Brand Loyalty-Building Strategy: Influence Product Quality, Perceived Experience Quality, And Brand Attitude Through Mediating Brand Trust

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Abstract

Research aim: This study aims to measure product quality, perceived experience quality, and brand attitude that can affect brand trust through brand loyalty to Janji Jiwa coffee products.

Method: Data will be collected using a survey method and questionnaires. This study used Structural Equation Modeling (SEM) data analysis techniques operated using the Smart-PLS program version 3.2.9

Theoretical contribution: This research also proves that product quality and perceived experience quality can affect brand trust, while brand attitude influences brand loyalty. It aims to create a sense that customers expect to be able to compete with other competitors in the future.

Practitioner implication: Product quality, perceived experience quality, and brand attitude play an important role in increasing brand trust and brand loyalty, where good taste integrity and customer expectations will affect growing sales, so coffee shop entrepreneurs must provide innovative strategies in maintaining product quality to influence consumers to be loyal to their products.

Research limitation: This study only focuses on three variables: product quality, perceived experience quality, and brand attitude.

Abstrak

Tujuan Penelitian: Penelitian ini bertujuan mengukur kualitas produk, *perceived experience quality*, dan sikap merek yang dapat mempengaruhi kepercayaan merek melalui loyalitas merek pada produk kopi Janji Jiwa

Metode: Pengumpulan data menggunakan metode survei dengan menggunakan kuesioner. Penelitian ini menggunakan teknik analisis data Structural Equation Modeling (SEM) yang dioperasikan dengan menggunakan program Smart-PLS versi 3.2.9

Kontribusi Teoritis: Penelitian ini juga membuktikan bahwa kualitas produk dan *perceived experience quality* dapat mempengaruhi kepercayaan merek, sedangkan loyalitas merek dipengaruhi oleh sikap merek. Hal ini bertujuan untuk menciptakan rasa yang diharapkan oleh pelanggan agar mampu bersaing dengan kompetitor lainnya di masa yang akan datang.

Implikasi Praktis: Kualitas produk, *perceived experience quality* dan sikap merek berperan penting dalam meningkatkan kepercayaan merek dan loyalitas merek, dimana intansitas rasa yang baik dan sesuai harapan pelanggan akan mempengaruhi dalam meningkatkan penjualan sehingga pengusaha kedai kopi harus memberikan strategi inovasi baru dalam menjaga kualitas produknya untuk mempengaruhi konsumen agar loyal terhadap produknya

Keterbatasan Penelitian: Penelitian ini hanya berfokus pada tiga variabel yaitu kualitas produk, *perceived experience quality* dan sikap merek.

Introduction

At this time, drinking coffee is a favorite among the people of Indonesia, and it is characteristic of the aroma and taste of every variety of coffee served [1]. Drinking coffee is a favorite in all circles because it improves people's lifestyles before starting activities to increase their spirits or relieve drowsiness [2]. At this time, opening a coffee shop business is expected to increase brand loyalty in coffee organizations because loyal customers are willing to make frequent purchases, try the coffee products offered, bring in new customers, and express positive feelings about the taste of coffee offered [3]. It requires coffee businesspeople to always provide innovation and creative strategies to compete with other competitors [4] because coffee is a promising commodity and a business opportunity to make high-quality drinks [4].

The phenomenon that occurs in brand loyalty has several trends that can affect coffee products, including a. increasing interest in high-quality coffee, consumers are increasingly interested in high-quality and unique coffee where from the process of selecting coffee beans and unique apprenticeships that can attract consumer attention. b. Brand storytelling is vital because consumers buy coffee for the taste and the story behind the brand. Coffee brands that successfully tell the origins of coffee beans, sustainable agricultural practices, and the product's journey from farmer to consumer can create strong emotional attachments. c. Innovation in the way of presentation. In addition to the quality of coffee beans, how they are served can also affect brand loyalty. Coffee brands that bring innovation in serving coffee, such as unique brewing methods or high-quality cold coffee offerings, can attract consumers. d. The importance of a positive customer experience, be it in the form of attractive product packaging or a profitable loyalty program, can build strong brand loyalty. An active brand can build a strong fan community and strengthen brand loyalty.

