

Analysis of Customer Self-Congruity Factors Influence on Customer Loyalty of SME Coffee Shop in Indonesia

David Ricardo Santoso^{1*}, Edwin², Setiadi, A. S.³

^{1,2,3} Master Management, Fakultas Binus Business School, Bina Nusantara University, Indonesia

*Corresponding Author: david.santoso003@binus.ac.id

Article History

Received: 05-06-2026

Revised: 10-06-2026

Published: 30-06-2026

Keywords: *SME, Coffee Shop, Customer Satisfaction, Self-Congruity, Service Quality*

ABSTRACT

This study will take the scope of the food and beverage industry sector in SME scale. This study will approach coffee shop sub-sector in management and psychological perspective. This study focuses on how self-congruity becomes a factor that moderates the relationship between service quality and brand image on customer satisfaction and customer satisfaction effect on customer loyalty in coffee shop businesses in Indonesia. The approach will be taken with a quantitative approach and structural equation modeling. This study found that in coffee shop customers self-congruity strengthens a positive impact on service quality and brand image. Self-Congruity plays an important role in dealing with customer perceptions of their brand loyalty.

INTRODUCTION

Study Background The food and beverage sector is considered influential and makes a significant contribution to the Indonesia economy (Badan Pusat Statistik). food and beverage sector has a substantial contribution to the Indonesia national GDP (Badan Pusat Statistik). The Central Statistics Agency (BPS) reported that the national gross domestic product (GDP) based on current prices (ADHB) for the food and beverage industry reached Rp1.23 quadrillion in 2022. This value represents 6.32% of the total national economy, which amounted to Rp19.59 quadrillion. Food and beverage also contribute more than a third (38.35%) to the total GDP of the non-oil and gas manufacturing industry, which totals Rp3.23 quadrillion. This portion is the largest compared to other industries. Therefore, it is not surprising that many entrepreneurs are interested in entering the food and beverage industry due to its high demand and economic activity in this sector.

In Indonesia, small and medium-sized enterprises (SMEs) contribute the largest share to the country's GDP, accounting for approximately 60.51%. Additionally, 99% of business units in Indonesia are classified as micro, small, and medium enterprises (MSMEs). This indicates that one of the fastest-growing sectors in Indonesia is the MSME sector. As of 2023, the number of MSME business units in Indonesia reached 4,500,584, with the food and

beverage sector comprising 1,800,827 million business units. This industry alone represents 40.01% of the total number of MSMEs (BPS)

Talking about the food and beverage sector, per capita consumption of beverages (coffee, tea, juice) in Indonesia is in fourth place after fried foods, cakes, and bread (BPS). In Indonesia, coffee is an agricultural commodity with the largest export value in 2023 compared to other plants or fruits (BPS). This study will focus on coffee compared to other beverage as the first study, considering that Indonesia is also one of the largest coffee exporting countries in the world (Gois et al., 2023). It is possible that further study will be carried out on other beverage categories, but due to its limitations, it will be carried out on the coffee industry sector first as the largest commodity in Indonesia.

The increasing number of players in a market naturally intensifies competition within that market (Pedro Bento, 2020). High competition drives consumers toward products with the highest value and efficiency (Huang, 2023). The higher the level of competition, the more difficult it becomes for a company to succeed in marketing its products, reducing its chances of achieving business success (Pedro Bento, 2020).

In Indonesia, where 99% of businesses are classified as MSMEs (BPS), strong market competition is inevitable. The high number of business units and rapid growth naturally lead to intense competition. According to Lupiyoadi (2018), nearly 80% of business in Indonesia fail within their first year of operation. The first five years are considered the most critical phase for the survival of MSMEs (Adomako & Ahsan, 2022). A micro, small, and medium enterprise is considered to have successfully sustained itself if it can survive for at least 5 years (Adomako & Ahsan, 2022). This study will analyze business units that have successfully operated for more than five years, focusing on the coffee shop industry. In this study we will provide It aims to provide insights into customer loyalty from the perspective of self-congruity psychology, utilizing the Customer Satisfaction Index as a mediating factor and self-congruity as moderator affection Customer Satisfaction to Customer Loyalty. The goal is to enhance the competitiveness of new MSME business units in Indonesia.

