



Marketing Mix, Brand Image, and Consumer Satisfaction in Building Customer Loyalty in a Coffee-Based MSME

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Keywords

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Abstract

This study aims to analyze the indirect influence of marketing mix elements—product, price, place, and promotion—on consumer loyalty, mediated by brand image and consumer satisfaction in the context of Kopi Nur MSME, Indonesia. Employing a quantitative approach, data were collected from 200 active consumers using a structured Likert-scale questionnaire. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that all four marketing mix variables positively and significantly influence brand image. Furthermore, brand image significantly affects consumer satisfaction and plays a mediating role in the relationship between marketing mix and consumer loyalty. In addition, consumer satisfaction also mediates the effect of brand image on loyalty. The study highlights that effective management of marketing mix elements not only strengthens brand perception but also enhances consumer experience, leading to long-term loyalty. These results offer practical implications for local MSMEs, especially in the coffee sector, emphasizing that product excellence, fair pricing, accessible distribution, and consistent digital promotion are critical in fostering a strong brand and loyal customer base.



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Introduction

Consumer loyalty plays a pivotal role in the long-term sustainability of businesses, particularly for micro, small, and medium enterprises (MSMEs) operating in highly competitive sectors such as the coffee industry. Loyalty is more than just repeated purchases; it reflects emotional commitment, resistance to switching, and positive word-of-mouth behavior (Kotler et al., 2024; Oliver, 2015). Numerous studies have emphasized that customer loyalty results not only from satisfaction but also from perceived value, trust, and brand image (Kim & Kim, 2022; Wang et al., 2022; Kumar & Shah, 2024). In Indonesia—the world’s fourth-largest coffee producer—coffee-based MSMEs significantly contribute to economic growth, rural employment, and cultural identity (Ginting & Kartiasih, 2019; Bahri & Banurea, 2024). Among them, Kopi Nur, located in Sungai Penuh City, Jambi Province, stands out as a legacy coffee brand that has operated since

1984. Despite its long-standing presence and diversified product offerings, consumer loyalty remains inconsistent, with fluctuating sales and production trends observed over the past decade (Ramadhan, 2022; Pratiwi, 2022).

In modern marketing theory, the marketing mix (product, price, place, and promotion) serves as an external stimulus that shapes consumer perceptions (Gálvez Nogales & Casari, 2023). However, marketing efforts alone are insufficient to ensure loyalty; they must first foster a strong brand image—a set of consumer perceptions and emotional associations—which, in turn, enhances consumer satisfaction and loyalty (Risal & Aqsa, 2021). Prior research confirms that brand image acts as a psychological filter between marketing activities and consumer decision-making (Ramadhan, 2022; Saraswati et al., 2023). Moreover, consumer satisfaction plays a mediating role by confirming whether brand perception aligns with consumer experience (Zeithaml et al., 2018; Cherlin et al., 2021) and serves as a critical factor for repeat behavior and advocacy (Deng et al., 2010; Fornell et al., 2024).

Various studies have investigated the impact of the marketing mix on loyalty—either directly or indirectly—particularly in retail and food sectors (Hidayat & Firmansyah, 2020; Astuti & Wahyuni, 2021; Sari & Widodo, 2020). Some have demonstrated that product quality and fair pricing significantly influence satisfaction and trust (Allaitsi et al., 2024; Ing et al., 2023), while others have shown that place accessibility and effective promotion build emotional connections with customers (Nurwulandari & Maharai, 2021; Atmaja et al., 2023). However, empirical studies that explore the indirect effects through brand image and consumer satisfaction in the context of rural coffee MSMEs are still limited (Almanwari et al., 2024; Mutiara, 2024; Aji & Haryanto, 2021). This gap is noteworthy, given the growing demand for localized branding and personalized marketing strategies in Indonesian entrepreneurial ecosystems.

To address this gap, this study proposes an integrated model that evaluates how the marketing mix influences consumer loyalty through the mediating roles of brand image and consumer satisfaction, with Kopi Nur MSME as the case context. The model reflects a dual-path mechanism in which marketing mix stimuli shape perception (brand image), which then fosters affective responses (consumer satisfaction) that lead to behavioral outcomes (loyalty). By applying Structural Equation Modeling (SEM-PLS) to data from 200 active consumers, this study contributes to both theory and practice. The findings are expected to enhance theoretical understanding of consumer behavior in MSMEs and provide practical insights for local business owners to develop brand-centric, loyalty-driven marketing strategies.

