

The Influence Of Product Quality, Price, And Brand Image On Fore Coffee Consumer Loyalty In The City Of Surabaya

Rizqia Khairunnisa Wibowo¹, Siti Ning Farida²

¹² UPN "Veteran" Jawa Timur, Indonesia

Email: 22042010253@student.upnjatim.ac.id, siti.farida.adbis@upnjatim.ac.id

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Abstract

The competition for the modern coffee industry in Indonesia is getting tighter, so companies need to increase consumer loyalty. Fore Coffee is one of the fastest-growing local coffee brands, but based on the Top Brand Index 2023-2025, its position is still below several main competitors. This condition shows that Fore Coffee's consumer loyalty still needs to be improved and is allegedly influenced by product quality, price, and brand image. This study aims to analyze the influence of product quality, price, and brand image on Fore Coffee consumer loyalty in the city of Surabaya. The research uses a quantitative approach with a type of causal associative research. The research sample amounted to 150 respondents who were selected using accidental sampling techniques. Data were collected through questionnaires and analyzed using multiple linear regression with the help of SPSS. The results showed that product quality, price, and brand image simultaneously had a positive and significant effect on consumer loyalty ($F = 253,941$; $sig. = 0.000$). Partially, product quality ($t = 15,307$), price ($t = 12,449$), and brand image ($t = 10,813$) also had a positive and significant effect with a significance value of 0.000. The value of the determination coefficient (R^2) of 0.839 indicates that the three variables are able to explain 83.9% of the variation in consumer loyalty. The results of the study confirm that improving product quality, setting appropriate prices, and strengthening brand image play an important role in increasing Fore Coffee consumer loyalty in the city of Surabaya.

INTRODUCTION

The food and beverage industry in Indonesia is experiencing rapid growth in line with the development of globalization and bringing various changes in various aspects of life. Changes in people's consumption patterns, increasing purchasing power, and advances in digital technology are factors that encourage the emergence of various local brands that continue to innovate in presenting the best products and services. Among these various subsectors, one of the sectors that shows significant development is the modern coffee industry. The development of the modern coffee industry is marked by the increasing number of coffee shops that offer innovative concepts and are inseparable from the trend of "coffee" culture that continues to increase from time to time. This encouraged the birth of various local coffee brands such as Janji Jiwa, Kopi Kenangan, Kopi Tuku, and Fore Coffee.

Fore Coffee is one of the local coffee companies that has experienced rapid development since its establishment in 2018 by carrying the concept of a tech-based coffee chain. The company integrates digital technology into the ordering system and services to provide

convenience for consumers. Based on the company's internal reports, Fore Coffee's revenue in 2024 will increase by 115% to reach IDR 1.04 trillion with a net profit of IDR 58.2 billion. In addition, the number of outlets has also increased to 217 outlets spread across 43 cities in Indonesia and Singapore. This growth shows an increase in consumer interest and needs for products and services offered by Fore Coffee. Therefore, the expansion of outlets can be seen as a form of the company's business development as well as evidence of a positive response from the market.

The expansion of the number of Fore Coffee outlets also occurred in the city of Surabaya, Fore Coffee outlets are spread across various strategic areas including Central Surabaya, North Surabaya, South Surabaya, East Surabaya, and West Surabaya. The deployment of these outlets shows the company's efforts to expand market reach while increasing the ease of consumer access to the products offered. With the proximity of outlet locations to community activities, the company is expected to be able to increase the frequency of repurchases and strengthen the brand's presence in the community. Despite this, Fore Coffee's business growth has not been fully followed by a high level of consumer loyalty. Based on Top Brand Index data for the 2023–2025 coffee shop category, it is still below Janji Jiwa and Kopi Kenangan which dominate the modern coffee market in Indonesia. This condition shows that the company's business growth is not fully in line with the level of consumer loyalty. This shows that although Fore Coffee has a modern brand image and extensive expansion, its consumer loyalty level is still relatively low.

