

The Influence Of Customer Experience And Perceived Value On Brand Loyalty Through Customer Satisfaction A Case Study Of Mie Gacoan

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Abstract

Keywords:

Customer Experience; Perceived Value; Brand Loyalty; Customer Satisfaction

This study aims to examine the effect of customer experience and perceived value on brand loyalty through customer satisfaction among Mie Gacoan consumers in Kediri City. A quantitative survey method was employed involving 170 respondents who had purchased Mie Gacoan products at least three times. Data were collected through an online questionnaire using a five-point Likert scale and analyzed with Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0. The findings reveal that perceived value has a positive and significant effect on customer satisfaction and brand loyalty. Customer satisfaction also significantly influences brand loyalty and mediates the relationship between perceived value and brand loyalty. In contrast, customer experience does not significantly affect customer satisfaction or brand loyalty, either directly or indirectly. These results imply that strengthening perceived value through product quality, price fairness, and service consistency is more important in fostering satisfaction and sustaining brand loyalty at Mie Gacoan Kediri.

INTRODUCTION

The food and beverage industry in Indonesia has experienced rapid growth in recent years. According to the Central Statistics Agency (BPS, 2025), in 2023 there were 4.85 million food and beverage businesses in Indonesia, employing 9.80 million workers and generating sales of Rp998.37 trillion. These figures indicate that the food and beverage sector is not only growing but also seeing an increasing number of business operators. In such a competitive landscape, companies must do more than simply offer quality products at affordable prices; they must also build long-term relationships with consumers by fostering satisfaction and brand loyalty.

One of the rapidly growing food brands in Indonesia is Mie Gacoan. Mie Gacoan's popularity as an affordable spicy noodle restaurant has established it as a strong brand in the youth segment. However, brand strength in the restaurant industry is not solely shaped by the product but also by how customers experience the brand holistically when interacting with the outlet, service, ambiance, and the values they perceive.

According to Schiffman & Wisenblit, (2015), brand loyalty is a consumer's tendency to purchase a particular brand without considering other available alternatives. Brand loyalty is a core concept in marketing, as it serves as a measure of a customer's attachment to a brand. In the restaurant industry, brand loyalty plays a crucial role because it reflects a company's success in

retaining customers amidst a multitude of available alternatives. Research (Nabilah Saninaya et al., 2023) indicates that customer perceived value influences brand loyalty, with customer satisfaction acting as a mediating variable. These findings suggest that when consumers perceive a brand as offering high value, their satisfaction and loyalty toward the brand tend to increase.

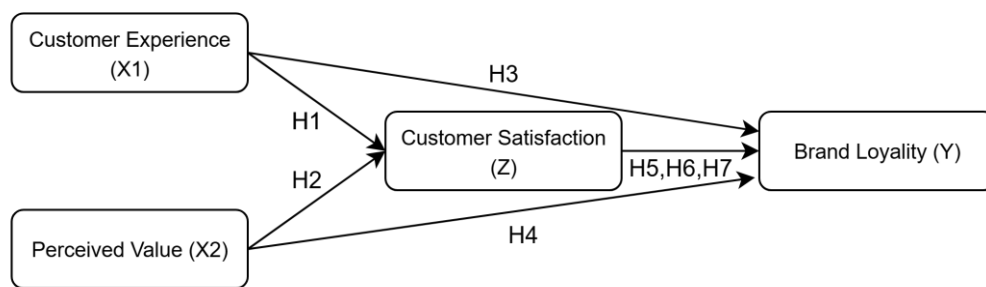
One factor believed to influence brand loyalty is customer experience. According to Jusoh et al. (2022) as cited in Ryegi Anandia, (2024), customer experience is a unique experience for customers that influences feelings of satisfaction or dissatisfaction in a long-term relationship with a company. Customer experience describes the overall impression felt by consumers during their interactions with a brand, ranging from the ordering process, service, and ambiance of the location, to the experience after consumption. In line with research conducted by (R. Pratama & Adriyanto, 2023), customer experience has been proven to influence customer satisfaction and also affect customer loyalty. These findings indicate that positive experiences can foster a favorable perception in consumers' minds. Customer experience is crucial because consumers do not merely purchase food; they also enjoy the ambiance, service, and brand identity inherent in the consumption process. Consequently, the better the experience customers have, the greater the likelihood of forming a strong bond between consumers and the brand

Perceived value is also crucial in shaping the relationship between consumers and a brand. Perceived value refers to consumers' assessment of the benefits received relative to the sacrifices made, whether in terms of money, time, effort, or risk. Consistent with the research conducted by (Lestari et al., 2021), perceived value influences customer loyalty through customer satisfaction. These results indicate that when consumers feel the benefits derived from a product or brand outweigh the sacrifices made, their tendency to feel satisfied and continue choosing that brand increases.

