



The Dual Mediation Effects of Perceived Value and Customer Satisfaction on Service Quality, Loyalty, and E-Wom: Evidence From Coffee Shop Industry in Yogyakarta

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Abstract

This study advances service quality research by testing a dual mediation framework examining how perceived value and customer satisfaction simultaneously mediate the effects of service quality on customer loyalty and electronic word-of-mouth (e-WOM) in digital-native service contexts. Unlike prior research investigating single mediators in isolation, we empirically test both mediators operating in parallel, revealing distinct cognitive (value-based) and affective (satisfaction-based) pathways. Conducted in Yogyakarta, Indonesia—the nation's most digitally-literate city—this study examines Fore Coffee, a digitally-native coffee chain with 650,000+ Instagram followers, providing a theoretically meaningful context where digital engagement is central to service delivery and customer behavior. Using PLS-SEM analysis of 295 customer responses, findings demonstrate that: (1) perceived service quality significantly influences perceived value ($\beta=0.726$), satisfaction ($\beta=0.354$), loyalty ($\beta=0.259$), and e-WOM ($\beta=0.128$); (2) perceived value mediates relationships between service quality and satisfaction, loyalty, and e-WOM, with the strongest effect on perceived value ($\beta=0.726$); (3) customer satisfaction mediates service quality's effects on loyalty and e-WOM. Critically, results reveal that perceived value exerts stronger influence on e-WOM ($\beta=0.307$) than satisfaction ($\beta=0.294$), suggesting cognitive value assessments drive digital sharing behavior more than affective satisfaction. This study contributes theoretically by demonstrating that perceived value and satisfaction operate as parallel rather than sequential mediators, challenging linear value→satisfaction→loyalty models. Practically, findings indicate coffee shop managers should prioritize service quality improvements that enhance perceived value while implementing systematic e-WOM generation strategies leveraging digital platforms (Instagram, TikTok, Google Reviews) to amplify customer advocacy.

Keywords- e-WOM; Customer Satisfaction; Customer Loyalty; Perceived Value; Perceived Service Quality

Abstrak

Penelitian ini memperluas penelitian kualitas layanan dengan menguji kerangka mediasi ganda yang menganalisis bagaimana nilai yang dirasakan dan kepuasan pelanggan secara bersamaan memediasi dampak kualitas layanan terhadap loyalitas pelanggan dan elektronik word-of-mouth (e-WOM) dalam konteks layanan digital-native. Berbeda dengan penelitian sebelumnya yang menguji mediator tunggal secara terpisah, kami secara empiris menguji kedua mediator yang beroperasi secara paralel, mengungkapkan jalur kognitif (berbasis nilai) dan afektif (berbasis kepuasan) yang berbeda. Dilakukan di Yogyakarta, Indonesia—kota paling melek digital di negara ini studi ini menganalisis Fore Coffee, jaringan kafe digital-native dengan lebih dari 650.000 pengikut Instagram, yang menyediakan konteks teoretis yang bermakna di mana keterlibatan digital menjadi inti dari penyampaian layanan dan perilaku pelanggan. Menggunakan analisis PLS-SEM terhadap 295 tanggapan pelanggan, temuan menunjukkan bahwa: (1) kualitas layanan yang dirasakan secara signifikan mempengaruhi nilai yang dirasakan ($\beta=0.726$), kepuasan ($\beta=0.354$), loyalitas ($\beta=0.259$), dan e-WOM ($\beta=0.128$); (2) nilai yang dirasakan memediasi hubungan antara kualitas layanan dan kepuasan, loyalitas, serta e-WOM, dengan efek terkuat pada nilai yang dirasakan ($\beta=0.726$); (3) kepuasan pelanggan memediasi efek kualitas layanan pada loyalitas dan e-WOM. Secara kritis, hasil menunjukkan bahwa nilai yang dirasakan memiliki pengaruh yang lebih kuat terhadap e-WOM ($\beta=0.307$) daripada kepuasan ($\beta=0.294$), menyarankan bahwa penilaian nilai kognitif lebih mendorong perilaku

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berbagi digital daripada kepuasan afektif. Studi ini berkontribusi secara teoritis dengan menunjukkan bahwa nilai yang dirasakan dan kepuasan beroperasi sebagai mediator paralel daripada berurutan, menantang model nilai→kepuasan→loyalitas yang linier. Secara praktis, temuan menunjukkan bahwa manajer kafe kopi sebaiknya memprioritaskan peningkatan kualitas layanan yang meningkatkan nilai yang dirasakan sambil menerapkan strategi sistematis untuk menghasilkan e-WOM melalui platform digital (Instagram, TikTok, Google Reviews) guna memperkuat advokasi pelanggan.

Kata kunci— e-WOM; Kepuasan; Loyalitas; Nilai yang Dirasakan; Persepsi Kualitas Layanan

I. INTRODUCTION

In the bustling city of Yogyakarta, coffee shops have become increasingly popular in recent years (Agusetyaningrum & Kistanto, 2021). This makes Yogyakarta the city with the most coffee shops in Indonesia, with the number of coffee shops increasing from 350 in 2014 to more than 3,500 in 2019 (Klara, 2023) while data from Kadin DIY in 2023 the number of coffee shops has reached more than 9,000 coffee entrepreneurs (Prakoso, 2024). This rapid growth has resulted in increasingly fierce competition among coffee shop businesses in Yogyakarta. In the face of this increasing competition, the provision of high-quality services is an important factor not only to increase the perceived value of customers and improve the customer experience (Susanty & Kenny, 2015), but also plays a critical role in building customer satisfaction, customer loyalty, and positive recommendations (Mili & Ferro-Soto, 2023).

Several previous studies have examined the relationship between these variables. Research conducted by Marcos & Coelho, (2022) found that perceived service quality affects perceived value and customer satisfaction which in turn affects customer loyalty and word-of-mouth (WOM). Perceived service quality is also known to influence customer loyalty (Mamani et al., 2023) and electronic word-of-mouth or e-WOM (E. H. Jeong & Jang, 2011). However, there remains a significant gap in understanding how these variables simultaneously influence loyalty and e-WOM in digitally-transformed service contexts, particularly within the rapidly evolving coffee shop industry.

Among the thousands of coffee shops operating in Yogyakarta, Fore Coffee represents a particularly significant and theoretically meaningful case study. Fore Coffee's market penetration in urban areas such as Yogyakarta reflects the success of its premium affordable segmentation strategy, supported by strong post-IPO financial performance (PT Fore Kopi Indonesia Tbk, 2025). As of the third quarter of 2025, the company reported year-on-year revenue growth of 43%, with accumulated total revenue reaching Rp1.04 trillion (PT Fore Kopi Indonesia Tbk, 2025). This growth is directly proportional to massive physical expansion, with Fore Coffee now operating at least 290 outlets spread across more than 50 cities, including approximately 15 strategic locations in Yogyakarta (Bursa Efek Indonesia, 2025).

Table 1. Key Performance Indicators

Indicator	Value	Source
Revenue Growth (YoY)	43%	PT Fore Kopi Indonesia Tbk, (2025)
Total Revenue (Q3 2025)	Rp 1.04 trillion	PT Fore Kopi Indonesia Tbk, (2025)
Number of Outlets (National)	290 outlets	Bursa Efek Indonesia, (2025)
Number of Outlets (Yogyakarta)	~15 outlets	Bursa Efek Indonesia, (2025)
Cities Covered	50+ cities	Bursa Efek Indonesia, (2025)
Expansion Target (2026)	+140 outlets	PT Fore Kopi Indonesia Tbk, (2025)
Projected Market Share (2030)	40% (coffee chains)	Behera, (2024)

Table 1 presents the key performance indicators demonstrating Fore Coffee's strong market position and financial performance as of 2025, providing empirical foundation for its selection as the research object.

The selection of Fore Coffee as the research object is justified by several compelling factors that align with this study's research objectives. First, Fore's physical expansion in Yogyakarta demonstrates a positive growth trend aligned with the national target of adding 140 outlets by the end of 2026 (PT Fore Kopi Indonesia Tbk, 2025). The presence of approximately 15 outlets at strategic points in Yogyakarta represents the implementation of the company's omni-channel strategy aimed at shortening digital delivery radius and increasing brand visibility in educational centers (Bursa Efek Indonesia, 2025). This growth is supported by capital expenditure allocation from IPO proceeds focused on modular outlet standardization to accelerate construction time in expansion areas such as Central Java and Yogyakarta (PT Fore Kopi Indonesia Tbk, 2025).

Second, Fore Coffee's customer demographic profile is dominated by the 18-35 age group with higher education backgrounds and strong digital literacy (PT Fore Kopi Indonesia Tbk, 2025). The company's strategy focusing on outlets in university areas and premium shopping centers in Yogyakarta specifically targets middle-income segments seeking added value through mobile application efficiency (Bursa Efek Indonesia, 2025). Based on 2025 operational data, Fore Coffee customer loyalty is strongly influenced by work environment comfort and taste consistency quality, which distinguishes it from traditional coffee shop segments in Yogyakarta (Behera, 2024; Bursa Efek Indonesia, 2025). This consumer profile contributes to the company's national revenue growth reaching Rp1.04 trillion through the third quarter of 2025 due to high purchase frequency (PT Fore Kopi Indonesia Tbk, 2025).

Table 2. Customer Demographic Profile

Demographic Factor	Characteristics	Strategic Implication
Age Range	18-35 years (Millennials & Gen Z)	High digital literacy; Active social media users; Strong e-WOM participation
Education Level	Higher education background	Critical consumers; Value-conscious; Quality-oriented
Income Level	Middle-income segment	Affordable premium positioning; High purchase frequency
Digital Literacy	Strong digital literacy (aligned with Yogyakarta 3.6/5.0 index)	Mobile app adoption; Online ordering preference; E-payment usage; Active e-WOM behavior
Location Preference	University areas; Premium shopping centers	Convenient locations; Study/work-friendly environment
Key Motivations	Work environment comfort; Taste consistency; Mobile app efficiency	Differentiation from traditional coffee shops; Key loyalty drivers

Source: Behera, (2024); Bursa Efek Indonesia, (2025); PT Fore Kopi Indonesia Tbk, (2025)

The demographic profile presented in Table 2 demonstrates strong alignment between Fore Coffee's target market and Yogyakarta's digitally-literate consumer base, creating an ideal context for investigating e-WOM behavior and digital service quality perceptions.