Consumer loyalty can be interpreted as a customer's commitment to continue to make repeat purchases and show a strong preference for a brand in the long run. Consumer loyalty is an important factor because it is able to maintain business continuity in the midst of increasingly fierce competition that does not form by itself, but is influenced by various factors, including product quality, price, and brand image. According to Kotler & Keller (2022), product quality reflects the product's ability to meet consumer needs and expectations so that it can increase customer satisfaction and loyalty. In addition, a price that matches the quality of the product will create a perception of value positive and encourage repurchase (Tjiptono & Diana, 2020). On the other hand, a positive brand image is able to build trust and long-term relationships between consumers and companies (Kotler & Keller, 2022)

Previous studies have shown that product quality, price, and brand image are important determinants in shaping consumer loyalty. Saridewi & Nugroho (2022) found that these three variables have a positive effect on customer loyalty. Research by Gunawan & Widoadmodjo (2022) also shows that product quality is the main factor that drives consumer repurchase in the coffee industry, while research by Lawrance et al (2022) shows that product quality and price have a significant effect on customer loyalty. Meanwhile, Hidayah & Nugroho (2023) stated that product quality, price, and brand image are simultaneously able to increase consumer loyalty through customer satisfaction. Based on the phenomenon of the modern coffee industry, the condition of Fore Coffee's consumer loyalty, and the results of previous research, there is still a gap between the company's business growth and the level of consumer loyalty. Therefore, this study aims to analyze the influence of product quality, price, and brand image on Fore Coffee consumer loyalty in the city of Surabaya.

Theoretical Foundations

Product quality

Product quality according to Kotler & Keller (2022) is the overall features and characteristics of a product or service that affect its ability to meet express or implied needs. In the food and beverage industry, especially modern coffee, product quality includes taste, aroma, raw materials, hygiene, and serving standards applied by the company. According to Kotler & Armstrong (2024), there are 6 indicators in product quality, namely performance, reliability, durability, features, design and packaging, and conformity with specifications.

Pricing

According to Kotler & Keller (2022), price refers to a series of policies set by a company in determining the price of its products or services to achieve various marketing goals. In the modern coffee industry, the determination of

Price is not only concerned with the consumer's ability to purchase a product, but also with the suitability between price, quality, and benefits received. Prices that are considered fair and commensurate will increase satisfaction and encourage repurchases. According to Kotler & Keller (2022), consumer perception of prices can be measured through several indicators, namely price affordability, price conformity with product quality, price conformity with value, and price fairness.

Brand Image

Brand image is a consumer's perception of a brand that is formed through various associations in their minds, thus driving customer trust and loyalty. In the modern coffee industry, brand image is not only defined by visual identity, but also by the value, quality of service, and consumption experience provided to customers. The more positive the brand image owned by Fore Coffee, the greater the level of consumer trust and interest to make a repeat purchase and still choose the brand over other brands. According to Kotler & Keller (2022), brand image can be measured through several indicators, namely the strength of brand associations, the excellence of brand associations, and the uniqueness of brand associations.

Consumer Loyalty

Consumer loyalty is a state when customers have a strong commitment to make sustainable repurchases of a brand and show a stable preference over other brands. In the modern coffee industry, consumer loyalty can be increased through good product quality, appropriate prices, and a positive brand image so that consumers feel satisfied and comfortable in using the product. According to Kotler & Keller (2022), consumer loyalty can be measured through indicators namely repurchases, brand loyalty, recommendations to others, and Long-term commitment to the brand.

