyalty toward that product. According to Yusuf et al. (2024), there are three indicators used to measure brand trust, namely Brand Characteristics; Company Characteristics; and Consumer-Brand Characteristics.

Customer Experience

Customer experience refers to a customer's personal perception of positive responses to a product throughout the purchasing and usage process. The social nature of customer experiences influences other customers' perceptions. Online interactions also have less overall control, but it is the journey within the customer experience that shapes behavior (Sinaga & Hanif, 2020). This direct relationship is typically initiated by the consumer. Meanwhile, indirect relationships often involve unplanned encounters, such as product and brand displays, advertisements, and other promotional events. Customer experience refers to the delivery of a unique experience to customers; through customer experience, customers can create their own perceptions, whether positive or negative (Udayana et al., 2022). According to Ajeng & Kinasih (2023), there are five indicators used to measure Customer Experience, namely Sense; Feel; Think; Act; Relate.

Emotional Marketing

Emotional marketing is a concept aimed at identifying and appealing to consumers' emotions regarding a particular brand, because once consumers' emotions are connected to a specific brand, they are likely to become loyal to that brand (Author et al., 2023). The strategy used in emotional branding is to focus the implementation of the strategy on the most fundamental aspects of human nature: the desire to obtain material satisfaction, and the experience of emotional fulfillment, thereby creating a brand that resonates with consumers' emotions, making the brand come alive for consumers and forming a deep, lasting connection. According to Nababan (2023), emotional branding has five indicators, namely Product; Money; Equity; Experience; Energy.

Customer Loyalty

Customer loyalty reflects behavior that is consistently associated with the product and is clearly demonstrated through customer reviews. Customer loyalty, as one of the dimensions of customer loyalty, involves a deep connection to the brand, a commitment to repurchasing the brand's products, and recommending the brand's products to others (Sinulingga & Sihotang, 2021). In terms of brand loyalty, this means more than just repeat purchases; brand loyalty reflects a psychological bond that fosters a commitment to a brand. Customer loyalty is defined as a positive attitude held by customers toward a product or service, characterized by consistent repeat purchases. The indicators used to measure customer loyalty, as identified in the study by Praditha (2022), are: Repeat purchases; Consistency in consuming the brand; High level of satisfaction with the brand; Brand loyalty; Brand preference for a specific brand over others; Recommending a brand to others.

Hypothesis

The Effect of Brand Trust on Customer Loyalty at Gluck Coffee.

Brand trust is the consumer's confidence in a brand despite the risks involved, which is fostered by positive perceptions of that brand. A consumer's positive experience when using a product helps build trust in that product, and this established trust in the product leads customers to consistently and repeatedly consume it, thereby becoming loyal and unaffected by other products. Brand trust is a fundamental factor that encourages consumers to remain loyal to Gluck Coffee, as the perception of reliability in the brand's reputation makes consumers less likely to switch to competitors.

The results of the study (Susanti & Alfialin, 2023) , (Rahmalwanti & Halsaln, 2023) , (Balhri et al., 2022) , indicate that brand trust has a significant positive influence on customer loyalty. It can be concluded that as customer trust in a product increases, customer loyalty toward that product also increases. Based on the explanations above, the following research hypotheses are formulated:

H1: Brand trust has a significant positive effect on customer loyalty at Gluck Coffee in Baldung District.

The Effect of Customer Experience on Customer Loyalty at Gluck Coffee.

Customer experience is a key factor in building customer loyalty. The feedback customers provide when interacting with a product helps determine whether the product meets their expectations and generates customer satisfaction. This satisfaction is what makes customers loyal to a product and not influenced by products from other brands. The customer experience at Gluck Coffee, for example—including product quality, service consistency, and brand reliability—creates emotional satisfaction that encourages customers to remain loyal and not easily switch to other brands.