Third, Fore Coffee's digital-first business model demonstrates exceptional customer engagement metrics that make it ideal for examining e-WOM behavior. As a brand born with a digital business model, Fore Coffee has a massive following as their primary marketing channel, with over 650,000 followers on Instagram (@fore.coffee), which serves as a hub for seasonal menu launches and promotional programs, and a rapidly growing TikTok presence with an estimated 200,000+ followers focusing on lifestyle content relevant to Gen Z.

Table 3. Digital Engagement Metrics

Platform	Metrics	Key Features
Instagram (@fore.coffee)	650,000+ followers	Seasonal menu launches, promotional programs, primary customer interaction channel
TikTok	200,000+ followers; Millions of likes	Lifestyle content, behind-the-scenes videos, Gen Z trend engagement
Mobile App	High conversion from followers to transactions	Digital ordering, digital payments, customer data utilization, loyalty programs

As shown in Table 3, Fore Coffee maintains significant digital presence across multiple platforms, making it an ideal context for examining e-WOM behavior in the contemporary coffee shop industry.

In Yogyakarta specifically, Fore Coffee consistently maintains customer satisfaction scores above the coffee chain industry average, with ratings of 4.6-4.8 on Google Maps, and 4.8-4.9 on GoFood (often labeled as "Super Partner") (Gofood Indonesia, 2026).

Table 4. Customer Satisfaction Ratings

Platform	Rating (Scale 5.0)	Notable Achievements
Google Maps	4.6 – 4.8	Highest ratings at stand-alone outlets (Kaliurang Street, major malls); Consistent above-average performance
GoFood	4.8 – 4.9	"Super Partner" label; High ratings for "Good Packaging" and "Delicious Taste"; Rating 4.9 at Pakuwon Mall Jogja
Industry Average (Coffee Chains)	4.3 – 4.5	Fore Coffee consistently outperforms industry average

Source: Gofood Indonesia, (2026; Google Maps, (2026)

Table 4 illustrates Fore Coffee's consistently high customer satisfaction ratings across major review platforms in Yogyakarta, substantially exceeding industry averages and demonstrating superior service quality performance.

These high ratings across major food delivery platforms reinforce Fore's position in dominating the delivery market compared to local coffee shops in Yogyakarta.

This digital orientation of Fore Coffee aligns perfectly with Yogyakarta's status as Indonesia's city with the highest digital literacy index at 3.6 on a 1-5 scale in 2022 (Kominfo, 2023). Research by Ismagilova et al., (2021) demonstrates that digital literacy levels are positively correlated with e-WOM participation rates, creating a unique convergence of digitally-enabled service delivery and digitally-literate consumers. The 43% revenue growth directly results from converting followers into active transactions through the application (PT Fore Kopi Indonesia Tbk, 2025), while the aggressive digital content strategy allows Fore to maintain low customer acquisition costs despite intense competition in Yogyakarta (Bursa Efek Indonesia, 2025).

Sectorally, Fore's strengthened position aligns with macro industry trends in Indonesia, where the market share of coffee chains is projected to continue increasing to control 40% of total national coffee consumption by 2030 (Behera, 2024). Furthermore, Fore Coffee's standardized service quality protocols across outlets provide a controlled environment for examining the relationship between perceived service quality and customer behavioral outcomes, minimizing confounding variables that might exist in independent coffee shops with varying operational standards. The consistent growth rate of outlets enables Fore Coffee to maintain market share amid the proliferation of local coffee shops in Yogyakarta (Behera, 2024; Bursa Efek Indonesia, 2025). These characteristics—strong financial performance, strategic market positioning, high digital engagement, consistent service quality, and demographic alignment with digitally-literate consumers—make Fore Coffee a theoretically and practically significant case for investigating the complex relationships between perceived service quality, perceived value, customer satisfaction, loyalty, and e-WOM in the contemporary coffee shop industry.

Although previous research has examined the relationship between these variables, there remains a significant gap in understanding how these variables simultaneously influence loyalty and e-WOM in digitally-transformed service contexts. Previous research predominantly focused on traditional WOM, whereas in the digital era, e-WOM has demonstrated substantially wider impact in influencing consumer decisions through its accessibility, persistence, and reach (Ismagilova et al., 2020a). This research makes a theoretical contribution by integrating the concept of e-WOM into the nomological network of perceived service quality, perceived value, customer satisfaction, and customer loyalty, while empirically examining these dynamics in a digitally-native coffee chain operating in Indonesia's most digitally-literate urban market. Such understanding is critical for coffee shop businesses seeking to optimize digital marketing strategies and service quality investments in increasingly competitive markets.

Despite existing studies on service quality-loyalty relationships, this research offers three distinct theoretical and empirical contributions that advance beyond prior work. First, dual simultaneous mediation mechanism. While previous studies have examined perceived value (Hapsari et al., 2016) or customer satisfaction (Slack et al., 2020) as individual mediators, this study is among the first to empirically test BOTH mediators operating simultaneously within a single integrated model in the coffee shop context. This approach reveals the parallel cognitive (value assessment) and affective (satisfaction) pathways through which service quality influences behavioral outcomes—a nuanced understanding that single-mediator models cannot capture. Specifically, we test whether these two mediators compete, complement, or operate independently, providing actionable insights into which pathway is more influential for loyalty versus e-WOM outcomes.

Second, digital-native business model in digitally-literate market. Unlike Hapsari et al., (2016) who studied traditional airlines, or Saputra et al., (2022) who examined conventional restaurant services, this study investigates Fore Coffee—a digitally-native coffee chain born with an omnichannel business model—operating in Yogyakarta, Indonesia's most digitally-literate city (digital literacy index 3.6/5.0). This convergence creates a unique empirical context where: (a) the service provider's digital-first strategy (mobile app-centric ordering, Instagram-driven marketing with 650,000+ followers) and (b) consumers' high digital literacy and active social media participation create amplified e-WOM effects that differ fundamentally from traditional service contexts.

Third, while traditional research emphasized offline WOM or customer retention, this study prioritizes electronic word-of-mouth (e-WOM) as a key dependent variable alongside loyalty. Given that Fore Coffee's target demographic (18-35 years, highly educated, digitally active) demonstrates high propensity for online review behavior and considering that e-WOM has 11 times greater reach than traditional WOM (Ismagilova et al., 2020a), understanding the dual pathways to e-WOM provides critical insights for digital marketing strategy.

Building on these considerations, this study aims to holistically investigate how customer perceptions of service quality influence perceived value and customer satisfaction, which in turn drive loyalty and electronic word-of-mouth intentions among Fore Coffee customers in Yogyakarta. Specifically, this research examines: (1) the direct effects of perceived service quality on perceived value, customer satisfaction, loyalty, and e-WOM; (2) the mediating roles of perceived value in the relationships between service quality and satisfaction, loyalty, and e-WOM; and (3) the mediating roles of customer satisfaction in the relationships between service quality and loyalty and e-WOM. The results are expected to provide theoretical insights into the dual mediation mechanisms of perceived value and satisfaction, while offering practical guidance for coffee shop managers on optimizing service quality investments to build loyalty and encourage positive e-WOM in digital-first consumer environments.

II. LITERATURE REVIEW

Services are economic activities offered by one party to another, usually using time-based performance to provide the desired results by the recipient of the service or other objects or assets that are the responsibility of the buyer (Wirtz & Lovelock, 2021). In the context of service marketing, it can be related to tangible products or intangible products (Utkarsh, 2023).

1. Perceived Service Quality

Perceived service quality is defined as the degree of difference between perceptions and customer expectations (Başarangel, 2018; Wirtz, 2023). SERVQUAL model developed by Parasuraman et al., (1988) identified five main dimensions of service quality, namely physical evidence (tangibles), reliability, responsiveness, assurance, and empathy. This model has been widely used in service quality research in various service sectors including the coffee shop industry (Ge et al., 2021).

Some recent research shows that service quality is influenced by various factors such as the quality of interactions between customers and employees (Hur *et al.*, 2016) and the quality of systems and information (T. N. Quach et al., 2016). Although the definition continues to evolve, the core of service quality is meeting and exceeding customer expectations through the consistent delivery of superior service (Amin, 2016). In the context of coffee shops, the application of SERVQUAL dimensions can help businesses identify and also improve the aspects of service that have the most influence on customer satisfaction.

2. Perceived Service Quality and Perceived Value

High service quality tends to increase the customer's perceived value of the product or service received (Jiang et al., 2016a; Konuk, 2019; Slack et al., 2020). When customers receive services that are reliable, responsive, and meet expectations, they tend to develop positive perceptions of the value they receive. Reliability in service delivery creates trust, while empathy helps build deep emotional connections. The assurance provided by the service provider also strengthens customers' belief in the quality of the service they receive.

Furthermore, positive perceptions of service quality contribute to an increase in the value perceived by customers through satisfying experiences (Budiman et al., 2020; Sharma et al., 2015; Suhartanto et al., 2018). In the digital context, the quality of electronic services has a significant impact on the value perceived by customers in the e-commerce environment. (Budiman et al., 2020; Rita et al., 2019; Sundaram et al., 2017).

In addition, Jeong & Oh, (2017) reveals that service quality dimensions such as reliability, responsiveness, and empathy play an important role in shaping customer value perceptions in the hospitality industry. Perceived service quality also plays an important role in shaping perceived value in various sectors, including higher education (Amado-Mateus et al., 2023), and luxury service brands (Lu & Ahn, 2022). However, it is important to recognize that this relationship is not absolute—industry context, individual customer characteristics, and

situational factors can influence the strength and direction of the relationship between service quality and perceived value.

Based on this theoretical and empirical evidence, this study proposes:

H1: Perceived service quality has a significant positive effect on perceived value.

