

## ENHANCING CUSTOMER LOYALTY THROUGH THE 7P MARKETING MIX AND THE MEDIATING ROLE OF CUSTOMER SATISFACTION IN JAGO COFFEE

Adinda Kirana Murni Siregar, Retnaningsih\*, Anggi Mayang Sari

School of Business, IPB University  
Jl. Raya Pajajaran, Bogor 16151, Indonesia

### Article history:

Received  
13 August 2025

Revised  
23 April 2026

Accepted  
6 May 2026

Available online  
30 May 2026

This is an open access article under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>)



### Abstract:

**Background:** The growth of urban coffee consumption has intensified competition in Indonesia's mobile coffee service industry, requiring companies to strengthen customer satisfaction and loyalty.

**Purpose:** This study examines the influence of the 7P marketing mix on customer loyalty through the mediating role of customer satisfaction at Jago Coffee.

**Design/methodology/approach:** A mixed-method approach was employed using SEM-PLS analysis based on questionnaires from 162 Jago Coffee consumers and supported by in-depth interviews in Jakarta.

**Findings/Result:** The results indicate that all dimensions of the 7P marketing mix significantly and positively influence customer loyalty through customer satisfaction. Among the 7P elements, physical evidence showed the strongest contribution, while product and promotion demonstrated relatively lower effects. Customers particularly valued product quality, service efficiency, and digital convenience.

**Conclusion:** An integrated 7P marketing mix supported by customer satisfaction plays an important role in strengthening customer loyalty in mobile coffee services.

**Originality/value (State of the art):** This study provides a comprehensive model integrating the 7P marketing mix with customer satisfaction as a mediating variable in the mobile coffee business context an area that remains underexplored in the Indonesian F&B industry.

**Keywords:** customer loyalty, customer satisfaction, marketing mix 7P, SEM-PLS

### How to Cite:

Siregar, A. K. M., Retnaningsih, & Sari, A. M. (2026). Enhancing customer loyalty through the 7P marketing mix and the mediating role of customer satisfaction in Jago Coffee. *Indonesian Journal of Business and Entrepreneurship*, 12(2), 334. <http://dx.doi.org/10.17358/IJBE.12.2.334>

\* Corresponding author:  
Email: [retno\\_ikk@apps.ipb.ac.id](mailto:retno_ikk@apps.ipb.ac.id)

## INTRODUCTION

The rapid growth of coffee consumption as part of urban lifestyles has intensified competition in Indonesia's coffee industry, particularly in urban areas such as Jakarta. Alongside the expansion of conventional coffee shops, mobile coffee services have emerged as an innovative business approach that combines digital platforms, operational flexibility, and direct customer engagement (Septiani et al. 2024). This development highlights the importance of effective marketing strategies in maintaining customer satisfaction and loyalty in increasingly competitive markets. Jago Coffee is one of the pioneers of mobile coffee services in Indonesia, operating through electric carts and digital ordering systems without relying on permanent physical stores (Jagocoffee, 2023). Despite its innovative concept, Jago Coffee faces increasing competition from brands adopting similar mobile and digital strategies (Santosa et al. 2025). In addition, customer reviews have highlighted issues related to product consistency and service responsiveness, which may negatively affect customer satisfaction and loyalty if not properly addressed (Jagocoffee, 2025).

The 7P marketing mix consisting of product, price, place, promotion, people, process, and physical evidence is widely used to evaluate service marketing effectiveness because it incorporates both product and service-related dimensions that shape customer experiences (Budiawan & Christine, 2017). Previous studies have shown that marketing mix strategies significantly influence customer satisfaction and loyalty across various service industries (Othman et al. 2021). Customer satisfaction itself is considered an important antecedent of loyalty because it reflects customers' evaluations of perceived performance relative to expectations (Kotler & Keller, 2022). However, previous studies have primarily focused on conventional coffee shops and broader food and beverage industries, with limited attention to mobile coffee services characterized by digital ordering systems and operational mobility. In addition, studies examining the mediating role of customer satisfaction in the relationship between the 7P marketing mix and customer loyalty within mobile coffee services in Indonesia remain limited. Therefore, further research is needed to understand how the 7P marketing mix influences customer loyalty in emerging mobile coffee service environments.

This study aims to analyze the influence of the 7P marketing mix on customer loyalty through the mediating role of customer satisfaction in Jago Coffee. The study contributes to service marketing literature by extending the application of the 7P marketing mix framework into the context of mobile coffee services while providing managerial insights for improving customer loyalty in increasingly competitive coffee markets.

## METHODS

This study employed a mixed-method approach to examine the influence of the 7P marketing mix on customer loyalty through the mediating role of customer satisfaction in Jago Coffee. Quantitative data were collected through questionnaires, while qualitative insights were obtained through in-depth interviews with customers and product sellers in Jakarta.