There are several objectives that the author aims to achieve through this research, namely:

1. To identify the influence of self-congruity in Food and Beverage SME's customer retention to facing high competition for new developed business.
2. To evaluate the significance of the impact of food quality, physical environment, and service quality on mediating product self-congruity to customer satisfaction.
3. To evaluate the significance of the impact of brand attitude and brand image on mediating product self-congruity to customer satisfaction.
4. To develop a for new developed SMEs to improve resilience to facing high competition for new develop business.

The following are several questions that can be proposed based on the problem statement above:

1. How does self-congruity influence customer retention in Food and Beverage SMEs?
2. How impactful does food quality, physical environment, and service quality on mediating product self-congruity to customer satisfaction?
3. How impactful of brand attitude and brand image on mediating product self-congruity to customer satisfaction?
4. What strategies can new Food and Beverage SMEs adopt to improve resilience in competitive markets?

RESEARCH METHOD

This study follows a quantitative research design to analyze the impact of customer self-congruity factors on food and beverage SMEs in Indonesia. This research design includes a cross-sectional time horizon and a field setting within food and beverage SMEs in Indonesia. The unit of analysis is individual customers of the SMEs. The target population consists of customers of food and beverage SMEs that have been operating for more than three years. The sample size will be determined using statistical calculations to achieve adequate representation and validity. Primary data will be collected through structured questionnaires distributed to customers. The questionnaire will include closed-ended questions using a Likert scale to measure the influence of self-congruity on customer satisfaction and customer loyalty. Secondary data will be obtained from previous research, statistical reports, and business publications related to SMEs in Indonesia.

Research Question

Table 2. Research Question

Construct	Code	Indicator
Reliability	R1	The beverage i receive always matches my order
	R2	The beverage is served on time as promised
	R3	The taste of the beverage is consistent every time purchase it
	R4	The beverage quality remains consistent across different locations
	R5	I rarely experience mistakes in my beverage orders
Assurance	A1	The staff appear well-trained in serving and explaining beverage products
	A2	The staff provide convincing information about the beverage's content or benefits
	A3	I feel safe consuming beverages that is served to me
	A4	I am confident that the beverage ingredients are clean and safe
	A5	I trust the quality claims or certifications displayed on the packaging
Tangible	T1	The beverage product packaging is attractive and professional
	T2	The design of the bottle, label, or cup is visually appealing
	T3	The brand's visual identity (logo, color, design) is consistent and professional

	T4	The equipment used by the staff looks clean and hygienic
	T5	The beverage service area is clean and well-organized
Empathy	E1	I feel that I am treated personally and valued as a customer
	E2	The brand provides options for special needs such as non-dairy or low sugar
	E3	The staff are willing to customized my order based on my preferences (e.g., less sugar, no ice)
	E4	The staff listen well when i make special requests
	E5	The staff are friendly and helpful in recommending drinks that suit my taste
Responsiveness	RS1	The beverage is prepared and served promptly
	RS2	I receive service promptly when waiting in line or at the table
	RS3	When I appear confused, the staff immediately offer assistance
	RS4	The staff respond quickly when I ask questions about the menu
	RS5	My complaints are responded, either in person or online
Customer Satisfaction	CS1	The delivery service meets my expectations
	CS2	I am satisfied with my decision to use this third-party delivery service
	CS3	I would avail their delivery service the next time
	CS4	I will recommend others to use this delivery service
	CS5	I am very satisfied with the deliveryman's service
Brand Image	BI 1	This coffee brand is stable and firmly established.
	BI 2	This coffee brand is providing better services than others in the BD telecom sector
	BI 3	I consider that this coffee brand has a good reputation for their service
	BI 4	I have always had a good impression of this Coffee brand
	BI 5	I believe that Cafe brand (ABC) has a better image than its competitors.
Self Congruity	SC 1	The personality this coffee brand is consistent with how I see myself.
	SC 2	The personality his coffee brand reflects mine
	SC 3	People who buy in this cafe are very similar to me
	SC 4	this cafe symbolizes my way of thinking.
Customer Loyalty	CL 1	I will continue to use this cafe
	CL 2	I will recommend others to use this cafe
	CL 3	I say positive things about this cafe to others
	CL 4	I would like to use this cafe more often

Materials and Instruments

The study utilizes structured questionnaires as the primary instrument for data collection. The questionnaire comprises validated measurement scales adopted from previous studies to assess self-congruity, customer satisfaction, and customer loyalty. Sources of these

scales are cited accordingly. If any self-developed measurement scales are used, they will undergo reliability and validity testing, including Cronbach's Alpha for internal consistency.