Good product quality is a product that meets the needs expected by customers for the taste presented [5]. Janji Jiwa is a coffee place already famous among millennials in Indonesia because of its unique flavor and aroma [6]. This rapid growth forces Janji Jiwa coffee owners to continue to compete in implementing their competitive strategies through perceived experience quality and increasing the company's reputation, leading to a competitive advantage, such as attracting new consumers and retaining old customers to continue to visit and transact in the future. According to [7]**. Perceived experience quality** refers to an individual's subjective assessment of the quality of the experience they experience in a particular context. It covers how individuals interpret and evaluate various aspects of their experience, including interactions with products and feelings and emotions arising during those experiences. In this case, it is important because a positive customer experience can increase customer loyalty and satisfaction and influence brand perception. Conversely, a negative experience can lead to disappointment, dissatisfaction, and potential customer losses.

Brand attitude is the attitude of consumers who tend to study products and evaluate them in a way that is supportive (positive) or not supportive (negative) consistently [8]. The attitude towards the brand is based on the scheme about the brand that is embedded in the minds of consumers. So, consumer confidence that the product sold can provide the desired

experience creates brand trust [9]. If marketers can build and maintain a positive emotional connection with customers, they can gain consumer trust, as trust plays a role in building customer loyalty to a brand [10]. When consumers can create a brand that competitors cannot penetrate, those producers can create an experience different from competitors [11]. This research contributes empirically because several previous studies have addressed the influence of product quality, perceived experience quality, and brand attitudes toward brand trust through brand loyalty.

Literature Review
Product Quality

Reliable, high-quality products can help customers meet their wants and needs to achieve their goals [12] and provide many positive benefits for customer satisfaction [13]. Customers give a good assessment if the product is of high quality and provides benefits from what is expected so that it is different from competitors' products [14].

According to [15], consumers will tend to be less sensitive to specific sensory and hedonic taste intensities, such as a. Sweetness refers to taste characteristics that provide a sweet sensation or sweet pleasure in the taste of coffee. b. Bitterness refers to the taste characteristics that give a bitter sensation to the taste of coffee. The bitter taste in coffee can come from various factors, and the degree of bitterness can vary depending on several elements in the coffee production and brewing process. c. Acidity refers to taste characteristics that give a sour sensation or acidity in the taste of coffee. This acidity can come from various factors affecting how coffee beans are brewed. The acidity of coffee is not found in corrosive acids but in the presence of organic acid compounds that give freshness and life to the taste of coffee. d. Flavor intensity refers to the level of strength or sophistication of taste that coffee connoisseurs can feel. This term is usually used to describe how strong or concentrated the flavor characteristics present in a cup of coffee. Flavor intensity can be affected by various factors, including the type of coffee bean, roasting process, brewing method, and coffee water ratio. e. Coffee aroma refers to a series of fragrances or odors produced by coffee and perceived by the sense of smell during the brewing process and consumption of coffee. The aroma of coffee comes from various volatile compounds released during brewing. It is one of the most essential components determining the flavor and enjoyment profile of a coffee drink f. Temperature refers to the temperatures involved in the various stages of the coffee process, from the roasting process of the coffee beans to brewing and final serving. Temperature plays an essential role in shaping coffee's taste and aroma characteristics.

Perceived Experience Quality

[16] Defines customer experience as accumulating all events in which the customer is aware of the product. Meanwhile [17], A set of interactions between customers and products that generate reactions is known as customer experience. This unique experience engages customers on various emotional, sensory, rational, physical, and spiritual levels. According to [18], Customer experience is customers' internal and subjective response due to direct or

indirect interaction with the company. Meanwhile, [19] "A complete customer experience can be gained through five main components that incorporate dimensions of distance between products, services, brands, channels and promotions.

Overall, consumer satisfaction and impression by interacting with a particular product is a contextual experience. Therefore, the consumer experience is an act of compelling value creation between providers and consumers. It can be further described as an internal judgment in direct and indirect interaction, ultimately shaping perceptions and behaviors. Nevertheless, the experience is different from the product. While the product is a tangible object, experience is the impetus for the transaction process with the development of the taste point. Therefore, the creation of perceived experience quality depends on the organization's ability to perform specific consumer requirements. Creating experiences that benefit consumers is critical to building customer loyalty, retention, and performance success. When consumers experience something pleasant and are impressed by something, they are likelier to remember it, talk about it, and repeat the behavior. Since the coffee concept store offers not only products and services but also a pleasant environment for various activities, such as socializing and casual reading, it will emphasize the in-store experience [20]

Brand Attitude

Attitude describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. Attitude puts the person into the thought of liking or disliking something; then, the person will move closer to or away from the object of attitude [21]. Consumers who want or have a positive attitude towards a product tend to desire to choose and buy the product they like enormously, and vice versa. The existence of a close relationship between attitude and behavior is what causes attitude to be seen as necessary. Marketers try to develop a positive attitude towards brands, products, and companies [22]. Brand attitude is a learned tendency by consumers to consistently evaluate brands in a supportive (positive) or (negative) way.

