

# The Influence of Customer Experience and Emotional Attachment on Customer Loyalty at Kopi Kenangan Banjarmasin

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**Received : 13 November - 2025**

**Accepted : 26 December - 2025**

**Published online : 29 December - 2025**

## Abstract

The rapid growth of coffee shops in Banjarmasin has intensified market competition, requiring brands to deliver superior customer experiences and develop emotional connections to sustain customer loyalty. This research assesses the effects of Customer Experience and Emotional Attachment on Customer Loyalty within the context of Kopi Kenangan in Banjarmasin. A quantitative approach was adopted, employing structured questionnaires distributed to 100 respondents. The analysis of data utilizing multiple linear regression with SPSS version 25 confirms that both independent variables demonstrate a noteworthy and favorable impact on loyalty. The findings suggest that superior customer experiences and profound emotional connections to the brand are key determinants of heightened customer loyalty. Further, Customer Experience emerged as the more predominant determinant of Customer Loyalty in comparison to Emotional Attachment. These outcomes underscore the critical necessity of strategically managing both experiential quality and emotional engagement within customer-brand interactions. The study shed light that continuous improvement in service quality and customer engagement is essential for strengthening emotional connections and maintaining long-term customer loyalty at Kopi Kenangan in Banjarmasin.

**Keywords:** Brand-Consumer Emotional Bonding, Coffee Lifestyle, Consumer Behavioral Intention, Customer Retention Strategy, Experiential Value.

## 1. Introduction

The coffee lifestyle phenomenon has shifted coffee consumption from a purely functional need to an integral part of consumers' lifestyles and identity expression (Husna et al., 2023). Mordor Intelligence reports indicate that the F&B/cafe sector is experiencing a growth trend of approximately 15.46% for the cafe segment during the 2025-2030 period. This growth and transformation have accelerated the rapid expansion of the cafe industry across various cities in Indonesia, while also reshaping the role of modern cafes, which now function not only as places for consumption but also as social spaces (Soemarsono et al., 2024) and symbols of urban lifestyle (Loftfield et al., 2016).

Kopi Kenangan is one of the brands that has successfully capitalized on this expanding market by integrating product quality, innovation, and strong service performance into an effective business model. A 2024 survey conducted by Godstats reported that 40% of respondents identified Kopi Kenangan as their favorite coffee shop (Diany & Rarin, 2025). Since its establishment in 2017, the brand has expanded rapidly nationwide through a grab-and-go concept that offers high-quality yet affordable beverages. In Banjarmasin, Kopi Kenangan operates in several strategic locations, such as shopping centers and business districts, targeting young consumers and professionals who value convenience and consistent



product quality. However, the increasing number of local competitors poses a significant challenge to sustaining customer loyalty.

Loyalty is reflected in repeat purchasing behavior, but also in psychological and emotional attachment to a brand (Seduram et al., 2022). Several research studies have discovered that the customer's overall experience plays a crucial role in fostering customer loyalty (Hollebeek et al., 2023), particularly in café industry and lifestyle-based service sectors. Yet, empirical findings regarding the role of emotional attachment remain inconsistent. Husna et al. (2023) and Rashid et al. (2021) report that emotional attachment has a strong and direct effect on brand loyalty. Several research studies have discovered that the customer's overall experience plays a crucial role in fostering customer loyalty (Syaputra & Bustami, 2025). The lack of consistent empirical evidence underscores that the link among emotional attachment and customer loyalty is not universally generalizable but is instead subject to significant contextual variation, precluding conclusive agreement in the extant research.

In addition to the inconsistency of empirical findings, research context represents a major limitation in the existing literature. Most previous studies have been conducted in metropolitan cities or developed countries with high levels of market maturity and intense competition (Wu et al., 2024). Several prior studies in Indonesia have also focused on major cities such as Jakarta and Surabaya (Priskila et al., 2025). These findings may not be readily generalizable to emerging cities, where consumer characteristics, consumption patterns, and the symbolic meaning of cafés may differ significantly. Studies that simultaneously examine customer experience and emotional attachment in shaping brand loyalty within the modern café industry in emerging cities remain relatively scarce. Consequently, research focusing on café businesses in developing urban contexts is still limited and warrants further investigation (Manzo, 2015). On the other hand, the advancement of digital technology has introduced new dimensions to the customer experience. Several studies indicate that digitally driven customer experiences, such as ordering applications and omnichannel interactions, contribute positively to brand loyalty (Jo & Bang, 2024; Sang & Cuong, 2025).