3. Perceived Service Quality and Customer Loyalty

Service quality plays a critical role in shaping customer loyalty attitudes and behaviors through its five main dimensions: physical evidence, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). Customers who receive service that is consistent, responsive, and meet or exceeds their expectations tend to develop strong emotional and cognitive bonds with the service provider.

A study of the perception of service quality on bank customer loyalty shows that service quality has a positive and significant effect on bank customer loyalty (Mamani et al., 2023; Purnomo, 2019). A significant positive effect of service quality on loyalty was also found in the restaurant sector (Gulam B et al., 2023). Reliability in service delivery creates a sense of security and trust, while empathy builds deep personal connections. The assurance provided also strengthens customers' confidence in their choice.

Accordingly, this study hypothesizes:

H2: Perceived service quality has a significant positive effect on customer loyalty

4. Perceived Service Quality and e-WOM

Recent research shows a significant relationship between service quality perception and electronic word-of-mouth (e-WOM) in various service sectors. Research conducted by Filieri et al., (2018) found that the quality of information and services on online platforms significantly influences users' e-WOM behavior. Furthermore, Zhang et al., (2014) highlights the importance of food taste and restaurant atmosphere in influencing customers' tendency to recommend the restaurant to others. In another study conducted on 201 students in the United States, it was found that service quality, price fairness, and restaurant atmosphere have a positive relationship with e-WOM (E. H. Jeong & Jang, 2011).

Meanwhile, (Zhang et al., 2010) examining the influence of service quality, atmosphere, and food on customer online reviews. They found that positive e-WOM plays an important role in increasing the popularity of restaurants on digital platforms. This hypothesis is based on the premise that customers who experience high service quality are more likely to share their positive experiences online, as evidenced in a recent study by Rather, (2021) in the context of the hospitality industry.

Therefore, this study proposes:

H3: Perceived service quality has a significant positive effect on e-WOM

5. Perceived Service Quality and Customer Satisfaction

Service quality is a fundamental concept that directly affects customer satisfaction levels. High service quality tends to increase customer satisfaction with the products or services received (Konuk, 2019; Rita et al., 2019; Slack et al., 2020). Research shows that service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibles play an important role in shaping customer satisfaction across various industries (Jeong & Oh, 2017; Suhartanto et al., 2018).

Furthermore, positive service perceptions contribute to increased customer satisfaction through enjoyable experiences that meet expectations (F. Ali et al., 2021; J. Ha & Jang, 2010; Slack et al., 2020). Ongoing studies also show that service quality is consistently linked to increased customer satisfaction over time (Chou et al., 2019). In the specific context of coffee shops, factors such as product quality, barista professionalism, interior ambience, speed of service, and staff responsiveness to customer needs become critical components in building perceptions of service quality. When customers perceive consistent and high-quality service, they tend to experience higher satisfaction levels.

Based on this evidence, this study hypothesizes:

H4: Perceived service quality has a significant positive effect on customer satisfaction.

6. Perceived Value

Perceived value refers to the subjective assessment made by individuals regarding the value and benefits of a product, service, or experience based on their perceptions and preferences (Adel et al., 2023; Carrascosa-López et al., 2021; Carvache-Franco et al., 2022; R. Liu et al., 2023). This includes various dimensions such as emotional, functional, social, and economic value, which influence consumer behavior, satisfaction, loyalty, and the intention to purchase or recommend (Carrascosa-López et al., 2021).

7. Perceived Value and Customer Loyalty

The concept of perceived value is a multi-dimensional construct that includes customers' overall assessment of benefits received compared to sacrifices incurred. In the context of airline passengers, perceived value was found to significantly and positively influence passenger loyalty, acting as a crucial mediator (Fu, 2023). Similarly, in the luxury hotel sector, the values perceived by customers, including functional, individual, and social values, have been shown to influence their patronage and loyalty to luxury service brands. (Lu & Ahn, 2022). In addition, in the restaurant service sector, perceived service quality and price fairness directly affect customer satisfaction and loyalty, with perceived price fairness playing an important role in increasing loyalty (Ahmed *et al.*, 2023). In addition, in loyalty programs, the perceived value of the program positively influences customer loyalty, with program loyalty mediating this relationship (Başgöze *et al.*, 2021). The specific context of coffee shops adds interesting complexity to this analysis, where factors such as product uniqueness, social experience, place atmosphere, and brand positioning become critical components in shaping customer perceived value.

Therefore, this study proposes:

H5: Perceived value has a significant positive effect on customer loyalty.

8. Perceived Value and e-WOM

The concept of perceived value in the context of e-WOM is a complex construct that goes beyond mere economic valuation. A study on customer loyalty in the cosmetics industry (Habibi & Zakipour, 2023) and the intention to travel in the tourism sector (Tj *et al.*, 2022) shows that positively perceived value influences e-WOM. In addition, research on online purchase intent through TikTok (Tsai & Huang, 2023) and the quality of travel websites (Kuo, 2024) further supports this idea. However, a study on e-WOM intentions in tourism (Baber *et al.*, 2024) highlights that although perceived value positively influences e-WOM intention, it does not directly influence e-WOM. Therefore, perceived value plays an important role in shaping e-WOM.

Accordingly, this study hypothesizes:

H6: Perceived value has a significant positive effect on e-WOM.

9. Perceived Value and Customer Satisfaction

Research on fast food restaurants shows that positively perceived value influences customer satisfaction and loyalty (Hafidz & Huriyahnuryi, 2023). Furthermore, in the online food delivery sector, perceived quality, ease of use, and value contribute positively to customer satisfaction (Alden *et al.*, 2023). In addition, in the context of Islamic cruise tourism, perceived value has a positive impact on passenger satisfaction (Jamal *et al.*, 2023). Furthermore, in the hospitality industry, perceived value has a strong positive effect on customer satisfaction (Saut & Bie, 2024). Finally, in the field of information technology, the perceived value of IT capabilities is related to life satisfaction, which shows a direct positive relationship (Chaeyoung, 2022). As a coffee destination in a region with rich coffee culture, factors such as product uniqueness, social experience, place atmosphere, and brand positioning become critical components in shaping perceived value and subsequently influencing customer satisfaction.

Based on this evidence, this study proposes:

H7: Perceived value has a significant positive effect on customer satisfaction.

10. Customer Satisfaction

According to Kotler & Keller, (2016) Customer satisfaction is a feeling of pleasure or disappointment that results from comparing the perceived performance or outcome of a product against expectations. Customer satisfaction is an overall evaluation of the perceived performance of a product or service based on the customer's prior expectations (Chen & Wang, 2016; Giantari *et al.*, 2021; Izogo, 2015) which creates positive emotional and cognitive conditions for customers (Jamal *et al.*, 2023). Customer satisfaction can be measured by assessing the level of customer engagement with the services provided. (Muttaqien & Widuri, 2023).

11. Customer Satisfaction and Customer Loyalty

Research on educational products at the LP3I Polytechnic in Makassar found that student satisfaction plays an important role in increasing student loyalty. (Musa *et al.*, 2023). Similarly, a study of Brimo users highlights that customer satisfaction significantly influences customer loyalty (Ramadhanti & Indrawati, 2023). Furthermore, in the context of customer loyalty in banking, it was revealed that customer satisfaction positively correlates with customer loyalty, with corporate communication acting as a mediator (Mishra, 2022). . As a

city with rich coffee culture and a critical consumer community, factors such as unique experiences, quality of social interactions, and service differentiation are critical components in transforming satisfaction into loyalty. Therefore, this study hypothesizes:

H8: Customer satisfaction has a significant positive effect on customer loyalty.

12. Customer Satisfaction and e-WOM

Based on findings Chinelato *et al.*, (2023) found that satisfaction greatly influences loyalty but only weakly influences e-WOM, indicating a relationship between satisfaction and e-WOM. Similarly, Santoso & Ardianti, (2023) found that electronic satisfaction had a positive impact on repurchase intention but showed no significant positive effect on e-WOM intention. Next, RifaNingtyas *et al.*, (2022) shows that satisfaction with the platform positively and significantly influences trust, which in turn influences purchase intention, demonstrating a chain effect from satisfaction to e-WOM. These collective results highlight the complex relationship between satisfaction and e-WOM, emphasizing the importance of customer satisfaction in driving positive electronic word of mouth.

Accordingly, this study proposes:

H9: Customer satisfaction has a significant positive effect on e-WOM.

13. Customer Loyalty

Loyalty refers to a customer's commitment to consistently support a particular business over time, despite competitors and situational influences that may cause switching behavior (Bowen *et al.*, 2015; Han & Ryu, 2012; Kandampully *et al.*, 2015; Kursunluoglu, 2014). This theory was developed by (Dick & Basu, 1994).

14. Customer Loyalty and e-WOM

Loyalty has been identified as having a significant impact on e-WOM in various studies. Specifically, research on Garuda Indonesia airline customers found that brand loyalty positively influences online word-of-mouth (e-WOM). (Samosir *et al.*, 2023). Similarly, a study focusing on pharmaceutical brands revealed that brand love, brand image, and brand loyalty mediate the relationship between brand experience and face-to-face word of mouth (f-WOM) and electronic word of mouth (e-WOM). (Anjasari & Wijaya, 2022). However, other research during the COVID-19 pandemic found that e-WOM does not directly influence purchase intent or brand loyalty, suggesting a more complex relationship between loyalty and e-WOM in certain circumstances (R. Ali *et al.*, 2023).

Based on this evidence, this study hypothesizes:

H10: Customer loyalty has a significant positive effect on e-WOM.

15. Electronic Word-of-Mouth (e-WOM)

Electronic WOM (e-WOM) is a form of WOM that occurs through electronic media such as websites, blogs, online forums, social media, and other digital platforms (Hussain *et al.*, 2017; Jalilvand & Samiei, 2012). e-WOM refers to the exchange of positive or negative information by actual, prospective, or previous consumers about a product or company via the Internet (Cheung & Thadani, 2012). e-WOM is all computer-mediated informal communication between consumers about the use or characteristics of specific goods and services or their sellers (Ismagilova *et al.*, 2020b).

