

The Effect of Communication Style and Brand Image on Consumer Loyalty: The Moderating Role of Customer Satisfaction in Kopi Kenangan

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Abstract

Purpose: This study aims to examine the influence of Communication Style and Brand Image on Consumer Loyalty, with Consumer Satisfaction serving as a moderating variable, at Kopi Kenangan.

Design/methodology/approach: A quantitative approach was employed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The data were collected through questionnaires completed by 199 respondents who met the research criteria.

Findings: The results of the hypothesis testing indicate that communication style and brand image have a positive and significant effect on consumer loyalty at Kopi Kenangan. Consumer satisfaction was also found to strengthen the influence of communication style and brand image on consumer loyalty, indicating that the higher the level of consumer satisfaction, the stronger the consumer loyalty.

Practical implications: The findings suggest that Kopi Kenangan should prioritize effective communication strategies, maintain a strong and positive brand image, and continuously improve consumer satisfaction to strengthen consumer loyalty. By enhancing these aspects, the company can foster long-term customer relationships, encourage repeat purchases, and increase positive word-of-mouth, thereby improving its competitive advantage in the coffee shop industry.

Originality/value: This study contributes to the consumer behavior and marketing literature by examining the moderating role of Consumer Satisfaction in the relationship between Communication Style, Brand Image, and Consumer Loyalty. It provides empirical evidence from the Indonesian coffee shop industry, particularly Kopi Kenangan, offering valuable insights for both academics and practitioners in developing effective strategies to enhance consumer loyalty.

Paper type: empirical

Keywords: Communication Style, Brand Image, Consumer Loyalty, Consumer Satisfaction.

1. Introduction

Indonesia is one of the world's leading coffee-producing and coffee-consuming countries. According to the International Coffee Organization (ICO, 2025), Indonesia ranks as the fourth-largest coffee producer after Brazil, Vietnam, and Colombia. At the same time, domestic coffee consumption continues to increase, rising from 4.6 million 60-kg bags in 2023/2024 to approximately 5 million bags in 2025 (Akmalia, 2025). This trend reflects the growing importance of coffee consumption in Indonesian society. Coffee is no longer viewed merely as a beverage but has become an integral part of daily routines, social interactions, and modern lifestyles.

The increasing popularity of coffee has accelerated the development of the coffee shop industry in Indonesia. Coffee shops have evolved beyond their traditional role as places to enjoy beverages, becoming multifunctional spaces for working, studying, conducting business meetings, and socializing (Lindian et al., 2024). This transformation has created significant business opportunities and intensified competition among coffee shop brands. Industry data indicate that the number of coffee shops in Indonesia increased from approximately 300,000 outlets in 2024 to 461,991 outlets in 2025 (Izar, 2026). East Java has become the province with the largest number of coffee shops, accounting for approximately 105,397 outlets or 22% of the national total (GoodStats, 2025). Among the cities in East Java, Gresik has experienced rapid growth in the coffee shop sector, making it one of the most competitive regional markets for coffee businesses (CSR Indonesia, 2025).

The rapid expansion of coffee shops has intensified competition, requiring businesses to adopt effective marketing strategies to attract and retain consumers. In a highly competitive market where product quality and pricing are relatively similar, consumer loyalty has become a critical determinant

of business sustainability. Loyal consumers not only make repeat purchases but also provide positive word-of-mouth recommendations and demonstrate stronger resistance to competitors' offerings (Oliver, 1999). Therefore, understanding the factors that influence consumer loyalty is essential for coffee shop businesses seeking long-term competitive advantages.