Functional comfort alone is not always sufficient to maintain long-term loyalty without strong emotional involvement (Chebab & Boukerch, 2025; Wardana, 2025). However, this differs from the research by Pangestika & Abror (2025), which asserts that emotional involvement does not exert significant influence on customer loyalty, as transactional considerations outweigh relational dynamics within the exchange process. Such different findings suggest that the relation among customer experience, emotional attachment, and customer loyalty remains inconclusive and warrants further empirical investigation.

This study builds upon the identified inconsistencies and contextual boundaries of previous research to offer a theoretical contribution. It achieves this by analyzing the influence of customer experience and emotional attachment on brand loyalty, specifically within the lifestyle café industry of an emerging urban environment. From a managerial standpoint, the findings are anticipated to yield strategic guidance for contemporary café operators in curating experiential offerings and cultivating enduring emotional bonds with customers.

## 2. Literature Review

### 2.1. Customer Experience

Customer experience is defined as customers' holistic perceptions and reactions resulting from their interactions with a brand across various touchpoints, encompassing sensory, emotional, cognitive, and behavioral dimensions throughout the customer journey (Lemke et al., 2011). At Kopi Kenangan, customer experience includes store ambiance, service

friendliness, product taste, ease of online and offline ordering, and consistency in brand presentation. A positive customer experience enhances satisfaction and emotional attachment, thereby strengthening loyalty and repeat purchase intentions, whereas negative experiences may lead to brand switching despite high product quality (Verhoef et al., 2009). In this study, customer experience is measured through five dimensions: sensory, affective, relational, cognitive, and behavioral experiences, which collectively capture customers' comprehensive interactions with the brand (Effendi & Berutu, 2025; Venessya & Sugiyanto, 2023).

## 2.2. Emotional Attachment

Emotional attachment refers to a strong emotional connection between customers and a specific brand or product, typically formed through positive interactions and the meeting of emotional desires. Thomson et al. (2005) describe it as the strength of the "connection" between brand and customer, which can generate long-lasting loyalty even in the presence of competing alternatives or price differences. Emotional attachment emerges when a brand carries personal meaning or becomes part of a consumer's identity. In the context of coffee shops such as Kopi Kenangan, emotional attachment may develop from shared memories, consistent comfort, or symbolic meanings associated with lifestyle and daily routines. Schultz & Block (2015) recommend it to others, and demonstrate tolerance toward temporary dissatisfaction. Emotional Attachment is measured through three dimensions that reflect customers' emotional closeness to the brand. Affection represents customers' positive feelings and emotional comfort toward Kopi Kenangan. Passion reflects a deep sense of enthusiasm and attachment that leads customers to integrate the brand into their daily routines and everyday lives. Connection indicates the degree of customers' personal identification with the brand, including perceptions that Kopi Kenangan holds personal meaning and reflects their lifestyle and personality (Elsamita & Sharif, 2023).