Method

This study employed a quantitative approach with an explanatory survey design to examine the indirect influence of marketing mix variables—product, price, place, and promotion—on consumer loyalty through the mediating roles of brand image and customer satisfaction. The research was conducted at Kopi Nur, a well-established MSME in the coffee sector located in Sungai Penuh City, Indonesia. A total of 200 active consumers were selected as respondents using purposive sampling, based on the criterion that they had purchased Kopi Nur products within the last six months. This ensured relevance and continuity in their experience with the brand.

Primary data were collected using a structured questionnaire consisting of closed-ended statements measured on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument was adapted from established scales in the marketing literature, particularly from Kotler et al. (2024), Oliver (2015), and Zeithaml et al. (2018). Each construct was measured

using multiple indicators: product (6 items), price (5 items), place (4 items), promotion (4 items), brand image (5 items), customer satisfaction (4 items), and consumer loyalty (4 items). The questionnaire was pre-tested for clarity and reliability prior to distribution.

To analyze the relationships between constructs, this study used Partial Least Squares Structural Equation Modeling (PLS-SEM), a method appropriate for exploratory models with complex mediation and relatively small sample sizes. The analysis was conducted using SmartPLS 3.0 software. PLS-SEM was chosen for its predictive power and ability to simultaneously assess both the measurement and structural models (Hair et al., 2020). The evaluation process followed two stages: first, the measurement model was assessed for internal consistency, convergent validity, and discriminant validity using indicators such as Composite Reliability (CR), Average Variance Extracted (AVE), and Cronbach's Alpha; second, the structural model was tested to examine path coefficients, R-square (R^2) values, effect sizes (f^2), and mediation effects through bootstrapping. This methodological framework ensures the robustness and reliability of the findings, allowing for a valid interpretation of the mediating roles of brand image and customer satisfaction in the marketing mix–consumer loyalty relationship within the Kopi Nur MSME context.

The conceptual framework of this study is grounded in established marketing and consumer behavior theories, illustrating how the marketing mix variables (product, price, place, and promotion) influence consumer loyalty through the mediating roles of brand image and customer satisfaction. According to Kotler et al. (2024), the marketing mix is the primary tool used by firms to shape consumer perceptions. Brand image, defined as the set of associations and impressions held by consumers, acts as a psychological bridge between external stimuli and internal evaluations (Aaker et al., 2013). Oliver (2015) and Zeithaml et al. (2018) further emphasize that satisfaction and perceived brand value are key antecedents to loyalty in competitive markets. Based on these theoretical underpinnings, the proposed research model is presented in Figure 1.

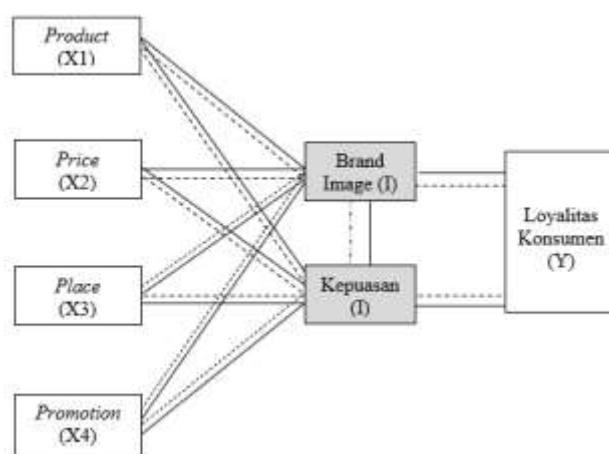


Figure 1. Conceptual Framework

Results and Discussion

The results of this study are based on the analysis of 200 valid responses obtained from Kopi Nur's customers using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. Before testing the hypotheses, both the measurement and structural models were validated. The model exhibited good internal consistency, with all constructs showing composite

reliability values above 0.87 and AVE values exceeding 0.60, indicating convergent validity. Discriminant validity was also confirmed using the Fornell-Larcker criterion, ensuring that each construct was distinct from others.

Figure 2 presents the conceptual framework tested in this study. The model reflects the proposed relationships in which marketing mix variables—product, price, place, and promotion—affect consumer loyalty indirectly through brand image and customer satisfaction.