- **Independent Variable:** Service Quality, Brand Image
- **Mediating Variable:** Customer Satisfaction
- **Moderating Variable:** Self-Congruity
- **Dependent Variable:** Customer Loyalty

Method Implementation

1. Survey Distribution & Data Collection

Questionnaires will be distributed to selected customers through online channels. Responses will be collected over a predefined period, ensuring sufficient sample size is reached.

2. Data Analysis

Data will be analyzed by using statistical techniques, Structural Equation Modeling (SEM), and mediation analysis will be used to examine relationships between variables.

3. Reliability & Validity Testing

Before the final analysis, all measurement items will be tested for the reliability and validity.

RESULT AND DISCUSSION

Respondent Profile

Table 3. Respondent Profile

Categories	Frequency	Percentage
Ages		
<15	9	3%
15-20	10	3%
21-25	142	47%
26-30	88	29%
36-40	41	14%
>40	10	3%
Domicile		
Jakarta Metropolitan Area	237	79%
Outside Jakarta Metropolitan Area	63	21%

Measurement Model

The correlations between service quality aspects, brand image, customer happiness, customer loyalty, and self-congruity were determined in this study by employing Structural Equation Modeling (SEM) with the help of SmartPLS software version 4. This method was selected because it works well for exploratory research and can manage intricate models with several components and indicators (Balinado et al., 2021).