The results of the studies at Praldithal, 2022) , (Krishnal & Widjaljal, 2025) , (Mercellinal & Murtiyanto, 2023), and indicate a significant positive influence of customer experience on customer loyalty. Therefore, an increase in customer loyalty is associated with an increase in customer satisfaction when interacting with the product. Based on the explanation above, the following hypothesis is formulated:

H2: Customer experience has a significant positive effect on customer loyalty at Gluck Coffee in Baldung District.

The Effect of Emotional Marketing on Customer Loyalty at Gluck Coffee.

Emotional marketing is the process of promoting a product through psychological approaches that allow a business to convey a genuine connection to customers, so that customers feel valued and cared for, thereby creating an emotional connection that fosters a desire to interact with a product in a continuous and sustainable manner. The emotional marketing implemented by Gluck Coffee, for example through personalized service and social media, is able to build an emotional connection with customers. This closeness makes customers feel valued and connected, thereby increasing loyalty. Research findings(, Alqmalrinal & , Alwalli, 2023) , (Zalinall et al., 2022) , (Nalbalbaln, 2023) Emotional marketing has a significant positive influence on customer loyalty. Based on the explanations above, the following hypotheses were formulated:

H3: Emotional marketing has a significant positive effect on customer loyalty at Gluck Coffee in Baldung County.

3. RESEARCH METHODS

This study was conducted at Gluck Coffee, Jl. Pural Waltes Calnggu, Calnggu, Kutal Utairal District, Baldung Regency. The research objectives of this study were to examine customers who purchased Gluck Coffee products in terms of brand trust, customer experience, emotional marketing, and customer loyalty. The type of data used in this study is quantitative data, as defined by Sugiyono, (2021)), which is data that can be counted in numerical terms. In this study, the quantitative data consists of the number of page views per month, the number of visitors per month, and the number of respondents who completed the questionnaire. According to Sugiyono (2021) qualitative data consists of data that is not numerical and cannot be counted. The qualitative data in this study includes the history of the organization, its organizational structure, and its vision and mission.

The population of this study consists of customers who purchase Gluck Coffee products. The sampling method used in this study is purposive sampling. Purposive sampling is a method of selecting a sample based on specific criteria. The sample in this study consists of 90 customers who purchased Gluck Coffee products. The data collection used in this study are observation, interviews, i, and document analysis. The analytical techniques used were Instrument Validation, Classical Assumption Tests, Multiple Linear Regression Analysis, Coefficient of Determination Analysis, t-Test, and F-Test.

4. RESULTS AND DISCUSSION

Research Instrument Validation

a. Validity Test

Table 1. Validity Test Results

No	Variable	Indicator	Correlation Values	Description
1	Brand Trust (X1)	X1.1	0.888	Valid
		X1.2	0.900	Valid
		X1.3	0.756	Valid
2	Customer Experience (X2)	X2.1	0.711	Valid
		X2.2	0.732	Valid
		X2.3	0.722	Valid
		X2.4	0.662	Valid
		X2.5	0.670	Valid
3	Emotional Marketing (X3)	X3.1	0.753	Valid
		X3.2	0.773	Valid
		X3.3	0.662	Valid
		X3.4	0.783	Valid
4	Loyalty Points (Y)	X3.5	0.867	Valid
		Y1.1	0.312	Valid

Y1.2	0.785	Valid
Y1.3	0.757	Valid
Y1.4	0.773	Valid
Y1.5	0.589	Valid
Y1.6	0.204	Valid

Source: Data processed, 2026

The results of the validity test in Table 1 indicate that all indicators used in this study obtained correlation coefficients greater than 0.30. Therefore, it is concluded that all indicators used in this study are valid.

b. Reliability Test

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha Value	Description
1	Brand Trust (X1)	0.809	Reliable
2	Customer Experience (X2)	0.730	Reliable
3	Emotional Marketing (X3)	0.816	Reliable
4	Customer Loyalty (Y)	0.629	Reliable

Source: Data processed, 2026

The results of the reliability test in Table 2 indicate that the Cronbach's Alpha values for each instrument used in this study are all greater than 0.6. Therefore, it can be concluded that all instruments are reliable.

