Brand Image, Customer Experience, and Customer Value on Customer Satisfaction at Janji Jiwa Coffee in Pekanbaru City

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ABSTRACT

This study aims to analyze the influence of brand image, customer experience, and customer value on customer satisfaction of Kopi Janji Jiwa in Pekanbaru City. This study was conducted in Pekanbaru City, with a population of consumers at Kopi Janji Jiwa whose number is unknown. Using the Roscoe method, a sample of 150 people was determined. The sampling technique in this study used accidental sampling. The data analysis method used multiple linear regression. The results of this study indicate that brand image has a significant influence on customer satisfaction of Kopi Janji Jiwa in Pekanbaru City. Furthermore, customer experience has a significant influence on customer satisfaction of Kopi Janji Jiwa in Pekanbaru City and customer value has a significant influence on customer satisfaction of Kopi Janji Jiwa in Pekanbaru City. The adjusted R Square value of 0.550 means that the influence of brand image, customer experience, and customer value on customer satisfaction is 55%, while the remaining 45% is influenced by other variables not used in this study.

INTRODUCTION

The development of the food and beverage industry in Indonesia has brought about significant changes in people's lifestyles, one example being coffee consumption habits. Coffee plants originate from Africa, specifically Ethiopia, and have been known since around the 9th century. Today, commercial coffee cultivation is carried out in various countries, such as Hawaii, Jamaica, Ethiopia, Kenya, Brazil, and Vietnam. Coffee is a global product with high economic value and is one of the most popular beverages in the world. The Indonesian coffee industry can also be seen through public consumption levels. To provide a more comprehensive picture, here is the data on Indonesian coffee consumption for 2020–2024.
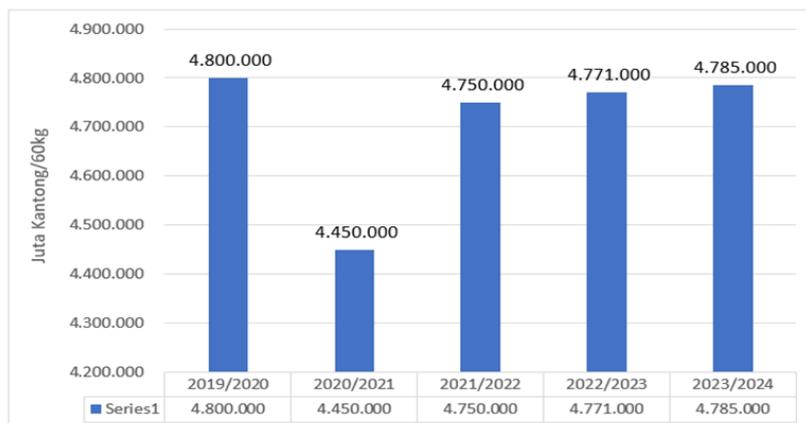
Source: CNBC Indonesia, 2024

Figure 1. Indonesian Coffee Consumption 2020 - 2024

Based on Figure 1 above, it can be seen that there was a quite clear decline in 2020/2021. This decline occurred due to the impact of the COVID-19 pandemic, which affected economic activity, public purchasing power, and the operation of the food and beverage industry. From 2021/2022 and the following year, coffee consumption experienced an increase and stability. This was driven by the post-pandemic economic recovery and the normalization of community activities. The increasing number of coffee consumers returning to activities outside the home also drove the increase in coffee demand. Currently, there are an estimated 10,000 coffee shops spread across Indonesia. This growth was supported by the aggressive expansion of various local coffee brands, such as Kopi Kenangan, Janji Jiwa, and Lain Hati. One of the most well-known local coffee brands in Indonesia is "Janji Jiwa" coffee. On May 15, 2018, Janji Jiwa first opened its doors at ITC Kuningan. Janji Jiwa has received an award from MURI in 2019 & Top Brand in 2020 & 2021. With a franchise concept, Janji Jiwa now has more than 900 volumes spread across 100 cities and 33 provinces in Indonesia (Syarif, 2022). Janji Jiwa Coffee certainly has many competitors in its business, including Fore coffee, Kopi Lain Hati, Kopi Kenangan, and other coffee shops. To see how local coffee brands position themselves in the eyes of consumers, here is the Top Brand Index (TBI) data in the coffee shop category for the period 2020 to 2023.
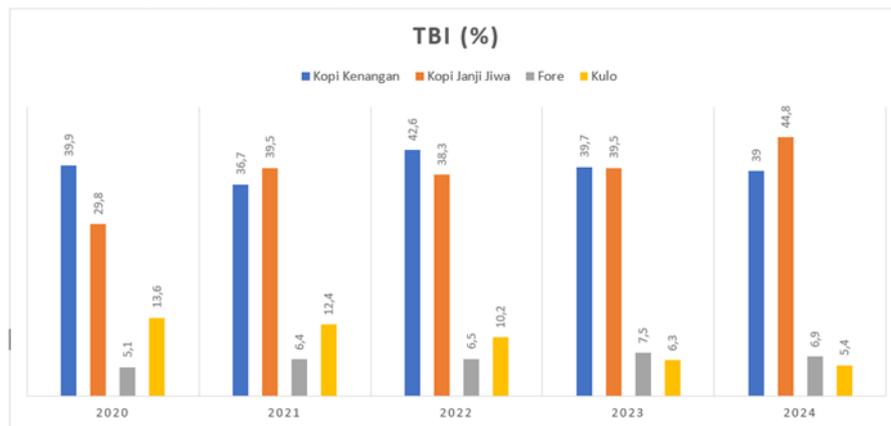
Source: Top Brand Award, 2025