The study utilized both primary and secondary data sources. Primary data were collected from Jago Coffee consumers and product sellers through questionnaires and interviews. Secondary data were obtained from previous studies, reports, and information from Jago Coffee's official website and social media platforms to support the analysis of the company's marketing strategy.

Quantitative data were collected through structured questionnaires distributed via Google Forms to 162 respondents who had purchased Jago Coffee products within the last six months. Purposive sampling was employed to ensure that respondents had relevant experience with Jago Coffee's mobile coffee services. The questionnaire items were adapted from previous studies on the 7P marketing mix, customer satisfaction, and customer loyalty, and were measured using a four-point Likert scale ranging from strongly disagree (1) to strongly agree (4).

Qualitative data were obtained through semi-structured interviews with three customers and three product sellers to explore perceptions regarding product quality, service experience, promotional activities, digital ordering systems, and factors influencing customer satisfaction and loyalty.

Descriptive statistics were used to analyze respondent characteristics and customer behavior. To assess the influence of the 7P marketing mix on customer loyalty through customer satisfaction, Structural Equation Modeling–Partial Least Squares (SEM-PLS) was conducted using SmartPLS 4.0. SEM-PLS was considered appropriate because this study focuses on prediction-oriented analysis, involves multiple latent constructs with mediation effects, and utilizes a relatively moderate sample size. The significance of the model was evaluated using path coefficients and p-values, with significance thresholds of  $p \leq 0.05$ .

The following hypotheses were developed based on previous empirical studies:

- H1: Product has a significant effect on customer loyalty through customer satisfaction.
- H2: Price has a significant effect on customer loyalty through customer satisfaction.
- H3: Place has a significant effect on customer loyalty through customer satisfaction.
- H4: Promotion has a significant effect on customer loyalty through customer satisfaction.
- H5: People have a significant effect on customer loyalty through customer satisfaction.
- H6: Process has a significant effect on customer loyalty through customer satisfaction.
- H7: Physical evidence has a significant effect on customer loyalty through customer satisfaction.

H5: People have a significant effect on customer loyalty through customer satisfaction.  
 H6: Process has a significant effect on customer loyalty through customer satisfaction.  
 H7: Physical evidence has a significant effect on customer loyalty through customer satisfaction.

This study proposes a conceptual framework to analyze the influence of the 7P marketing mix on customer loyalty mediated by customer satisfaction in Jago Coffee. Figure 1 illustrates how the development of the coffee industry and increasing competition in mobile coffee businesses create the need for an effective marketing strategy at Jago Coffee. It integrates descriptive statistics, in-depth interviews, and survey data to evaluate the existing marketing mix and its seven components (product, price, place, promotion, people, process, and physical evidence). Using SEM-PLS analysis, the model examines the relationship between the 7P marketing mix, customer satisfaction, and customer loyalty, resulting in strategic recommendations to enhance customer loyalty.