Classical Assumption Test

a. Normality Test

Table 3. Normality Test Results

Unstandardized Residual	
N	90
ALsymp. Sig. (2-tailed)	0.090

Source: Data processed, 2026

The results of the normality test in Table 3 indicate that the value of ALsymp. Sig. (two-tailed) is 0.090, which is greater than 0.05, indicating that the data is normally distributed; therefore, it is concluded that the model data satisfies the normality assumption.

b. Multicollinearity Test

Table 4. Multicollinearity Test Results

Independent Variables	Tolerance	VIF Value
Brand Trust	0.758	1.320
Customer Experience	0.623	1.606
Emotional Marketing	0.548	1.825

Source: Data processed, 2026

The results of the multicollinearity test in Table 4 indicate that the variance inflation factor (VIF) values are not greater than 10 ($VIF < 10$) and a tolerance value not less than 0.1 (tolerance > 0.1), the model is considered free from multicollinearity.

c. Heteroscedasticity Test

Table 5. Results of the Heteroscedasticity Test

Independent Variables	Sig.
Brand Trust	0.929

Customer Experience	0.660
Emotional Marketing	0.611

Source: Data processed, 2026

The results of the heteroscedasticity test in Table 5 indicate that the model- The model has a significance level greater than 0.05, which means that in this regression model, there is no correlation between the residuals from one observation to another, and thus no heteroscedasticity occurs.

Data Analysis Results

Table 6. Summary of Multiple Linear Regression Analysis Results

Variables	Regression Coefficient	Beta	T-value	Sig.
Constant	13.403		7,397	0.000
Brand Trust	-0.153	-0.108	-1.230	0.222
Customer Experience	0.953	0.886	9.152	0.000
Emotional Marketing	-0.411	-0.393	-3.809	0.000
R				0.706
Adjusted R-squared				0.481
F				28.471
Sig. F				0.000

Source: Data processed, 2026

a. Results of Multiple Linear Regression Analysis

The values for Talbeil 6 are as follows, and the linear regression equation is:

$$Y = 13.403 - 0.153 + 0.953 - 0.411 + e$$

The following information is provided regarding the Beirgalndal :

- 1) A constant value of 13.403 with a significance level of 0.000 (< 0.05) indicates the reliability of the Brand Trust and Customer Experience variables, and Emotional Marketing, where the constant term is always zero, while Customer Loyalty still has a value of 13.403. This indicates the level of customer loyalty formed by factors outside the research model.
- 2) The regression coefficient for Brand Trust is negative, at -0.153. This indicates that Brand Trust has a negative relationship with Customer Loyalty. This means that for every 1-unit increase in Brand Trust, there is a 0.153-unit decrease in Customer Loyalty.
- 3) The regression coefficient for Customer Experience is positive at 0.953. This result indicates that Customer Experience has a positive relationship with Customer Loyalty. This means that for every 1-unit increase in Customer Experience, Customer Loyalty increases by 0.953 units.
- 4) The regression coefficient for Emotional Marketing is negative, at -0.411. This result indicates that Emotional Marketing has a negative effect on Customer Loyalty. This means that for every 1-unit increase in Emotional Marketing, Customer Loyalty decreases by 0.411 units.

b. F-Test

Based on the results of the analysis in Table 6, the calculated F-value is 28.471 with a significance level of 0.000. Since this significance value is less than 0.05, it can be concluded that the regression model used is statistically significant simultaneously. This means that the variables Emotional Marketing, Brand Trust, and Customer Experience collectively have a significant influence on Customer Loyalty.

c. Terminal Analysis

The results of the analysis in Table 6 show an R-squared value of 0.498 and an adjusted R-squared value of 0.481. These results indicate that 49.8% of the variation in Customer Loyalty is explained by the variables Emotional Marketing, Brand Trust, and Customer Experience, while the remaining 50.2% is influenced by other variables outside this research model.