Figure 2. Top Brand Index 2020 - 2024

Figure 2. shows that, based on the Top Brand Award assessment in the coffee shop category, Kopi Kenangan and Kopi Janji Jiwa are the two brands with the most dominant positions in the local coffee shop market. However, the two brands have shown different dynamics in the TBI over the past five years. At the beginning of the period, Kopi Kenangan held the top position, indicating stronger popularity and consumer loyalty. However, the following year, Kopi Janji Jiwa surpassed Kopi Kenangan, indicating increasing consumer acceptance of Kopi Janji Jiwa. This demonstrates Kopi Janji Jiwa's strong competitiveness and continued improvement in consumer perception year after year. Therefore, it is important for Janji Jiwa to understand the factors influencing consumer satisfaction (Suhardjo et al., 2023) and purchasing decisions to maintain and even improve its position in the future, as the Top Brand Award can be used as an indicator of consumer satisfaction levels (Riski Putri & Pradhanawati, 2022).

Customer satisfaction is an assessment that arises from the experience felt during the purchase or use of a product. If performance falls below expectations, a person will feel disappointed. Conversely, a person will feel happy if performance exceeds expectations (Tjiptono, 2015). Customer satisfaction provides various strategic benefits for a company, such as strengthening the relationship between customers and the company, increasing loyalty, encouraging repeat purchases, and creating word-of-mouth, which positively impacts business sustainability. By understanding the importance of customer satisfaction for brand sustainability, it is relevant to examine how this phenomenon is reflected in the development of the coffee shop industry.

The development of coffee shops in Pekanbaru City is supported by the increasing standard of living and the increasing demand for coffee. Researchers conducted a pre-survey of 30 respondents from Pekanbaru to determine the estimated number of Janji Jiwa coffee consumers in Pekanbaru and their satisfaction levels, as follows:

Table 1. Results of the Pre-Survey of Visits and Customer Satisfaction Levels of Janji Jiwa Coffee in Pekanbaru City

Question	Answer Options	Number of people	Percentage
What local coffee shop brand do you visit most often?	Fore *Coffee*	8	26.7%
	Kopi Kenangan	4	13.3%
	Kopi Soe	2	6.7%

Question	Answer Options	Number of people	Percentage
	Kopi Janji Jiwa	14	46.7%
	DLL	2	6.7%
Are you satisfied after purchasing	Satisfied	22	73.3%
Janji Jiwa Coffee?	Not satisfied	8	26.7%

Source: Processed Data, 2025

Based on Table 1, the results of the pre-survey, Kopi Janji Jiwa is the most frequently visited local coffee shop brand by 30 respondents in Pekanbaru City. This indicates that Kopi Janji Jiwa has a fairly dominant appeal compared to other local coffee shop brands such as Fore Coffee, Kopi Kenangan, Kopi Soe, etc. The table above shows that some respondents still choose not to purchase Kopi Janji Jiwa products. This could be due to the brand image not yet fully establishing a strong impression compared to its competitors. Personal preferences for certain beverage flavors and styles may also lead some respondents to choose other coffee shops that they perceive as more suited to their needs.

In terms of satisfaction, some respondents expressed dissatisfaction with Kopi Janji Jiwa. This could be due to a mismatch between the brand image and their actual experience, an unimpressive shopping experience due to product variety, beverage flavor, or service, and a price not commensurate with the benefits received, which leads customers to perceive less than optimal perceived value (Renaldo et al., 2024). From these results, we can see that there are still aspects such as brand image, customer experience, and customer value that need to be addressed and improved by Kopi Janji Jiwa in Pekanbaru City.

Brand image is a comprehensive picture of how a brand is perceived, formed through various information and consumers' past experiences with the brand. When a brand has a positive image, consumers are more likely to purchase that brand. Brand image reflects the connection that arises between customers and a brand. Implementing the right strategy when marketing a product will make it easier for a company to embed its brand in the public's mind (Savitri & Wardana, 2018).

Research conducted by Silfia & Sarma (2023) and Wenas (2023) shows that brand image has a positive and significant effect on customer satisfaction. Meanwhile, research by Dasril & Sumadi (2023) and Apriliani & Yudiantoro (2023) found that brand image and customer satisfaction have a negative effect. Given the discrepancies in previous research, it is important to conduct further research to explore the role of brand image in influencing customer satisfaction. Besides brand image, customer experience is also a crucial factor in increasing customer satisfaction.