16. Theoretical Gaps and Research Positioning

Despite substantial progress in service quality research, three critical gaps warrant investigation. First, existing literature has examined perceived value and customer satisfaction as mediators in isolation, creating a fragmented understanding of the service quality-outcome relationship. For instance, Hapsari *et al.* (2016) demonstrated that perceived value mediates the service quality-satisfaction relationship in airlines, while Slack *et al.* (2020) showed satisfaction mediates service quality-loyalty in supermarkets. However, these studies do not test both mediators simultaneously, leaving unanswered questions: Do perceived value and satisfaction operate as competing pathways or complementary mechanisms? Which pathway is stronger for different outcomes (loyalty vs. e-WOM)?

This fragmentation creates practical ambiguity for service managers: should investments prioritize enhancing perceived value (e.g., through pricing strategies, value bundling) or improving satisfaction (e.g., through service recovery, personalization)? Our dual mediation framework addresses this gap by testing both mediators simultaneously.

Second, most service quality research has been conducted in traditional service contexts where digital interaction is supplementary rather than central to the service experience. However, digital-native businesses like Fore Coffee operate fundamentally differently. Customer touchpoints are predominantly digital, service delivery is technology-mediated, and brand-customer relationships are sustained primarily through digital platforms. Third, while e-WOM research has grown substantially, most studies focus on developed markets. Few studies investigate the dual pathways to e-WOM in emerging markets where digital adoption is rapid but uneven, and social media usage is high, but platform preferences differ.

17. Mediation Effects

Although several studies have examined the relationship between perceived service quality and e-WOM in the context of coffee shops, there are still inconsistent findings regarding the mediating role of perceived value and customer satisfaction. Research conducted by Rashid et al., (2021) found a full mediation effect, while research by Saputra et al., (2022) only found a partial mediation effect.

17.1 Perceived Value as Mediator (PSQ → PV → CL)

High service quality positively influences perceived value, which in turn increases customer loyalty. Research conducted in the airline industry shows that perceived value mediates the relationship between service quality and loyalty, with consumer brand identification also playing a role (Gurler, 2023). In the context of elderly care services, service quality was also found to significantly increase perceived value, leading to increased customer loyalty, with customer satisfaction acting as a mediator (J. Liu, 2024). Perceived value directly influences customer loyalty, as shown in studies involving airline passengers and online shopping platforms, where perceived value mediates the effect of service quality on loyalty (Faiza & Rachman, 2023; Suweri & Hidayat, 2024). Additionally, in the airport train service sector, customer value mediates the relationship between service quality and customer loyalty, highlighting the importance of service in transportation services (Putra et al., 2024).

Therefore, this study proposes:

H11: Perceived value significantly mediates the positive relationship between perceived service quality and customer loyalty.

17.2 Perceived Value as Mediator (PSQ → PV → e-WOM)

Recent research shows a complex relationship between service quality perception, perceived value, and e-word of mouth (e-WOM) in various service sectors. A study by Hapsari et al., (2016) found that perceived value mediates the relationship between service quality and customer satisfaction, which has the potential to influence e-WOM behavior. In line with this, Saputra et al., (2022) confirming the mediating role of perceived value, which has a positive effect on the relationship between perceived service quality and WOM. High service quality creates positive perceptions that increase customers' assessment of the value proposition, and when customers feel that benefits significantly exceed sacrifices, they have strong intrinsic motivation to share experiences through digital channels.

Accordingly, this study hypothesizes:

H12: Perceived value significantly mediates the positive relationship between perceived service quality and e-WOM.

17.3 Perceived Value as Mediator (PSQ → PV → CS)

This mediation process illustrates how service quality does not simply result in customer satisfaction but rather through a complex evaluation process in which perceived value acts as a key intervening variable. When customers receive high-quality service, they make a comprehensive assessment that goes beyond mere technical evaluations, encompassing a thorough evaluation of benefits gained relative to sacrifices incurred. Study by S. Quach et al., (2020) found that perceived value mediates the relationship between service quality and customer satisfaction in the context of outside-in marketing. Furthermore, research conducted by (F. Ali et al., 2017) confirming the mediating effect of perceived value in the relationship between service quality and tourist satisfaction in cultural heritage destinations. Referring to the value-perception-quality theory Zeithaml, (1988) and reinforced by findings Ahn & Thomas, (2020) Regarding the role of perceived value in increasing customer satisfaction in the hospitality industry, this study proposes the hypothesis that perceived value mediates the relationship between perceived service quality and customer satisfaction.

Based on this evidence, this study proposes:

H13: Perceived value significantly mediates the positive relationship between perceived service quality and customer satisfaction.

17.4 Customer Satisfaction as Mediator (PSQ → CS → CL)

This satisfaction mediation process illustrates how service quality does not directly transform customers into loyal patrons. When customers receive high-quality service, they make an in-depth assessment that further shapes the level of satisfaction that will determine their loyalty tendencies.

Study by Slack et al., (2020) reveals that customer satisfaction acts as a key mediator in the relationship between service quality and loyalty in the hospitality industry. Referring to the service-profit chain theory Heskett, (1994) and reinforced by findings L. Jiang et al., (2016) Regarding the perceived moderating role, this study hypothesizes that customer satisfaction mediates the relationship between perceived service quality and loyalty.

Therefore, this study hypothesizes:

H14: Customer satisfaction significantly mediates the positive relationship between perceived service quality and customer loyalty.

17.5 Customer Satisfaction as Mediator (PSQ → CS → e-WOM)

This mediation process of satisfaction illustrates how service quality does not directly transform customers into engaging in e-WOM. When customers receive high-quality service, they make a comprehensive assessment that further shapes the level of satisfaction, which in turn affects their tendency to share experiences through digital platforms.

Study by Almohaimmed, (2019) found that customer satisfaction mediates the relationship between service quality and WOM in the context of e-commerce. Furthermore, a meta-analysis conducted by Oriade & Schofield, (2019) confirming the consistency of the mediating effect of satisfaction in the relationship between service quality and various customer behavior outcomes, including WOM. Referring to expectation confirmation theory (Oliver, 1980) dan reinforced by findings L. Jiang et al., (2016) Regarding the perceived moderating role of values in the service quality-satisfaction relationship, this study proposes the hypothesis that customer satisfaction mediates the relationship between perceived service quality and e-WOM.

H15: Customer satisfaction significantly mediates the positive relationship between perceived service quality and e-WOM.

This research model connects perceived service quality as an exogenous variable that affects customer loyalty and e-WOM, either directly or through perceived value and customer satisfaction as mediating variables. The relationship between these variables is expected to provide a more comprehensive understanding of how perceived service quality in coffee shops ultimately encourages customers to be loyal and share their positive experiences through social media.

Based on the literature review above, the following hypotheses are proposed:

Direct Effects:

- H1: Perceived service quality has a significant positive effect on perceived value.
- H2: Perceived service quality has a significant positive effect on customer loyalty.
- H3: Perceived service quality has a significant positive effect on e-WOM.
- H4: Perceived service quality has a significant positive effect on customer satisfaction.
- H5: Perceived value has a significant positive effect on customer loyalty.
- H6: Perceived value has a significant positive effect on e-WOM.
- H7: Perceived value has a significant positive effect on customer satisfaction.
- H8: Customer satisfaction has a significant positive effect on customer loyalty.
- H9: Customer satisfaction has a significant positive effect on e-WOM.
- H10: Customer loyalty has a significant positive effect on e-WOM.

Mediation Effects:

- H11: Perceived value significantly mediates the positive relationship between perceived service quality and customer loyalty.
- H12: Perceived value significantly mediates the positive relationship between perceived service quality and e-WOM.

- H13: Perceived value significantly mediates the positive relationship between perceived service quality and customer satisfaction.
- H14: Customer satisfaction significantly mediates the positive relationship between perceived service quality and customer loyalty.
- H15: Customer satisfaction significantly mediates the positive relationship between perceived service quality and e-WOM.

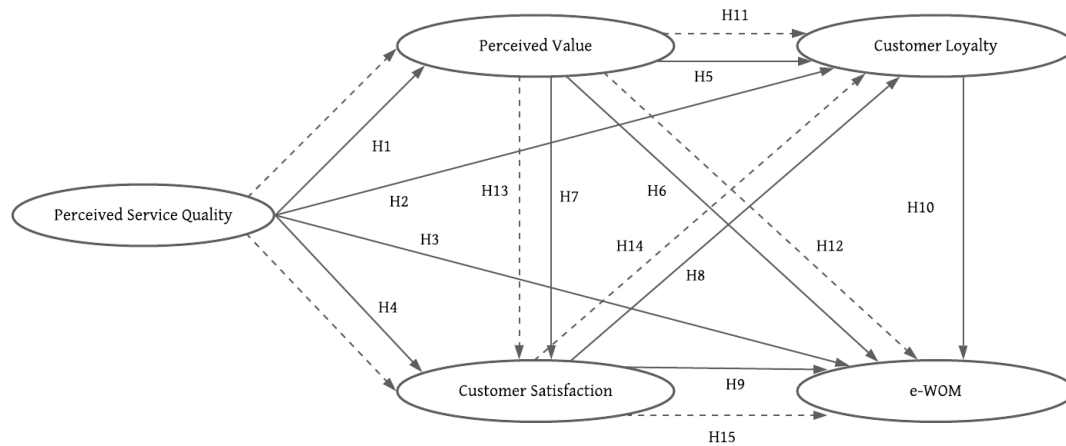


Figure 1. Framework Research

III. RESEARCH METHODOLOGY

This quantitative research with a cross-section approach analyzes the regulator of perceived service quality on loyalty and e-WOM through perceived value and customer satisfaction at fore coffee shops. The population in this study were customers who visited Fore coffee shop in Yogyakarta. Sampling using purposive sampling techniques with criteria: at least 2 visits, domiciled in Yogyakarta, actively sharing experiences on social media, and providing reviews on the official Fore platform. Referring to Hair *et al* (1995), the sample size is determined based on the number of indicators (59) multiplied by 5, resulting in a minimum of 295 respondents. To anticipate invalid or incomplete data, this study will collect data from 320 respondents who meet the sample criteria. Data collection will be carried out during the November-December 2024 period using a questionnaire distributed by online link.