RESEARCH METHODS

This research is included in the type of research that aims to test the hypothesis regarding the influence of product quality, price, and brand image on Fore Coffee consumer loyalty in the city of Surabaya. The approach used is research causal association with product quality (X1), price (X2), and brand image (X3) as independent

variables to consumer loyalty (Y) as bound variables. The population in this study is all Fore Coffee consumers in the city of Surabaya who have purchased products. The research sample was determined using *the Cochran* formula because the exact number of the population was not known, so 150 respondents were obtained. The sampling technique uses *non-probability sampling* with *the accidental sampling method*, namely respondents who meet the research criteria. This research was carried out from October 2025 to July 2026, which included the research preparation stage to the preparation of research results

Data collection was carried out through the distribution of questionnaires using the Likert scale. In addition to primary data obtained from respondents, this study also uses secondary data from books, scientific journals, company reports, and other relevant reference sources. Before the analysis, the research instrument was tested through a validity test using *Pearson Product Moment* correlation and a reliability test using *Cronbach Alpha*. Furthermore, a classical assumption test was carried out which included a normality test, a multicollinearity test, and a heteroscedasticity test to ensure that the regression model met the basic statistical assumptions. Data analysis uses multiple linear regression analysis with the help of SPSS software to determine the influence of product quality, price, and brand image on consumer loyalty. Hypothesis testing was carried out using the F test to determine whether product quality, price, and brand image simultaneously had a significant effect on Fore Coffee consumer loyalty in the city of Surabaya, the t-test to test the significant influence of independent variables on dependent variables, and the determination coefficient (R^2) to determine how much the product quality, price, and brand image variables were able to explain the variation in Fore Coffee consumer loyalty in the city of Surabaya. The frame of mind in this study is:

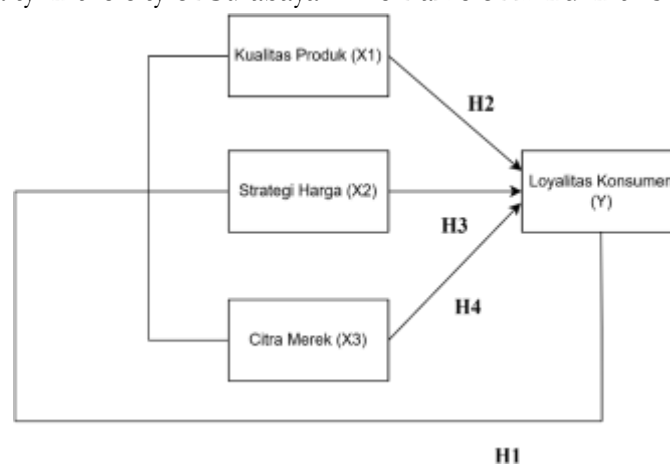


Figure 1. Frame of Mind

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents of this study were 150 Fore Coffee consumers in the city of Surabaya who were at least 17 years old, domiciled in Surabaya, and had bought and consumed Fore Coffee products at least once. The majority of respondents aged 21–25 years (48.0%), followed by the age of 26–30

35 people (23.3%), 18 people aged 17–20 years (12.0%),

31–35 years old as many as 16 people (10.7%), and over 35 years old as many as 9

people (6.0%). Based on gender, respondents were dominated by 92 women (61.3%) and 58 men (38.7%). Based on jobs, most of the respondents were students/students as many as 81 people (54.0%), followed by private employees as many as 34 people (22.7%), entrepreneurs as many as 18 people (12.0%), ASN as many as 10 people (6.7%), and jobs others as many as 7 people (4.7%).

Based on the frequency of purchases, the majority of respondents bought 2-3 times per month as many as 63 people (42.0%), followed by 4-5 times as many as 38 people (25.3%), 1 time as many as 29 people (19.3%), and more than 5 times as many as 20 people (13.3%). Based on domicile, the most respondents came from East Surabaya with 54 people (36.0%), followed by West Surabaya with 29 people (19.3%), South Surabaya with 28 people (18.7%), North Surabaya with 20 people (13.3%), and Central Surabaya with 19 people (12.7%). The most visited outlet is Fore Coffee Tunjungan Plaza 6 with 18 people (12.0%), followed by Pakuwon Mall with 17 people (11.3%) and Tunjungan Plaza 3 as many as 15 people (10.0%), which shows that outlets in large shopping centers are visited more by consumers.