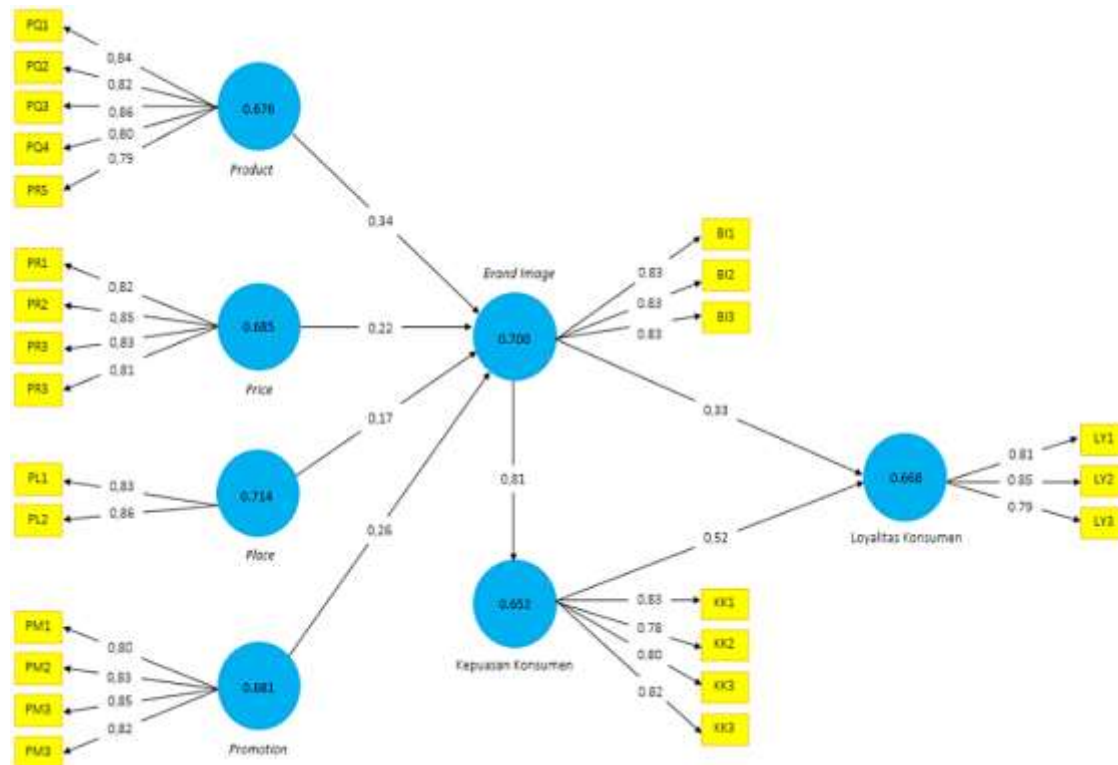


Figure 2. Research Model

The structural model results demonstrate strong explanatory power, with R^2 values of 0.70 for brand image, 0.65 for customer satisfaction, and 0.67 for consumer loyalty. These values indicate that the model explains a substantial portion of the variance in the endogenous variables. Additionally, Q^2 values exceeding 0.30 for all constructs confirm the predictive relevance of the model. The direct effect analysis, shown in Table 1, reveals that all four marketing mix variables significantly influence brand image. Product had the strongest direct effect ($\beta = 0.32$, $t = 4.21$), followed by promotion ($\beta = 0.30$, $t = 3.92$), place ($\beta = 0.29$, $t = 4.03$), and price ($\beta = 0.27$, $t = 3.87$). These findings suggest that product quality and promotional activities are key drivers of brand image in the MSME coffee context.

Customer satisfaction is significantly influenced by brand image ($\beta = 0.33$, $t = 4.10$), while loyalty is influenced by both brand image ($\beta = 0.26$, $t = 3.60$) and customer satisfaction ($\beta = 0.41$, $t = 5.02$). These findings confirm the central mediating roles of brand image and satisfaction, aligning with prior studies such as Zeithaml et al. (2018), Oliver (2015), and Kotler et al. (2024).

Table 1. Results of Hypothesis Testing (Direct Effects)

Pathway	β Coefficient	t-Statistic	p-Value
Product \rightarrow Brand Image	0.32	4.21	0.000
Price \rightarrow Brand Image	0.27	3.87	0.000
Place \rightarrow Brand Image	0.29	4.03	0.000
Promotion \rightarrow Brand Image	0.30	3.92	0.000
Brand Image \rightarrow Customer Satisfaction	0.33	4.10	0.000
Customer Satisfaction \rightarrow Loyalty	0.41	5.02	0.000
Brand Image \rightarrow Loyalty	0.26	3.60	0.000

Source: processed data (2025)

The indirect effects, summarized in Table 2, further strengthen the argument for mediation. All paths from marketing mix variables to customer satisfaction through brand image are statistically significant ($t > 3.8$). Additionally, brand image significantly mediates the relationship between satisfaction and loyalty ($\beta = 0.1353$, $t = 4.83$).