d. t-test

The results of the analysis of Table 6 in the data set lead to the following conclusions:

- 1) The Brand Trust coefficient is -0.153 with a significance value of $0.222 > 0.05$. This indicates that Brand Trust has a negative relationship with Customer Loyalty, but it is not statistically significant. Therefore, H1, which states that Brand Trust influences Customer Loyalty, is rejected.
- 2) The Customer Experience coefficient was 0.953 with a significance value of $0.000 < 0.05$. These results indicate that Customer Experience has a significant positive effect on Customer Loyalty. Therefore, H2, which states that Customer Experience influences Customer Loyalty, is accepted.
- 3) Emotional Marketing has a value of -0.411 with a significance level of $0.000 < 0.05$. These results indicate that Emotional Marketing has a significant negative effect on Customer Loyalty. Thus, H3, which states that Emotional Marketing affects Customer Loyalty, is accepted.

Discussion

The Impact of Brand Trust on Customer Loyalty

The results of the Brand Trust variable test indicate a regression coefficient of -0.153 with a significance level of 0.222. This significance value is greater than the significance threshold of 0.05, so it can be concluded that Brand Trust does not have a significant effect on customer loyalty to Gluck Coffee. Theoretically, brand trust is defined as a customer's willingness to choose a brand despite the risks involved, which is based on positive perceptions of the brand. Brand trust is established when the product quality and service provided by a business meet customer expectations (Salputral et al., 2023).

Based on the results of this study, it appears that although customers have trust in the Gluck Coffee brand, this trust has not been sufficient to significantly foster customer loyalty. This is due to the characteristics of the coffee industry, which is highly competitive, so that customers have many alternative choices. The intense competitive conditions in the Canggu area and its surroundings have led customers to be faced with numerous coffee shop options that are relatively similar in terms of quality, price, and brand reputation. In this situation, customers tend to have nearly identical levels of trust across brands, so Brand Trust is not sufficient to distinguish one coffee shop from another.

Consequently, trust in a brand does not directly drive the formation of customer loyalty; rather, it functions as a supporting factor in the decision-making process. Furthermore, trust in a brand tends to be viewed as a condition that every business should naturally possess, so it is no longer a key differentiating factor in building customer loyalty. Based on the results of this study, it can be concluded that H1 is rejected because its validity has not been proven. These research results are consistent with studies previously conducted by (Hikalm et al., 2020) , (Calntonal, 2021) , which indicate that brand trust does not influence customer loyalty.

The Impact of Customer Experience on Customer Loyalty

The results of the valrialbel Customer Experience test indicate a regression coefficient of 0.953 with a significance level of $0.000 < 0.05$, indicating that Customer Experience has a significant positive influence on Gluck Coffee customer loyalty. Theoretically, customer experience is a customer's personal perception of positive responses to a product throughout the purchasing and usage process. The social nature of customer experiences influences other customers' perceptions. Perception also has less overall control, but the journey within the customer experience is what shapes behavior (Sinalgal & Halnif, 2020) .

In the context of the coffee industry, the role of customer experience has become increasingly crucial because coffee products are relatively homogeneous and easily imitated by competitors, whether in terms of origin, menu offerings, or pricing. This situation makes product-based competitive advantages less sustainable. Therefore, the customer experience serves as a key differentiating factor that is much harder for competitors to replicate quickly. Gluck Coffee, which has been able to create a positive

experience through a controlled environmental atmosphere, the quality of barista interactions, and the speed and accuracy of service, as well as a brand identity that aligns with customers' lifestyles, tends to be more successful in building emotional connections and long-term customer loyalty.