Data analysis and test results

a. Test of research instruments

1) Validity Test

The results of the validity test showed that all statement items on the four variables in this study had a calculated r value of > 0.160 , so that they were declared valid and suitable for use as research instruments. The results of the validity test of each variable are presented in the following table.

Table. 1 Validity Test Results

Variable	Item	r Count	r Table (n=150, $\alpha=0.05$)	Remarks
Product Quality	X1_1	0,780	0,160	Valid
	X1_2	0,801	0,160	Valid
	X1_3	0,818	0,160	Valid
	X1_4	0,856	0,160	Valid
	X1_5	0,837	0,160	Valid
	X1_6	0,860	0,160	Valid
	X1_7	0,833	0,160	Valid
	X1_8	0,819	0,160	Valid
	X1_9	0,841	0,160	Valid
	X1_10	0,818	0,160	Valid
	X1_11	0,818	0,160	Valid
	X1_12	0,834	0,160	Valid
Pricing	X2_1	0,843	0,160	Valid
	X2_2	0,786	0,160	Valid
	X2_3	0,832	0,160	Valid
	X2_4	0,843	0,160	Valid
	X2_5	0,829	0,160	Valid

	X2_6	0,850	0,160	Valid
	X2_7	0,845	0,160	Valid
	X2_8	0,841	0,160	Valid
Brand Image	X3_1	0,843	0,160	Valid
	X3_2	0,832	0,160	Valid
	X3_3	0,817	0,160	Valid
	X3_4	0,816	0,160	Valid
	X3_5	0,864	0,160	Valid
	X3_6	0,827	0,160	Valid
Consumer Loyalty	Y_1	0,583	0,160	Valid
	Y_2	0,385	0,160	Valid
	Y_3	0,520	0,160	Valid
	Y_4	0,520	0,160	Valid
	Y_5	0,551	0,160	Valid
	Y_6	0,392	0,160	Valid
	Y_7	0,569	0,160	Valid
	Y_8	0,507	0,160	Valid

Source: SPSS output, processed by researchers (2026)

2) Reliability Test

An instrument is declared reliable if it has a Cronbach's Alpha value of > 0.60 (Ghozali, 2024). The results of the reliability test of each variable are presented in the following table.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Remarks
Product Quality (X1)	0,958	Reliable
Price (X2)	0,937	Reliable
Brand Image (X3)	0,911	Reliable
Consumer Loyalty (Y)	0,678	Reliable

Based on Table 4.11, the variables Product Quality (X1), Price (X2), and Brand Image (X3) have Cronbach's Alpha values of 0.958 each; 0.937; and 0.911, so it is classified as very reliable. Meanwhile, the Consumer Loyalty (Y) variable obtained a value of 0.678 which is still acceptable in exploratory social research (Ghozali, 2024). Thus, the research instrument was declared to be reliable enough for further analysis.

b. Classic Assumption Test

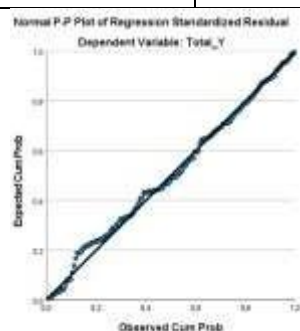
1) Normality Test

The normality test uses the *One-Sample Kolmogorov-Smirnov Test method*. The data is declared normal when the value of *Asymp. Sig. (2-tailed)* > 0.05 . The results of the normality test are presented in the following table.

Table 3. Normality Test Results

Remarks	Unstandardized Residual
N	150
Red	0,0000000
Std. Deviation	0,70191454
Absolute	0,065

Positive	0,031
Negative	-0,065
Test Statistic	0,065
Asymp. Sig. (2-tailed)	0,200



Source: SPSS output, processed by researchers (2026)

The results of the *Kolmogorov-Smirnov* test showed an Asymp. Sig. (2-tailed) value of 0.200 (> 0.05), so that the residual data was distributed normally. Thus, the regression model meets the assumption of normality and is suitable for use for further analysis.