According to Farizky et al., (2022), customer satisfaction is a person's feeling of satisfaction or dissatisfaction resulting from a comparison between their expectations and actual performance, as well as their belief in a product's ability to meet those expectations. Customer satisfaction is a consumer's evaluation after comparing initial expectations with perceived actual performance. In many studies, customer satisfaction is often positioned as a mediating variable because it can explain the relationship between factors shaping consumer perception and loyalty. Consistent with research conducted by (Nabilah Saninaya et al., 2023), customer satisfaction was found to mediate the influence of customer perceived value on brand loyalty. These findings indicate that customer experience and perceived value do not always directly lead to brand loyalty but often first result in customer satisfaction. Thus, customer satisfaction serves as a crucial variable for explaining the mechanism through which customer experience and perceived value influence brand loyalty.

Based on the above discussion, it can be understood that brand loyalty in the restaurant industry is influenced by various factors, particularly customer experience and perceived value, with customer satisfaction serving as a variable that can strengthen this relationship. Although previous studies have examined the relationships among these variables, further research is needed to specifically test the influence of customer experience and perceived value on brand loyalty through customer satisfaction in the context of rapidly growing restaurants such as Mie Gacoan. Therefore, this study was conducted to analyze **the influence of customer experience and perceived value on brand loyalty through customer satisfaction at Mie Gacoan.**

METHODS



H1: Customer experience affects customer satisfaction.

H2: Perceived value affects customer satisfaction.

H3: Customer experience affects brand loyalty.

H4: Perceived value affects brand loyalty.

H5: Customer satisfaction affects brand loyalty.

H6: Customer experience affects brand loyalty through customer satisfaction.

H7: Perceived value affects brand loyalty through customer satisfaction.

This study uses a quantitative approach with a survey method, because the study focuses on testing the influence and relationship between variables based on respondent perception data. The survey method is conducted on large and small populations, where the main data is obtained from population samples for analysis so that it can describe the data distribution, the relationship between variables, and the patterns that emerge in the study (Duryadi, 2021).

This study involves three types of variables, namely dependent variables (Y), independent variables (X), and intervening/mediating variables (Z). The dependent variable in this study is Brand Loyalty (Y). The independent variables include Customer Experience (X1) and Perceived

Value (X2), while the intervening/mediating variable is Customer Satisfaction (Z). Thus, this study examines the effect of X1 and X2 on Y through Z, both direct and indirect (mediation) effects.

In the context of this study, Mie Gacoan consumers/customers in Kediri City are the subjects of the study, while Mie Gacoan Kediri is the object of the study.

Population and Sample

The population in this study is Mie Gacoan consumers/customers in Kediri City who have purchased the product. To ensure that respondents have sufficient experience to provide valid assessments of customer experience, perceived value, satisfaction, and brand loyalty, this study sets respondent criteria, namely a minimum of three or more purchases/uses (repeat purchases).

Repeat purchases reflect higher consumer engagement and more consistent evaluation than first-time buyers, making them more reliable for describing consumer behavior and assessment of the brand (Leon G. Schiffman & Joseph Wisenblit, 2019). Based on Duryadi's (2021) recommendation, the minimum sample size for survey research is generally ≥ 100 respondents. Additionally, this study determined the sample size based on the guidelines of Joseph F. Hair Jr. et al. (2021), namely a minimum sample size of five times the number of indicators. With 34 indicators, the sample size used was $34 \times 5 = 170$ respondents. Thus, this study involved 170 respondents who actively made purchases at Mie Gacoan Kediri.

The Data Collection Technique

The data collection technique used in this study employed questionnaires as the primary instrument. The questionnaires were distributed electronically via Google Forms to obtain primary data from respondents. The measurement scale used was a 1–5 Likert scale, where a score of 1 indicated strongly disagree and a score of 5 indicated strongly agree (Joseph F. Hair Jr. et al., 2021). The collected data were downloaded in spreadsheet form, then checked for completeness (e.g., missing/duplicate data) and processed using Microsoft Excel before being analyzed using SmartPLS software to test the research model.

Data Analysis Methods

The data analysis method used in this study was Partial Least Square (PLS)-based Structural Equation Modeling (SEM) with the help of SmartPLS version 3.0 software. This method was chosen because it does not require normally distributed data. Data analysis was carried out in two main stages, namely outer model and inner model testing (Hair Jr et al., 2021).

The outer model stage aims to test the validity and reliability of indicators against latent constructs. Convergent validity testing was conducted using the criteria of a factor loading value > 0.7 and an Average Variance Extracted (AVE) value > 0.5 . Discriminant validity testing was conducted using cross loading values and the Fornell–Larcker criteria, whereby the square root of

AVE must be greater than the correlation between constructs. Reliability was assessed through composite reliability and Cronbach's alpha values, which must be greater than 0.7 (Duryadi, 2021).