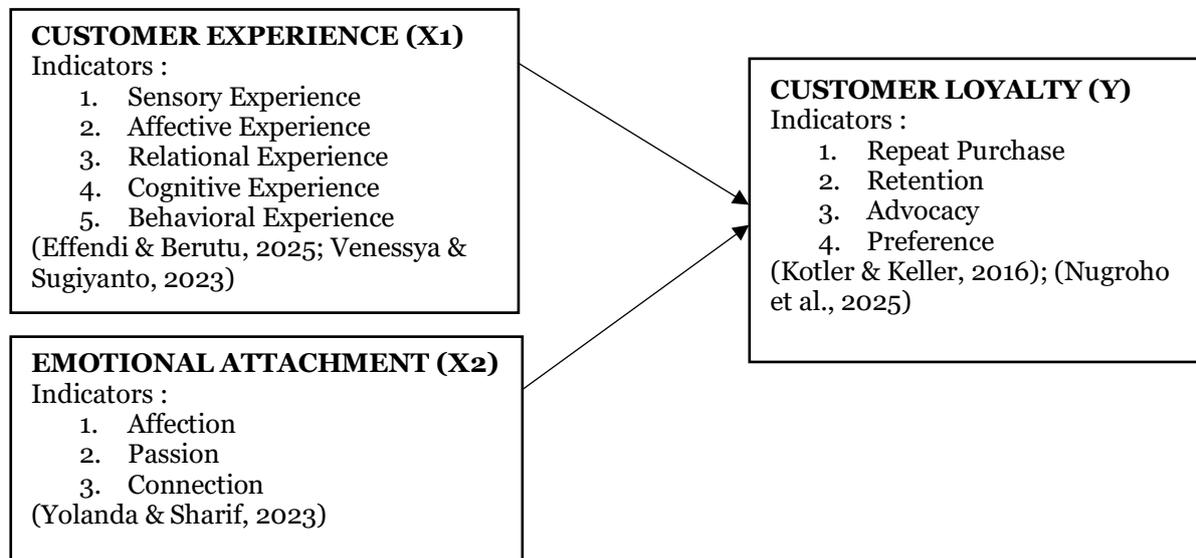
## 2.3. Customer Loyalty

Customer loyalty is when individuals show a strong dedication to consistently buying or using a specific product or service, despite any external factors or marketing tactics aimed at encouraging them to switch brands (Oliver, 1999). Loyalty involves both behavioral loyalty, indicated by consistent repurchasing, and attitudinal loyalty, expressed through emotional attachment and advocacy. Loyalty is reflected in customers who buy repeatedly, remain unaffected by competitors' offers, and actively promote the brand through positive word-of-mouth (Hasibuan & Dirbawanto, 2024). For coffee chains such as Kopi Kenangan, customer loyalty is reflected in customers who return frequently, make purchases through the brand's mobile application, and recommend the brand to friends or colleagues.

Loyal customers contribute significantly to brand profitability since they show reduced sensitivity to price changes and demonstrate a stronger tendency to promote the brand, and generally easier to retain compared to acquiring new customers. Customer Loyalty is measured through four dimensions encompassing both behavioral and attitudinal aspects. Repeat purchase reflects customers' tendency to make repeat purchases and their intention to continue purchasing in the future. Retention represents customers' commitment to remain loyal to Kopi Kenangan despite the availability of attractive alternative brands. Advocacy indicates customers' willingness to recommend Kopi Kenangan to others and to share positive experiences. Preference reflects customers' overall preference for and satisfaction with the quality of Kopi Kenangan's products and services compared to competing brands (Kotler & Keller, 2016; Nugroho et al., 2025).

## 2.4. Conceptual Framework

The conceptual framework delineates the interconnections among the study variables as derived from pertinent theoretical perspectives and prior empirical investigations. It serves as the analytical basis for hypothesis formulation and elucidates the directional linkages between the independent and dependent constructs. The framework is depicted in the figure 1 below.



**Figure 1. Conceptual Framework**

Following the conceptual framework, two hypotheses are advanced for empirical testing:

**H1:** Customer experience exerts a positive and significant influence on customer loyalty.

**H2:** Emotional attachment exerts a positive and significant influence on customer loyalty.

## 3. Methods

This research utilizes a quantitative associative design to explore the interrelationships between customer experience, emotional attachment, and customer loyalty. The research was conducted at selected Kopi Kenangan outlets within Banjarmasin, including those situated at Duta Mall, Jalan Pangeran Hidayatullah, Jalan Gatot Subroto, and Jalan Lambung Mangkurat. The target population comprises Kopi Kenangan patrons in Banjarmasin with a history of at least two transactions, a criterion established on the basis that repeat purchasing behavior reflects sufficient brand experience and may indicate the presence of emotional attachment. This study used purposive sampling under a non-probability sampling framework to determine the sample, resulting in 100 respondents. Purposive sampling was considered appropriate because the examined constructs require respondents with direct and repeated interactions with the brand to provide valid evaluations.

$$n = \frac{1,96^2(0,5)(1 - 0,5)}{0,1^2} = 96,04$$

The sample size was determined using the Lemeshow formula due to the unknown population size, with a 95% confidence level and a 10% margin of error, yielding a minimum of 96 respondents, which was rounded up to 100. Data were collected using a structured questionnaire measured on a five-point Likert scale (Koo & Yang, 2025). The data were subjected to a sequence of analyses, beginning with diagnostic evaluations via classical

assumption tests. A multiple linear regression model was then estimated, and the proposed hypotheses were formally tested using the F-test, t-test, and coefficient of determination ( $R^2$ ). These statistical operations were performed utilizing SPSS software, version 25.