Among the factors influencing consumer loyalty, communication style has attracted increasing attention in marketing research. Communication style refers to the manner in which individuals convey verbal and non-verbal messages to ensure that information is effectively understood by others (Norton, 2023). In the service industry, employees' communication style plays an important role in shaping customer experiences. Friendly, responsive, and empathetic communication can foster trust, strengthen emotional relationships, and create positive service experiences. As a result, consumers are more likely to develop favorable perceptions of the company and remain loyal. Previous studies by Siregar (2025), Larasati et al. (2025), Nurudin (2025), Belinda and Subagyo (2023), and Stevany (2023) found that communication style has a positive and significant influence on consumer loyalty. However, Pratama and Hidayat (2024) reported that communication style does not significantly affect consumer loyalty. These inconsistent findings suggest that the relationship between communication style and consumer loyalty requires further investigation.

Another important determinant of consumer loyalty is brand image. Brand image reflects consumers' perceptions and associations toward a brand formed through their experiences and information stored in memory (Wibowo & Sabradini, 2025). In the highly competitive coffee shop industry, loyalty is one of the key factors, as consumers have many options to switch brands when the perceived value of a product declines (Rizky & Surianto, 2026). A brand image allows consumers to recognize a product, evaluate the quality of service provided, and derive an experience and satisfaction from that product. A positive brand image can attract consumers to purchase or use products and services (Widyasari & Sukaris, 2022). Nevertheless, maintaining a strong brand image has become increasingly challenging due to the influence of online reviews and consumers' varying expectations regarding product quality and service experiences (Weni & Surianto, 2025). Empirical findings regarding the relationship between brand image and consumer loyalty also remain inconsistent. Nurahmi and Supian (2026) concluded that brand image positively affects consumer loyalty, whereas Naydia et al. (2026) found no significant relationship between the two variables. These contradictory findings indicate that additional factors may explain the relationship between brand image and consumer loyalty.

Consumer satisfaction has frequently been recognized as one of the most influential factors affecting consumer loyalty. Consumer satisfaction refers to consumers' emotional evaluation after comparing product or service performance with their expectations (Wicaksono, 2022). Customer satisfaction is one of the key indicators of a company's success, which in turn impacts customer loyalty. When customers are satisfied, they are more likely to continue using the products offered, thereby fostering customer loyalty (Rosalina & Surianto, 2024). Satisfied consumers tend to repurchase products, maintain long-term relationships with companies, and recommend products or services to others. Previous studies have demonstrated that consumer satisfaction positively influences consumer loyalty (Febriani et al., 2022; Satria & Firmasyah, 2024; Nurahmi & Supian, 2026). In contrast, Ronasih and Widhiastuti (2021) reported a negative relationship between consumer satisfaction and consumer loyalty. These inconsistent findings indicate that consumer satisfaction deserves further examination, particularly regarding its role in strengthening the influence of communication style and brand image on consumer loyalty.

The relationships among these variables can be explained using the Theory of Planned Behavior (Ajzen, 1991), which states that individual behavior is determined by behavioral intentions formed through attitudes, subjective norms, and perceived behavioral control. In the context of coffee shop consumers, a favorable brand image contributes to positive attitudes toward the brand, while effective communication style enhances consumers' interaction experiences and perceptions of service quality. These positive perceptions encourage favorable behavioral intentions, leading to stronger consumer loyalty. Furthermore, consumer satisfaction may strengthen these relationships by reinforcing consumers' confidence in their purchase decisions and encouraging repeat patronage.

This study is developed based on the research conducted by Nurahmi and Supian (2026), which examined the influence of brand image and price on consumer loyalty with consumer satisfaction as an intervening variable in the telecommunications industry. Unlike previous studies, the present research

focuses on the coffee shop industry by replacing the price variable with communication style, which is considered more relevant to service-based businesses where employee-consumer interactions directly influence customer experiences. In addition, this study positions consumer satisfaction as a moderating variable to examine whether satisfaction strengthens the influence of communication style and brand image on consumer loyalty. This approach provides a broader understanding of consumer behavior in the increasingly competitive coffee shop industry.

Accordingly, this study aims to examine the influence of communication style and brand image on consumer loyalty, with consumer satisfaction serving as a moderating variable at Kopi Kenangan. The findings demonstrate that communication style and brand image positively and significantly influence consumer loyalty. Furthermore, consumer satisfaction strengthens the effects of communication style and brand image on consumer loyalty, indicating that satisfied consumers are more likely to maintain long-term relationships with the brand.