The inner model stage aims to test the relationship between constructs by looking at the R-Square value ($R^2 \geq 0.67$ is categorized as strong), Goodness of Fit values ($GoF > 0.36$ is categorized as high), and the significance of the influence between variables through the t-statistic test ($t > 1.28$ for $\alpha = 10\%$) and p-value (< 0.1) (Hair Jr et al., 2021). This analysis is also capable of accommodating mediation models by testing the direct and indirect effects between latent variables through total effect values and the direction of influence based on original sample estimates (Duryadi, 2021).

RESULT AND DISCUSSION

This study involved 170 respondents who participated in data collection. Complete details regarding the distribution of respondents based on indicators can be seen in Table 1.

Table 1. Respondent Characteristics

Respondents Indicator	Frequency	Presentation
Work		
Student	64	38%
Private Employee	74	44%
Entrepreneur	26	15%
Others	6	4%
Total	170	100%
Age		
17 – 23 years old	74	44%
24 – 28 years old	52	31%
29 – 33 years old	34	20%
34 – 38 years old	7	4%
>38 years old	3	2%
Total	170	100%
Gender		
Female	91	46%
Male	79	54%
Total	170	100%

Based on the respondent characteristics table, based on occupation, the majority of respondents were private employees, numbering 74 people (44%), followed by students, numbering 64 people (38%), entrepreneurs, numbering 26 people (15%), and others, numbering 6 people (4%). Furthermore, based on age, most respondents were in the 17–23 age range, namely 74 people (44%), followed by 52 respondents (31%) aged 24–28 years, 34 respondents (20%) aged 29–33 years, 7 respondents (4%) aged 34–38 years, and 3 respondents (2%) aged >38 years. Meanwhile, based on gender, the respondents consisted of 78 women and 79 men. In general, these findings show that the respondents in this study were dominated by private employees and those aged 17–23 years, with a relatively balanced gender composition.

The loading test results showed that all indicators in each latent variable had values above the minimum standard of 0.700, so all indicators were declared to meet the convergent validity requirements. For the customer experience variable (X1), the loading values ranged from 0.716 to 0.799, with the highest value found in indicator X1.6 at 0.799 and the lowest value in indicator X1.7 at 0.716.

The perceived value variable (X2) has seven indicators with loading values ranging from

0.767 to 0.817. The highest value is found in indicator X2.5 at 0.817, while the lowest value is found in indicator X2.3 at 0.767. Meanwhile, the loyalty variable (Y) has ten indicators with loading values ranging from 0.787 to 0.838, with the highest value on indicator Y.10 at 0.838 and the lowest value on indicator Y.2 at 0.787.

Furthermore, the customer satisfaction variable (Z) has nine indicators with loading values ranging from 0.733 to 0.789. The highest value is found in indicator Z.8 at 0.789, while the lowest value is found in indicator Z.1 at 0.733. Thus, it can be concluded that all indicators in the variables of customer experience, perceived value, loyalty, and customer satisfaction are suitable for use in the research model because they meet the criteria for convergent validity.

Table 2. Outer Loading

	Customer Experience (X1)	Perceived Value (X2)	Loyalty Merk (Y)	Customer Satisfaction (Z)
X1.1	0,761			
X1.2	0,778			
X1.3	0,769			
X1.4	0,720			
X1.5	0,739			
X1.6	0,799			
X1.7	0,716			
X1.8	0,727			
X2.1		0,788		
X2.2		0,815		
X2.3		0,767		
X2.4		0,778		
X2.5		0,817		
X2.6		0,791		
X2.7		0,781		
Y.1			0,816	
Y.10			0,838	
Y.2			0,787	
Y.3			0,825	
Y.4			0,830	
Y.5			0,827	
Y.6			0,800	
Y.7			0,807	
Y.8			0,800	
Y.9			0,833	
Z.1				0,733
Z.2				0,762
Z.3				0,750
Z.4				0,745
Z.5				0,779
Z.6				0,764
Z.7				0,763
Z.8				0,789

Z.9

0,779

The reliability and validity test results show that all variables have a Composite Reliability value above 0.7, so all constructs in the study are declared reliable or dependable. The highest Composite Reliability value is found in the loyalty variable (Y) at 0.952, while the lowest value is found in the customer experience variable (X1) at 0.912.

Based on the Cronbach's Alpha values, all variables also met the reliability criteria because they were above 0.7. The highest Cronbach's Alpha value was found in the loyalty variable (Y) at 0.945, while the lowest value was found in the customer experience variable (X1) at 0.892. The rho_A value also shows good results, ranging from 0.911 to 0.949, with the highest value in loyalty (Y) at 0.949.