## 4. Results and Discussion

### 4.1. Research Results

#### 4.1.1. Descriptive Statistical Test of Variables

Before presenting the results, important to describe the respondents' initial assessment of each research variable through descriptive statistics. This analysis provides an overview of how participants responded to the questionnaire items measuring Customer Experience (X1), Emotional Attachment (X2), and Customer Loyalty (Y)

**Table 1. Descriptive Statistics Results**

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
X1.1	100	2	5	390	3.90	.980
X1.2	100	2	5	373	3.73	1.062
X1.3	100	2	5	376	3.76	.986
X1.4	100	2	5	342	3.42	1.130
X1.5	100	2	5	379	3.79	.977
X1.6	100	2	5	354	3.54	.881
X1.7	100	2	5	364	3.64	.746
X1.8	100	2	5	365	3.65	.880
TotalX1	100	22	50	3670	36.70	7.177
X2.1	100	2	5	350	3.50	.948
X2.2	100	2	5	353	3.53	.846
X2.3	100	2	5	358	3.58	.831
X2.4	100	2	5	375	3.75	.770
X2.5	100	2	5	387	3.87	.747
X2.6	100	2	5	358	3.58	.901
X2.7	100	2	5	338	3.38	1.099
X2.8	100	2	5	389	3.89	.931
TotalX2	100	14	30	2181	21.81	3.495
Y1.1	100	2	5	394	3.94	.862
Y1.2	100	2	5	400	4.00	.778
Y1.3	100	2	5	398	3.98	.696
Y1.4	100	2	5	398	3.98	.666
Y1.5	100	2	5	377	3.77	.679
Y1.6	100	2	5	403	4.03	.758
Y1.7	100	2	5	396	3.96	.828
Y1.8	100	2	5	381	3.81	.748
TotalY	100	20	40	3147	31.47	4.556
Valid N (listwise)	100					

Source : Data Processing - SPSS 25, 2025

As shown in Table 1, the descriptive statistics show that responses from 100 respondents ranged between 2 and 5 on a five-point Likert scale, indicating generally moderate to high perceptions of Kopi Kenangan across all variables. Customer Experience (X1) demonstrates favorable evaluations, with mean scores ranging from 3.42 to 3.90 and a total mean of 36.70 (SD = 7.177). Higher scores on several indicators suggest that service quality and overall experience are well perceived, although some aspects still present room for improvement. Emotional Attachment (X2) also reflects moderate to high levels, with mean values between 3.38 and 3.89 and a total mean of 21.81 (SD = 3.495). This indicates that customers feel

emotionally connected to the brand, supported by relatively consistent responses among participants. Customer Loyalty (Y) records the highest evaluations, with mean scores ranging from 3.77 to 4.03 and a total mean of 31.47 (SD = 4.556), suggesting strong intentions for repeat purchases and brand recommendations. Overall, the findings indicate that positive customer experiences and emotional attachment are aligned with high customer loyalty among Kopi Kenangan customers in Banjarmasin, providing initial support for the proposed research hypotheses.

**4.1.2. Validity and Reliability Test**

Validity is determined by evaluating a series of statement indicators for each variable, which are questionnaire items that have been assessed for accuracy. A variable is considered valid when the r-value exceeds the r-table value associated with it.

**Table 2. Validity Test Results**

	Item	r-value	r-table	Remark
Customer Experience - X1	X1.1	.759	.196	Valid
	X1.2	.753	.196	Valid
	X1.3	.832	.196	Valid
	X1.4	.789	.196	Valid
	X1.5	.828	.196	Valid
	X1.6	.636	.196	Valid
	X1.7	.625	.196	Valid
	X1.8	.753	.196	Valid
Emotional Attachment -X.2	X2.1	.640	.196	Valid
	X2.2	.653	.196	Valid
	X2.3	.731	.196	Valid
	X2.4	.728	.196	Valid
	X2.5	.726	.196	Valid
	X2.6	.747	.196	Valid
	X2.7	.597	.196	Valid
	X2.8	.673	.196	Valid
Customer Loyalty - Y	Y1.1	.782	.196	Valid
	Y1.2	.766	.196	Valid
	Y1.3	.703	.196	Valid
	Y1.4	.850	.196	Valid
	Y1.5	.636	.196	Valid
	Y1.6	.799	.196	Valid
	Y1.7	.661	.196	Valid
	Y1.8	.654	.196	Valid