Customer experience is a personal event that occurs in response to encouragement from the seller. Companies that recognize that customers are rational, emotional individuals, and pay attention to their product experience will make customer experience a key strategy.

Research conducted by Gilbrend (2025), Taba & Suarna (2024), and Hermi & Dharasta (2025) shows a significant positive relationship between customer experience and customer satisfaction. Meanwhile, research by Mahmud et al. (2024) shows that customer experience has no effect on customer satisfaction. Therefore, it is important to conduct research on how customer experience plays a role in increasing customer satisfaction. Customers assess the perceived benefits of a product through their experiences, which is known as customer value.

Customer value is the difference between potential customers' assessments of all the benefits and the price of a product offered compared to other alternatives they have considered. If the benefits received by the customer are greater than the costs incurred, it means that the customer can feel the value of the product, so the offer given will likely be accepted, conversely, if the benefits received are smaller than the costs incurred, the offer will be rejected (Adriani & Warmika, 2019).

Research by Safrina et al. (2023), Rahayuningsih & Dewi (2025) showed a positive and significant influence of customer value on customer satisfaction. Meanwhile, research by Nugroho et al. (2025) showed that customer value had no effect on customer satisfaction. The discrepancies in the results warrant further research to determine the effect of customer value on customer satisfaction.

In accordance with the background of the problem explained, the objectives of this study include analyzing the influence of brand image on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City, analyzing the influence of customer experience on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City, and analyzing the influence of customer value on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is an emotional state of pleasure or disappointment that arises after comparing perceived product performance with prior expectations. Consumers will feel satisfied if their needs and desires are met according to their expectations. When a product provides added value, customer satisfaction levels will increase and the likelihood of customers being loyal to the product in the long term will be greater (Kotler & Keller, 2021). Customer satisfaction is a crucial key for companies in retaining their customers. (Kotler & Keller, 2016) The indicators of customer satisfaction include repeat purchases, word of mouth, and image building.

Brand Image

Brand image is a subconscious image and consumer perception of a product. The impression that arises from a brand plays a crucial role because it is related to the image formed in the customer's mind. The purpose of a brand is to differentiate one product from another through its identity (Pratama & Suryandani, 2023). According to (Rangkuti, 2009), brand image has several indicators, namely recognition, reputation, affinity, and brand loyalty.

Customer Experience

Customer experience is a form of cognitive recognition or perception that can trigger customer motivation. This perception plays a role in increasing the value of a company's products. Overall, customer experience is the result of consumer interactions with a company, both physically and emotionally (Marliana et al., 2023). According to Miftahul Janah et al., 2023, there are five indicators of customer experience: the five senses (sens), feelings (feel), ways of thinking (think), relationships (relate), and actions (act).

Customer Value

Customer value is the benefit perceived by customers from using a product, where customers provide assessments, form preferences, and also evaluate the product based on the value offered. When customers make a purchase, they will consider the benefits obtained and the sacrifices made. If in the process the customer feels satisfied and comfortable, it will create customer value (K. S. W. Ningsih & Sutedjo, 2024). According to (A. Ningsih & Sari, 2024) indicators in assessing customer value are emotional value, social value, quality/performance value, and price/value for money.

Inter-Variable Interactions and Hypotheses

The Influence of Brand Image on Customer Satisfaction

Image serves to create value by facilitating customer information processing, distinguishing brands, providing a rationale for purchasing, generating positive feelings, and serving as the foundation for a brand's existence. Image generates value; the better a company's brand image, the higher its customer satisfaction and loyalty (Silfia & Sarma, 2023).

Research conducted by Putra (2021) found that brand image has a positive and significant effect on customer satisfaction. Similarly, research conducted by Ramdhani & Widyasari (2022) and Efendi et al. (2023) found that brand image has an effect on customer satisfaction. Meanwhile, research conducted by Laili & Canggih (2021) found that brand image has a negative effect on customer satisfaction. Research by Prastiwi & Rivai (2022) and Ami Nabila & Ravindra Safitra Hidayat (2025) also found that brand image has a negative but insignificant effect on customer satisfaction. Therefore, the hypothesis in this study is:

H1: Brand image has a positive effect on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City.

The Influence of Customer Experience on Customer Satisfaction

Customer experience is becoming an increasingly important strategy for companies today. There is growing awareness that customers are not only rational but also emotional, and there is a greater emphasis on the experience they experience while using a product or service. Customer satisfaction is generally heavily influenced by customer experience. Positive experiences experienced by customers during the shopping process can foster feelings of satisfaction with the product or service received (Maharani et al., 2023).

Research conducted by Barahama et al. (2022) found that customer experience significantly influences customer satisfaction. This is similar to research conducted by Rosydah & Murtiyant (2024) and Ginting (2023), which found that customer experience influences customer satisfaction. Meanwhile, research conducted by Indriati & Fitriana (2022) found that customer experience has a positive but insignificant effect on customer satisfaction. Research conducted by Fachri (2023) and Mahmud et al. (2024) found that customer experience does not have a positive or significant effect on customer satisfaction. So, the hypothesis in this study is:

H2: Customer experience has a positive effect on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City.