This study contributes to the marketing literature by extending the application of the Theory of Planned Behavior in explaining consumer loyalty within the coffee shop industry and by providing empirical evidence regarding the moderating role of consumer satisfaction. From a practical perspective, the findings provide valuable insights for coffee shop managers, particularly Kopi Kenangan, to improve communication quality, strengthen brand image, and continuously enhance consumer satisfaction. These strategies are expected to encourage repeat purchases, generate positive word-of-mouth recommendations, and ultimately improve long-term consumer loyalty and business competitiveness.

2. Literature Review and Hypotheses Development

This study is grounded in the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which explains that an individual's behavior is determined by behavioral intention, formed through attitudes, subjective norms, and perceived behavioral control. TPB has been widely applied in consumer behavior research because it provides a comprehensive framework for explaining purchase intentions and post-purchase behavior. In the context of this study, communication style and brand image contribute to shaping consumers' positive attitudes toward a coffee shop, while consumer satisfaction reinforces these positive evaluations. Consumers who perceive effective communication and a favorable brand image are more likely to develop stronger behavioral intentions, leading to higher consumer loyalty. Therefore, TPB provides a suitable theoretical foundation for explaining the relationships among communication style, brand image, consumer satisfaction, and consumer loyalty.

Communication style refers to the way individuals convey messages and interact with others through both verbal and non-verbal communication. According to Norton (as cited in Ade Damarta, 2018), communication style reflects how individuals use verbal and non-verbal cues during interactions to achieve mutual understanding. This suggests that each individual possesses a unique communication style influenced by personal characteristics and situational contexts. Furthermore, communication style encompasses various aspects, including tone of voice, body language, time management, and the use of personal space and distance during interactions (Asiyah, 2021).

Brand image is defined as the perception that exists in consumers' minds when they recall a particular brand. According to Tjiptono (2011), a brand is a name, symbol, sign, word, letter, number, color combination, or a combination of these elements that serves to differentiate a company's products or services from those of its competitors. Therefore, brand image reflects the set of perceptions and associations that consumers develop toward a brand based on their experiences and knowledge.

Consumer satisfaction refers to the extent to which a company's products or services meet or exceed consumers' expectations. According to Mowen (2001), consumer satisfaction arises from the comparison between consumers' expectations and the actual performance provided by the company in fulfilling those expectations. Therefore, higher levels of satisfaction indicate that the perceived performance meets or surpasses expectations, which in turn encourages positive post-purchase behavior.

According to Nurudin (2025), consumer loyalty is defined as consumers' commitment and attachment to a particular brand, manufacturer, service provider, or other entity, as reflected in favorable attitudes and positive behavioral responses, including repeat purchase behavior.

Communication style refers to the way individuals or organizations convey messages to consumers through both verbal and non-verbal communication, reflecting the characteristics and

communication approaches used during interactions (Asiyah, 2021). According to Norton (as cited in Ade Damarta, 2018), communication style describes how individuals use verbal and non-verbal cues to ensure that messages are understood as intended. An effective communication style, characterized by clear, friendly, and easy-to-understand information delivery, can create positive consumer experiences and foster closer relationships between consumers and the company.

Consumers who experience effective communication are more likely to feel valued and appreciated, leading to higher levels of satisfaction and ultimately stronger consumer loyalty. This argument is supported by Siregar (2025), who found that communication style has a positive and significant effect on consumer loyalty. Similar findings were reported by Larasati et al. (2025) and Nurudin (2025), confirming that effective communication style positively influences consumer loyalty. Therefore, the more effective the communication style implemented by a company, the higher the level of consumer loyalty. Consistent with the Theory of Planned Behavior (Ajzen, 1991), effective communication style fosters positive consumer attitudes toward a brand, which subsequently strengthens consumers' behavioral intentions and loyalty.