2) Multicollinearity Test

The multicollinearity test was carried out by looking at the values of *Tolerance* and *Variance Inflation Factor* (VIF). The model is declared free of multicollinearity if the *Tolerance* value is > 0.10 and $VIF < 10$ (Ghozali, 2024). The test results are presented in the following table.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIVID
Quality Products (X1)	0,921	1,086
Price (X2)	0,934	1,071
Brand Image (X3)	0,937	1,067

Source: SPSS output, processed by researchers (2026)

Based on Table 4, all variables have a *Tolerance* value of > 0.10 and a *VIF* of < 10 . Thus, the regression model does not experience symptoms of multicollinearity, so all independent variables can be used in the analysis.

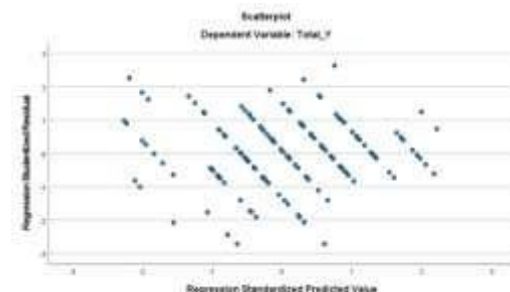
3) Heteroscedasticity Test

The heteroscedasticity test was carried out using the Glejser method, it was stated that there were no symptoms of heteroscedasticity if the significance value was > 0.05 . The test results are presented in the following table.

Table 5. Heteroscedasticity Test Results

Variable	t Count	Sig.	Remarks
Quality Products (X1)	-1,956	0,052	Not Happening Heteroscedasticity
Price (X2)	0,056	0,955	No heteroscedasticity

			occurs
Image Brand s (X3)	-1,886	0,061	No heteroscedasticity occurs



Source: SPSS output, processed by researchers (2026)

Based on the above results, all independent variables had a significance value of > 0.05 , so there were no symptoms of heteroscedasticity. Thus, the regression model meets the assumption of homocedasticity and is suitable for use for subsequent analysis.

c. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to test the influence of Product Quality (X1), Price (X2), and Brand Image (X3) on Consumer Loyalty (Y). The results of the analysis using SPSS are presented in the following table.

Table 4.15 Multiple Linear Regression Analysis Results

Models	B (Unstd. Coeff.)	Std. Error	Beta (Std. Coeff.)	t	Sig.
(Constant)	15,500	0,567	-	27,331	0,000
Product Quality (X1)	0,129	0,008	0,529	15,307	0,000
Price (X2)	0,159	0,013	0,428	12,449	0,000
Image Brand s (X3)	0,181	0,017	0,371	10,813	0,000

Source: SPSS output, processed by researchers (2026)

Based on the table, the multiple linear regression equations that are formed are:

$$Y = 15,500 + 0.129X_1 + 0.159X_2 + 0.181X_3$$

The equation shows that product quality, price, and brand image have a positive regression coefficient.

d. Hypothesis Test and Coefficient of Determination

1) F Test (Simultaneous)

The decision-making criteria are H_0 rejected and H_1 accepted if the value of F is calculated $> F$ table (2.67) or the significance value of < 0.05 . The results of the F test can be seen in the following table.

Table 6. Test F Results (Simultaneous)

Models	Sum of Squares	df	Mean Square	F Calculate	Sig.
Regression	383,050	3	127,683	253,941	0,000
Residual	73,410	146	0,503	-	-
Total	456,460	149	-	-	-

Source: SPSS output, processed by researchers (2026)

Based on Table 6, the F value is calculated as 253.941 with a significance of 0.000. Since F calculates > F table (2.67) and the significance < 0.05, H_0 is rejected.

2) T test (Partial)

The t-test is carried out to test the influence of each independent variable on the dependent variable. H_0 is rejected if the value t is calculated > t table (1.976) or the significance < 0.05. The results of the t-test are presented in the following table.