The Influence of Customer Value on Customer Satisfaction

Customer value is viewed from the perspective of both the customer and the organization concerned, taking into account customer needs and beliefs in the purchasing and use of products or services. A high perception of value will drive satisfaction and increase customer loyalty (Susriyanti, 2016).

Research conducted by Setiawan et al. (2022) states that customer value has a significant influence on customer satisfaction. Research conducted by Oktavianus & Megawati (2022) and Syahwi & Pantawis (2021) also indicates that customer value has a positive and significant influence on customer satisfaction. This contrasts with research conducted by Nugroho et al. (2025) and Andriani & Yanti (2024), which found that customer value had no effect on customer satisfaction. Therefore, the hypothesis in this study is:

H3: Customer value has a positive influence on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City.

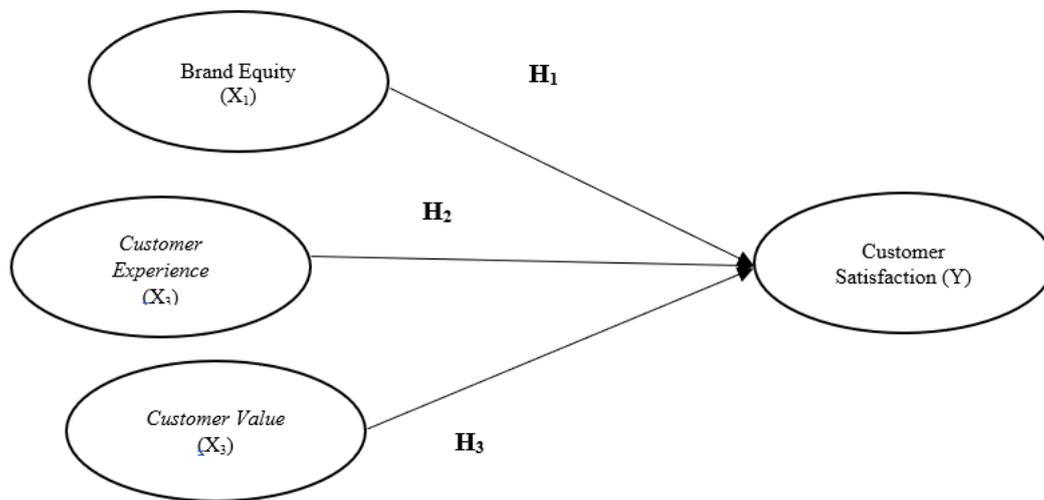**Framework**

The framework of thought in this research is:

Figure 1. Framework of Thought

METHODOLOGY

Population and Sample

The population selected for this study was all Kopi Janji Jiwa customers in Pekanbaru City, whose exact number is unknown. Using the Roscoe method, the sample size was 150 respondents. The sampling technique used was accidental sampling.

Operational Variables

The operational variables in this study are shown in Table 2.

Table 2. Operational Variables X and Y

Variable	Indicator	Statement	Source	Scale
Customer Satisfaction (Y)	Repeat Purchases	1. I will repurchase Kopi Janji Jiwa when I need coffee.	Tito & Parahiyangan (2022)	Interval
		2. I will revisit Kopi Janji Jiwa when there are new products.		
	Word of Mouth	1. I often recommend Janji Jiwa coffee to my friends.		
		2. I'm happy to share my positive experience buying Janji Jiwa coffee.		
	Creating an Image	1. Janji Jiwa Coffee has a good reputation compared to other coffee brands.		
		2. Besides coffee, I also buy other menu		

Variable	Indicator	Statement	Source	Scale
		items from Janji Jiwa.		
Brand Equity (X1)	Recognition	1. I easily recognize the tagline "What comes from the heart reaches the heart."	Supriyatna (2020)	Interval
		2. I often think of the Janji Jiwa Coffee logo when I think of coffee shops.		
	Reputation	1. Good service supports its reputation as a quality brand.		
		2. I believe that the quality of Janji Jiwa Coffee products is always good.		
	Affinity	1. I am attracted to the price offered by Janji Jiwa Coffee.		
		2. I feel that Janji Jiwa Coffee has a modern image that suits my lifestyle.		
	Loyalty	1. I still choose Janji Jiwa Coffee because this brand is widely known.		
		2. I choose Janji Jiwa Coffee because its good reputation compares to other brands.		
Customer Experience (X2)	Sens	1. The texture of Janji Jiwa Coffee drinks feels just right when drunk.	Miftahul Janah et al. (2023)	Interval
		2. The aroma of Janji Jiwa Coffee drinks is very fragrant.		
	Feel	1. I feel comfortable when visiting Janji Jiwa Coffee.		
		2. The service provided makes me I feel valued as a customer		
	Think	1. I believe this brand consistently delivers quality products		
		2. The experience I had after using Kopi Janji Jiwa products influenced my intention to make repeat purchases.		
	Relate	1. I feel that Kopi Janji Jiwa builds social relationships with customers.		
		2. I feel that Kopi Janji Jiwa is able to create emotional bonds with customers.		
	Act	1. Previous positive experiences have encouraged me to try new menu items at Janji Jiwa.		
		2. My experiences at Kopi Janji Jiwa have kept me loyal despite the presence of other, more popular coffee brands.		
Customer Value (X3)	Emotional Value	1. Kopi Janji Jiwa's service can improve my positive mood.	A. Ningsih & Sari (2024)	Interval
		2. Every positive experience I have had at Kopi Janji Jiwa makes me feel that this product is more valuable than other brands.		
	Social Value	1. Consuming Kopi Janji Jiwa adds value to me because it makes me look like I'm following a modern lifestyle.		
		2. Kopi Janji Jiwa adds value to me because it helps build a positive image in the eyes of others.		
	Quality/ Performance Value	1. I feel that Kopi Janji Jiwa products provide added value because of their consistent quality.		
		2. The taste of Kopi Janji Jiwa makes me feel that this product is worth continuing to consume.		
	Price/	1. I feel that the price of Janji Jiwa Coffee		