H₁: Communication Style has a positive effect on Consumer Loyalty.

Brand image refers to consumers' perceptions and associations toward a brand that are formed through their experiences, information, and knowledge about the brand (Kotler & Keller, 2016). A positive brand image reflects consumers' trust, perceived quality, and overall value of a product or service. The stronger a company's brand image, the greater the likelihood that consumers will develop confidence in and preference for the brand. Consequently, brand image has become an important factor influencing consumer behavior, particularly in purchase decisions and repeat purchase intentions.

Consumers who hold positive perceptions of a brand are more likely to trust the company and experience greater satisfaction, which ultimately fosters consumer loyalty. This argument is supported by Nurahmi and Supian (2026), who found that brand image has a positive effect on consumer loyalty. Consistent with the Theory of Planned Behavior (Ajzen, 1991), a positive brand image shapes favorable consumer attitudes toward a brand, thereby strengthening behavioral intentions and encouraging loyal consumer behavior.

H₂: Brand Image has a positive effect on Consumer Loyalty.

Consumer satisfaction refers to consumers' evaluation of their experiences after using a product or service by comparing their expectations with the actual performance received (Tjiptono, 2011). Satisfied consumers tend to develop more positive perceptions, higher levels of trust, and stronger intentions to maintain long-term relationships with a company. In this study, consumer satisfaction is not only viewed as an outcome of consumer experiences but also as a moderating factor that may strengthen the relationship between other variables and consumer loyalty.

Communication style refers to the way a company conveys messages to consumers through both verbal and non-verbal communication, reflecting the communication approach used during interactions (Asiyah, 2021). An effective communication style, characterized by clear, friendly, and responsive communication, creates positive consumer experiences. However, the influence of communication style on consumer loyalty is not always direct, as it may depend on the level of consumer satisfaction. Consumers who are satisfied with the communication they receive are more likely to develop positive attitudes toward the company and stronger commitment to the brand.

Consistent with the Theory of Planned Behavior (Ajzen, 1991), consumer satisfaction reinforces the positive attitudes generated by effective communication, thereby strengthening consumers' behavioral intentions and loyalty. Therefore, consumer satisfaction is expected to moderate the relationship between communication style and consumer loyalty, such that higher levels of consumer satisfaction strengthen the positive effect of communication style on consumer loyalty. This proposition is supported by the findings of Rahmawati and Suryani (2023) and Saputra and Nugroho (2023).

H₃: Consumer Satisfaction positively moderates the relationship between Communication Style and Consumer Loyalty.

Consumer satisfaction refers to consumers' evaluation of their experiences after using a product or service by comparing their expectations with the actual performance received (Tjiptono, 2011). Satisfied consumers tend to develop more positive perceptions, higher levels of trust, and stronger intentions to maintain long-term relationships with a brand. In this study, consumer satisfaction is

considered not only as an outcome of consumers' experiences but also as a moderating factor that may strengthen or weaken the relationship between other variables and consumer loyalty.

Brand image refers to consumers' perceptions and associations toward a brand formed through their experiences, information, and knowledge about the brand (Kotler & Keller, 2016). A positive brand image enhances consumers' confidence in and preference for the brand, thereby encouraging the development of consumer loyalty. However, the influence of brand image on consumer loyalty is not always direct, as it may depend on the level of consumer satisfaction. Consumers who hold positive perceptions of a brand and are satisfied with their overall experience are more likely to exhibit loyal behaviors than those who are dissatisfied.

Consistent with the Theory of Planned Behavior (Ajzen, 1991), consumer satisfaction reinforces the positive attitudes generated by a favorable brand image, thereby strengthening consumers' behavioral intentions and loyalty. Therefore, consumer satisfaction is expected to moderate the relationship between brand image and consumer loyalty, such that higher levels of consumer satisfaction strengthen the positive effect of brand image on consumer loyalty. This proposition is supported by the findings of Razzak and Zaerofi (2025) and Robbani (2025).