Data analysis using Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS software version 4.0. The choice of PLS-SEM is based on the exploratory research objectives and the complexity of the model with multiple mediators. Model evaluation criteria include convergent validity (loading factor > 0.6), discriminant validity (HTMT < 0.90), construct reliability (Cronbach's alpha > 0.6 , composite reliability > 0.7 , AVE > 0.5), absence of multicollinearity (VIF < 5), coefficient of determination (R^2), and predictive relevance ($Q^2 > 0$). According to J. Hair & Alamer, (2022), Q^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large predictive relevance, respectively. The convergent validity test or (Convergent Validity) on SamrtPLS can be seen by looking at the loading factor value which is greater than 0.6, so the research is said to be valid (Ghozali & Latan, 2015). Meanwhile, according to Haryono, (2016) loading factor values greater than 0.5 are still acceptable. Statistical measures of variables reliability according to Hair *et al.*, (2022) with a Cronbach's alpha value > 0.6 , composite reliability > 0.7 , and AVE value > 0.05 . A VIF value above 5 is an indication of a possible collinearity problem between constructs, which ideally should be closer to 3 or lower (J. F. Hair *et al.*, 2018). According to Haryono, (2016) if the R-Square value is 0.66, it is categorized as (strong), 0.33 is in the (moderate) category, while 0.19 is in the (weak) category. Significant path coefficients ($\alpha = 0.05$). Hypothesis testing is done with a bootstrapping procedure of 5000 samples at a 95% confidence level.

Table 5. Operationalization of Variabels

Variabel	Code	Indicators
Perceived Service Quality	PSQ1	Has sufficient parking area.
	PSQ2	The exterior design of this coffee shop is attractive.

	PSQ3	The interior design of this coffee shop is interesting.
	PSQ4	The equipment used in this coffee shop looks modern.
	PSQ5	The equipment at this coffee shop is clean.
	PSQ6	The employees of this coffee shop are neatly dressed.
	PSQ7	The seating area at this coffee shop is cozy.
	PSQ8	The layout of this coffee shop is well organized.
	PSQ9	The lighting inside the coffee shop is adequate.
	PSQ10	The room temperature at this coffee shop is comfortable.
	PSQ11	The restrooms at this coffee shop are clean.
	PSQ12	The menu displayed at this coffee shop is easy to read.
	PSQ13	My orders are always presented accurately.
	PSQ14	The quality of drinks at this coffee shop is consistent.
	PSQ15	Employees serve orders without error.
	PSQ16	The promotions offered are as advertised.
	PSQ17	The availability of the menu offered is in accordance with the menu list.
	PSQ18	Employees are quick in recording customer orders.
	PSQ19	Employees are responsive to customers' special requests.
	PSQ20	Employees are quick in handling customer complaints.
	PSQ21	Employees are always willing to help customers.
	PSQ22	Employees have good knowledge of the menu.
	PSQ23	Employees are polite to customers.
	PSQ24	I feel safe transacting at this coffee shop.
	PSQ25	Employees are skilled at making drinks.
	PSQ26	This coffee shop maintains cleanliness in the serving process.
	PSQ27	Employees provide individualized attention to customers.
	PSQ28	Employees understand the specific needs of customers.
	PSQ29	Employees are friendly in serving customers.
	PSQ30	Employees listen carefully to customer complaints.
Perceived Value	PV1	The quality of coffee at this shop is in line with my expectations
	PV2	The taste of the products served satisfies my taste buds
	PV3	The portion of the product served is in accordance with the price paid
	PV4	The variety of menus offered meets my needs
	PV5	This coffee shop offers good value for money
	PV6	The experience at this coffee shop is worth the money
	PV7	This coffee shop gives me good value compared to others
	PV8	I feel happy when I visit this coffee shop
	PV9	The atmosphere in this coffee shop makes me feel comfortable
	PV10	Consuming products from this coffee shop provides emotional satisfaction
	PV11	The service provided makes me feel valued as a customer
	PV12	Visiting this coffee shop improves others' perception of me
	PV13	This coffee shop is a great place to socialize
	PV14	This coffee shop has a good reputation among my friends
Customer Satisfaction	CS1	I am satisfied with the consistency of product quality from visit to visit at this coffee shop
	CS2	I am satisfied with the speed of service provided

Customer Loyalty	CS3	I am satisfied with the product that is presented according to the price
	CS4	Overall, I am satisfied with my experience at this coffee shop.
	CS5	My visits to this coffee shop are always satisfying
	CL1	I buy coffee at this shop more often than other shops
	CL2	I have a positive impression of this coffee shop
e-WOM	CL3	I will keep buying from this coffee shop even if the price goes up a bit
	CL4	I often recommend this coffee shop to others
	CL5	I will continue to visit this coffee shop even though there are alternatives closer to my location
	e-WOM1	I updated my status on social media about my visit to this coffee shop
	e-WOM2	I recommend this coffee shop to my Online friends
	e-WOM3	I share interesting photos from this coffee shop
	e-WOM4	I wrote a review on social media about this coffee shop
	e-WOM5	I shared my experience at this coffee shop through social media

IV. RESULT/FINDING

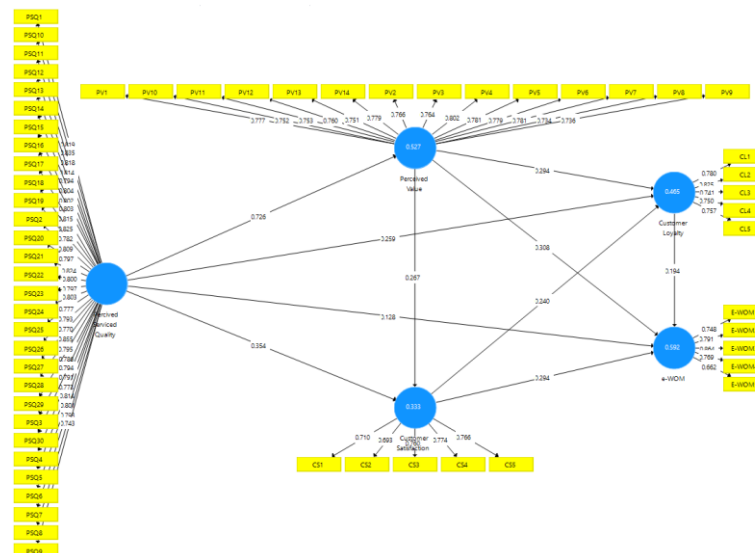


Figure 2. Outer model test result

Figure 2 presents the Partial Least Squares Structural Equation Modeling (PLS-SEM) diagram developed using SmartPLS 4. The model displays four latent constructs represented by blue circular nodes, with their respective observed indicators shown in yellow rectangular boxes. Arrows between constructs indicate hypothesized relationships, with numerical values representing standardized path coefficients obtained through bootstrapping analysis. All factor loadings exceed the minimum threshold of 0.70, demonstrating that the measurement model possesses strong convergent validity and that indicators adequately represent their underlying constructs.

A. Validity Test

1. Convergent Validity

Convergent validity test based on the magnitude of the loading factor value. All indicators across the five variables demonstrated validity with factor loading values exceeding 0.6 (Ghozali & Latan, 2015). The Service Quality variable consisted of 30 indicators, Perceived Value included 14 indicators, Customer Satisfaction comprised 5 indicators, Customer Loyalty contained 5 indicators, and e-WOM had 5 indicators. Since all factor loadings surpassed the minimum threshold of 0.6, all indicators were deemed valid for measuring their respective constructs in the research model.

Table 6. The Evaluation of The Measurement Model

Variabel	Indicator	Loading Factor	Variabel	Indicator	Loading Factor
Perceived Service Quality	PSQ1	0.819	Perceived Value	PV1	0.777
	PSQ2	0.809		PV2	0.766
	PSQ3	0.786		PV3	0.764
	PSQ4	0.791		PV4	0.802
	PSQ5	0.773		PV5	0.781
	PSQ6	0.814		PV6	0.779
	PSQ7	0.801		PV7	0.781
	PSQ8	0.793		PV8	0.734
	PSQ9	0.743		PV9	0.736
	PSQ10	0.835		PV10	0.752
	PSQ11	0.818		PV11	0.753
	PSQ12	0.814		PV12	0.760
	PSQ13	0.794		PV13	0.751
	PSQ14	0.804		PV14	0.779
	PSQ15	0.802	Customer Satisfaction	CS1	0.710
	PSQ16	0.803		CS2	0.693
	PSQ17	0.815		CS3	0.760
	PSQ18	0.825		CS4	0.774
	PSQ19	0.782		CS5	0.766
	PSQ20	0.797	Customer Loyalty	CL1	0.780
	PSQ21	0.824		CL2	0.825
	PSQ22	0.800		CL3	0.741
	PSQ23	0.797		CL4	0.750
	PSQ24	0.803		CL5	0.757
	PSQ25	0.777	e-WOM	e-WOM1	0.748
	PSQ26	0.793		e-WOM2	0.791
	PSQ27	0.770		e-WOM3	0.864
	PSQ28	0.855		e-WOM4	0.769
	PSQ29	0.795		e-WOM5	0.662
	PSQ30	0.794		PV1	0.777

Source: SmartPLS Calculation

2. Discriminant Validity

The data on discriminant validity testing (Cross Loading/Discriminant Validity) can be seen with each construct value being < 90 . The following table shows the HTMT discriminant validity values in this study was < 90 , indicating that there were no discriminant validity issues in this study.

Table 7. HTMT Value

	E-WOM	CS	CL	PV	PSQ
E-WOM					
CS	0.767				
CL	0.736	0.648			
PV	0.759	0.596	0.677		
PSQ	0.695	0.618	0.665	0.752	

Source: SmartPLS Calculation

3. Construct Reliability

Each variable in this study has met the reliability criteria. This can be seen from the Cronbach's Alpha value for each variable > 0.6. Composite Reliability is more than 0.7 and the Average Variance Extracted (AVE) value for each variable is above 0.5.