Variable	Indicator	Statement	Source	Scale
	Value of Money	products is commensurate with the value I receive.		
		2. The drinks I purchased at Janji Jiwa provided benefits comparable to my expectations.		

Source: Processed, 2025

Data Types and Data Sources

Primary data is raw data obtained directly in the field by researchers from primary sources for their research purposes, not through intermediaries. Meanwhile, secondary data is data that is already available and used by researchers to support their research. This data is not collected directly by the researcher but rather obtained from other parties or sources. Secondary data can come from various sources, such as books, previous research results, papers, and scientific journals relevant to this research (Juliandi et al., 2014).

Data Collection Techniques

The data collection technique in this study included a questionnaire. A questionnaire is a method of data collection that involves distributing several systematically structured questions and administering them directly to respondents. Respondents are asked to respond to several questions in the questionnaire, and their answers are then weighted using a Likert scale. The research results from the questionnaire can be maintained if supported by relevant documents (Sugiyono, 2018).

Research Instrument

This research is a survey, so the instrument used is a questionnaire. Respondents will provide answers to the prepared statements. These answers will be processed into quantitative data by scoring them using a Likert scale. Measurement on an interval scale consists of five levels, with each answer assigned a weighted value. Research indicators are measured using a Likert scale, which consists of five levels of responses, with each answer option assigned a specific weight. The answer options used include strongly agree, agree, somewhat agree, disagree, and strongly disagree (Sugiyono, 2011).

Data Analysis Techniques

Research methods are the techniques or steps applied by researchers in processing and analyzing data. In general, a research method is a scientific approach used to collect data to achieve specific research objectives and generate benefits relevant to the research needs (Sugiyono, 2011).

Descriptive Analysis

Descriptive analysis is a descriptive statistical technique used to analyze data by describing or depicting the collected data according to its actual conditions, without the aim of drawing general conclusions or making generalizations. Descriptive analysis is applied to explain and interpret research data. Descriptive analysis in this study was used to describe the characteristics of respondents and present the results of their assessments or responses to the variables studied (Sugiyono, 2011).

Preliminary Test

Validity and Reliability Test

Validity is a measure of the extent to which an instrument accurately measures what it is supposed to measure. Instrument validity describes the ability of a measuring instrument to reveal the object or variable that is the main focus of the research. A statement is considered valid if the corrected item-total correlation is greater than 0.30. Meanwhile, a reliability test is used to determine the level of consistency of a measuring instrument in measuring a symptom. The higher the level of reliability, the more stable and reliable the measuring instrument is for use in research. The reliability of a construct or research variable can be determined through the Cronbach's Alpha (α) statistic. A variable is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The closer the alpha value is to one, the higher the level of reliability of the data obtained (Ghozali, 2016).

Classical Assumption Test

The classical assumption test is conducted on the regression model used to ensure its feasibility and meet the criteria for a good model. This test aims to identify any violations of the basic assumptions in regression analysis. In this study, the classical assumption tests used include the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test (Ghozali, 2016).

Normality Test

The normality test aims to determine whether the dependent and independent variables, both individually and collectively, have a normal data distribution in a regression model. A good regression model is characterized by a normal or near-normal data distribution. Normality testing can be performed by examining a Normal Probability Plot. If the data are distributed around the diagonal line and follow the direction of the line, the regression model can be said to meet the normality assumption. Conversely, if the data are distributed away from or do not follow the diagonal line, the regression model is considered to not meet the normality assumption. In addition to using graphs, residual normality testing can also be performed using the nonparametric Kolmogorov–Smirnov (K-S) statistical test. A regression model is considered to meet the normality assumption if the significance value resulting from the Kolmogorov–Smirnov (K-S) test is greater than 0.05 (Ghozali, 2016).

Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a correlation between the independent variables in the regression model. A good regression model should have no correlation between the independent variables. Testing for multicollinearity is performed by observing the correlation matrix generated during data processing, as well as the VIF (Variance Inflation Factor) and its tolerance. If the VIF is below 10 and the tolerance is close to 1, it is concluded that the regression model does not exhibit multicollinearity (Ghozali, 2016).