In addition, all Average Variance Extracted (AVE) values are above 0.5, which means that all variables have good convergent validity. The highest AVE value is found in the loyalty variable (Y) at 0.667, while the lowest value is in the customer experience variable (X1) at 0.565. Thus, the customer satisfaction (Z), loyalty (Y), perceived value (X2), and customer experience (X1) variables are declared reliable and valid for use in the research model.

Table 3. Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satsofaction (Z)	0.91	0.911	0.926	0.582
Loyalty (Y)	0.945	0.949	0.952	0.667
Perceived Value (X2)	0.901	0.911	0.921	0.626
Customer Satisfaction (X1)	0.892	0.917	0.912	0.565

The results of the discriminant validity test based on the correlation values between constructs show that the diagonal values (square root of AVE) for customer satisfaction (Z) are 0.763, loyalty (Y) are 0.816, perceived value (X2) are 0.791, and customer experience (X1) are 0.752. Most of the correlations between variables are lower than their diagonal values, such as the correlation between customer satisfaction and loyalty (0.444), perceived value (0.299), and customer experience (0.215). However, the highest correlation between variables occurred between perceived value (X2) and customer experience (X1) at 0.805, which was higher than the diagonal values of the two constructs (0.791 and 0.752). This indicates that the discriminant validity of constructs X2 and X1 has not been adequately fulfilled (Table 4).

Table 4. Discriminant Values

	Customer Satsofaction (Z)	Loyalty (Y)	Perceived Value (X2)	Customer Satisfaction (X1)
Customer Satisfaction (Z)	0,763			
Loyalty (Y)	0,444	0,816		
Perceived Value (X2)	0,299	0,076	0,791	
Customer Experience (X1)	0,215	-0,038	0,805	0,752