Source: Data Processing - SPSS 25, 2025

The table 2 demonstrates that all measurement indicators for each construct exhibit r-statistic values surpassing the r-table threshold of 0.196 at the 0.05 significance level. Accordingly, all instrument items are deemed valid and suitable for assessing the research variables and for administration to respondents. Subsequent to the validity evaluation, a reliability analysis was done, the results for each variable are shown in table 3 (Space, 2013).

**Table 3. Reliability Test Results**

Variable	Cronbach's Alpha		Information
	Result	Significance	
Customer Experience (X.1)	.888	.60	Reliable
Emotional Attachment (X.2)	.838	.60	Reliable
Customer Loyalty (Y)	.778	.60	Reliable

Source: Data Processing - SPSS 25, 2025

### 4.1.3. Classical Assumption Tests

#### 1) Normality Test

To evaluate the normality of the data distribution, the Kolmogorov-Smirnov test was utilized. The results of this assessment are presented in the table 4 below.

**Table 4. Normality Test Results**  
**One-Sample Kolmogorov-Smirnov-Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.78254522
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.058
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: Data Processing - SPSS 25, 2025

The output of the Kolmogorov-Smirnov test, as computed by SPSS, returned a two-tailed significance value of 0.200. This value, being above the 0.05 alpha level, confirms that the data distribution does not significantly depart from normality. Consequently, the dataset is deemed appropriate for the planned parametric inferential analyses. Additionally, a multicollinearity assessment was conducted to identify potential intercorrelations among the independent variables.

#### 2) Multicollinearity Test

Multicollinearity was examined to ensure the independence of the predictor variables. The diagnostic evaluation, based on VIF and Tolerance indicators, shows that all independent variables have a  $VIF < 10$  and a  $Tolerance > 0.10$ . This confirms that problematic multicollinearity is not present in the model. The detailed diagnostic results are provided in the following table 5.

**Table 5. Multicollinearity Test Results**  
**Coefficients<sup>a</sup>**

Model	Collinearity Statistics		Result
	Tolerance	VIF	
1 (Constant)			
Customer Experience	.802	1.246	No symptoms of multicollinearity
Emotional Attachment	.802	1.246	No symptoms of multicollinearity

Source: Data Processing - SPSS 25, 2025

As illuminated in table 5, the examination reveals that there is no multicollinearity among the independent variables, indicated by tolerance values exceeding 0.10 and VIF values falling below 10 for customer experience (X1) and emotional attachment (X2).

#### 3) Heteroscedasticity Test

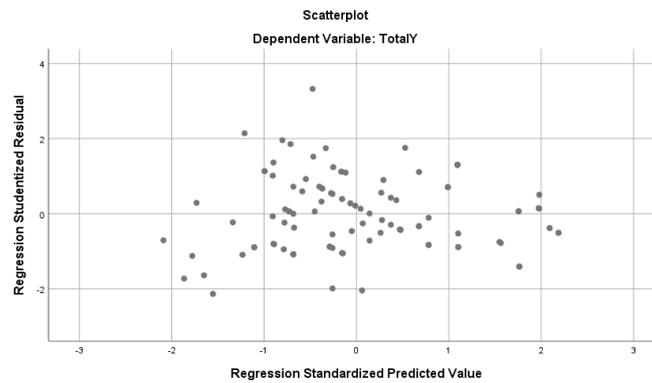
The heteroscedasticity test evaluates whether the variance of the residuals remains constant across different levels of the independent variables. A model with heteroscedasticity may produce inefficient estimates. The Glejser test and scatterplot analysis were conducted, showing that the significance values were above 0.05 and the scatterplot displayed no systematic pattern. These results indicate that heteroscedasticity was not detected, and the model satisfies the homoscedasticity assumption.