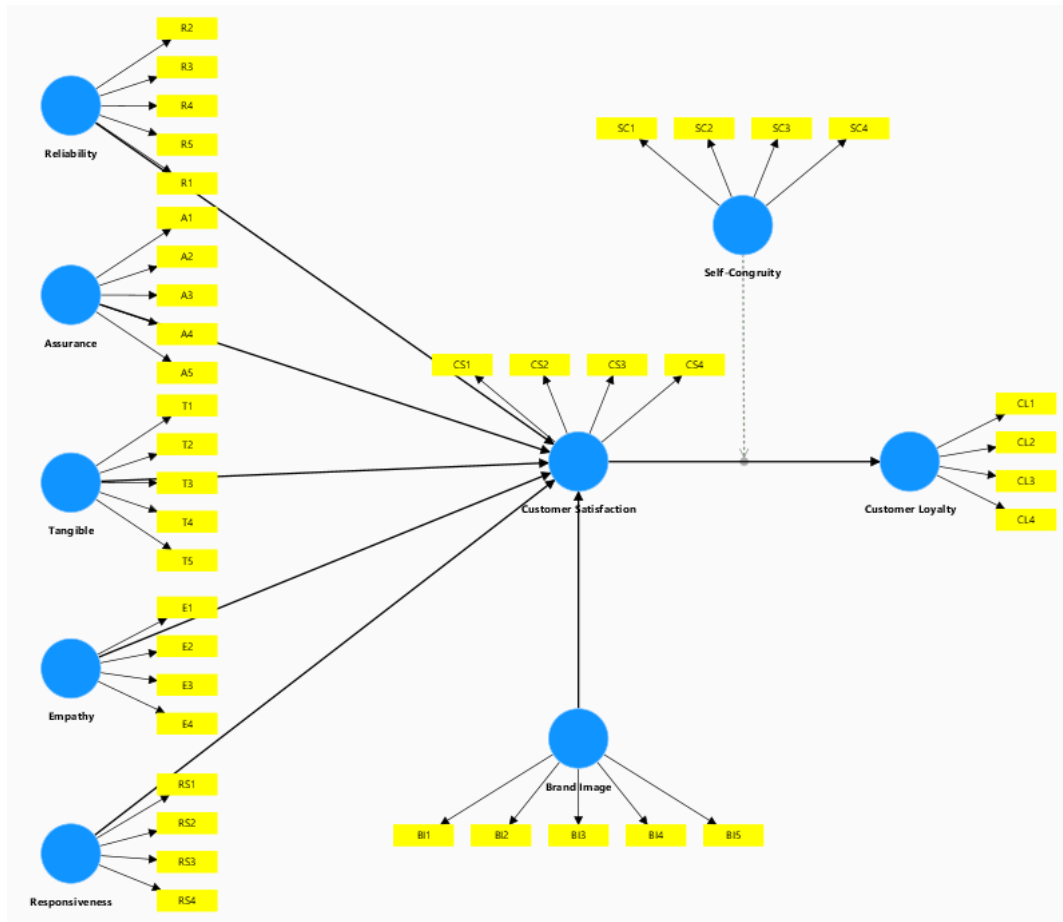


Figure 1. Structural Model

The Heterotrait-Monotrait ratio (HTMT) was used to further evaluate discriminant validity. HTMT values should generally be below 0.90 to confirm discriminant validity. As shown in the HTMT matrix, all inter-construct HTMT values are well below the threshold of 0.90. These results indicate that there is no significant issue of multicollinearity or conceptual overlap among the constructs, thereby providing strong evidence of discriminant validity based on the HTMT criterion. Therefore, it can be concluded that the constructs used in the model are empirically distinct from each other.

Table 4. Discriminant Variability – Heterotrait-Monotrait Ration (HTMT)

	Assurance	Brand Image	Customer Loyalty	Customer Satisfaction	Empathy	Reliability	Responsiveness	Self-Congruity	Tangible	Self-Congruity x Customer Satisfaction
Assurance										
Brand Image	0.771									
Customer Loyalty	0.773	0.780								
Customer Satisfaction	0.765	0.746	0.752							
Empathy	0.759	0.777	0.754	0.781						
Reliability	0.767	0.783	0.742	0.767	0.743					
Responsiveness	0.770	0.776	0.807	0.731	0.749	0.757				
Self-Congruity	0.743	0.756	0.754	0.745	0.726	0.760	0.769			
Tangible	0.756	0.772	0.762	0.765	0.746	0.757	0.782	0.739		
Self-Congruity x Customer Satisfaction	0.600	0.610	0.605	0.465	0.581	0.574	0.604	0.379	0.588	

The coefficient of determination (R^2) is used to assess the explanatory power of the endogenous latent variables within the structural model. R^2 values of 0.25, 0.50, and 0.75 are considered weak, moderate, and substantial, respectively (Hair et al, 2022). Brand Image ($R^2 = 0,461$), Customer Loyalty ($R^2 = 0,625$), and Customer Satisfaction ($R^2 = 0,639$) fall within the moderate and moderate to substantial range. The results indicate that the model is adequate in explaining the relationships among the variables.

Table 5. R-square

	R-square	R-square adjusted
Brand Image	0.461	0.459
Customer Loyalty	0.625	0.622
Customer Satisfaction	0.639	0.633

Based on the results in Table 5, 2 hypotheses were not supported with statistically significant values ($p < 0,05$). The relationship between brand image and customer satisfaction is not statistically significant ($p = 0.220$). This result indicates that the way customers perceive the brand does not directly contribute to their satisfaction. The relationship between responsiveness and customer satisfaction is also not statistically significant ($p = 0.308$). This suggests that the speed or willingness of the service provider to respond does not have a direct impact on customer satisfaction.

Table 6. Hypothesis Testing & Path Coefficient

	T statistics (O/STDEV)	P values	Decision
Assurance -> Customer Satisfaction	2,245	0.025	Accepted
Brand Image -> Customer Satisfaction	1,226	0.220	Rejected
Customer Satisfaction -> Customer Loyalty	4,096	0.000	Accepted
Empathy -> Customer Satisfaction	3,149	0.002	Accepted
Reliability -> Customer Satisfaction	2,888	0.004	Accepted
Responsiveness -> Customer Satisfaction	1,019	0.308	Rejected
Self Congruity -> Customer Loyalty	5,629	0.000	Accepted
Self Congruity x Customer Satisfaction -> Customer Loyalty	6,302	0.000	Accepted
Tangible -> Customer Satisfaction	2,499	0.012	Accepted