The attitude towards the brand is based on the scheme about the brand that is embedded in the minds of consumers. Brand attitude or attitude towards the brand is the overall evaluation of consumers towards the brand; in the equity model, it is found that an increase in market share occurs when the attitude towards the brand is increasingly positive. Brand attitude is a preference and tendency of consumers to choose products as a result of certain advertising [23]. According to [24], all brand attitudes among consumers depend on the intensity of associations between the main attributes and benefits of the brand, the identity of the attributes, and the trust for the benefits of the brand.

Brand Trust

Trust is a consumer behavior that contributes to trusted brand loyalty from customers to reduce perceived risk and make more frequent repurchases of the product because trust minimizes uncertainty [25]. Therefore, the more trust obtained from customers, the more confidence in predicting the intentions of the company [26]; one way to increase consumer

confidence in quality is to improve customer perception of quality, which can affect the results produced by other brands [27].

According to [28], Brand trust is the feeling of security that customers have when interacting with the brand, which is based on the perception that the brand is reliable and responsible for the interests and well-being of customers as for brand trust, it is related to a perception of reliability, a person's confidence when using a brand or product that the product is reliable when used. b. Security refers to consumers who already have confidence in a brand because they feel secure when using the product. c. Honesty of a brand is the level of trust that a product is really of high quality.

Brand Loyalty

Brand loyalty refers to customers who have a loyal attitude toward the brand so that they commit to repeat purchases in the future [30]; it also depends on brand influence, consumer satisfaction, and customer trust [29]. Customers who are loyal and have a positive attitude toward the brand will undoubtedly make repeat purchases [30]. Their relationship with the brand influences a customer's perception and loyalty to a brand [31].

According to [32], Brand loyalty refers to a customer's attachment to the brand, which is an essential factor in a customer's perception of the brand. The dimensions of brand loyalty are a. Attitude and customer attachment to the brand, which refers to customer satisfaction. b. Behavior, customer attachment to the brand, which refers to the trend of the times, and purchasing decision behavior

Method

Quantitative research was conducted on the target population of customers who purchased Kopi Janji Jiwa products twice or more than two times from December 2023 to February 2024. A purposive sampling method was adapted to collect data and an online survey; during three months of data collection, 185 questionnaire responses were distributed, and 175 were perfectly accepted because respondents responded perfectly, while ten surveys were not used because they were not perfect in responding. According to Hair et al. (2011), the authors used survey methods. The research questionnaire was measured using five Likert scale options, and the data collected was processed using SmartPLS (Partial et al.) software. The minimum sample size for this study is 100.

Results And Discussion
Results

Based on Table 1, the outer loading value achieved follows the recommended value, 0.70. As a result, each indicator used in the calculation is considered valid when it meets the requirements of convergent validity. In addition, the composite reliability value of each variable must be more than 0.7, which makes it possible to state that each variable is reliable. In addition, an indicator is considered good and meets convergent validity if its outer loading value is more than 0.70 [34]. Combined reliability (CR) testing and Cronbach's alpha (CA)

values were used to evaluate the reliability of the data collection tool. Suppose all latent variable values have CR and CA values of 0.70. In that case, the construct has good reliability or reliable and consistent data, while the AVE value is more significant than 0.5. Therefore, all variables are valid or safe to create latent variables [33]. As in table 1 below:

Table 1. Measurement Model Results

Variable	Indicator	Outer Loading	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)
Product Quality (X1)	Sweetness	0.769			
	Bitterness	0.741			
		0.738			
	Acidity	0.744			
	Flavor	0.773	0.923	0.907	0.572
	Intensity	0. 759			
	Aroma of Coffee	0.734			
	Temperature	0.804			
		0.745			
Perceived Experience Quality (X2)	Impression	0.723			
		0.705			
	Atmosphere	0.750			
		0.787	0.879	0.834	0. 548
	Purpose of Use	0.746			
		0.727			
Brand Attitude (X3)	Intensity	0.831			
		0.823			
	Valence of opinion	0.847	0.917	0.891	0. 647
		0.810			
	Content	0.761			
		0.750			
Brand Trust (Y1)	Perception of reliability	0.759			
		0.778			
	Brand security	0.745	0.877	0.824	0.587
		0.776			
	Honesty of a brand	0.773			
Brand Loyalty (Y2)	Attitude	0.753			
		0. 800			
	Behavior	0.802	0.888	0.843	0.615
		0.837			
		0.723			