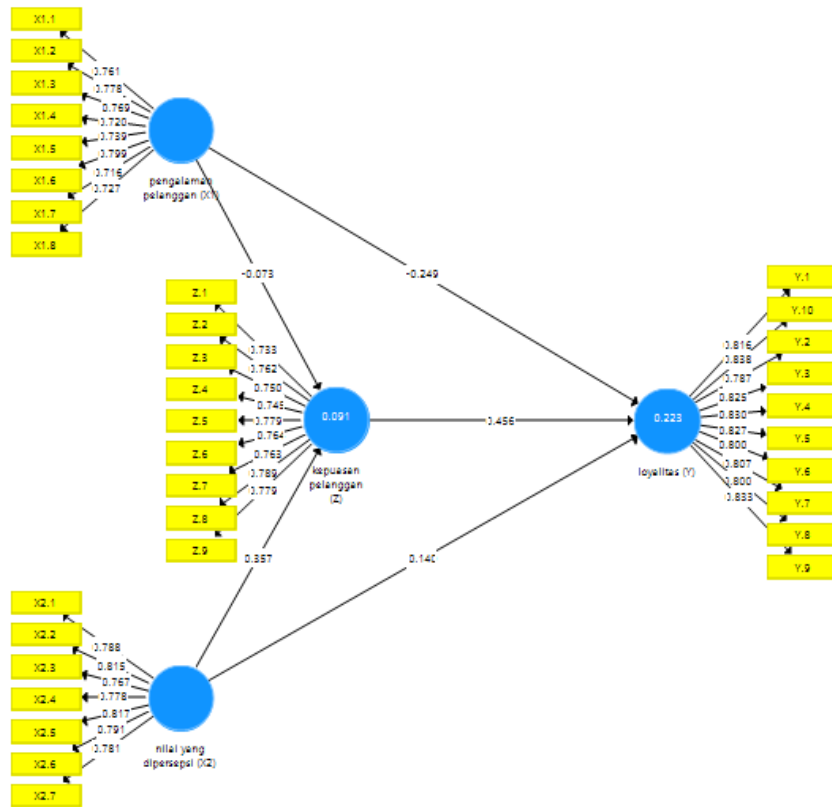


Figure 2. Outer Model Result

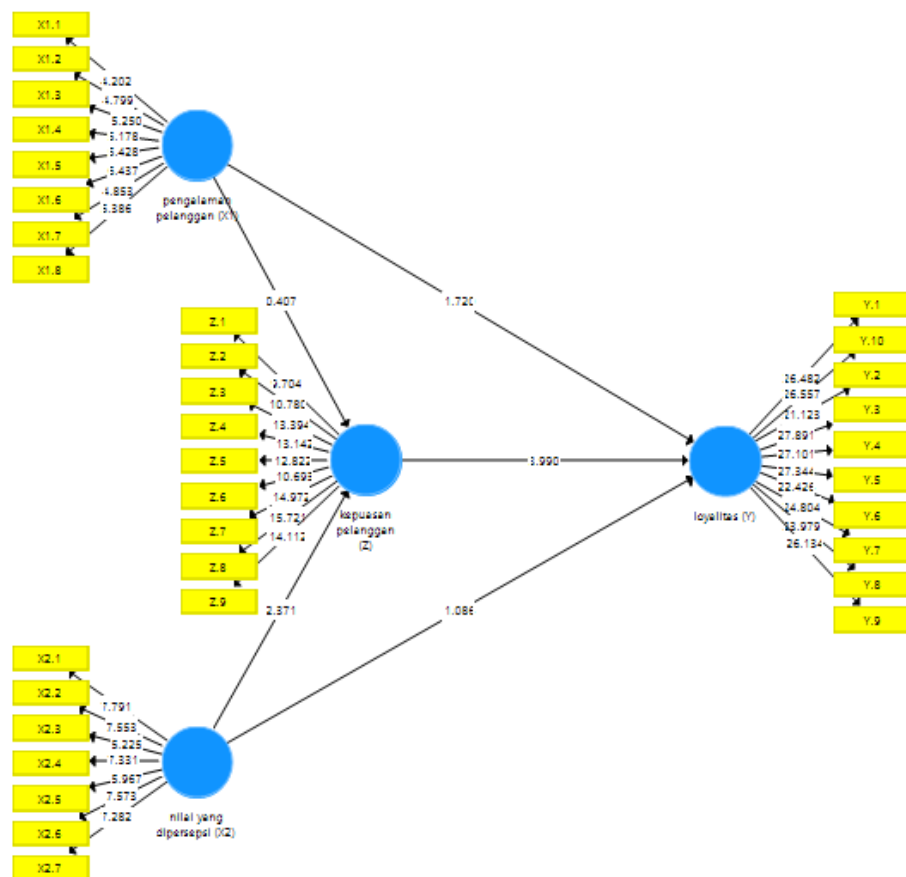


Figure 3. Inner Model Result

From the internal model results, the hypothesis for each variable shows that customer satisfaction (Z) has a positive and significant effect on loyalty (Y), with an original sample value of 0.456, a T-statistic of 3.791, and a p-value of 0.000 (< 0.05). This indicates that the higher the customer satisfaction, the higher the customer loyalty.

Furthermore, perceived value (X2) is proven to have a positive and significant effect on customer satisfaction (Z), with an original sample value of 0.357, a T-statistic of 2.412, and a p-value of 0.016 (< 0.05). This means that the better the value perceived by customers, the more likely customer satisfaction will increase. Perceived value (X2) also has a positive effect on loyalty (Y) with an original sample value of 0.303, a T-statistic of 1.969, and a p-value of 0.050. This value is within the 5% significance threshold, so it can be interpreted as a marginally significant effect (or significant with caution).

Meanwhile, customer experience (X1) does not have a significant effect on customer satisfaction (Z), with an original sample value of -0.073, a T-statistic of 0.393, and a p-value of 0.694 (> 0.05). In addition, customer experience (X1) also has no significant effect on loyalty (Y), with an original sample value of -0.282, a T-statistic of 1.528, and a p-value of 0.127 (> 0.05). Although the coefficient of influence is negative, because the result is not significant, this influence cannot be used as a basis for a strong conclusion. Thus, in this model, loyalty is more influenced by customer satisfaction and perceived value than by customer experience (Table 5).

Table 5. Direct Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Satisfaction (Z) -> Loyalty(Y)	0.456	0.454	0.12	3.791	0
Perceived Value (X2) -> Customer Satisfaction (Z)	0.357	0.36	0.148	2.412	0.016
Perceived Value (X2) -> Loyalty(Y)	0.303	0.311	0.154	1.969	0.05
Customer Experience (X1) -> Customer Satisfaction (Z)	-0.073	-0.063	0.184	0.393	0.694
Customer Experience (X1) -> Loyalty(Y)	-0.282	-0.291	0.185	1.528	0.127

The indirect effect test shows that perceived value (X2) has a significant indirect effect on loyalty (Y) through customer satisfaction (Z), with an original sample value of 0.163. The T-statistic value is 2.003 and the p-value is 0.046. Since the p-value is < 0.05 , the indirect effect is considered significant. This indicates that perceived value can increase customer loyalty if it first increases customer satisfaction.

Conversely, customer experience (X1) does not show a significant indirect effect on loyalty (Y) through customer satisfaction (Z), with an original sample value of -0.033, a T-statistic of 0.394, and a p-value of 0.694. Since the p-value is greater than 0.05, the indirect effect is declared insignificant. This finding indicates that customer satisfaction (Z) is not yet able to mediate the effect of customer experience (X1) on loyalty (Y).

Overall, these results confirm that customer satisfaction (Z) has a mediating role in the relationship between perceived value (X2) and loyalty (Y), but not in the relationship between customer experience (X1) and loyalty (Y) (Table 6).