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there are differences in residual variance between observations in a regression model. A regression model is said to have heteroscedasticity if the residual variance is not constant. One way to detect this is through a scatterplot graph between the predicted values of the dependent variable (ZPRED) and the residuals (SRESID). If the points form a specific pattern, such as widening and then narrowing, this indicates heteroscedasticity. Additionally, the Glejser test can be used by regressing the absolute values of the residuals against the independent variables. A regression model is declared free of heteroscedasticity if the significance value is above 0.05 (Ghozali, 2016).

Model Suitability Test

F Test

The F statistic test is essentially used to determine whether all independent variables entered into the model simultaneously influence the dependent variable. This test is performed by comparing the calculated F value with the F table and observing the significance value at the 0.05 level (Ghozali, 2016).

Coefficient of Determination

The coefficient of determination (R^2) is essentially used to determine the extent to which a regression model can explain variations in the dependent variable through the independent variables. The coefficient of determination ranges from zero to one. A low R^2 value indicates that the independent variable's ability to explain changes in the dependent variable is still limited. Conversely, a higher R^2 value indicates a greater contribution of the independent variable in explaining the dependent variable. Because this study involves more than one independent variable, the coefficient of determination is used to measure the extent of the independent variable's contribution to the dependent variable. The higher the corrected coefficient of determination in a regression model, the better the quality of the resulting model (Ghozali, 2016).

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test the influence of three or more variables, involving two or more independent variables: Brand Image (X1), Customer Experience (X2), and Customer Value (X3), and one dependent variable: Customer Satisfaction (Y). These independent variables act as predictors whose values can be manipulated or changed to determine their effect on the dependent variable. Therefore, multiple linear regression analysis is used when the number of independent variables being studied is at least two. The multiple linear regression equation is formulated as follows:

$$Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + e$$

Hypothesis Testing (t-Test)

Hypothesis testing is used to determine whether the independent variables individually (partially) have an influence on the dependent variable. This test is conducted by comparing the calculated T value with the T table. If the calculated T value is greater than the T table and the significance level is below 0.05 (5%), it can be concluded that the independent variable has a significant partial influence on the dependent variable, and vice

versa. Partial significance testing is conducted separately for each independent variable to determine whether or not there is a significant influence on the dependent variable. If the calculated T value is greater than the T table at the α level, then H₀ is rejected and Hₐ is accepted, indicating a significant partial influence.

RESULTS AND DISCUSSION

Respondent Overview

The general overview of respondents in this study shows that the majority of consumers who purchased Janji Jiwa Coffee products in Pekanbaru City were in the Generation Z age range (1997–2012), with 63 people (42%), and the majority were female (102 people, 68%). The average income is between Rp 3,500,001 and Rp 4,000,000, representing 52 respondents (34.7%). The majority of consumers purchasing Janji Jiwa Coffee products in Pekanbaru City reside in the Pekanbaru Kota sub-district, representing 46 respondents (30.7%). On average, 70 consumers (46.7%) purchase between one and three times, with Pekanbaru purchasing coffee more frequently, representing 62 respondents (41.3%) of the 150 respondents.

Data Quality Test

Table 3 presents the results of the validity and reliability tests for the instruments used in this study.

Table 3. Validity and Reliability Test for Research Instruments

No	Variable	Item	CICT Score	Validity	Cronbach's Alpha	Reliability
1	Brand Equity (X_1)	$X.1._1$	0.912	0.30 (Valid)	0,945	0,60 (Reliable)
2		$X.1._2$	0.551			
3		$X.1._3$	0.920			
4		$X.1._4$	0.894			
5		$X.1._5$	0.734			
6		$X.1._6$	0.914			
7		$X.1._7$	0.603			
8		$X.1._8$	0.875			
9	Customer Experience (X_2)	$X.2._1$	0.921	0.30 (Valid)	0,955	0,60 (Reliable)
10		$X.2._2$	0.830			
11		$X.2._3$	0.895			
12		$X.2._4$	0.771			
13		$X.2._5$	0.896			
14		$X.2._6$	0.745			
15		$X.2._7$	0.668			
16		$X.2._8$	0.661			
17		$X.2._9$	0.779			
18		$X.2._{10}$	0.889			
19	Customer Value (X_3)	$X.3._1$	0.702	0.30 (Valid)	0,939	0,60 (Reliable)
20		$X.3._2$	0.866			
21		$X.3._3$	0.869			
22		$X.3._4$	0.648			
23		$X.3._5$	0.847			
24		$X.3._6$	0.780			
25		$X.3._7$	0.808			
26		$X.3._8$	0.763			
27	Customer Satisfaction (Y)	$Y._1$	0.864	0.30 (Valid)	0,951	0,60 (Reliable)
28		$Y._2$	0.865			
29		$Y._3$	0.859			
30		$Y._4$	0.869			
31		$Y._5$	0.836			
32		$Y._6$	0.803			

Source: SPSS Processed Data, 2025

Based on Table 3, the data test results indicate that all corrected item-total correlation values are greater than 0.30, thus concluding that all statement items used in this study are valid. Furthermore, the instrument reliability test results show that the Cronbach's Alpha value obtained through data processing using SPSS is above 0.60. Thus, the research instrument used can be considered reliable or has a good level of consistency when used for repeated measurements.