Discussion

According to the results shown, it confirms that customer satisfaction significantly influences customer loyalty ($p = 0.000$). This aligns with the service quality and loyalty literature, which emphasizes that satisfied customers are more likely to return. More importantly, self-congruity was found to have a strong and significant direct effect on customer loyalty ($p = 0.000$). This indicates that when customers perceive a coffee shop's image as congruent with their self-concept, they are more likely to remain loyal. Additionally, the results show that self-congruity moderates the relationship between customer satisfaction

and customer loyalty ($p = 0.000$). This suggests that customer satisfaction alone is not sufficient to guarantee loyalty. The congruence between the customer's self-concept and the coffee shop's image strengthens the satisfaction and loyalty.

Regarding the service quality dimensions, several factors significantly influenced customer satisfaction, including assurance ($p = 0.025$), empathy ($p = 0.002$), reliability ($p = 0.004$), and tangible elements ($p = 0.012$). These findings align with the RATER framework, highlighting that interpersonal trust, personal attention, service consistency, and the physical environment are crucial in shaping satisfaction. Interestingly, brand image ($p = 0.220$) and responsiveness ($p = 0.308$) were not found to have significant effects on customer satisfaction. This suggests that customers of SME coffee shops in Indonesia may place greater emphasis on personal service quality and experiential factors rather than abstract brand perceptions or immediate responsiveness. Unlike large coffee chains, SME coffee shops often rely on authenticity, personalization, and ambiance rather than strong brand recognition. Similarly, responsiveness may be less critical if other dimensions such as empathy and reliability are well executed.

CONCLUSION

The measurement model in this study demonstrates strong psychometric properties, confirming that the constructs are both reliable and valid. The use of multiple validation techniques, including Cronbach's Alpha, Composite Reliability, AVE, Fornell-Larcker, and HTMT provides comprehensive support for the model's integrity. Furthermore, the findings reveal important insights into the dynamics between service quality, brand image, customer satisfaction, self-congruity, and customer loyalty.

From the findings a positive effect confirmed between service dimension and brand image to customer satisfaction, customer satisfaction has positive effect to customer loyalty as moderating variable. As from psychological variable, self-congruity as mediator confirmed has a positive effect moderating customer satisfaction to customer loyalty. From this positive effect indicate self-congruity influences customer decisions to be loyal after feeling satisfy. Customer Self-Congruity have influential role in affecting customer loyalty. But limitation from this study self-congruity moderating from customer loyalty decision after customer feeling satisfied. This study only from service quality and brand image variable. Further study approaches can be taken on customer satisfaction perspective, by exploring from more psychological or more variable finding that affect customer satisfaction.

REFERENCES

- Adomako, S., & Ahsan, M. (2022). Entrepreneurial passion and SMEs' performance: Moderating effects of financial resource availability and resource flexibility. *Journal of Business Research*, 144, 122–135. <https://doi.org/10.1016/j.jbusres.2022.02.002>
- Alawag, A. M., Alaloul, W. S., Mohamad, H., Liew, M. S., Awang, M., & Baarimah, A. O. (2025). Evaluating the role of critical success factors of Total quality management