Source: (Research, 2024)

Based on Table 2, the overall R-square value of the variable is more than 0.50, indicating that the model has moderate strength [33], so the variable model for brand trust and brand loyalty is included in the medium category because the R-square value for brand trust is 0.696 while brand loyalty is 0.857.

Table 2. Test Result R-Square

	R Square	R Square Adjusted	Interpretation of R
Brand Trust	0.696	0.691	Medium
Brand Loyalty	0.857	0.854	Medium

Source: (Research, 2024)

Table 3 shows that five accepted hypotheses are H1, H3, H6, H7, and H9, and five hypotheses are not accepted in H2, H4, H5, H8 and H10 hypotheses. It means that brand trust is influenced by product quality and perceived experience quality, while brand attitude does not affect brand trust. At the same time, brand loyalty is influenced by brand attitude. In addition, it was obtained that brand loyalty is influenced by brand trust. Then, brand trust mediates the effect of perceived experience quality on brand loyalty but does not mediate the influence of product quality and brand attitude towards brand loyalty.

Table 3. Shows That Five Accepted Hypotheses

Hypothesis	Coefficient	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclus
H1	0,187	0,184	0,088	2,118	0,035	Accepte
H2	0,124	0,121	0,066	1,875	0,061	Rejected
H3	0,531	0,530	0,099	5,382	0,000	Accepte
H4	0,044	0,038	0,063	0,695	0,487	Rejected
H5	0,176	0,181	0,102	1,723	0,086	Rejected
H6	0,519	0,532	0,083	6,279	0,000	Accepte
H7	0,324	0,320	0,060	5,376	0,000	Accepte
H8	0,061	0,061	0,034	1,792	0,074	Rejected
H9	0,172	0,169	0,043	3,963	0,000	Accepte
H10	0,057	0,056	0,032	1,779	0,076	Rejected

Source: (Research, 2024)

Discussion
The Effect of Product Quality on Brand Trust (H1)

The results of testing the first hypothesis about the path coefficient showed that product quality and brand trust have a path coefficient value of 0.187 (positive), with a T-statistic of 2.118 > a T-table of 1.96. The P-value is 0.035 < 0.05, and the regression results show that the first hypothesis is accepted. Regarding hypothesis one in a previous study conducted by [35], he found that product quality affects brand trust. In his research, he

explained that good-quality coffee products create a solid foundation for building consumer trust in the brand. Product quality is critical in coffee companies' marketing and brand development strategies. The quality of coffee products significantly affects brand trust because product quality is one of the main factors that are the basis of consumer trust in a brand [5]. According to [25], Some of the reasons why the quality of coffee products affects brand trust are a. Consistency and suitability of taste: Consumers want coffee that has a consistent and satisfying taste every time they buy it. Good product quality will ensure the consistency of taste expected by consumers. When consumers feel that the quality of the coffee product meets their expectations of the brand, it will increase. b. Satisfactory consumer experience: High-quality coffee products will provide a satisfactory consumer experience. Where positive experiences include fresh aromas, rich flavors, and pleasant textures, consumers with a positive experience with the coffee product tend to trust the brand more. c. Brand reputation built on quality, where coffee brands known for good product quality build a strong reputation in the market, so consumers will tend to trust brands with a good reputation regarding product quality, which helps strengthen consumer trust in the brand. d. Positive Value Association: Consumers often associate good qualities with craftsmanship, attention to detail, and dedication to customer satisfaction. This association can help increase consumer trust in the brand. e. Impact on consumer loyalty: Consumers who are satisfied with the quality of coffee products will tend to choose the brand consistently, strengthening their trust in it.