**Table 6. Heteroscedasticity Test Results Coefficients<sup>a</sup>**

Model		Sig.
1	(Constant)	
	Customer Experience	.374
	Emotional Attachment	.209

Source: Data Processing - SPSS 25, 2025

According to the analysis results, both variables show significance levels higher than 0.05, suggesting that heteroscedasticity does not impact the regression model. Accordingly, the model satisfies the classical assumption of homoscedasticity, thereby ensuring the robustness and reliability of the regression estimates for subsequent hypothesis testing. Furthermore, a heteroscedasticity assessment was conducted using a scatterplot, as shown in the illustration provided in Figure 2.



**Figure 2. Scatter Plot**

The figure 2 shows that the data points are randomly distributed and do not form a specific pattern. This indicates that the regression model does not exhibit heteroscedasticity, suggesting that the assumption of homoscedasticity is satisfied and the model can be considered reliable.

**4.1.4. Multiple Linear Regression Analysis**

Detailed estimation results are provided in Table 7.

**Table 7. Multiple Linear Regression Result Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.015	1.890		5.299	.000
Customer Experience	.410	.053	.555	7.785	.000
Emotional Attachment	.332	.068	.351	4.920	.000

Source: Primary Data - SPSS 25, 2025

In reference to the preceding tabulated output of the multiple linear regression analysis, the derived regression equation can be formulated as follows (Ghozali, 2021):

$$Y = 10.015 + 0.410X_1 + 0.332X_2$$

The interpretation of the previous equation is as follows:

- a. The constant value is 10.015, indicating that when Customer Experience (X1) and Emotional Attachment (X2) are held at 0, Customer Loyalty (Y) is predicted to be 10.015.
- b. Customer Experience (X1) exhibits a positive regression coefficient of 0.410. This indicates that a one-unit increase in X1 results in a 0.410 unit increase in Customer Loyalty (Y), confirming a direct positive association between the two constructs.
- c. A positive regression coefficient of 0.332 is observed for Emotional Attachment (X2). This indicates that a one-unit increase in X2 results in a 0.332 unit rise in Customer Loyalty (Y), affirming a direct positive relationship between the variables.

#### 4.1.5. Hypothesis Test

##### 1) Partial Test (t-Test)

Partial t-tests were performed to determine the individual effect of Customer Experience (X1) and Emotional Attachment (X2) on Customer Loyalty (Y). Using a 5% two-tailed significance level ( $\alpha = 0.05$ ) and  $df = 97$  (t-table value = 1.984), the statistical significance of each predictor was evaluated. The test results are presented in the table 8.

**Table 8. Partial Significance Test (t-Test) Results Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.015	1.890		5.299	.000
Customer Experience	.410	.053	.555	7.785	.000
Emotional Attachment	.332	.068	.351	4.920	.000

a. Dependent Variable: Customer Loyalty

Analysis of the partial test results reveals that Customer Experience (X1) exerts a statistically significant and positive influence on Customer Loyalty (Y), as indicated by a p-value of 0.000 ( $p < 0.05$ ) and a t-value of 7.785, which exceeds the t-table value of 1.984. These results provide empirical support for H1. In parallel, Emotional Attachment (X2) also demonstrates a statistically significant positive effect on Y, with a p-value of 0.000 and a t-value of 4.920, thereby substantiating H2.

##### 2) Simultaneous Test (F-Test)

The simultaneous significance of Customer Experience (X1) and Emotional Attachment (X2) in influencing Customer Loyalty (Y) was examined via an F-test. A statistically significant model is indicated by an F-statistic greater than the F-table value and a p-value below 0.05, signifying that the predictors jointly explain a significant portion of the variance in Y. The test results are summarized in the table 9.

**Table 9. Simultaneous Significance Test (F-Test) Results ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1170.397	2	585.198	74.055	.000b
Residual	766.513	97	7.902		
Total	1936.910	99			

Source: Primary Data - SPSS 25, 2025

A statistically significant joint effect of Customer Experience (X<sub>1</sub>) and Emotional Attachment (X<sub>2</sub>) on Customer Loyalty (Y) is established, with a significance value of 0.000 and an F-statistic of 74.055 surpassing the critical value of 2.70.

3) Coefficient of Determination

the coefficient of determination (R<sup>2</sup>) was calculated to ascertain the proportion of variance in Customer Loyalty (Y) explained by the predictor variables. The R<sup>2</sup> results are summarized in the table 10.