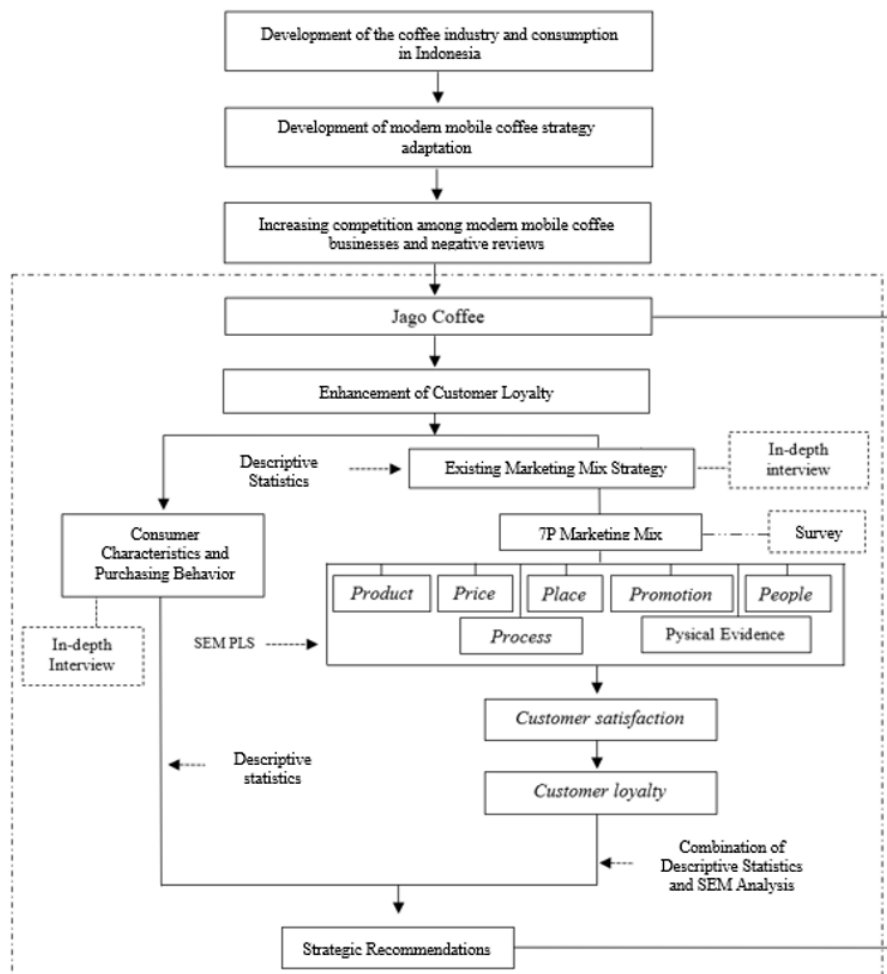


Figure 1. Conceptual framework

## RESULTS

### Existing Marketing Mix Strategy of Jago Coffee

To stay competitive as a pioneer in mobile coffee services, Jago Coffee applies various marketing strategies aimed at attracting customers, strengthening loyalty, and expanding market reach. This study identified the company's current marketing mix strategy through secondary data from the official website and relevant literature, complemented by in-depth interviews with Jago Coffee's product sellers ("Jagoan") to provide operational insights.

Table 1 illustrates that Jago Coffee's marketing mix strategy incorporates all dimensions of the 7P framework, ranging from product to physical evidence. To complement the secondary data, in-depth interviews were conducted with three product sellers in Jakarta to obtain practical insights into the implementation of the company's marketing strategies. The findings indicate that Jago Coffee consistently applies the 7P strategy to support customer experience and operational efficiency. Popular menu items include milk-based beverages such as cappuccino and salted caramel latte, which are perceived positively due to their taste and minimalist packaging. Pricing is centrally determined by the company, while promotional programs such as discounts and vouchers are considered effective in encouraging repeat purchases. The company also utilizes strategic operational zones, office areas, public spaces, and event participation to improve accessibility and market reach. Although promotional activities rely more heavily on word-of-mouth communication than social media engagement, product sellers receive structured training to maintain service consistency. In addition, efficient ordering processes, cashless payment systems, branded carts, and uniforms contribute to a clean and recognizable brand image, further strengthened by the company's recent rebranding initiatives.

### The Characteristics and Purchasing Behavior of Customers

The demographic profile of respondents shows a relatively balanced gender distribution, with a slight dominance of female consumers (53%). This finding supports Bestari and Fadlia (2019), who noted that modern coffee branding tends to attract female consumers more than traditional coffee concepts. Most respondents belonged to Generation Z (82.7%),

indicating that younger consumers represent the primary market segment for modern ready-to-drink coffee products. This result aligns with Wibowo et al. (2023) and Matondang et al. (2024), who emphasized Generation Z's preference for convenience-oriented and lifestyle-driven coffee consumption. In terms of occupation, most respondents were office workers (69.6%), supporting Permana (2025), who highlighted the dominance of urban professionals in the modern coffee market due to their stable purchasing power and daily coffee consumption habits. Geographically, most respondents resided and conducted daily activities within Greater Jakarta, particularly South Jakarta, an area recognized for its dense office environment and strong coffee culture (Amrihani & Ritonga, 2021; Santosa et al. 2025). Most respondents also fell within the IDR 1.2–6 million monthly income category, reflecting relatively stable purchasing power. In addition, more than half of respondents allocated IDR 1.5–2.5 million per month for food and beverages, consistent with Katadata (2023), which reported that food and beverage expenditure represents a major component of household spending in Indonesia. Monthly coffee expenditure among most respondents ranged from IDR 250,000 to 550,000, suggesting that coffee consumption has increasingly become part of urban lifestyle behavior rather than merely a functional necessity.

The results further indicate that coffee was the most frequently consumed beverage among respondents (92.8%), reflecting its role not only as a functional drink but also as part of social identity and lifestyle expression (Amrihani & Ritonga, 2021). Most respondents consumed coffee at low to moderate frequency, consistent with Widodo and Lontoh (2023), who found that young adults tend to prefer regular but controlled coffee consumption patterns. Arabica was the most preferred coffee bean type (52.3%), while milk-based coffee beverages, particularly kopi susu, dominated consumer preferences (72%), indicating stronger demand for lighter and more accessible flavor profiles. Purchases of Jago Coffee products were generally low to moderate in frequency (64.2%), with consumption peaking during midday hours (53.6%). This finding supports Herqutanto et al. (2024), who argued that coffee consumption among office workers is closely associated with maintaining productivity and alertness during daily activities. In terms of digital behavior, most respondents had used the Jago Coffee application (69.6%), particularly for online ordering and discount vouchers. However, the relatively limited frequency

of application usage indicates opportunities for further digital optimization and customer engagement improvement. Although some consumers still preferred direct purchases, digital platforms played an important role in shaping customer convenience and perceived value (Ningtias et al. 2024).