The Effect of Product Quality on Brand Loyalty (H2)

The results of testing the second hypothesis about the path coefficient show that product quality and brand loyalty have a path coefficient value of 0,124 (positive), with a T-statistic of 1.875 < a T-table of 1.96. The P-value is 0.061 > 0.05, and the regression results show that the second hypothesis is rejected. Regarding the second hypothesis in previous studies conducted by [36,37], he found that product quality did not affect brand loyalty. In his research, he explained that product quality does not significantly affect brand loyalty. Coffee product quality can be an important factor in retaining customers, but other factors can also significantly influence brand loyalty [29]. Product quality is the best guarantee of brand loyalty in a strong defense against increasingly fierce Competition, and high-quality products will have more excellent value than competitors. These products have been standardized and have specific features. According to [38], There are several reasons why product quality does not affect brand loyalty, namely, a. Personal Preferences and Tastes: Everyone has different preferences related to the taste of coffee. While product quality can be an essential factor, personal preference can far more influence whether a person will remain loyal to a particular brand. b. Brand loyalty can be influenced by factors other than product quality, such as price, availability, customer experience, and branding. c. Coffee brand loyalty can be more influenced by social factors, such as popular brands in their neighborhood or brands endorsed by celebrities or influencers they admire. d. Consumer tastes may change from time to time. Although a person may like the quality of a brand's current coffee products, they may switch to another brand if they try a new product they like.

The effect of perceived experience quality on brand trust (H3).

The results of testing the third hypothesis about the path coefficient showed that perceived experience quality to brand trust had a path coefficient value of 0.531 (positive), with a T-statistic of 5.382 > T-table of 1.96. The P-value is 0.000 < 0.05, and the regression results show that the third hypothesis is accepted. Regarding the third hypothesis, previous studies conducted by [20] found in his research that perceived experience quality affects brand trust. In his research, he explained that perceived experience quality is essential in building customer trust in brands and can ultimately influence consumer behavior, such as repeat purchases, recommending brands to others, and long-term loyalty. According to [17], the quality of the experience felt can significantly affect brand trust; this includes: a. If the customer experience is consistently positive and in line with expectations, this can strengthen their trust in the brand. Consistency in experience gives customers confidence that the brand is reliable and delivers consistent value. b. A positive and consistent experience also helps build a perception of brand reliability. When customers feel that the brand can be relied on to provide a good experience, they tend to trust the brand more. Good experiences can result from meeting expectations; when customers have a positive experience, they are more likely to share that experience with others, either through online reviews or direct communication. It can help strengthen brand trust among potential customers.

The Effect of Perceived Experience Quality on Brand Loyalty (H4)

The results of testing the fourth hypothesis about the path coefficient showed that perceived experience quality and brand loyalty had a path coefficient value of 0.044 (positive), with a T-statistic of 0.695 < a T-table of 1.96. The P-value was 0.487 > 0.05, and the regression results showed that the fourth hypothesis was rejected. Regarding the fourth hypothesis in previous studies conducted by[39], he found in his research that perceived experience quality did not affect brand loyalty. In her research, she explains that perceived experience quality tends to impact brand loyalty significantly. However, additional factors must be considered when explaining consumer behavior and buying decisions. According to [40], there are several situations where the perceived quality of experience does not affect brand loyalty: a. Competition between brands is extreme, and many options are available to consumers. Consumers can easily switch to other brands that offer a similar or even better experience. b. Economic Factors, price being the main determining factor in purchasing decisions, consumers choose brands that offer cheaper prices, even if the experience the brand offers is less than satisfactory. c. Dissatisfaction: Although the experience is generally considered good, there are situations in which consumers may have a negative experience or dissatisfaction with the product or the brand. It can affect brand loyalty if the brand adequately addresses dissatisfaction. d. Changes in Consumer Preferences: Consumer preferences may change occasionally, even if they have had a good experience with a brand. Changes in trends, new product developments, or personal preferences can cause consumers to switch to other brands without considering the quality of the previous experience.