Classical Assumption Test

Table 4 presents the results of the classical assumption test applied in this study, which includes a normality test using the Kolmogorov–Smirnov method, a multicollinearity test, and a heteroscedasticity test. All test results can be seen in Table 4.

Table 4. Classical Assumption Test

Classical Assumption Test	Significance		Description
Kolmogorov-Smirnov Normality Test	0.200 > 0.05		Normal
	Variable	**VIF**	**Description**
Multicollinearity Test	Brand Image	1.227	
	Customer Experience	2.135	Free from Multicollinearity
	Customer Value	2.402	
	Variable	**Sig.**	**Description**
Glejser Model Heteroscedasticity Test	Brand Image	0.716	
	Customer Experience	0.163	Free from Heteroscedasticity
	Customer Value	0.808	

Source: SPSS Processed Data, 2025

Based on Table 4, the significance value obtained is 0.200, which is greater than 0.05, thus concluding that the data in this study are normally distributed. Furthermore, the Variance Inflation Factor (VIF) value for each variable is less than 10, indicating that the regression model used does not experience multicollinearity. Furthermore, the results of the heteroscedasticity test show a significance value for each variable greater than 0.05, thus concluding that there are no symptoms of heteroscedasticity in this research model.

Research Data Analysis

Table 5 presents the results of the data analysis from the research conducted, which includes simultaneous tests, coefficients of determination, multiple linear regression analysis, and research hypothesis testing. Details of the analysis results can be seen in Table 5.

Table 5. Research Data Analysis

Variables	Unstandardized Coefficients	Standardized Coefficients	t / F Count	t / F Table	Sig	Conclusion
Regression Model						
(Constant)	0.980					
Brand Image	0.137	0.149	2.451	1.967	0.015	Significant
Customer Experience	0.329	0.503	6.260	1.967	0.000	Significant
Customer Value	0.194	0.223	2.618	1.967	0.010	Significant
Model Test						
ANOVA			61.741	2.670		Significant
Adjusted R2		0.550 (55%)				

Source: SPSS Processed Data, 2025

Simultaneous F-Test

The test results show a calculated F-value of 61.741 with a significance level of 0.000. Meanwhile, the F-value based on the statistical table is 2.67. Thus, the calculated F-value (61.741) is greater than the F-value (2.67), and the significance value (0.000) is less than 0.05. This indicates that the regression model in this study is suitable for use, and that brand image, customer experience, and customer value simultaneously influence customer satisfaction at Kopi Janji Jiwa in Pekanbaru.

Coefficient of Determination

The Adjusted R-Square value of 0.550 indicates that brand image, customer experience, and customer value explain 55% of the influence on customer satisfaction. The remaining 45% is influenced by other factors not included in this study.

Multiple Linear Regression Equation

Based on the table above, the resulting multiple linear regression equation is as follows:

$$Y = 0.980 + 0.137X1 + 0.329X2 + 0.194X3$$

The significance of this regression equation can be explained as follows. The constant (a) value of 0.980 indicates that if brand image, customer experience, and customer value are assumed to be zero, then the level of customer satisfaction at Kopi Janji Jiwa is 0.980. The brand image regression coefficient of 0.137 indicates a positive effect, meaning that the better the brand image, the higher the customer satisfaction with Kopi Janji Jiwa products. Furthermore, the customer experience regression coefficient of 0.329 indicates a positive effect, where a better customer experience leads to increased customer satisfaction. Meanwhile, the customer value regression coefficient of 0.194 also indicates a positive effect, meaning that the higher the perceived value, the higher the level of customer satisfaction.

Partial T-Test

This test was conducted to determine the extent of the independent variable's influence individually on the dependent variable. The formula for calculating the t-table value is 5%. According to Table 5, the calculated t-value (2.451) is greater than the t-table (1.976), and the resulting significance value of 0.015 is still below 0.05. Therefore, the hypothesis is accepted, meaning that brand image has a significant influence on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City. Furthermore, the calculated t value (6.260) is greater than the calculated t value (1.976), and the resulting significance value of 0.000 is still below 0.05. Therefore, the hypothesis is accepted, meaning that customer experience has a significant influence on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City. The calculated t value (2.618) is greater than the calculated t value (1.976), and the resulting significance value of 0.010 is still below 0.05. Therefore, the hypothesis is accepted, meaning that customer value has a significant influence on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City.