### **Analyze the Influence of Each 7P Element on Customer Loyalty Through Customer Satisfaction**

This study applied a full mediation model using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine the influence of the 7P marketing mix on customer loyalty through customer satisfaction. Figure 2 illustrates the structural relationship between the seven dimensions of the marketing mix namely

product, price, place, promotion, people, process, and physical evidence and customer loyalty through customer satisfaction. The model indicates that customer satisfaction acts as a mediating variable linking the 7P marketing mix and customer loyalty, consistent with the pure mediation model proposed by Ghozali and Latan (2015).

Table 2 shows that all latent variables fulfilled the reliability criteria. Composite Reliability values ranged from 0.844 to 0.900, while Cronbach’s Alpha values exceeded the minimum threshold of 0.70. These findings indicate satisfactory internal consistency and confirm that all measurement constructs were reliable for further structural analysis.

**Table 1. Existing marketing mix strategies of Jago Coffee**

Aspect	Strategi existing marketing mix
Product	Jago Coffee offers a diverse range of beverages, including black coffee, milk-based coffee such as caramel latte, and non-coffee options like chocolate and lychee tea, to cater to varying customer preferences. The use of attractive and distinctive packaging further strengthens the brand's identity and visual appeal in the eyes of consumers.
Price	Targeting the middle-income segment that seeks a balance between quality and affordability, Jago Coffee prices its products between IDR 8,000 and IDR 12,000 per cup. In addition, the brand offers promotions such as discounts and customer loyalty programs aimed at enhancing customer retention and expanding market reach.
Place	Utilizing a mobile coffee cart concept powered by electric vehicles, Jago Coffee operates in strategic locations such as office districts and shopping centers, enabling flexible and direct customer engagement. The brand also leverages delivery services through third-party platforms like GrabFood and GoFood, as well as its own mobile application to improve convenience and accessibility for customers.
Promotion	Jago Coffee emphasizes digital marketing through platforms such as Instagram and TikTok to foster engagement and strengthen brand presence. An app-based loyalty program allows customers to accumulate points with each purchase, which can be redeemed for discounts or rewards. Influencer marketing is also employed to amplify brand visibility.
People	The company implements a structured training program for its product sellers, focusing on coffee preparation skills, communication techniques, and customer service. This initiative aims to deliver a consistent and high-quality customer experience aligned with company standards.
Process	Operational processes are designed for efficiency, incorporating a digital ordering system that enables customers to place orders remotely. The use of electric carts for distribution reflects Jago Coffee’s commitment to both operational effectiveness and environmental sustainability.
Physical evidence	The modern, minimalist, and eco-friendly design of Jago Coffee's electric carts enhances brand visibility in high-traffic locations. The company's mobile application and website feature a user-friendly interface that facilitates ease of access and reinforces the brand’s commitment to seamless digital interaction.

**Table 2. Reliability test results**

Latent Variable	Composite Reliability	Cronbach’s Alpha
Customer Loyalty (CL)	0.886	0.839
Customer Satisfaction (CS)	0.877	0.791
Price (PC)	0.844	0.725
Product (PD)	0.900	0.833
Physical Evidence (PE)	0.855	0.744
Place (PL)	0.871	0.782
Promotion (PM)	0.868	0.797
People (PO)	0.899	0.777
Process (PR)	0.887	0.810