Table 6. Indirect Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
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Perceived Value (X2) -> Customer Satisfaction (Z) -> Loyalty(Y)	0.163	0.165	0.081	2.003	0.046
Customer Experience (X1) -> Customer Satisfaction (Z) -> Loyalty (Y)	-0.033	-0.029	0.084	0.394	0.694

From the R Square test results, the customer satisfaction variable (Z) has an R Square value of 0.091 and an Adjusted R Square of 0.080. This means that 9.1% of the variation in customer satisfaction can be explained by the variables of customer experience (X1) and perceived value (X2), while the remaining 90.9% is influenced by factors outside the research model.

Meanwhile, the loyalty variable (Y) has an R Square value of 0.223 and an Adjusted R Square of 0.209. This means that 22.3% of loyalty variation can be explained by customer experience (X1), perceived value (X2), and customer satisfaction (Z), while the remaining 77.7% is influenced by other variables not included in the model.

In general, the R Square values for both endogenous variables indicate that the model's ability to explain variations in customer satisfaction and loyalty is still limited, so there are still other factors outside the model that have the potential to influence these two variables (Table 7).

DISCUSSION

The effect of customer experience on customer satisfaction

The results of hypothesis testing show that customer experience does not have a significant effect on customer satisfaction. These findings indicate that customer experience is not yet a major consideration in shaping customer satisfaction at Mie Gacoan Kediri. In the context of a culinary business that emphasizes speed, affordability, and ease of access, customers tend to judge satisfaction based on the most tangible benefits, such as taste, portion size, price, and quality of service received. Therefore, a positive customer experience does not necessarily automatically result in satisfaction if the core attributes that form the basis of consumer evaluation are not considered optimal.

In the culinary business, customer satisfaction is more focused on tangible benefits such as taste, portion size, affordable prices, and service quality. Good performance in providing these added values will significantly increase customer satisfaction. Therefore, a good customer experience does not necessarily make them satisfied if the main factors they consider in assessing satisfaction are not good enough. Customer satisfaction arises when the performance of a product or service is able to meet consumer expectations. In this context, consumers do not always assess satisfaction based on the overall experience, but rather focus on the main features that are directly felt, such as food taste, affordable prices, portion size, speed of service, and comfort while eating. Therefore, a positive experience felt by customers does not necessarily make them satisfied if the main things they expect are not properly fulfilled.

The findings of this study are in line with (Hamdani & ; Mahfudhon, 2023; Juliono et al., 2022; Sumee et al., 2021) who all found that customer experience does not have a significant effect on customer satisfaction. These results indicate that in some contexts, customer satisfaction is better explained by other variables that are considered more tangible and direct by consumers.

However, these results differ from those of (Danurdara & Masatif, 2025; Winata & Alvita, 2025; Zaid & PatwayatiI, 2021) which prove that customer experience has a positive and significant effect on customer satisfaction. These differing findings confirm that the relationship

between customer experience and customer satisfaction is contextual, depending on the characteristics of the research object, the type of industry, and the dominance of attributes that form the basis of consumer evaluation. In the context of Mie Gacoan Kediri, customer satisfaction seems to be determined more by functional benefits and perceived value than by overall customer experience.

The Influence of Perceived Value on Customer Satisfaction

The results of hypothesis testing show that perceived value has a positive and significant effect on customer satisfaction. This finding indicates that the higher the benefits perceived by customers compared to the sacrifices they make, the higher the satisfaction formed. In the context of Mie Gacoan Kediri, the perception of value seems to arise from customers' assessment that the price paid is commensurate with the quality of taste, portion size, menu variety, service, and atmosphere of the place. In other words, customer satisfaction in this study is closer to the evaluative logic of "worth it" than simply a pleasant experience. These results show that perceived value is a variable that is closer to the formation of customer satisfaction than customer experience.

This finding is in line with (Correa et al., 2021; Lin et al., 2022; Seo & Lee, 2025) who state that perceived value has a positive and significant effect on customer satisfaction. This means that the greater the benefits felt by customers, the higher their satisfaction evaluation will be. However, these results differ from those of (Yuliati et al., 2024) and (Barusman, 2024), who found that perceived value does not have a significant effect on customer satisfaction.

Furthermore, (Croitoru et al., 2024) show that the influence of perceived value on customer satisfaction is multidimensional and can vary depending on the context. Therefore, in the context of Mie Gacoan Kediri, perceived value has been proven to be an important factor in driving customer satisfaction.