- (TQM) implementation through SmartPLS in industrialized building projects (IBS). *Ain Shams Engineering Journal*, 16(3). <https://doi.org/10.1016/j.asej.2025.103294>
- Anjani, D., & Dewi, I. J. (2021). THE INFLUENCE OF SELF-CONGRUITY ON CUSTOMER LOYALTY OF COFFEE SHOPS: EVIDENCE FROM GLOBAL-CHAIN AND LOCAL-CHAIN COFFEE SHOPS IN INDONESIA. *ASEAN Marketing Journal*, 12(2). <https://doi.org/10.21002/amj.v12i2.12902>
- Balinado, J. R., Prasetyo, Y. T., Young, M. N., Persada, S. F., Miraja, B. A., & Perwira Redi, A. A. N. (2021). The effect of service quality on customer satisfaction in an automotive after-sales service. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2). <https://doi.org/10.3390/joitmc7020116>
- Bento, P. (2020). Competition, innovation, and the number of firms. *Review of Economic Dynamics*, 37, 275–298. <https://doi.org/10.1016/j.red.2020.02.004>
- BPS. (2023). Supply Statistics. Central Bureau of Statistics (BPS-Statistics Indonesia).
- BPS. (2024). Analysis of Export Commodities, 2019–2023: Agriculture, Forestry, and Fisheries Sector; Manufacturing Industry Sector; and Mining and Other Sectors.
- BPS. (2024). Average Weekly Per Capita Consumption by Food and Prepared Beverage Groups by Regency/City (Commodity Unit), 2024.
- Che, S., Jin, X., Sheng, G., & Lin, Z. (2025). Seeking effective fit: The impact of brand-influencer fit types on consumer brand attitude. *Journal of Retailing and Consumer Services*, 84. <https://doi.org/10.1016/j.jretconser.2024.104188>
- Chen, R., Zhou, Z., Zhan, G., & Zhou, N. (2020). The impact of destination brand authenticity and destination brand self-congruence on tourist loyalty: The mediating role of destination brand engagement. *Journal of Destination Marketing and Management*, 15. <https://doi.org/10.1016/j.jdmm.2019.100402>
- Confente, I., Scarpi, D., & Russo, I. (2020). Marketing a new generation of bio-plastics products for a circular economy: The role of green self-identity, self-congruity, and perceived value. *Journal of Business Research*, 112, 431–439. <https://doi.org/10.1016/j.jbusres.2019.10.030>
- El, F., & Azra, A. (n.d.). Analisis Strategi dan Keunggulan Bersaing Sebagai Kunci Sukses Umkm Ritel: Studi Kasus Perusahaan Abc.
- Gazi, M. A. I., Mamun, A. Al, Masud, A. Al, Senathirajah, A. R. bin S., & Rahman, T. (2024). The relationship between CRM, knowledge management, organization commitment, customer profitability and customer loyalty in telecommunication industry: The mediating role of customer satisfaction and the moderating role of brand image. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1). <https://doi.org/10.1016/j.joitmc.2024.100227>
- Gois, T. C., Thomé, K. M., & Balogh, J. M. (2023). Behind a cup of coffee: international market structure and competitiveness. *Competitiveness Review*, 33(5), 993–1009. <https://doi.org/10.1108/CR-10-2021-0141>
- Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82–92. <https://doi.org/10.1016/j.ijhm.2017.03.006>
- Hien, N. N., Phuong, N. N., van Tran, T., & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand

- evaluation. *Management Science Letters*, 10(6), 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>
- Huang, X. (2023). The roles of competition on innovation efficiency and firm performance: Evidence from the Chinese manufacturing industry. *European Research on Management and Business Economics*, 29(1). <https://doi.org/10.1016/j.iedeen.2022.100201>
- Hwang, J., Choe, J. Y. (Jacey), Kim, H. M., & Kim, J. J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99. <https://doi.org/10.1016/j.ijhm.2021.103050>
- Hyun, S. S., & Han, H. (2012). A model of a patron's innovativeness formation toward a chain restaurant brand. *International Journal of Contemporary Hospitality Management*, 24(2), 175–199. <https://doi.org/10.1108/09596111211206141>
- Kang, J., Tang, L., Lee, J. Y., & Bosselman, R. H. (2012). Understanding customer behavior in name-brand Korean coffee shops: The role of self-congruity and functional congruity. *International Journal of Hospitality Management*, 31(3), 809–818. <https://doi.org/10.1016/j.ijhm.2011.09.017>
- Kim, H.-S., Joung, H.-W., Yuan, Y.-H. E., Wu, C., & Chen, J.-J. (2009). Examination of the reliability and validity of an instrument for measuring service quality of restaurants. *Journal of Foodservice*, 20(6), 280–286. <https://doi.org/10.1111/j.1748-0159.2009.00149.x>
- Li, Y., Liu, B., & Huan, T. C. (T. C.). (2019). Renewal or not? Consumer response to a renewed corporate social responsibility strategy: Evidence from the coffee shop industry. *Tourism Management*, 72, 170–179. <https://doi.org/10.1016/j.tourman.2018.10.031>
- Lupiyoadi, R. (2018). *Entrepreneurship: From Mindset To Strategy; Edisi Kedua*
- Ma, G., Ding, Y., & Ma, J. (2022). The Impact of Airport Physical Environment on Perceived Safety and Domestic Travel Intention of Chinese Passengers during the COVID-19 Pandemic: The Mediating Role of Passenger Satisfaction. *Sustainability (Switzerland)*, 14(9). <https://doi.org/10.3390/su14095628>
- Mansoor, M., Paul, J., Khan, T. I., Abukhait, R., & Hussain, D. (2025). Customer evangelists: Elevating hospitality through digital competence, brand image, and corporate social responsibility. *International Journal of Hospitality Management*, 126. <https://doi.org/10.1016/j.ijhm.2025.104085>
- Nehlig, A. (n.d.). Are we dependent upon coffee and caffeine? A review on human and animal data.
- Nguyen-Viet, B., Tran, C. T., & Ngo, H. T. K. (2024). Corporate social responsibility and behavioral intentions in an emerging market: The mediating roles of green brand image and green trust. *Cleaner and Responsible Consumption*, 12. <https://doi.org/10.1016/j.clrc.2024.100170>
- Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*, 91. <https://doi.org/10.1016/j.ijhm.2019.102414>
- O'Keefe, J. H., Bhatti, S. K., Patil, H. R., Dinicolantonio, J. J., Lucan, S. C., & Lavie, C. J. (2013). Effects of habitual coffee consumption on cardiometabolic disease,