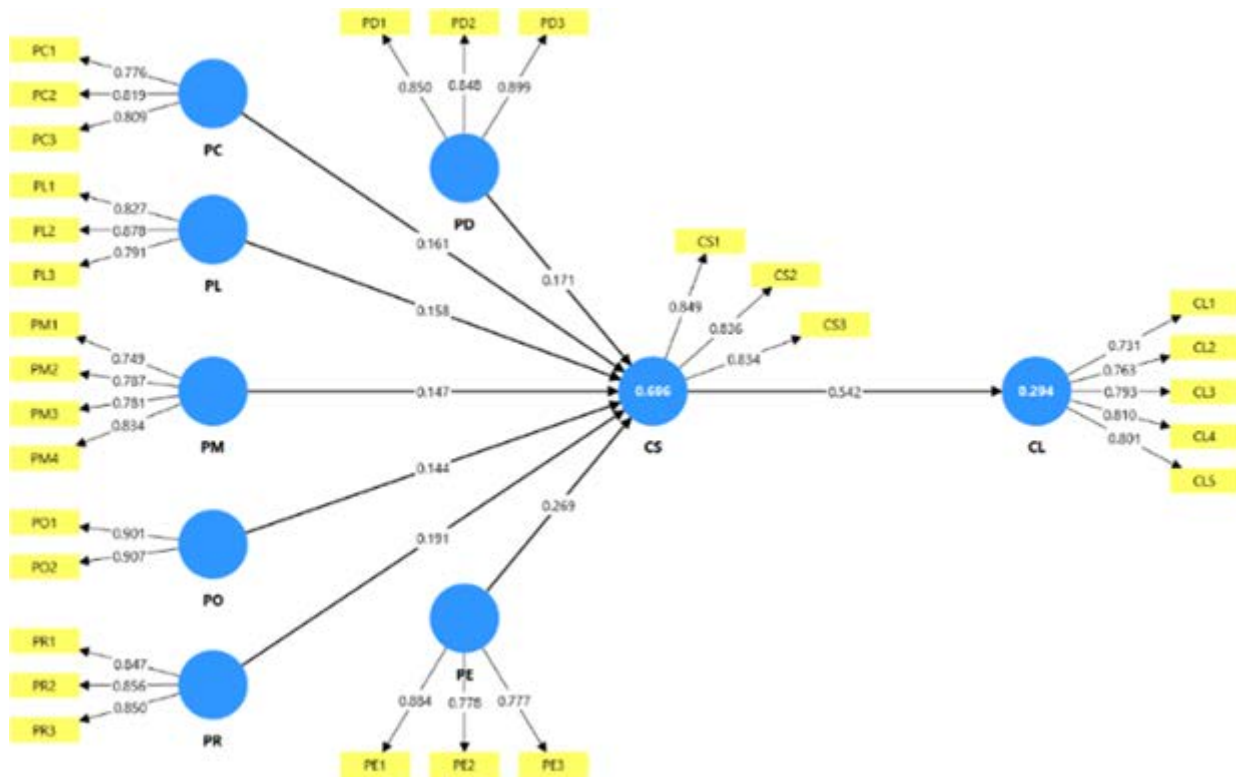


Figure 2. Structural model of SEM-PLS

Table 3 presents the bootstrapping results of the SEM-PLS analysis. All dimensions of the 7P marketing mix significantly influenced customer loyalty through customer satisfaction ( $p < 0.05$ ;  $t > 1.96$ ), supporting all proposed hypotheses (H1–H7). Among the seven dimensions, physical evidence demonstrated the strongest indirect effect on customer loyalty through satisfaction ( $O = 0.145$ ;  $t = 3.778$ ), while people and promotion showed relatively weaker effects. The strong contribution of physical evidence indicates that visual and tangible cues remain important in mobile coffee services despite the absence of permanent physical stores. In the context of Jago Coffee, branded electric carts, packaging design, uniforms, and digital interfaces function as representations of service quality and brand identity that positively shape customer perceptions and emotional attachment. This finding supports Suak et al. (2024), who emphasized the importance of physical elements in strengthening customer satisfaction and loyalty in service businesses.

The lower contribution of promotion suggests that existing promotional activities may be perceived as transactional and less differentiated from competitors. Discounts and vouchers may encourage short-term purchases but are less effective in creating stronger emotional attachment and long-term loyalty. This

finding indicates that mobile coffee services require more personalized and experience-oriented promotional strategies to improve customer engagement beyond price incentives. Product, price, place, process, and people also demonstrated significant indirect effects on customer loyalty through customer satisfaction. Product consistency and price fairness positively influenced satisfaction, while accessibility and efficient digital ordering systems improved customer convenience and service experiences. In addition, responsive and well-trained product sellers contributed positively to customer perceptions during service interactions. These findings reinforce the importance of integrating both functional and experiential aspects of the marketing mix to strengthen customer loyalty in highly competitive mobile coffee service environments.

Table 4 shows that the 7P marketing mix explained 69.6% of the variance in customer satisfaction ( $R^2 = 0.696$ ), indicating that the model had strong explanatory power for customer satisfaction. Meanwhile, customer satisfaction explained 29.4% of customer loyalty ( $R^2 = 0.294$ ), suggesting that customer loyalty may also be influenced by additional factors beyond satisfaction, such as brand trust, perceived value, and emotional attachment (Pandey & Wang, 2023; Mondir & Rahma, 2024).