Table 7. Results of the t-test (partial)

Variable	t Count	t Table	Sig.	Remarks
Product Quality (X1)	15,307	1,976	0,000	Significant
Price (X2)	12,449	1,976	0,000	Significant
Image Brands (X3)	10,813	1,976	0,000	Significant

Source: SPSS output, processed by researchers (2026)

Based on the results of the t-test, the variables Product Quality ($t = 15.307$), Price ($t = 12.449$), and Brand Image ($t = 10.813$) had a t-value calculated > t table (1.976) with a significance of $0.000 < 0.05$.

3) Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure the ability of independent variables to explain the variation of dependent variables. The closer it is to 1, the greater the model's ability to explain the dependent variable. The results of the determination coefficient test are presented in the following table.

Table 8. Determination Coefficient (R^2) Test Results

Models	R	R Square	Adjusted R Square	Std. Error
1	0,916	0,839	0,836	0,70909

Source: SPSS output, processed by researchers (2026)

Based on Table 8, an R value of 0.916 indicates a very strong relationship between independent variables and Consumer Loyalty. An R^2 value of 0.839 indicates that product

quality, price, and brand image are able to explain 83.9% of the variation in consumer loyalty (Y), while 16.1% is influenced by other factors outside the model. The Adjusted R² value of 0.836 indicates that this regression model is quite fit and does not overfit.

Discussion

The Simultaneous Influence of Product Quality, Price, and Brand Image on Fore Coffee Consumer Loyalty in the City of Surabaya

The results of the F test showed an F value of 253.941 with a significance of 0.000 (< 0.05), so H1 was accepted. This shows that Product Quality, Price, and Brand Image simultaneously have a significant effect on Fore Coffee Consumer Loyalty in the City of Surabaya. An Adjusted R Square value of 0.836 indicates that these three variables are able to explain 83.6% of the variation in consumer loyalty. These findings are in line with the theory of Kotler, Keller, and Chernev (2022) which states that consumer loyalty is formed through positive experiences of product quality, fair price perception, and strong brand image. This is relevant to the context of the increasingly competitive coffee industry in Indonesia, so Fore Coffee needs to maintain product quality, set appropriate prices, and continue to strengthen the brand image to maintain consumer loyalty.

In line with this, Hidayah & Nugroho (2023) and Pebadja & Kholifah (2025) also concluded that product quality, price, and brand image simultaneously have a positive effect on consumer loyalty. The focus of the research on Fore Coffee in the city of Surabaya shows that consumer characteristics are critical to quality, price, and brand image

also supports the magnitude of the influence of these three variables on loyalty. Thus, the implication of these simultaneous findings is that Fore Coffee's management needs to view these three variables holistically and integratedly, rather than as stand-alone variables

The Partial Effect of Product Quality on Fore Coffee Consumer Loyalty in the City of Surabaya

The results of the t-test showed that Product Quality (X1) had a positive and significant effect on Consumer Loyalty with a calculated t-value of 15.307 and a significance of 0.000 (<0.05), so that H2 was accepted. The regression coefficient value of 0.129 indicates that any increase in product quality perception will increase consumer loyalty by 0.129. In addition, the standardized beta coefficient value of 0.529 shows that product quality is the variable that has the most dominant influence on Fore Coffee consumer loyalty in the city of Surabaya.

These findings are in line with the theory of Kotler and Keller (2022) which states that product quality is able to consistently meet consumer functions and expectations will increase satisfaction and encourage the formation of loyalty. At Fore Coffee, product quality is reflected in the consistency of taste, the use of quality raw materials, menu innovation, and standardized presentation so as to provide a positive experience for consumers. This result is also supported by the Customer Value theory from Kotler, Armstrong, and Balasubramanian (2024) which explains that loyalty is formed when the benefits felt by consumers exceed the costs incurred.