Table 8. Construct Reliability Value

Variabel	Cronbach's alpha	Composite reliability (rho_c)
Perceived Service Quality	0.981	0.982
Perceived Value	0.946	0.952
Customer Satisfaction	0.795	0.859
Customer Loyalty	0.829	0.880
e-WOM	0.826	0.878

Source: SmartPLS Calculation

4. Structural Model

a. Variance Inflated Factor (VIF)

In this study, it can be seen that there is no multicollinearity. This is indicated by a VIF value that is not greater than 5.

Table 9. Variance Inflated Factor (VIF)

Indicators	VIF	Indicators	VIF	Indicators	VIF
PSQ1	3.298	PSQ21	3.438	nd11	2.077
PSQ2	3.042	PSQ22	3.056	PV12	2.161
PSQ3	2.903	PSQ23	2.891	PV13	2.093
PSQ4	2.965	PSQ24	2.995	PV14	2.277
PSQ5	2.678	PSQ25	2.819	CS1	1.460
PSQ6	3.117	PSQ26	2.871	CS2	1.465
PSQ7	2.942	PSQ27	2.529	CS3	1.583
PSQ8	2.772	PSQ28	3.800	CS4	1.579
PSQ9	2.347	PSQ29	2.856	CS5	1.543
PSQ10	3.373	PSQ30	3.006	CL1	1.650
PSQ11	3.178	PV1	2.224	CL2	2.111
PSQ12	3.108	PV2	2.121	CL3	1.615
PSQ13	2.941	PV3	2.209	CL4	1.608
PSQ14	3.091	PV4	2.454	CL5	1.559
PSQ15	2.915	PV5	2.348	E-WOM1	1.637
PSQ16	3.013	PV6	2.406	E-WOM2	1.849
PSQ17	3.031	PV7	2.360	E-WOM3	2.316
PSQ18	3.268	PV8	2.051	E-WOM4	1.691
PSQ19	2.818	PV9	1.987	E-WOM5	1.368
PSQ20	2.905	PV10	2.102		

Source: SmartPLS Calculation

b. Coefficient of Determination (R²)

Table 10. Nilai R-Square Variable Endogenous

Construct	R-square
Perceived Value	0,527
Customer Satisfaction	0,333
Customer Loyalty	0,465

e-WOM

0,592

Source: SmartPLS Calculation

According to the classification criteria, all R-Square values fall within the moderate category, demonstrating adequate explanatory power of the research model.

c. Predictive Relevance (Q^2)

The predictive relevance analysis demonstrates that all endogenous constructs exhibit positive Q^2 values exceeding the 0.15 threshold, confirming that the proposed model possesses adequate-to-strong predictive capability.

Table 11. Predictive Relevance (Q^2)

	Q^2	Predictive Relevance
Customer Loyalty	0.268	Medium
Customer Satisfaction	0.178	Medium
Perceived Value	0.304	Medium
e-WOM	0.343	Medium-to-Large

Source: SmartPLS Calculation

These Q^2 values validate that the dual mediation framework not only explains substantial variance (as indicated by R^2 values in Table 10) but also demonstrates practical predictive utility—a critical criterion for assessing model quality in PLS-SEM (J. Hair & Alamer, 2022).

d. Hypothesis Testing Results Direct effects among variables are as follows:

Table 12. Direct Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistic (O/STDEV)	P Values	Results
PSQ → PV	0.726	0.726	0.039	18.440	0.000	Supported
PSQ → CL	0.259	0.259	0.079	3.264	0.001	Supported
PSQ → e-WOM	0.128	0.130	0.065	1.952	0.025	Supported
PSQ → CS	0.354	0.353	0.081	4.388	0.000	Supported
PV → CL	0.294	0.293	0.078	3.772	0.000	Supported
PV → e-WOM	0.308	0.307	0.063	4.853	0.000	Supported
PV → CS	0.267	0.268	0.082	3.236	0.001	Supported
CS → CL	0.240	0.242	0.058	4.124	0.000	Supported
CS → e-WOM	0.294	0.293	0.066	4.425	0.000	Supported
CL → e-WOM	0.194	0.193	0.062	3.153	0.001	Supported

Source: SmartPLS Calculation

Table 13. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistic (O/STDEV)	P Values	Results
PSQ → PV → CL	0.214	0.213	0.058	3.688	0.000	Supported
PSQ → PV → e-WOM	0.223	0.223	0.047	4.784	0.000	Supported
PSQ → PV → CS	0.194	0.195	0.062	3.099	0.001	Supported
PSQ → CS → CL	0.085	0.086	0.028	2.979	0.001	Supported
PSQ → CS → e-WOM	0.104	0.103	0.032	3.260	0.001	Supported

Source: SmartPLS Calculation

V. DISCUSSION

The predictive relevance analysis demonstrates that the proposed dual mediation framework possesses robust capability in forecasting customer behavioral outcomes in digital-native service contexts. All endogenous constructs exhibit Q^2 values exceeding the medium threshold (> 0.15), with e-WOM demonstrating the strongest predictive relevance ($Q^2 = 0.343$), followed by Perceived Value ($Q^2 = 0.304$), Customer Loyalty ($Q^2 = 0.268$), and Customer Satisfaction ($Q^2 = 0.178$). These results validate that the model not only explains substantial variance

in outcome variables (as evidenced by R^2 values ranging from 33.3% to 59.2%) but also possesses practical predictive utility—a critical criterion for managerial application (Hair et al., 2022).

The superior Q^2 value for e-WOM is particularly noteworthy within the digitally-transformed coffee shop industry. This finding suggests that service quality investments can be reliably predicted to generate measurable digital advocacy when mediated through value and satisfaction pathways. For Fore Coffee managers operating in Yogyakarta's highly competitive and digitally-literate market, this predictive capability offers actionable intelligence: improvements in SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, empathy) can be confidently forecasted to yield increases in customer-generated content on Instagram, TikTok, and review platforms through the dual mechanisms of enhanced perceived value and heightened satisfaction.

Furthermore, the model's predictive capability validates the theoretical positioning of this research within the service-dominant logic framework, wherein value co-creation through service experiences drives not only attitudinal outcomes (satisfaction, loyalty) but also behavioral manifestations in digital spaces (e-WOM). The convergence of adequate explanatory power (R^2) and predictive relevance (Q^2) across all constructs provides empirical support for the dual mediation mechanism as a generalizable framework for understanding service quality's influence in digitally-enabled service ecosystems.

The results of hypothesis testing in this study indicate that there is a significant positive effect of perceived service quality on the value perceived by customers. This identifies that each aspect of perceived service quality contributes to shaping the value perceived by customers. The results of this study are in line with research conducted by Griseldis & Mesta, (2024); Kawisana & Ekawati, (2024); Kevin & Herdinata, (2024) which states that perceived service quality has a positive effect on perceived value. The concepts of service quality and perceived value are important constructs in marketing research and service management. According to Gu et al., (2022), Service quality is formed through five main dimensions, namely physical evidence (tangibles), reliability, responsiveness, assurance, and empathy. Researchers conducted by Adel et al., (2023); Carrascosa-López et al., (2021); Carvache-Franco et al., (2022); R. Liu et al., (2023) suggests that perceived value refers to the subjective judgments that individuals make regarding the value and benefits of products, services, or experiences based on their perceptions and preferences. When customers receive services that are reliable, responsive, and meet expectations, they tend to develop a positive perception of the value they receive. Reliability in service delivery creates trust, while empathy helps build a deep emotional connection. The assurance provided by the service provider also strengthens the customer's belief in the quality of the service they receive. Every interaction between service providers and customers has the potential to influence the interpretation of perceived value. However, it is important to recognize that this relationship is not absolute. Industry context, individual customer characteristics and situational factors can influence the strength and direction of the relationship between service quality and perceived value. Further research is needed to explore specific nuances that may differ across industries and market segments.

Perceived service quality affects customer loyalty significantly positively. This research hypothesis is supported by previous research conducted by Kim et al., (2013) emphasizes the importance of high service quality in increasing customer loyalty in the competitive coffee shop market. The results of this study are also supported by previous research such as in research Ginting & Heryjanto, (2023; Su et al., (2021); Sun et al., 2023; Tetteh & Boachie, (2021) which states that perceived service quality has a significant positive effect on loyalty. It can be seen that every interaction between customers and service quality provider organizations has the potential to influence customer loyalty commitment. The conceptual framework of customer loyalty cannot be separated from the perception of service quality received by customers. Loyalty refers to a customer's commitment to consistently support a particular business over time, despite competitors and situational influences that can cause switching behavior (Bowen *et al.*, 2015; Han & Ryu, 2012; Kandampully *et al.*, 2015; Kursunluoglu, 2014). Parasuraman *et al.* 1988 the theoretical foundation by explaining that service quality has a critical role in shaping customer loyalty attitudes and behaviors through its five main dimensions of physical evidence, reliability, responsiveness, assurance, and empathy. Customers who receive service that is consistent, responsive, and meets or exceeds their expectations, tend to develop strong emotional and cognitive bonds with the service provider. Reliability in service delivery creates a sense of security and trust, while empathy builds a deep personal connection. The assurance provided also strengthens customers' confidence in their choice. In the specific context of Yogyakarta, known for its rich and vibrant coffee culture, service quality is a key differentiator between coffee shops that succeed and those that drown in competition. Factors such as uniqueness of presentation, professionalism of staff, and the ability to create memorable experiences are key in building customer loyalty. Service quality is no longer seen as an operational cost, but rather a strategic strategy to build a loyal customer base. FORE Coffee Shop is advised to continue investing resources in staff training, periodic evaluation of customer experience, and development of programs that consistently improve service quality.