Table 3. Bootstrapping results of hypothesis testing

Path model	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t-statistics ( O/STDEV )	P values
PD→CS→CL	0.093	0.093	0.036	2.550	0.011
PC→CS→CL	0.087	0.087	0.038	2.291	0.022
PL→CS→CL	0.086	0.085	0.031	2.793	0.005
PM→CS→CL	0.080	0.079	0.040	2.014	0.044
PO→CS→CL	0.078	0.081	0.039	2.007	0.045
PR→CS→CL	0.103	0.103	0.038	2.700	0.007
PE→CS→CL	0.146	0.145	0.039	3.778	0.000

Note: Customer Loyalty (CL); Customer Satisfaction (CS); Price (PC); Product (PD); Physical Evidence (PE); Place (PL); Promotion (PM); People (PO); Process (PR)

Table 4. Latent variable

Latent Variable	R Square	R Square Adjusted
Customer Loyalty	0.294	0.290
Customer Satisfaction	0.696	0.683

Although customer satisfaction significantly mediated the relationship between the 7P marketing mix and customer loyalty, the relatively moderate R<sup>2</sup> value for loyalty indicates that customer retention in mobile coffee services is not determined solely by satisfaction. In highly accessible markets with low switching costs, customers can easily switch between brands despite being generally satisfied with the service (Pourdehghan, 2015). Therefore, strengthening emotional attachment, brand uniqueness, and digital engagement may be necessary to improve long-term customer loyalty in mobile coffee businesses.

### Strategic Recommendations to Improve Customer Loyalty

#### 1. Product Quality Control Improvement

Jago Coffee should prioritize improving product quality, especially consistency in taste and preparation. Although the product quality indicator (PD3) showed the highest structural contribution (outer loading = 0.899), its mean score was the lowest (2.722), indicating consumer dissatisfaction. This calls for a stricter and more structured quality control system involving clear SOPs, regular seller training, and customer feedback monitoring. Utilizing digital tools like daily checklists, QR-based satisfaction surveys, and real-time dashboards can ensure uniform quality and increase trust. Studies by Lee & Him (2021) affirm that consistent product quality significantly enhances satisfaction and loyalty.

#### 2. Price–Value Alignment Strategy

The price indicator (PC3), representing the fairness of price in relation to satisfaction, had a relatively low mean (3.034) with a strong outer loading (0.809). To address this, Jago Coffee should improve value communication by transparently explaining pricing structures and what consumers get in return. Personalized offers based on purchase behavior and post-purchase feedback mechanisms should also be implemented. Research by Priester et al. (2020) and Tomczyk et al. (2022) suggests that clear and personalized pricing strategies enhance perceived fairness and strengthen loyalty.

#### 3. Strategic Distribution Expansion

With a strong structural indicator (PL2 = 0.878) and a relatively high mean (3.836), the place strategy is already effective but should be expanded. Jago Coffee should extend its operational areas across Greater Jakarta using a demand-based distribution schedule. Analysis of traffic patterns, transaction peaks, and preferred locations can inform smarter mobility and distribution. Supported by Natawijaya (2019), location flexibility increases brand visibility, accessibility, and customer retention.

#### 4. Green Marketing Optimization

The green marketing promotion indicator (PM4) had the highest structural impact (0.834) but a low mean (2.873), suggesting its potential is not fully

realized. Jago Coffee should emphasize sustainability commitments in messaging, including eco-friendly packaging, electric carts, and community campaigns. Platforms like social media, product labels, and mini impact reports should convey these efforts transparently. As Chen et al. (2017) suggest, environmental branding builds emotional engagement and customer trust.

#### 5. Service Performance Feedback System

The most structurally significant indicator in the people dimension (PO2 = 0.907) had the lowest mean (2.538), indicating that customers perceive service friendliness as lacking. To improve this, a routine performance review system based on real-time customer feedback should be implemented. Customers can rate sellers directly via apps, enabling immediate managerial response and individualized training. This system enhances accountability, motivation, and ultimately loyalty, as supported by Taufik et al. (2022).

#### 6. Application Process Optimization

The indicator for service speed via app (PR2 = 0.856) scored low in mean (2.624), signaling issues with responsiveness. Jago Coffee should prioritize technical improvements to reduce load time, streamline app architecture, and enhance stability. Simultaneously, features should be developed based on user feedback using in-app surveys and dashboards. Hort et al. (2022) highlight that user-responsive apps directly enhance satisfaction and repeat usage.

#### 7. UI/UX & Gamification Enhancement

The visual appeal of the app (PE1) had high outer loading (0.884) but a relatively low mean (2.778), reflecting suboptimal user experience. Jago Coffee can address this through UI/UX redesign and gamification. This includes personalized navigation, live chat, reward systems, and challenges to increase engagement. Supported by Kunkel et al. (2021), Harwood & Garry (2015), such features strengthen emotional ties and foster loyalty among digital-native consumers.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

This study confirms that the 7P marketing mix significantly influences customer loyalty through the mediating role of customer satisfaction in Jago Coffee. The findings indicate that integrated marketing strategies positively contribute to customer satisfaction and loyalty in mobile coffee services. Among the seven dimensions, physical evidence showed the strongest effect, highlighting the importance of visual identity and service presentation, while promotion demonstrated relatively weaker effects in strengthening long-term customer loyalty. The study also extends the application of the 7P marketing mix framework within mobile coffee services characterized by digital interaction and operational mobility. However, the findings are limited to respondents in Jakarta and surrounding areas, which may limit broader generalization.