H4: Consumer Satisfaction positively moderates the relationship between Brand Image and Consumer Loyalty.

3. Research Method

This study employed a quantitative research approach with an associative research design to examine the relationships among communication style, brand image, consumer satisfaction, and consumer loyalty. The research was conducted at Kopi Kenangan outlets located in Gresik, East Java, Indonesia. The study population consisted of Generation Z and Millennial consumers aged 15–35 years who had purchased products from Kopi Kenangan in Gresik. Since the population size was unknown, the minimum sample size was determined using the Lemeshow formula (Lemeshow et al., 1997) with a 95% confidence level and a 5% margin of error, resulting in a minimum sample of 192 respondents. The final dataset consisted of 199 valid respondents, exceeding the minimum sample requirement. A purposive sampling technique was employed to select respondents based on the following criteria: (1) belonging to Generation Z or Millennials (15–35 years old), (2) residing in Gresik, and (3) having purchased Kopi Kenangan products at least once.

The study used primary quantitative data collected through an online questionnaire distributed via Google Forms. All variables were measured using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. The measurement indicators for communication style, brand image, consumer satisfaction, and consumer loyalty were adapted from established literature to ensure content validity. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis consisted of two stages. First, the measurement model (outer model) was evaluated by assessing convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. Second, the structural model (inner model) was analyzed to test the proposed hypotheses by examining path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and bootstrapping procedures to determine the significance of direct and moderating effects.

4. Result and Discussion

The study used primary data collected from Generation Z and Millennial consumers aged 15–35 years in Gresik who had purchased products from Kopi Kenangan. Data were obtained through an online questionnaire distributed via Google Forms to customers visiting Kopi Kenangan outlets, resulting in 199 valid responses that met the sampling criteria. The respondents were predominantly aged 21–25 years (71.4%), followed by those aged 26–30 years (21.6%), while respondents aged 31–35 years represented only 0.5% of the sample. In terms of gender, the distribution was relatively balanced, comprising 103 females (51.76%) and 96 males (48.24%). Regarding purchasing frequency, the majority of respondents (38.69%) had purchased Kopi Kenangan products more than five times, followed by 27.64% who had purchased four to five times and 26.13% who had purchased two to three times. These findings indicate that the sample was largely composed of young consumers with substantial purchasing experience, making them appropriate respondents for evaluating the relationships among communication style, brand image, consumer satisfaction, and consumer loyalty.

The measurement model was evaluated by assessing convergent validity through outer loadings and Average Variance Extracted (AVE), where indicators were considered valid if they had outer loading values greater than 0.70 and p-values below 0.05. Based on Table 1, all questionnaire items met the convergent validity criteria, with outer loading values exceeding 0.70 and AVE values greater than 0.50. Therefore, all constructs were considered valid, and the analysis proceeded to the reliability test.

Table 1. Outer Loading and Average Variance Extracted (AVE) Results

Variable	Measurement Item	Outer Loading	AVE	Result
Communication Style	GK.1	0,829	0,659	Valid
	GK.2	0,814		
	GK.3	0,797		
	GK.4	0,791		
	GK.5	0,790		
	GK.6	0,799		
	GK.7	0,796		
	GK.8	0,849		
	GK.9	0,837		
	GK.10	0,817		
Brand Image	CM.1	0,750	0,622	Valid
	CM.2	0,801		
	CM.3	0,822		
	CM.4	0,830		
	CM.5	0,763		
	CM.6	0,774		
	CM.7	0,778		
Customer Loyalty	LK.1	0,810	0,662	Valid
	LK.2	0,802		
	LK.3	0,766		
	LK.4	0,849		
	LK.5	0,834		
	LK.6	0,819		
	LK.7	0,826		
	LK.8	0,830		
	LK.9	0,831		
	LK.10	0,813		
Customer Satisfaction	KK.1	0,863	0,709	Valid
	KK.2	0,827		
	KK.3	0,826		
	KK.4	0,849		
	KK.5	0,853		
	KK.6	0,853		
	KK.7	0,824		
Communication Style *				
Customer Satisfaction	GK*KK	0,987	1.00	Valid

Variable	Measurement Item	Outer Loading	AVE	Result
Brand Image * Customer Satisfaction	CM*KK	0,985	1.00	Valid

Source(s): Primary data processed by the authors (2026).