The Effect of Customer Satisfaction on Brand Loyalty

The results of the study indicate that customer satisfaction has a positive and significant effect on brand loyalty. These findings confirm that brand loyalty among consumers of Mie Gacoan Kediri is not formed spontaneously, but is a consequence of positive consumption evaluations. When customers are satisfied with the products and services they receive, they tend to have stronger reasons to make repeat purchases, continue to choose the same brand, and show greater commitment to that brand. From a consumer behavior perspective, satisfaction serves as a form of confirmation that the purchase decision made was the right one, thereby reducing the tendency to switch to other brands. Thus, customer satisfaction is proven to be a central factor in the formation of brand loyalty in this study. These results also show that brand loyalty is more likely to be built through consistently satisfying consumption experiences than through brand appeal alone. In the culinary context, satisfaction is an important indicator because customers tend to associate repeat purchase decisions with previous consumption experiences. Therefore, the more stable the level of satisfaction felt by customers, the stronger the chance of brand loyalty forming. This finding also confirms that successfully retaining customers requires not only creating awareness but also the company's ability to maintain consistent quality so that customers remain satisfied with each visit.

The results of this study are in line with the findings of (Devi & Yasa, 2024; Koyongian, 2021; Uzir et al., 2021) which show that customer satisfaction has a positive and significant effect

on brand loyalty. These findings reinforce the view that customers who have a consumption experience that meets their expectations will tend to form a positive evaluation of the brand, thereby encouraging long-term loyalty. However, the results of this study differ from the findings of (Wardani & Wiyadi, 2023) who stated that consumer satisfaction does not have a significant effect on brand loyalty. This difference in results shows that brand loyalty is not always formed directly from customer satisfaction, but under certain conditions can also be influenced by other factors, such as brand affection. Thus, in the context of this study, customer satisfaction has been proven to be an important factor in increasing brand loyalty.

The Influence of Perceived Value on Brand Loyalty

The results show that perceived value has a positive effect on brand loyalty. This finding indicates that customers tend to show loyalty when they perceive that a brand provides benefits that make it worth choosing again. In the context of this study, loyalty appears to be shaped not only by general impressions of the brand, but also by rational evaluations of the suitability between the benefits received and the sacrifices made. These findings show that customers who perceive a brand as valuable will be more inclined to maintain their preference for that brand. However, because the model's ability to explain loyalty is still limited, the influence of perceived value cannot be positioned as the sole factor shaping loyalty. This means that there are still other factors outside the model, such as personal preferences, consumption habits, emotional attachment, or social influence, which may also determine customer loyalty.

These results are in line with the research of (Astutik & Purwanto, 2024; Devi & Yasa, 2024; Engelina & Lulita, 2024; Pratiwi et al., 2021) which show that perceived value has a positive and significant effect on brand loyalty. However, these results differ from those of (Umboh et al., 2024) who found that perceived value does not have a significant direct effect on brand loyalty. Similarly, (M. R. A. Pratama et al., 2025) show that perceived value does not directly affect brand loyalty but needs to be supported by satisfaction, emotional attachment, and brand trust.

Furthermore, (García-Salirrosas et al., 2024) emphasized that the influence of perceived value on brand loyalty is multidimensional, so that not all dimensions of value contribute equally to shaping loyalty. Thus, in this study, perceived value is still proven to be an important factor in increasing brand loyalty.

Customer Experience and Brand Loyalty

The results of the study indicate that customer experience does not affect brand loyalty. These findings suggest that the customer experience is not strong enough to directly encourage long-term commitment to the Mie Gacoan Kediri brand. One possible explanation is that in the competitive culinary industry, customer loyalty is shaped more by functional and economic attributes than by general consumption experiences. Customers may enjoy the atmosphere, interaction, or certain experiences when visiting, but this may not be enough to keep them loyal if core benefits such as taste, price, portion size, and service are not perceived as superior to other alternatives.

These results are in line with the research by (Yudantri et al., 2023) which shows that customer experience does not always have a direct effect on brand loyalty, as loyalty in the culinary industry is also influenced by other factors such as taste and facilities. Similarly, (Supriati et al., 2025) found that brand experience does not have a significant direct effect on brand loyalty,

indicating that experience alone is not enough to build loyalty without an emotional connection to the brand.

However, these results differ from the findings of (Sundari et al., 2024) who stated that brand experience has a positive and significant effect on brand loyalty. (Astutik & Purwanto, 2024) also showed that brand experience has a positive effect on brand loyalty, so that pleasant and memorable experiences can encourage consumers to remain loyal to the brand. Thus, in this study, customer experience has not been proven to be a factor that directly drives brand loyalty.

The Effect of Customer Experience on Brand Loyalty through Customer Satisfaction

The results of the study indicate that customer experience does not have a significant indirect effect on brand loyalty through customer satisfaction. This finding indicates that the customer experience perceived by Mie Gacoan Kediri consumers is not yet strong enough to increase customer satisfaction, and therefore ultimately unable to encourage brand loyalty. Conceptually, customer satisfaction mediation will occur if the customer experience is able to create a positive post-consumption evaluation, and this satisfaction then encourages customers to remain loyal to the brand. However, in the context of this study, customer experience does not appear to be a major factor in shaping satisfaction or loyalty, as consumers of Mie Gacoan Kediri are likely to consider core functional attributes, such as food taste, price, portion size, speed of service, and comfort of the venue, rather than the overall consumption experience. Thus, customer satisfaction cannot yet serve as an intervening variable in the relationship between customer experience and brand loyalty.