Perceived service quality has a significant positive effect on e-WOM. The results of testing this hypothesis are supported by research conducted previously by González & Fernández, (2021); X. Liu et al., (2024); Pratama & Sya'roni, (2023) which states that perceived service quality affects e-WOM. The conceptual framework underlying this relationship stems from a deep understanding of consumer behavior in the digital space. Research conducted by Hennig-Thurau et al., (2004) has defined e-WOM as positive or negative statements made by potential, actual, or former consumers about a product or company through digital platforms. Service quality, in this context, becomes a key factor that drives consumers' motivation to share their experiences online. When customers receive good service from a service provider, they are likely to feel compelled to share their positive experience as a form of appreciation and to help other potential customers. Conversely, even poor service can trigger an intense e-WOM response, but with a different emotional charge. According to Gu et al., (2022), Service quality is formed through five main dimensions, namely physical evidence (tangibles), reliability, responsiveness, assurance, and empathy. This can play a role in shaping customer perceptions of the quality of service provided which will later lead to customer motivation to share online security.

Research conducted by King et al., (2014) provides concrete evidence of the relationship between service quality and e-WOM. They found that improving service quality significantly increases the likelihood of customers writing positive reviews, share experiences via social media platforms and recommend products or services to their digital networks. However, reviews on e-commerce platforms, posts on social media or testimonials on company websites have different dynamics that are influenced by perceived service quality. A study conducted by Chatterjee, (2011) confirmed a strong positive relationship between service quality and e-WOM intensity. This research shows that factors such as platform credibility, ease of sharing, and customer satisfaction level contribute to the strength of the relationship. Service provider organizations need to understand that every service interaction has the potential to become e-WOM content. Investments in service quality improvement not only have an impact on customer retention, but also on expanding marketing reach through digital channels.

The results of hypothesis testing in this study indicate that there is a significant positive effect of perceived service quality on customer satisfaction. This identifies that every aspect of perceived service quality contributes to shaping the satisfaction felt by customers. High service quality tends to increase the level of customer satisfaction with the product or service received (Fitriani, 2018; Konuk, 2019; Kusumawardani & Hastayanti, 2020; Rita et al., 2019; Slack et al., 2020). Service quality is a fundamental concept that directly affects the level of customer satisfaction. According to Gu et al., (2022), Service quality is formed through five main dimensions, namely physical evidence (tangibles), reliability, responsiveness, assurance, and empathy. Each of these dimensions contributes significantly in shaping customers' assessment of the quality of service received, which in turn will affect their level of satisfaction. In the specific context of Yogyakarta's FORE Coffee Shop, factors such as product quality, barista professionalism, interior ambience, speed of service, and staff responsiveness to customer needs become critical components in building perceptions of service quality. When customers perceive consistent and high-quality service quality, they tend to experience higher levels of satisfaction. This not only impacts individual perceptions, but also builds loyalty and potential positive word-of-mouth. The findings indicate that continued investment in service quality improvement will be directly proportional to increased customer satisfaction. Strategies that can be implemented include ongoing training for staff, periodic evaluation of service standards, and implementation of responsive feedback mechanisms.

The results in hypothesis testing state that perceived value has a significant positive effect on customer loyalty. The results of this study are supported by previous research conducted by Charni et al., (2024); Haryana, (2024); M. A. R. Pratama & Mardalis, (2024); Yum & Kim, (2024). The concept of perceived value is a multi-dimensional construct that includes the customer's overall assessment of the benefits received compared to the sacrifices incurred. According to Carrascosa-López et al., (2021) Perceived value includes emotional, functional, social, and economic value which will affect consumer behavior, satisfaction, loyalty and intention to buy or recommend. In the context of Kedai Kopi FORE, this can include coffee quality, ambience, service, unique experiences, and perceived competitive prices.

From a theoretical perspective, the mechanism by which perceived value influences loyalty can be understood through cognitive evaluation theory. When customers feel that they receive greater benefits compared to the sacrifices incurred, they tend to develop an emotional and rational bond with the service provider. This is in line with the concept put forward by Alan et al., (2016) on loyalty formation through positive value perceptions. The specific context of Kedai Kopi FORE Yogyakarta adds interesting complexity to this analysis. As a coffee destination in a region with a rich coffee culture, factors such as product uniqueness, social experience, place atmosphere, and brand positioning become critical components in shaping customer perceived value. The findings of this study indicate that strategies to increase perceived value can be a major advantage in building customer

loyalty. Some practical recommendations include product differentiation, development of meaningful loyalty programs, creation of unique experiences, and effective value-added communication.

The results of this study support the hypothesis that perceived value has a significant positive effect on e-WOM. The results of this study support previous research such as research conducted by Addae et al., (2024); Luthfiyah & Wulandari, (2024); Madi et al., (2024); C. V. Pratama & Sya'roni, (2023) which states that perceived value has a positive effect on e-WOM. The concept of perceived value in the context of e-WOM is a complex construct that goes beyond mere economic valuation. According to Carrascosa-López et al., (2021) perceived value includes emotional, functional, social, and economic value which will affect consumer behavior, satisfaction, loyalty and intention to buy or recommend. In the context of Kedai Kopi FORE, this can be interpreted as a unique experience that encourages customers to share digitally, either through online reviews, social media posts, or recommendations on digital platforms.

It is known that when customers feel they are getting a special experience or more value from a service, they are motivated to share their experience as a form of self-expression, social validation, and recommendation to their social network. This is in line with the concept put forward by Habibi & Zakipour, (2023) about the motivations for sharing information on digital media. The specific context of Yogyakarta adds an interesting layer of complexity to the analysis. As a city with a rich coffee culture and an active digital community, coffee shop customers tend to be highly digitally connected. The results of this study indicate the importance of strategies that intentionally design "shareable" and high-value experiences. Some recommendations include the creation of Instagram able photo spots, the development of unique concepts that appeal to sharing, and digital incentives that encourage customers to share the experience.

From the research results, it is found that perceived value has a significant positive effect on customer satisfaction. The results of this study are in line with previous research conducted by V. T. Ha & Hung, (2024); Qiu et al., (2024); So et al., (2024) which states that perceived value has a positive effect on satisfaction. According to Carrascosa-López et al., (2021) Perceived value includes emotional, functional, social, and economic values that will influence consumer behavior, satisfaction, loyalty and intention to purchase or recommend. In the context of Kedai Kopi FORE, this can include coffee quality, ambience, service, unique experiences, and perceived competitive prices. When a customer's direct experience not only meets, but exceeds their initial expectations, a positive gap is created resulting in a high level of satisfaction. As a coffee destination in a region with a rich coffee culture, factors such as product uniqueness, social experience, place atmosphere, and brand positioning become critical components in shaping perceived value and subsequently influencing customer satisfaction. This research indicates that a perceived value enhancement strategy is a strategic approach to increase customer satisfaction. Some practical recommendations include product differentiation, development of unique customer experiences, optimization of the price-quality relationship, and effective communication of the added value offered.

The results of the tested hypothesis state that customer satisfaction has a significant positive effect on customer loyalty. This is supported by previous research conducted by (Thanapuech & Pankham, 2024; Wisdayanti & Wulansari, 2024) which states that satisfaction has a significant positive effect on e-WOM. According to research Oliver, (2010), satisfaction is a customer's emotional and cognitive response formed from a comparison between initial expectations and the actual experience received. In the context of Kedai Kopi FORE, this includes an overall assessment of coffee quality, service, ambience, and the overall experience experienced by the customer. Equity and expectancy confirmation theory explains that when customers feel their needs and expectations are met or exceeded, they develop a positive commitment to the service provider. Alan et al., (2016) suggests that satisfaction acts as a key influence on loyalty, creating a positive cycle where good experiences encourage customers to return and recommend services. As a city with a rich coffee culture and a critical consumer community, factors such as unique experiences, quality of social interactions, and service differentiation are critical components in transforming satisfaction into loyalty. The research findings indicate that strategies to improve customer satisfaction are a direct investment in building loyalty. Some practical recommendations include the development of meaningful loyalty programs, continuous service quality improvement, personalization of customer experience, and responsive feedback mechanisms.

The results in this study state that customer satisfaction has a significant positive effect on e-WOM. This finding supports previous research on research conducted by (Thanapuech & Pankham, 2024; Wisdayanti & Wulansari, 2024) which states that satisfaction has a significant positive effect on e-WOM. According to research Hennig-Thurau et al., (2004), satisfaction is not only an individualized emotional step, but also a major catalyst in driving online information sharing. In the context of Kedai Kopi FORE, this includes motivating customers to share positive experiences through digital platforms such as Instagram, Google Reviews, or other social media. Information sharing motivation theory explains that satisfied customers tend to have an intrinsic drive to share

their positive experiences, whether as a form of appreciation, a quest for social recognition, or a desire to provide recommendations to their network of friends. (Cheung & Thadani, 2012) suggests that satisfaction acts as a key influence on information sharing intentions on digital platforms. As a city with an active digital community and vibrant coffee culture, coffee shop customers have a high propensity to use social media as an experience sharing platform. The findings indicate that strategies to increase customer satisfaction are a direct investment in encouraging positive digital communication. Some practical recommendations include creating "shareable" moments, developing Instagram able photo spots, incentive programs for sharing online reviews, and digital content strategies that encourage customer engagement.

The research hypothesis stating that customer loyalty has a significant positive effect on e-WOM finds a strong theoretical foundation in various contemporary studies. In-depth studies show that loyal customers not only make repeat purchases, but also have a high tendency to share their positive experiences through digital platforms. The results of this study are in accordance with previous research by Aragonés-Jericó et al., (2024); Lesmana & Balqiah, (2023); Y. Sun et al., (2024) which says that loyalty has a significant positive effect on e-WOM. Customer trust and commitment to the brand play a central role in driving e-communication. Customers who feel emotionally attached to Kedai Kopi Fore will be more willing to express their experiences voluntarily, acting as informal ambassadors for the brand. Repeated consumption experiences by customers create a deep knowledge base, which in turn encourages customers to share information more comprehensively and credibly. Investments focused on building customer loyalty will contribute indirectly to increased e-promotion. Customer retention strategies are key in creating a positive e-WOM cycle, where each loyal customer has the potential to become an effective and credible marketing communication channel.