The reliability test was conducted to evaluate the consistency of the indicators in measuring each latent construct (Malhotra, 1996). As shown in Table 2, all constructs achieved Composite Reliability and Cronbach's Alpha values above the recommended threshold of 0.70, indicating that all variables were reliable and suitable for further analysis.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Communication Style	0,943	0,951
Brand Image	0,899	0,920
Consumer Loyalty	0,943	0,951
Consumer Satisfaction	0,932	0,945
Communication Style × Consumer Satisfaction	1.00	1.00
Brand Image × Consumer Satisfaction	1.00	1.00

Source(s): Primary data processed by the authors (2026).

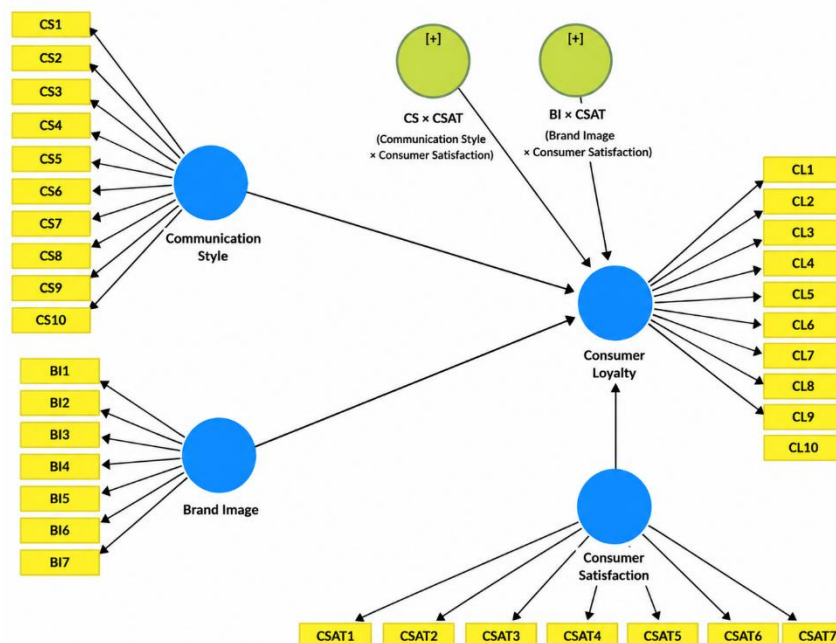


Figure 1. PLS SEM Models Result

Source(s): Primary data processed by the authors (2026).

To evaluate the relationships among the constructs, the structural model was assessed by examining the coefficient of determination (R^2) for each endogenous construct (Hamid & Anwar, 2019). The R^2 value indicates the model's predictive power, where values closer to 1 represent stronger explanatory power, while values closer to 0 indicate weaker explanatory power (Ghozali, 2018). The R -squared value of the model from the above test, which indicates the extent of the influence between variables in the model—0.431, or 43.1%—shows a relationship that is considered fairly strong.

Table 3. R Square Results

Variable	R Square	R Square Adjusted	Note
Consumer Loyalty	0,431	0,416	Enough

Source(s): Primary data processed by the authors (2026).

Path coefficient analysis was conducted using the bootstrapping procedure to examine the significance of the proposed relationships among the constructs. A relationship was considered significant when the t-value exceeded the critical value of 1.96 at the 5% significance level. The results indicated that both direct hypotheses were supported, demonstrating significant positive effects of Communication Style and Brand Image on Consumer Loyalty. Furthermore, the moderating analysis showed that Consumer Satisfaction significantly moderated the relationships between Communication Style and Consumer Loyalty, as well as between Brand Image and Consumer Loyalty, thereby supporting Hypotheses 3 and 4.