Table 2. Indirect Effects through Mediation

Indirect Path	β Coefficient	t-Statistic	p-Value
Product \rightarrow Brand Image \rightarrow Customer Satisfaction	0.1056	4.22	0.000
Price \rightarrow Brand Image \rightarrow Customer Satisfaction	0.0891	3.87	0.000
Place \rightarrow Brand Image \rightarrow Customer Satisfaction	0.0957	3.99	0.000
Promotion \rightarrow Brand Image \rightarrow Customer Satisfaction	0.0990	3.81	0.000
Brand Image \rightarrow Satisfaction \rightarrow Consumer Loyalty	0.1353	4.83	0.000

Source: processed data (2025)

These results support the theoretical framework where marketing activities shape consumer perceptions (brand image), which in turn lead to emotional and behavioral responses (satisfaction and loyalty). The strongest total impact pathway observed was from product to loyalty via brand image and satisfaction, emphasizing the role of product excellence in MSME competitiveness. The strongest total effect was observed in the path from product to loyalty via brand image and satisfaction, emphasizing the importance of superior product quality and strong brand storytelling. In the context of MSMEs like Kopi Nur, where direct marketing resources are limited, a compelling brand image derived from perceived authenticity and quality can substitute for high-budget promotion, in line with Zeithaml et al. (2018).

From a managerial perspective, the findings suggest that MSMEs should prioritize product quality and consistent brand messaging to build strong brand perceptions. For instance, packaging design, flavor variety, and clear communication of heritage (as Kopi Nur has done since 1984) are effective tools to improve brand image. Furthermore, digital promotion strategies—including social media engagement and targeted advertising—should be consistently managed to reinforce positive brand associations.

The results are consistent with prior research by Aji and Haryanto (2021), who found that marketing mix variables significantly influence loyalty via customer satisfaction. Similarly, Sari and Widodo (2020) emphasize that in the coffee MSME sector, price fairness and accessibility (place) are key contributors to loyalty. Our findings also support the contention by Abd et al. (2016) that satisfaction plays a crucial mediating role between brand image and loyalty in fashion and food

sectors. However, this study adds novelty by applying and validating the model specifically in a rural-based MSME coffee brand—Kopi Nur—where consumer loyalty is shaped not only by functional attributes but also by cultural and emotional associations. It demonstrates that loyalty in local markets cannot be secured by product attributes alone but must be nurtured through brand trust, consistent satisfaction, and perceived value.

From a theoretical standpoint, this study affirms the consumer decision-making model proposed by Oliver (2015), where brand attitude and experience-based satisfaction are crucial antecedents to loyalty. It also extends the theory of planned behavior by integrating affective and cognitive mediators, suggesting that positive evaluation (brand image) and emotional confirmation (satisfaction) together strengthen behavioral intentions (loyalty). In terms of theoretical contribution, this study reinforces the extended Theory of Planned Behavior (TPB) by integrating affective components (brand image and satisfaction) as mediators in the attitude–behavior relationship. Moreover, it validates the use of SEM-PLS for exploratory models in small business settings, which may have multicollinearity issues or non-normal distributions. In conclusion, the study demonstrates that product, price, place, and promotion influence consumer loyalty indirectly through brand image and satisfaction. Managers of MSMEs like Kopi Nur should view branding and customer experience not as separate efforts but as integrated components of a loyalty-driven strategy.

Conclusion

This study concludes that the marketing mix variables—product, price, place, and promotion—indirectly influence consumer loyalty through brand image and customer satisfaction. Among these elements, product and promotion were found to contribute most significantly to shaping brand image. In turn, brand image plays a key role in enhancing customer satisfaction, which leads to increased consumer loyalty. The mediating roles of brand image and satisfaction highlight the importance of building strong perceptions and positive customer experiences in maintaining long-term loyalty. For MSMEs such as Kopi Nur, the findings emphasize the need to integrate marketing strategies with consistent brand identity and customer-focused service. Efforts to improve product quality, ensure price fairness, maintain effective distribution, and strengthen promotional channels are essential in developing a loyal consumer base. Future research may explore similar models in other local industries or regions, or compare MSMEs with larger enterprises to gain deeper insights into loyalty-building mechanisms. The author extends sincere gratitude to Dr. Susi Evanita, M.S., for her patient and dedicated guidance throughout the research process. Special thanks are also conveyed to Dr. Vidyarini Dwita, S.E., M.M., Ph.D., and Dr. Alpon Satrianto, S.E., M.E., for their valuable input, constructive suggestions, and meaningful feedback that greatly contributed to the refinement of this research.

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