The high influence of product quality is supported by the average descriptive value of the Product Quality variable of 47.43, which shows that respondents gave a positive assessment of the quality of Fore Coffee products. The findings of this study are also in line with the research of Utami & Handrito (2023), Gunawan & Widoadmodjo (2022) and Rahmawati & Utomo (2025) which concluded that product quality has a positive and significant effect on consumer loyalty. Therefore, Fore

Coffee needs to maintain quality consistency and continue to innovate products so that consumer loyalty can continue to be improved.

Partial Effect of Price on Fore Coffee Consumer Loyalty in the City of Surabaya

The results of the *t-test* showed that the Price variable (X2) had a positive and significant effect on Consumer Loyalty with a *calculated t-value* of 12.449 and a significance of 0.000 (<0.05), so that H3 was accepted. The regression coefficient of 0.159 indicates that any increase in consumer perception of price suitability will increase consumer loyalty by 0.159. The standardized beta coefficient value of 0.428 places price as the variable with the second greatest influence after product quality. These findings are in line with the theory of Tjiptono and Diana (2020) which states that prices reflect the value perceived by consumers. When the price is considered commensurate with the benefits and quality received, consumers will be more satisfied and more likely to make a repeat purchase. At Fore Coffee, this perception is supported by competitive prices as well as various digital promotions, such as exclusive offers, discount vouchers, reward points, and bundling packages that increase and strengthen consumer loyalty.

The average descriptive value of the Price variable of 31.43 shows that the respondents have a positive perception of the fairness of the price of Fore Coffee. In addition, the greater price regression coefficient than product quality indicates that the increase in price perception has a considerable direct impact on consumer loyalty. This is in line with research by Hanif & Prakoso (2023), Ghoni & Iftikad (2023), and Lawrance (2022) which concluded that prices have a positive and significant effect on consumer loyalty. Therefore, Fore Coffee needs to maintain a competitive, transparent, and digitally promotion-supported pricing strategy so that consumer loyalty continues to increase.

The Influence of Brand Image Partially on Fore Coffee Consumer Loyalty in the City of Surabaya

The results of the *t-test* showed that the Brand Image variable (X3) had a positive and significant effect on Consumer Loyalty with a *calculated t-value* of 10.813 and a significance of 0.000 (<0.05), so that H4 was accepted. The regression coefficient of 0.181 was the largest among the three independent variables, indicating that any increase in brand image perception had the greatest direct impact on consumer loyalty.

This finding is in line with the theory of Kotler and Keller (2022) which states that brand image is a collection of consumer perceptions and associations towards a brand that are able to create differentiation and build loyalty. At Fore Coffee, the brand image is built through a modern visual identity, positioning as a *tech-based coffee chain*, and consistent communication through social media and digital applications to strengthen the emotional attachment of consumers.

The results of this study are also in line with the research of Hantika et al., (2023), Nugroho & Indayani, (2024), and Reza Maulana (2024) which shows that brand image has a positive and significant effect on consumer loyalty. Although the standardized beta value of brand image is lower than that of product quality, its largest regression coefficient shows that brand image improvement has a strong direct impact on loyalty. Therefore, Fore Coffee needs to continue to strengthen its investment in building and maintaining its brand image as one of the strategic keys for Fore Coffee to maintain and increase its consumer loyalty in an increasingly competitive market.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the study, it can be concluded that product quality, price, and

brand image simultaneously have a positive and significant effect on Fore Coffee consumer loyalty in the city of Surabaya and is able to explain 83.9% of the variation in consumer loyalty. Partially, the third

These variables also have a positive and significant effect on consumer loyalty. These findings show that improving product quality, setting appropriate prices, and strengthening brand image are important factors in increasing Fore Coffee consumer loyalty in the city of Surabaya.

Based on the results of the research, Fore Coffee is advised to continue to maintain product quality consistency, implement a competitive pricing strategy in accordance with the benefits received by consumers, and strengthen the brand image through product innovation and consistent marketing communication so that consumer loyalty increases. In addition, the next study is expected to add other variables beyond product quality, price, and brand image that have the potential to affect consumer loyalty, considering that there is still a 16.1% variation in loyalty explained by factors outside the research model.

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