### Recommendations

Jago Coffee should improve product consistency, service responsiveness, and digital service performance to strengthen customer satisfaction and loyalty. Promotional strategies should focus more on personalized engagement and customer experience rather than relying primarily on discounts and transactional incentives. Strengthening visual identity and digital user experience may also enhance emotional attachment and long-term loyalty. Future studies are recommended to examine additional variables such as brand trust, perceived value, or digital engagement and to compare mobile coffee services with conventional coffee businesses in broader geographic contexts.

**FUNDING STATEMENT:** This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

**CONFLICTS OF INTEREST:** The authors declare no conflict of interest.

**DECLARATION OF GENERATIVE AI USE:** During the preparation of this work, the authors used Paperpal to assist in checking grammar and improving the clarity of the writing. After using this tool, the authors carefully reviewed and edited the content as needed and take full responsibility for the content of the published article.

## REFERENCES

- Amrihani, H. A., & Ritonga, R. (2021). Nikmat kopi dan budaya konsumerisme dalam status sosial masyarakat kota. *Warta Ikatan Sarjana Komunikasi Indonesia*, 4(2), 89–98. <https://doi.org/10.25008/wartaiski.v4i2.133>
- Bestari, V. J., & Fadlia, F. (2019). Perbandingan warung kopi tradisional versus modern (sebuah analisis terhadap konsep responsif gender). *Jurnal Ilmiah Mahasiswa Fakultas Ilmu Sosial & Ilmu Politik*, 4(4), 30–42.
- Budiawan, W., & Christine. (2017). Analisis pengaruh marketing mix (7P) terhadap minat beli ulang konsumen (Studi pada House of Moo, Semarang). *Industrial Engineering Online Journal*, 6(1), Article 8.
- Chen, Y. S., Lai, P. Y., Chang, T. W., & Yen, T. T. (2017). The positive impact of environmental friendliness on green purchase intentions. *PICMET*, 8(2), 1178–1786. <https://doi.org/10.1109/PICMET.2016.7806629>
- Harwood, T., & Garry, T. (2015). An investigation into gamification as a customer engagement experience environment. *Journal of Services Marketing*, 29(6-7), 533–546. <https://doi.org/10.1108/JSM-01-2015-0045>
- Herqutanto, Rosemiarti, T., Dewi, D. K., Soemarko, D. S., & Syam, A. F. (2024). Coffee consumption and alertness: A study among office workers in Jakarta. *Frontiers in Nutrition*, 11, 1425707. <https://doi.org/10.3389/fnut.2024.1425707>
- Hort, M., Kechagia, M., Sarro, F., & Harman, M. (2022). A survey of performance optimization for mobile applications. *IEEE Transactions on Software Engineering*, 48(8), 2879–2904. <https://doi.org/10.1109/TSE.2021.3071193>
- Jagocoffee.com. (2025). Curious about Jago Coffee? Get yours now! 5 Feb 2025, dari <https://www.jagocoffee.com>
- Jagocoffee.com 2023 Peluncuran Logo Baru Jago Coffee. [diakses 2025 Mar 24]. <https://www.jagocoffee.com/story/peluncuran-logo-baru-jago-coffee>
- Katadata.co.id. (2023). Masyarakat Indonesia alokasikan 50,32% pengeluarannya untuk pangan. Diambil 20 Maret 2025, dari <https://databoks.katadata.co.id/produk-konsumen/statistik/e3ce90b8ea732db/masyarakat-indonesia-alokasikan-5032-pengeluarannya-untuk-pangan>
- Kotler, P., & Keller, K. L. (2022). *Marketing management (Edisi ke-15)*. Pearson Education Limited.
- Kunkel, T., Lock, D., & Doyle, JP. (2021). Gamification via mobile applications: A longitudinal examination of its impact on attitudinal loyalty and behavior toward a core service. *Psychology & Marketing*, 38(6), 948–964. <https://doi.org/10.1002/mar.21467>
- Lee, S. M., & Kim, H. K. (2021). A study on the impact of coffee service quality on customer satisfaction and loyalty. *Turcomat*, 12(10), 978–986. <https://doi.org/10.21742/JARR.2021.1.1.04>
- Matondang, M. I. S., Anggi, A. N., Jojor, I. S., Muhammad, R. A., Nauas, D. M. R., & Panjaitan, R. (2024). Analysis of consumer level of affection for Indonesia popular coffee products in the era of Generation Z. *Jurnal Kesmas Gizi*, 6(2), 318–325. <https://doi.org/10.35451/jkg.v6i2.2122>
- Mondir, M., & Rahma, S. H. (2024). The effect of Islamic marketing mix, service quality and product quality on consumer loyalty of microfinance institution: Does perceived value act as mediator? *International Conference on Islamic Economics*, 3(1), 119–140. <https://doi.org/10.58223/icie.v3i1.313>
- Natawijaya, A. (2019). Peluang, tantangan, dan strategi usaha kopi keliling. Kompasiana. Diambil 21 Maret 2025, dari <https://www.kompasiana.com/andrynatawijaya/5d99c2970d823039f92845e4/peluang-tantangan-dan-strategi-usaha-kopi-keliling>
- Ningtias, D. N. A., Wulantari, A. A. I. I., Ayu, I. W., Putu, D., & Nilakusmawati, E. (2024). Pengaruh voucher diskon terhadap daya tarik pembeli di aplikasi e-commerce. *Innovative: Journal Of Social Science Research*, 4(1), 10360–10367.
- Othman, B. A., Harun, A., De Almeida, N. M., & Sadq, Z. M. (2021). The effects on customer satisfaction and customer loyalty by integrating marketing communication and after-sale service into the traditional marketing mix model of Umrah travel services in Malaysia. *Journal of Islamic Marketing*, 12(2), 363–388. <https://doi.org/10.1108/JIMA-09-2019-0198>
- Pandey, A., & Wang, J. (2023). The impact of marketing mix (4Ps) on brand equity towards customer loyalty: A case study of the food delivery industry in Thailand. *Journal of Marketing*, 9, 60–77.
- Permana, Y. (2025). Analisis pengaruh kualitas produk dan lokasi terhadap kepuasan konsumen Kopi