This hall is supported by research findings indicating the positive influence of Customer Experience on customer loyalty, which suggests that loyalty is not solely shaped by functional satisfaction, but rather by a comprehensive experience that is emotional and memorable. Consistent, high-value experiences encourage customers to return, recommend Gluck Coffee to others, and reduce the tendency to switch to competing coffee shops even when many alternatives are available. Thus, Customer Experience serves not only as a trigger for satisfaction but also as a mechanism for fostering customer loyalty.

The results of this study confirm that customer experience is a key factor in building customer loyalty amid intense competition in the coffee industry. Without a superior and consistent customer experience, other marketing strategies such as promotions and brand communication will struggle to generate sustainable customer loyalty. Based on the results of the study, it can be concluded that H2 is accepted because its validity has been proven. These research results are consistent with studies previously conducted by (Pradithal, 2022) , (Krishnal & Widjaljal, 2025) , (Mercellinal & Murtiyanto, 2023) , indicating that customer experience has a significant positive influence on customer loyalty.

The Impact of Emotional Marketing on Customer Loyalty

The results of the Emotional Marketing variable test indicate a regression coefficient of -0.411 with a significance level of $0.000 < 0.05$, indicating that Emotional Marketing has a significant negative effect on customer loyalty toward Gluck Coffee. Theoretically, emotional branding is a concept aimed at identifying and attracting consumers' emotions toward a specific brand, because once consumers' emotions are embedded in a particular brand, they will be loyal to that brand (et al., 2023) . The negative results of this study indicate a gap between the theoretical concept and its practical implementation. The emotional marketing applied at Gluck Coffee has not been fully successful in creating meaningful emotional connections, thus failing to generate loyalty and potentially triggering negative responses from customers.

In the context of the competitive, lifestyle-oriented coffee industry, consumers tend to be more sensitive to authenticity and the emotional relevance of messages. When emotional messages are conveyed intensely but do not align with consumers' actual experiences, such messages risk being perceived as artificial or excessive communication. This condition can lead to emotional fatigue, where the recipient becomes less responsive or even defensive toward the emotional messages received.

In addition, this negative outcome can be explained through the expectation–experience gap. Emotional marketing that is of high quality tends to create high emotional expectations. If the brand's performance fails to consistently meet those expectations, the resulting emotional disappointment tends to be more significant than that caused by informational or functional failures. Consequently, customer loyalty declines because customers perceive a disconnect between the emotional image they have built and the reality they experience. Based on the results of the study, it can be concluded that H3 is rejected because its validity has not been proven. These research results align with studies previously conducted by (ALqmalrinal & ALwalli, 2023) , (Zalinall et al., 2022) (Nalbalbaln, 2023) , indicating that Emotional Marketing has a significant positive influence on customer loyalty. These differing results indicate that the influence of emotional marketing is contextual, depending on consumer characteristics, the industry, and how the emotional strategy is implemented. Thus, emotional marketing does not always lead to increased customer loyalty if it is not managed properly.

5. CONCLUSIONS AND LIMITATIONS

The findings show that brand trust does not significantly affect customer loyalty at Gluck Coffee in Badung Regency, while customer experience has a positive and significant effect. Emotional marketing

also has a significant effect on customer loyalty, but the relationship is negative. These results indicate that customer loyalty is primarily strengthened through positive customer experiences, whereas emotional marketing strategies require more careful alignment with customer expectations and characteristics.

This study is limited to three independent variables and one research object. The R^2 value of 0.498 indicates that brand trust, customer experience, and emotional marketing explain 49.8% of the variation in customer loyalty, while the remaining 50.2% is influenced by other factors outside the model. Therefore, the findings should be interpreted within the specific context of Gluck Coffee and cannot be broadly generalized to other coffee shops.

Future research should include additional variables, such as product quality, customer satisfaction, price perception, and service quality, and involve a wider range of coffee shops to improve generalizability. Managerially, Gluck Coffee should prioritize customer experience, reassess its emotional marketing approach, and consistently maintain product quality, service reliability, and brand credibility to support long-term customer loyalty.

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