Table 4. Hypothesis Results

Direction of Effect	T Statistics	Indicator	Note
Communication Style → Consumer Loyalty	5,996	> 1,96	Significant Effect
Brand Image → Consumer Loyalty	4,239	> 1,96	Significant Effect
Communication Style × Consumer Satisfaction → Consumer Loyalty	3,530	> 1,96	Moderating Effect
Brand Image × Consumer Satisfaction → Consumer Loyalty	3,275	> 1,96	Moderating Effect

Source(s): Primary data processed by the authors (2026).

The hypothesis testing results indicate that Communication Style has a positive and significant effect on Consumer Loyalty (T-statistics = 5.996 > 1.96), supporting H1. This finding suggests that effective communication, characterized by clear, informative, friendly, and responsive interactions, enhances consumers' positive experiences and strengthens their loyalty toward Kopi Kenangan. Consistent with the Theory of Planned Behavior (Ajzen, 1991), effective communication fosters favorable consumer attitudes, which subsequently encourage repeat purchase intentions and long-term loyalty. This result is also in line with previous studies by Siregar (2025), Larasati et al. (2025), and Nurudin (2025), which found that communication style positively influences consumer loyalty.

The findings reveal that Brand Image has a positive and significant effect on Consumer Loyalty (T-statistics = 4.239 > 1.96), thereby supporting H2. This indicates that a stronger brand image enhances consumers' trust, confidence, and preference for Kopi Kenangan, leading to higher levels of loyalty. In accordance with the Theory of Planned Behavior, a positive brand image shapes favorable consumer attitudes that encourage repeat purchases and long-term commitment to the brand. This finding supports the study conducted by Nurahmi and Supian (2026), who also reported a positive relationship between brand image and consumer loyalty.

The results demonstrate that Consumer Satisfaction significantly moderates the relationship between Communication Style and Consumer Loyalty (T-statistics = 3.530 > 1.96), supporting H3. This finding indicates that the positive effect of communication style on consumer loyalty becomes stronger when consumers experience higher levels of satisfaction. According to the Theory of Planned Behavior, positive communication creates favorable attitudes toward the brand, while consumer satisfaction reinforces these attitudes and strengthens loyalty. This result is consistent with the findings of Rahmawati and Suryani (2023) and Saputra and Nugroho (2023), which confirmed the moderating role of consumer satisfaction in strengthening the influence of communication style on consumer loyalty.

The findings show that Consumer Satisfaction significantly moderates the relationship between Brand Image and Consumer Loyalty ($T\text{-statistics} = 3.275 > 1.96$), supporting H4. This suggests that a positive brand image is more effective in fostering consumer loyalty when consumers are satisfied with their overall experience. Consistent with the Theory of Planned Behavior, brand image develops positive consumer attitudes, while satisfaction reinforces these attitudes and encourages repeat purchases and long-term loyalty. This finding is supported by Razzak and Zaerofi (2025) and Robbani (2025), who also found that consumer satisfaction strengthens the positive effect of brand image on consumer loyalty.

5. Conclusion

This study concludes that Communication Style and Brand Image have positive and significant effects on Consumer Loyalty at Kopi Kenangan. Effective communication characterized by clear, informative, and responsive interactions enhances consumers' trust and encourages repeat purchase behavior, while a positive brand image strengthens consumers' confidence and preference for the brand. Furthermore, Consumer Satisfaction significantly moderates the relationships between Communication Style and Consumer Loyalty, as well as between Brand Image and Consumer Loyalty, indicating that higher levels of satisfaction amplify the positive effects of both variables on consumer loyalty. These findings suggest that consumer loyalty is fostered through the combined influence of effective communication, a strong brand image, and high consumer satisfaction. Therefore, Kopi Kenangan should continue to improve communication quality, maintain a positive brand image through consistent product and service quality, and enhance consumer satisfaction to strengthen long-term customer loyalty.

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