- SOE di kalangan Gen Z Jakarta Barat. *Investasi*, 3(1), 29–41. <https://doi.org/10.59696/investasi.v3i1.86>
- Pourdehghan, A. (2015). The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry. *Marketing and Branding Research*, 2(1), 44–63. <https://doi.org/10.33844/mbr.2015.60184>
- Priester, A., Robbert, T., & Roth, S. (2020). A special price just for you: Effects of personalized dynamic pricing on consumer fairness perceptions. *Journal of Revenue and Pricing Management*, 19(1), 99–112. <https://doi.org/10.1057/s41272-019-00224-3>
- Santosa, M. R. P., Suhud, U., & Krissanya, N. (2025). Membangun brand loyalty pada konsumen mobile coffee (kopi keliling) modern: Investigasi peran brand experience, product quality, dan brand reputation. *EKOMA: Jurnal Ekonomi Manajemen Akuntansi*, 4(2), 4151–4164. <https://doi.org/10.56799/ekoma.v4i2.6975>
- Septiani, V. A., Wijayanti, C. I., Larasati, U., Nazhiifah, A.K., & Zuhri, S. (2024). Analisis perilaku konsumen pada kopi keliling sebagai alternatif gaya hidup Gen Z. *Triwikrama: Jurnal Ilmu Sosial*, 5(4), 71–80.
- Suak, P. I. T., Lumanauw, B., & Tampenawas, J. L. A. (2024). Pengaruh physical evidence, service quality dan perceived atmosphere terhadap revisit intention di Malalayang Beach Walk. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 12(4), 481–492.
- Taufik, A., Santoso, S., Fahmi, M. I., Restuanto, F., & Yamin, S. (2022). The role of service and product quality on customer loyalty. *Journal of Consumer Sciences*, 7(1), 68–82. <https://doi.org/10.29244/jcs.7.1.68-82>
- Tomczyk, A. T., Buhalis, D., Fan, D. X. F., & Williams, N. L. (2022). Price-personalization: Customer typology based on hospitality business. *Journal of Business Research*, 147, 462–476. <https://doi.org/10.1016/j.jbusres.2022.04.036>
- Wibowo, F. S., Hurdawaty, R., & Sulistiyowaty, R. (2023). Studying the consumption behaviour of Generations Y and Z towards ready-to-drink coffee. *International Journal of Travel, Hospitality and Events*, 2(1), 285–300. <https://doi.org/10.56743/ijothe.v2i1.220>
- Widodo, V. M., & Lontoh, S. O. (2023). Gambaran konsumsi minuman pada konsumen dewasa muda di kedai kopi kawasan Jakarta Timur. *Tarumanagara Medical Journal*, 5(1), 167–171. <https://doi.org/10.24912/tmj.v5i1.24402>