- cardiovascular health, and all-cause mortality. In *Journal of the American College of Cardiology* (Vol. 62, Issue 12, pp. 1043–1051). Elsevier USA. <https://doi.org/10.1016/j.jacc.2013.06.035>
- Oliver, R.L. (1980) A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17, 460-469.
- Plotkina, D., Rabeson, L., & Bambauer-Sachse, S. (2025). The role of green brand image in explaining European consumers' reactions to different types of sustainable packaging. *Journal of Retailing and Consumer Services*, 84. <https://doi.org/10.1016/j.jretconser.2025.104228>
- Rosli, M. S., Awalludin, M. F. N., Han, C. T., Saleh, N. S., & Noor, H. M. (2024). Unlocking insights: A comprehensive dataset analysis on the acceptance of computational thinking skills among undergraduate university students through the lens of extended technology acceptance model, HTMT, covariance-based SEM, and SmartPLS. *Data in Brief*, 54. <https://doi.org/10.1016/j.dib.2024.110463>
- Ryu, K., & Han, H. (2011). New or repeat customers: How does physical environment influence their restaurant experience? *International Journal of Hospitality Management*, 30(3), 599–611. <https://doi.org/10.1016/j.ijhm.2010.11.004>
- Singh, P. K., Vasudevan, A., Singh, E. N., Das, B. K., Sunder, R. G., Mate, N. R., Kumar, R., Singh, N., & Aier, B. (2024). Impact of Corporate Social Responsibility (CSR) on Customer Loyalty in Indian Telecom Industry: The Moderating Role of Consumer Demographics. *Sustainability* (Switzerland), 16(16). <https://doi.org/10.3390/su16167129>
- Smith, A. (n.d.). Effects of caffeine on human behavior. www.elsevier.com/locate/foodchemtox
- Talukder, M. B., Kumar, S., Sood, K., & Grima, S. (2023). Information Technology, Food Service Quality and Restaurant Revisit Intention. *International Journal of Sustainable Development and Planning*, 18(1), 295–303. <https://doi.org/10.18280/ijstdp.180131>
- Troiville, J. (2024). Connecting the dots between brand equity and brand loyalty for retailers: The mediating roles of brand attitudes and word-of-mouth communication. *Journal of Business Research*, 177. <https://doi.org/10.1016/j.jbusres.2024.114650>
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *Delivering quality service: balancing customer perceptions and expectations*. Free Press.
- Zhang, H., Chang, P. C., & Tsai, M. F. (2018). How physical environment impacts visitors' behavior in learning-based tourism-the example of technology museum. *Sustainability* (Switzerland), 10(11). <https://doi.org/10.3390/su10113880>
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in china? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4). <https://doi.org/10.3390/foods9040460>