**Table 10. Coefficient of Determination Test Results**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777 <sup>a</sup>	.604	.596	2.811

a. Dependent Variable : Customer Loyalty

b. Predictors: (Constant), Customer Experience, Emotional Attachment

The data presented in Table 10 suggests a robust and favorable correlation among Customer Experience, free shipping, Emotional Attachment, and Customer Loyalty, indicated by a multiple correlation coefficient (R) of 0.777. This suggests that improvements in these independent variables are closely associated with higher levels of customer loyalty. Furthermore, the Adjusted R<sup>2</sup> value demonstrates that 59.6% of the variation in Customer Loyalty can be explained by the combined influence of these variables, reflecting substantial explanatory power of the regression model. It is noted that 40.4% of the variance in the dependent variable is accounted for by factors not examined in this study, which may include elements such as pricing strategies, perceived service quality, brand trust, and individual consumer traits.

## 4.2. Discussion

### 4.2.1. The Influence of Customer Experience on Customer Loyalty

For the variable Customer Experience (X<sub>1</sub>), the obtained t-statistic of 7.785 surpasses the critical threshold of 1.984, and the associated significance value is 0.000, which is below the alpha level of 0.05. These outcomes demonstrate that Customer Experience has a positive and significant influence on Customer Loyalty within the studied population. Beyond its statistical significance, this finding reinforces the theoretical perspective that customer experience functions as a strategic mechanism for value creation and relationship building rather than merely an operational outcome. According to experiential marketing theory, customers evaluate brands holistically through sensory, affective, cognitive, and behavioral responses formed across multiple touchpoints (Brakus et al., 2009; Verhoef et al., 2009). When these experiences are consistently positive, they shape favorable brand perceptions and strengthen long-term relational bonds.

### 4.2.2. The Influence of Emotional Attachment on Customer Loyalty

Emotional Attachment (X<sub>2</sub>) demonstrates a significant positive impact on Customer Loyalty, as evidenced by a t-statistic of 4.920 and a corresponding significance value of 0.000, which is well below the 0.05 alpha level. In essence, stronger emotional bonds between customers and the Kopi Kenangan brand are associated with a greater likelihood of sustained loyalty. This emotional bond may emerge from feelings of pride, a sense of belonging, emotional closeness to the brand, or positive memories formed during interactions with the product and its services. According to Khuan et al. (2023), emotional attachment refers to the psychological and emotional closeness between consumers and a product, shaped by positive

experiences, symbolic value, and the trust customers place in the brand. When emotional attachment is present, customers tend to be more committed, less willing to switch to competing brands, and even willing to spend more to maintain their relationship with the brand. These findings align with the results of Hadiwidjajalu & Keni (2025) and Nuraeni et al. (2023), which highlight emotional attachment as a strong predictor of long-term customer loyalty. In the context of Kopi Kenangan, such emotional ties are likely fostered through consistent product quality, relevant local value propositions, and marketing strategies that successfully build a relatable brand identity, particularly among young urban consumers in Banjarmasin.

## 5. Conclusion

The analysis substantiates that Customer Experience and Emotional Attachment are significant determinants, each exerting a positive influence on the development of Customer Loyalty within the studied context of Kopi Kenangan in Banjarmasin. Customer Experience contributes to loyalty by creating meaningful interactions across multiple touchpoints, emphasizing that loyalty is shaped not only by functional service quality but also by experiential value. Meanwhile, Emotional Attachment strengthens customer commitment through emotional closeness, a sense of belonging, and positive brand-related memories, which reduce switching behavior and support long-term relationships. Overall, the findings support experiential and relationship marketing theories by demonstrating that customer loyalty is driven by both experiential and emotional factors.

In the highly competitive coffee shop industry, integrating superior customer experiences with strong emotional attachment is essential for sustaining loyalty and competitive advantage. This study is constrained by its cross-sectional research design, concentration on a single urban context, reliance on self-reported measures, and the examination of only two antecedents of customer loyalty. Future studies are encouraged to adopt longitudinal approaches, extend the research scope to diverse regions or brand contexts, and incorporate additional explanatory variables such as customer satisfaction, brand trust, and customer engagement. Furthermore, the application of mixed-method designs and the exploration of digital and social media-based customer experiences may yield more comprehensive insights into the development of customer loyalty.

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