The Influence of Brand Attitude on Brand Trust (H5)

The results of testing hypothesis five about the path coefficient show that brand attitude and trust have a path coefficient value of 0.176 (positive), with a T-statistic of 1.723 < a T-table of 1.96. The P-value is 0.086 > 0.05, and the regression results show that the fifth hypothesis is rejected regarding the fifth hypothesis in previous studies conducted by[41] found in his research that brand attitude does not affect brand trust. In his research, he explained that attitudes towards brands have an essential role in shaping customer loyalty, and other factors such as personal experience, market competition, and product innovation also need to be considered to maintain and increase customer loyalty. According to [42], there are several reasons why brand attitude is not customer loyalty: a. In a competitive market, customers have many choices. Even if they have a positive attitude towards a brand, they may switch to another brand if it offers better value or a more satisfying experience. b. A customer's direct experience with a brand has a more significant impact than their general attitude towards it. If their personal experience with the product does not meet expectations or creates dissatisfaction, they will not be loyal to the brand. c. While they may have a positive attitude towards a brand now, they could have switched to another brand that better suits their new preferences. d. A brand's ability to continuously innovate and follow market trends is essential in maintaining customer loyalty. If customers have a positive attitude towards the brand, they may switch to another brand.

The Influence of Brand Attitude on Brand Loyalty (H6)

The results of testing the sixth hypothesis about the path coefficient show that brand attitude and brand loyalty have a path coefficient value of 0.519 (positive), with a T-statistic of 6.279 >T-table 1.96. The P-value is 0.000 < 0.05, and the regression results show that the sixth hypothesis is accepted regarding the sixth hypothesis in previous studies conducted by [43] found in his research that brand attitude affects brand loyalty. In his research, he explained that Brand attitude is an attitude or perception that consumers have towards a brand. Consumers tend to become loyal when they have a positive attitude towards a brand. According to [8], there are several reasons why brand attitude can affect brand loyalty: a. Quality perception, where consumers tend to have a positive attitude towards brands considered to be of good quality. Consumers who believe a brand offers a quality product will be more likely to choose it consistently. b. Direct experience with a brand can affect consumer attitudes toward brands; if consumers have a positive experience, such as a satisfactory product, they are likely to have a positive attitude toward the brand and become loyal customers. c. Brands that can build an emotional connection with consumers will have a positive attitude from consumers and gain loyalty. Thus, a positive attitude or perception towards a brand can play an essential role in shaping consumer loyalty because consumers who have a positive attitude towards the brand will choose the brand consistently and will remain loyal to the brand for a more extended period.

The effect of brand trust on Brand Loyalty (H7)

The results of testing the seventh hypothesis about the path coefficient showed that brand trust and loyalty have a path coefficient value of 0.324 (positive), with a T-statistic of 5.376 >T-table of 1.96. The P-value is 0.000 < 0.05, and the regression results show that the seventh hypothesis is accepted. Regarding the seventh hypothesis in previous studies conducted by [44,45], it was found in his research that trust affects brand loyalty. In his research, he explained that trust is an attitude that shows love and persistence in using a product. If the product purchased can provide benefits or product value that consumers want, trust will arise from the minds of consumers. It can be concluded that customers who trust a particular brand will show loyalty to that brand.

The Effect of Product Quality on Brand Loyalty with Brand Trust as a Mediation (H8)

The results of testing the eighth hypothesis about the path coefficient show the effect of product quality on brand loyalty with brand trust as mediation has a path coefficient value of 0.061 (positive), with a T-statistic of 1.792 < a T-table of 1.96. The P-value is 0.074 > 0.05, and the regression results show that the eighth hypothesis is rejected. Hypothesis, eight in a previous study conducted by [46], states that product quality does not affect brand loyalty with brand trust as mediation. In his research, he explained that products that have good quality will leave a good impression on customers. The influence of consumers to be loyal to a brand depends on the quality of the product. In contrast, a trustworthy brand is based on the confidence of customers who believe the product can fulfill their desires and have good brand intentions [47]. If customers feel disappointed with a brand considered to be of poor quality and do not meet their expectations, they will switch to another brand and no longer trust it [46]. However, if the product meets expectations and is reliable, customers will become loyal and continue to buy the product [48]. Thus, products that are not of good quality and are unreliable will make customers distrust the brand and switch to other products from the brand. Conversely, if the product maintains its quality and always meets customers' wishes, the customer will show his loyalty to the brand.