Discussion

The Effect of Brand Image on Customer Satisfaction

The results of the study indicate that brand image significantly influences customer satisfaction at Kopi Janji Jiwa in Pekanbaru City. This suggests that a better brand image can increase customer satisfaction when purchasing Kopi Janji Jiwa products. This suggests that a positive brand image builds positive perceptions, trust, and emotional bonds, leading to customer satisfaction and loyalty (Junaedi et al., 2024), while a negative image decreases satisfaction. The stronger the brand image in the minds of consumers, the higher their confidence in the product, which leads to satisfaction and even recommendations to others, as proven in various studies across various industries.

A good brand image is crucial for customer satisfaction because it creates trust, meets expectations, and forms emotional bonds, all of which encourage repeat purchases and loyalty. A positive image is built through a clear brand identity, effective communication, consistent product/service quality, and exceptional customer service, ultimately enhancing positive consumer perceptions and reducing purchase risk.

The results of this study align with research conducted by Putra (2021), which found that brand image has a positive and significant effect on customer satisfaction. Similarly, research conducted by Ramdhani & Widyasari (2022) and Efendi et al. (2023) found that brand image influences customer satisfaction. Contrary to this, research conducted by Laili & Canggih (2021) found that brand image negatively impacts customer satisfaction. Research by Prastiwi & Rivai (2022) and Ami Nabila & Ravindra Safitra Hidayat (2025) also found that brand image has a negative but insignificant effect on customer satisfaction.

The Influence of Customer Experience on Customer Satisfaction

Research results indicate that customer experience significantly influences customer satisfaction at Kopi Janji Jiwa in Pekanbaru City. This suggests that a better customer experience leads to higher levels of customer satisfaction.

Customer experience significantly and positively influences customer satisfaction because a positive overall experience builds trust, loyalty, and a willingness to pay more, which directly impacts long-term business success. Aspects such as ease of access, staff competence, personalization, problem resolution, and promise fulfillment are critical factors in creating a satisfying experience. A good customer experience, in terms of customer satisfaction, is a positive overall customer experience, characterized by ease of access, quick and friendly responses, informative communication, personalization, and the provision of effective solutions, which ultimately build loyalty and make customers feel valued. This involves every touchpoint from start to finish, from a user-friendly website to satisfactory after-sales service, with a primary focus on meeting customer expectations.

These research findings align with research by Barahama et al. (2022), which found that customer experience significantly influences customer satisfaction. Similar to research conducted by Rosydah & Murtiyant (2024) and Ginting (2023), which stated that customer experience influences customer satisfaction, research by Indriati & Fitriana (2022) yielded different results, stating that customer experience has a positive but insignificant

effect on customer satisfaction. Research conducted by Fachri (2023) and Mahmud et al. (2024) also indicated that customer experience does not have a positive or significant effect on customer satisfaction.

The Influence of Customer Value on Customer Satisfaction

The results of this study indicate that customer value significantly influences customer satisfaction at Kopi Janji Jiwa in Pekanbaru City. This suggests that the higher the customer value, the higher the customer satisfaction. Customer value has a significant and positive effect on customer satisfaction, explaining that customers will be more satisfied if they perceive the product or service, they receive provides benefits or added value that exceed their costs and expectations compared to competitors. This satisfaction encourages loyalty and repeats purchases. This means that the higher the customer's perceived value, the higher their level of satisfaction, creating a strong relationship between perceived value and perceived satisfaction.

Good customer value in customer satisfaction is the customer's perception that the benefits they receive (quality, convenience, emotional well-being, time/cost savings) outweigh or are commensurate with the sacrifices (price, time, effort) they make. This is manifested through superior product/service quality, responsive customer service, a positive overall experience, a strong brand reputation, and emotional or social added value. This fosters loyalty and recommendations, thereby maximizing customer satisfaction.

The results of this study align with those of Setiawan et al. (2022), which stated that customer value has a significant influence on customer satisfaction. Studies by Oktavianus & Megawati (2022) and Syahwi & Pantawis (2021) also found that customer value has a positive and significant influence on customer satisfaction. However, different research findings are described in the study by Nugroho et al. (2025) and Andriani & Yanti (2024) who stated that customer value has no effect on customer satisfaction.

CONCLUSION

Conclusion

Based on the research results, the conclusions of this study include the results explaining that brand image has a significant effect on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City. This suggests that a better brand image can increase customer satisfaction when purchasing Kopi Janji Jiwa products. Furthermore, customer experience has a significant effect on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City. This suggests that a better customer experience leads to higher customer satisfaction, and customer value has a significant effect on customer satisfaction at Kopi Janji Jiwa in Pekanbaru City. This suggests that the higher the customer value, the higher the customer satisfaction.

Recommendation

In accordance with the previous conclusions, the author's suggestions include: To the management of Kopi Janji Jiwa in Pekanbaru City, they are advised to maintain their existing brand by continuing to provide quality and a wider variety of products. The management of Kopi Janji Jiwa in Pekanbaru City is also expected to continue providing products that meet consumer preferences, thereby providing a positive experience after making a purchase decision. It is also recommended that Kopi Janji Jiwa management in Pekanbaru City consistently provide products with premium ingredients to add value to its customers. Future researchers are encouraged to expand this research by adding variables that can influence purchasing decisions to produce a more robust study.

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