Conceptually, perceived service quality does not necessarily transform customers into loyalty, but rather through a complex evaluation process in which perceived value acts as a key intervening variable. When Kedai Kopi Fore customers receive high-quality service, they will make a comparative assessment between the benefits obtained and the sacrifices incurred. This cognitive process results in the construct of perceived value, which further influences loyalty decisions. The results of this study are supported by previous research conducted by J. Liu, (2024) which shows that service quality has a strong indirect effect on loyalty through the mediation of perceived value. Research conducted by Fettry & Ali, (2023) also supports the findings in this study where in their research they found that perceived value mediates the influence between perceived service quality on loyalty.

It can be seen that high service quality creates positive perceptions that increase customers' assessment of value for money. Likewise, when customers feel that the benefits obtained significantly exceed the sacrifice, they tend to develop emotional bonds and commitment to the brand. As a service provider, Kedai Kopi Fore should not only focus on improving service quality, but on optimizing customer value perceptions which are the main key in building sustainable loyalty. A differentiation strategy that emphasizes unique experiences and competitive value propositions will be an important instrument in creating long-term relationships with customers. The mediating role of perceived value in the context of e-WOM can be understood as a complex cognitive process where customers do not simply assess service quality but rather transform the experience into a comprehensive assessment that further drives digital communication behavior. When Kedai Kopi Fore customers receive high-quality service, they make a thorough evaluation of the value they have gained, which in turn influences their propensity to share their experience through electronic platforms.

The results in this study found that perceived value mediates the positive relationship between perceived service quality and e-WOM. The results of this study are in accordance with previous research conducted by Saputra et al., (2022), where in his research found that perceived value mediates the relationship between perceived service quality and WOM. It is known that high service quality creates positive perceptions that increase customers' assessment of the value proposition. When customers feel that the benefits obtained significantly exceed the sacrifices, they have a strong intrinsic motivation to share their experiences through digital channels. This creates a continuous and authentic marketing communication cycle. Therefore, as a service provider, Kedai Kopi Fore should focus not just on improving service quality, but on optimizing value perceptions that encourage customer digital participation to become a key element in contemporary marketing strategies. Creating experiences that have a unique value proposition will encourage customers to become co-creators in the brand communication ecosystem.

The results of hypothesis testing in this study state that perceived value mediates the positive relationship between perceived service quality and customer satisfaction. The results of this study are in accordance with previous research conducted by Kawisana & Ekawati, (2024); Sasongko et al., (2022), where in their research they found that perceived value mediates the effect of perceived service quality on satisfaction. This mediation process illustrates how service quality does not simply result in customer satisfaction, but rather through a complex evaluation process in which perceived value acts as a key intervening variable. When Kedai Kopi Fore customers

receive high-quality service, they make a comprehensive assessment that goes beyond mere technical assessments, encompassing a thorough evaluation of the benefits gained relative to the sacrifices incurred. It can be seen that high service quality creates positive perceptions that enhance customers' assessment of the overall experience. When customers feel that the benefits obtained significantly exceed the sacrifices, they develop a deeper and more sustained level of satisfaction.

The results of hypothesis testing in this study state that customer satisfaction mediates the positive relationship between perceived service quality and customer loyalty. The results of this study are in accordance with research previously conducted by Gulam B et al., (2023); Halika & Kharisma, (2024); Lesmana & Balqiah, (2023); Nguyen, (2024), where in their research they found that satisfaction mediates the effect of perceived service quality on loyalty. This satisfaction mediation process illustrates how service quality does not directly transform customers into loyalty. When Kedai Kopi Fore customers receive high-quality service, they make an in-depth assessment that further shapes the level of satisfaction that will determine their loyalty tendencies. It can be seen that high service quality creates a positive experience that meets or exceeds customer expectations. When customers experience a high level of satisfaction, they develop a strong emotional bond and commitment to the brand, which further drives loyal behavior.

The results of hypothesis testing in this study state that customer satisfaction mediates the positive relationship between perceived service quality and e-WOM. The results of this study are in accordance with previous research conducted by Ngoc & Thanh, (2024); P. D. A. Pratama & Suprapti, (2023), where in their research they found that satisfaction mediates the effect of perceived service quality on e-WOM. This mediation process of satisfaction illustrates how service quality does not directly transform customers into doing e-WOM. They make a comprehensive assessment that further shapes the level of satisfaction, which in turn will affect their tendency to share experiences through digital platforms. It can be seen that high service quality creates a positive experience that meets or exceeds customer expectations. This influences customers who achieve a high level of satisfaction, they develop an intrinsic motivation to share their experience through digital channels, which in turn creates a continuous marketing communication cycle.

In hypothesis testing based on the data in table 12, it is known that the highest value that affects e-WOM is perceived value, which is 0.307. This shows that perceived value has a higher influence on e-WOM than perceived service quality, satisfaction, and loyalty. Furthermore, of the two variables that affect loyalty, it is known that the highest value that affects loyalty is perceived value, which is 0.293. This shows that perceived value has a higher influence on loyalty than the influence of perceived service quality and satisfaction. The highest value that affects satisfaction is perceived service quality, which is 0.353. This shows that perceived service quality has a higher influence on satisfaction than perceived value.

VI. CONCLUSION AND RECOMMENDATION

MANAGERIAL IMPLICATION

This study provides evidence-based guidance for coffee shop managers seeking to optimize service quality investments for maximum impact on loyalty and e-WOM. Our findings reveal that perceived service quality influences these outcomes through dual mediation pathways—perceived value ($\beta=0.726$) and customer satisfaction ($\beta=0.354$)—with perceived value demonstrating stronger effects on e-WOM ($\beta=0.307$) than satisfaction ($\beta=0.294$). Based on these empirical results, we propose four strategic priorities.

1. Enhance Service Quality to Maximize Perceived Value ($\beta=0.726$)

Given the exceptionally strong effect of service quality on perceived value, managers should prioritize improvements that tangibly enhance customer value perceptions. For the coffee shop context, this includes: (1) *Physical environment optimization*—create Instagram-worthy interior zones with professional lighting and seasonal design rotations to encourage social sharing while providing functional value (reliable Wi-Fi ≥ 50 Mbps, power outlets at 80%+ seats); (2) *Reliability protocols*—implement standardized preparation procedures with quality checkpoints and real-time order tracking to reduce fulfillment time variance (target: <2 minutes deviation from estimate); (3) *Responsive personalization*—leverage mobile app data for personalized recommendations (collaborative filtering for customers with 5+ visits) and enable real-time order modifications up to 3 minutes before preparation, reducing friction and enhancing perceived control.

2. Systematize e-WOM Generation Through Digital Platforms

With perceived value exerting the strongest influence on e-WOM ($\beta=0.307$), and given Fore Coffee's digital-native model operating in Indonesia's most digitally-literate city (Yogyakarta, index 3.6/5.0), managers must implement systematic e-WOM amplification strategies like in Instagram should install photo stations with branded backdrops and QR codes pre-populating hashtags (#ForeCoffeeYogya); partner with 8-12 local micro-influencers

(10K-50K followers) for authentic content rather than macro-influencers. At tik-tok platform manager should collaborate with 15-20 local creators on Gen Z-centric content (behind-the-scenes, trending challenges, educational coffee facts); launch monthly branded challenges with prize incentives; post during peak engagement windows (7-9 AM, 12-1 PM, 7-10 PM); encourage employee advocacy through content calendars and quarterly recognition bonuses. Implement tiered incentive system through loyalty app (Google Review: 50 points, Instagram post: 100 points, TikTok video: 200 points reflecting reach differential); trigger review requests only after positive in-app satisfaction ratings (4-5/5) to prevent incentivizing negative reviews; respond to ALL reviews within 24 hours (critical for Google Maps ranking algorithm); maintain delivery platform "Super Partner" status (4.8-4.9 ratings) through packaging excellence and accuracy protocols.

3. Build Emotional Satisfaction Beyond Transactions

While satisfaction's direct effects are moderate, its significant mediating role (PSQ→ Loyalty: $\beta=0.085$; PSQ→ e-WOM: $\beta=0.104$) demonstrates that emotional satisfaction amplifies service quality impact. Managers should: (1) *Transform loyalty programs* from transactional points to experiential rewards (e.g., "Reserve Your Favorite Seat" privilege for Tier 3 members with 30+ visits, exclusive coffee cupping sessions, personalized blend consultations); (2) *Implement surprise mechanisms*—randomly reward 10% of transactions with unexpected upgrades, creating memorable positive emotions through unpredictability; (3) *Build community* through monthly educational events (coffee cupping sessions for 15-20 participants), designated "Regulars Table" spaces encouraging social interaction, and outlet-specific digital groups (WhatsApp/Telegram) providing exclusive early access to new menu items.

4. Leverage Value-Satisfaction Synergies

Given that perceived value influences satisfaction ($\beta=0.267$), integrated strategies yield compounding benefits: (1) *Communicate value explicitly* through origin storytelling (coffee journey cards featuring farmer partnerships, QR codes linking to farm visit videos), transparent pricing breakdowns (showing cost allocation: 30% ingredients, 25% labor, 20% operations, 15% equipment, 10% reinvestment), and quality certifications displayed prominently; (2) *Use satisfaction data dynamically*—trigger micro-surveys after every 5th visit, analyze feedback to identify priority improvement areas, implement monthly "You Asked, We Listened" communications showcasing feedback-driven changes, building perception that customer input drives real improvements.

FUTURE RESEARCH RECOMMENDATIONS

It is recommended to conduct research in different locations or in various locations where Fore coffee shops are located. This can help in understanding how cultural and regional differences affect customer perceptions and behavior in the coffee shop industry. Future research should consider including variables such as E-Service Quality, E-Loyalty, and E-Satisfaction. These variables can provide a more comprehensive understanding of customer behavior in the digital age, especially in the context of online coffee shops. Future research could investigate the mediating and moderating effects of other factors, such as customer demographics or market trends, on the relationship between service quality, satisfaction, and loyalty. This could lead to a more in-depth understanding of customer dynamics in the coffee shop sector.

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