The Effect of Perceived Experience Quality on Brand Trust with Brand Loyalty as a Mediation (H9)

The results of testing the ninth hypothesis about the path coefficient show the effect of perceived experience quality on brand loyalty with brand trust as mediation has a path coefficient value of 0.172 (positive), with a T-statistic of 3.963> T-table of 1.96. The P-value is 0.000 < 0.05. The results of the regression show that the ninth hypothesis is accepted. Hypothesis nine in a previous study by [7] states that perceived experience quality affects brand loyalty through trust. According to his research, perceived experience quality refers to consumers' perception of how good their experience with the product is [19]. In the context of coffee products, it includes aspects such as taste, aroma, consistency, and the environment in which coffee is served. According to [20], there are several reasons why perceived experience quality can affect brand trust and brand loyalty in coffee products: a. The quality of the

experience that consumers feel with coffee products can affect their level of trust in the brand; if they feel that coffee products provide a consistent, satisfying experience following their expectations, they will have a high level of trust in the brand. This trust is built from the consistency and reliability of coffee products in providing a good experience every time they are consumed. b. The quality of the perceived experience can affect consumer loyalty to the coffee brand, where consumers with a positive experience with coffee products tend to be more loyal to the brand. They will return to buy coffee products from the same brand regularly because they believe that the brand can provide consistent and satisfying quality, where a good experience with a coffee product can trigger emotional loyalty as well as consumers feel emotionally attached to the brand and choose it over other brands even if there are similar choices.

Thus, perceived experience quality in coffee products is essential because it can affect consumer trust and loyalty to the brand. A good experience with coffee products will strengthen the relationship between consumers and brands, help brands retain and attract loyal customers, and expand their market share.

The Influence of Brand Attitude on Brand Loyalty with Brand Trust as a Mediation (H10)

The results of testing the tenth hypothesis about the path coefficient show the influence of brand attitude on brand loyalty with brand trust as mediation has a path coefficient value of 0.057 (positive), with a statistical T- of $1.78 <$ a T-table of 1.96. The P-value is $0.076 > 0.05$, and the regression results show that the tenth hypothesis is rejected. Hypothesis ten in previous studies conducted by [49] states that brand attitude towards brand loyalty with brand trust as mediation. His research suggests that direct experience with the product, product quality, and personal preference influence brand trust and loyalty more than consumers' general attitudes toward the brand. According to [50], brand attitude factors do not affect brand trust and loyalty, namely, a. The level of immediate satisfaction where the consumer's direct experience with the product has a greater influence than the general attitude towards the brand. Suppose the consumer is satisfied with the taste of the coffee they drink, its quality, and the overall experience. In that case, they will trust and remain loyal to the brand regardless of its attitude towards the previous brand. b. Product reputation: If a coffee brand is known for the quality of the coffee beans, the careful roasting process, or the dedication to sustainability, consumers may base their trust more on concrete experiences with the product than their attitude towards the brand. c. Coffee products have fairly apparent characteristics, such as taste, aroma, and texture, so consumers often focus more on the product's direct experience than the overall brand image. If a coffee product provides a consistent and satisfying experience, consumer trust in the brand will increase without being unduly influenced by its attitude towards the brand. d. Competition and innovation: The coffee industry is highly competitive, with many brands offering a wide variety of products and innovations, so consumers prefer based on personal experience with the product rather than simply an attitude towards the brand, as many alternatives are available.

Conclusion and Suggestion
Conclusion

This study shows that variables that can positively influence brand trust include product quality, perceived experience quality, and brand loyalty. What does not directly influence brand trust is brand attitude. Furthermore, variables that have a positive value on brand loyalty are brand attitude and trust. The variable that has a direct negative influence on brand trust is brand attitude, as well as the variable that can influence it indirectly with mediation, namely perceived experience quality, while product quality and brand attitude on brand loyalty with brand trust mediation have not been proven to have any effect at all.

It can be said that, up until this point, product quality, perceived experience quality, and brand attitude have all influenced customer trust and loyalty to the brand. People who run coffee shops must work hard to keep the relationship between consumers and companies strong. Maintaining consumer preferences for brands will ensure that customers have a positive experience and the company's reputation and honesty with customers. The better customers evaluate the advantages they receive, the more likely they are to remain loyal, enhance brand trust, and provide favorable reviews. Consumer trust is determined by their judgment of the final product's capacity to deliver the benefits they anticipate. According to research, increasing the quality of coffee products only sometimes increases customer trust. As a result, Janji Jiwa Coffee generally adheres to a set of standards to ensure no glaring differences between its brands and those of other coffee shops.

Additionally, even customers who agree that a product is of good quality may not always trust the company because of the quality of coffee products that are popular among customers, such as the Janji Jiwa brand. Business owners of coffee shops should maintain customers' preferences for brands by paying greater attention to their requirements and wishes. It will ensure that customers have a positive experience and that the brand's integrity and reputation are upheld.

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