This finding is in line with (Yudantri et al., 2023) who showed that customer experience does not directly guarantee loyalty in the culinary industry, as loyalty is also influenced by other factors such as taste and facilities. Similarly, (Supriati et al., 2025) found that brand experience does not have a significant direct effect on brand loyalty, so experience alone is not enough to build loyalty without an emotional attachment to the brand. These results are also consistent with the findings of (Hamdani & ; Mahfudhon, 2023; Juliono et al., 2022; Sumee et al., 2021) which show that customer experience does not always have a significant effect on customer satisfaction, so that the mediating role of satisfaction becomes weak. However, the results of this study differ from those of (Danurdara & Masatif, 2025; M. R. A. Pratama et al., 2025), which show that customer satisfaction can mediate the influence of customer experience on loyalty. These differing findings indicate that the mediating relationship between customer experience, customer satisfaction, and brand loyalty is contextual and depends on industry characteristics, service types, and the attributes that are most dominant in consumer evaluations. In the context of Mie Gacoan Kediri, customers seem to place more value on perceived value and core product attributes as the basis for loyalty formation than on overall customer experience.

The Effect of Perceived Value on Brand Loyalty through Customer Satisfaction

The results of the indirect effect test show that perceived value has a positive and significant indirect effect on brand loyalty through customer satisfaction. The original sample value of 0.163, T-statistic of 2.003, and p-value of 0.046 indicate that the higher the value perceived by customers, the greater the brand loyalty formed if the perceived value first increases customer satisfaction. This finding indicates that among Mie Gacoan Kediri consumers, brand loyalty is not only formed by the assessment that the product has good value, but also by post-consumption evaluations that generate satisfaction. In other words, when customers assess that

the price, taste, portion, menu variety, and consumption experience obtained are commensurate with the costs, time, and effort spent, customer satisfaction increases and ultimately drives brand loyalty. These results are in line with the research by (Devi & Yasa, 2024), which found that customer satisfaction can mediate the influence of perceived value on brand loyalty, and is supported by (Engelina & Laulita, 2024; Umboh et al., 2024), who showed that perceived value increases satisfaction, and that satisfaction is an important mechanism that translates perceived value into loyalty.

On the other hand, these findings also show a difference in mechanism compared to the customer experience pathway. In this study, customer satisfaction was not able to mediate the influence of customer experience on brand loyalty, indicating that customer experience in the culinary context is not strong enough to form loyalty if it is not followed by core attributes that are truly valued by consumers. This explanation is in line with the findings of (Yudantri et al., 2023) that in the culinary industry, customer experience can contribute to satisfaction, but does not automatically guarantee loyalty because customers also highly consider taste and facilities, (Supriati et al., 2025) also show that brand experience does not have a significant direct effect on brand loyalty without an emotional mediator. Meanwhile, (M. R. A. Pratama et al., 2025) show that in other contexts, perceived value is more effective in shaping loyalty through brand love and brand trust, rather than directly, (Croitoru et al., 2024) also emphasize that in the restaurant industry, the influence of perceived value on satisfaction and loyalty is multidimensional, with emotional value being the most consistent dimension, while other dimensions depend on context. Thus, at Mie Gacoan Kediri, it can be understood that brand loyalty is more likely to be formed when perceived value first succeeds in creating customer satisfaction, while customer experience alone is not strong enough to produce a significant mediating effect.

CONCLUSION

This study concludes that customer experience does not have a significant direct effect on customer satisfaction or brand loyalty among consumers of Mie Gacoan Kediri. Customer experience also does not have a significant indirect effect on brand loyalty through customer satisfaction, so customer satisfaction is not yet able to become a mediating variable that bridges this relationship. Conversely, perceived value has been proven to have a positive and significant effect on customer satisfaction and brand loyalty, both directly and through customer satisfaction as a mediating variable. Customer satisfaction has also been proven to be an important factor in influencing brand loyalty, with a strong role in bridging the relationship between perceived value and brand loyalty. This shows that brand loyalty to Mie Gacoan Kediri is not largely shaped by the customer experience in general, but is more influenced by consumers' assessments of the tangible benefits they obtain, such as price suitability, taste quality, portion size, service, and comfort of the location. These findings emphasize the importance of marketing strategies that focus on increasing the value perceived by consumers, as a good perception of value will drive customer satisfaction and ultimately strengthen brand loyalty. Therefore, Mie Gacoan Kediri is advised to prioritize product quality, maintain consistency in service, and create benefits that meet consumer expectations so that brand loyalty can continue to be improved in a sustainable manner.

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