

# The Linking of User Experience, Application Quality, Customer Satisfaction, and Customer Loyalty on the Kopi Kenangan Application in Bandung City: A Conceptual Paper

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## ABSTRACT

The acceleration of digital transformation in the food and beverage (F&B) industry after the COVID-19 pandemic has significantly shifted consumer behavior from offline transactions toward digital platform-based services. This condition encourages coffee retail companies to optimize mobile applications to improve customer engagement and retention. Kopi Kenangan, as one of Southeast Asia's leading coffee-tech companies, faces challenges in maintaining customer loyalty amid intense competition in Bandung's digital coffee market. This study aimed to develop a conceptual framework explaining the relationship between User Experience (UX), Application Quality, Customer Satisfaction, and Customer Loyalty within the Kopi Kenangan application ecosystem. This study employed a conceptual paper approach using a Systematic Literature Review (SLR) by synthesizing more than 30 peer-reviewed academic articles published between 2020 and 2025. The findings indicate that User Experience and Application Quality positively influence Customer Satisfaction, which subsequently strengthens Customer Loyalty. Furthermore, Customer Satisfaction was identified as a dominant mediating variable in the relationship between digital interaction quality and loyalty. This study formulated seven conceptual propositions that can be empirically tested in future research using SEM-PLS approaches. The study also provides theoretical and practical implications for improving digital customer retention strategies in the app-based coffee retail industry.

**Keywords:** User Experience, Application Quality, Customer Satisfaction, Customer Loyalty.

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## 1. INTRODUCTION

The acceleration of digital transformation in the food and beverage (F&B) sector post-COVID-19 pandemic has significantly changed consumer behavior, from offline transactions to the use of mobile app-based digital platforms. Mobile applications have evolved from complementary service channels into strategic instruments for improving customer engagement, operational efficiency, and long-term business sustainability. In this context, mobile applications no longer function as an additional channel, but rather become central to value creation, efficiency improvement, and customer relationship management (Lemon, K.

N., & Verhoef, P. C. 2016).

The coffee industry in Indonesia is one of the sectors that is most adaptive to these changes. The growth of urban lifestyles and the high level of digital literacy among the population, especially in large cities like Bandung, has accelerated the adoption of app-based ordering systems. This situation has created increasingly intense competition, so business players are required not only to offer quality products but also to provide superior digital experiences in line with consumer expectations. In this regard, Kopi Kenangan has emerged as a pioneer of the new retail business model that integrates online and offline services through a mobile app ecosystem.

Several issues frequently experienced by users include delayed application responses during peak transaction periods, inconsistencies between promotional offers and payment systems, difficulties in redeeming loyalty points, and occasional disruptions in digital transaction processes. These issues potentially reduce customer satisfaction and increase the likelihood of users switching to competing platforms.

Although experiencing rapid growth and a strong market position as a unicorn company in Southeast Asia, Kopi Kenangan faces major challenges in maintaining customer loyalty. The ease of switching between applications, low switching costs, and the abundance of competitors in the digital market make it easier for customers to switch. Various studies show that in a digital service environment, factors such as User Experience (UX) and electronic service quality (e-service quality) play an important role in shaping customer satisfaction and loyalty (Al-Dmour et al., 2020; Rita et al., 2020). Suboptimal user experience, non-intuitive app design, and technical disruptions can lower user perception and affect repeat usage of the app (Alalwan, A. A., 2020).

The digital coffee retail industry in Indonesia is characterized by intense competition among application-based coffee brands such as Fore Coffee, Starbucks, and Janji Jiwa, all of which continuously improve their digital service ecosystems and promotional strategies. The relatively low switching costs within digital platforms enable consumers to easily migrate between applications when service experience fails to meet expectations.

Previous research has extensively examined the relationship between service quality and customer loyalty in various sectors. However, studies that specifically integrate User Experience, Application Quality, Customer Satisfaction, and Customer Loyalty in the context of digital-based coffee retail applications are still limited, especially in developing countries like Indonesia. Furthermore, the role of Customer Satisfaction as a mediating variable in this relationship still requires conceptual reinforcement to better understand consumer behavior mechanisms (Nasution, M. D. T., & Adiwijaya, M. (2024)).

Therefore, this study proposes a conceptual framework that links User Experience and Application Quality as the main factors influencing Customer Satisfaction, which in turn affects Customer Loyalty. This approach provides a more comprehensive understanding of how the quality of digital interactions shapes long-term relationships with customers. The novelty of this research lies in the integration of UX and e-service quality perspectives into a single conceptual model in the context of app-based coffee retail industry, which is expected to provide theoretical contributions as well as practical implications for the development of digital business strategies.

The novelty of this study lies in the integration of User Experience (UX) and e-service quality perspectives into a unified conceptual framework within the context of Indonesia's app-based coffee retail industry, which remains relatively underexplored in previous studies. Unlike prior research that generally focuses on e-commerce or fintech sectors, this study specifically examines digital customer retention behavior within coffee retail applications. This integration is expected to contribute theoretically to the digital consumer behavior literature while also providing practical insights for improving customer retention strategies in highly competitive digital F&B markets.

## 2. LITERATURE REVIEW

### 2.1 User Experience (UX)

User Experience (UX) is a multidimensional concept that reflects the overall experience of users when interacting with a digital system or application. According to Jesse James Garrett (James Garrett, 2010), UX not only encompasses usability aspects but also includes emotional, aesthetic, and perceptual dimensions of users toward a digital product. Garrett explains that UX consists of five main elements: *strategy*, *scope*, *structure*, *skeleton*, and *surface*, which collectively shape the overall user experience.

Within digital application environments, User Experience extends beyond functional usability and increasingly involves emotional and psychological interaction quality. Previous studies consistently indicate that users tend to evaluate digital platforms not only based on technical performance but also on how applications create convenience, enjoyment, and emotional comfort throughout the interaction process. In highly competitive digital markets, positive UX has become a strategic factor influencing customer satisfaction, engagement, and long-term retention behavior.

(Al-Dmour et al, 2020) states that a positive user experience can enhance perceived value and customer satisfaction in digital services. This is supported by (Santoso and Cahyadi, 2022), who found that UX has a significant influence on user satisfaction in the F&B application sector, particularly in terms of time efficiency and ease of use. Thus, UX plays a crucial role in creating digital experiences that are not only functional but also capable of building emotional engagement between users and applications. This study adopts several dimensions of User Experience adapted from the User Experience Questionnaire (UEQ), including Perspicuity, Efficiency, Dependability, Stimulation, and Attractiveness. Perspicuity refers to the extent to which users can easily understand and operate the application without confusion. Efficiency reflects the speed and practicality of completing tasks within the system, while Dependability relates to users' perceptions of system reliability and control during interactions. Furthermore, Stimulation represents the emotional excitement and enjoyment generated during application usage, whereas Attractiveness refers to the visual appeal and overall impression perceived by users. These dimensions are considered highly relevant in digital coffee retail applications, where consumers increasingly expect seamless, intuitive, and emotionally engaging digital experiences.

### 2.2 Application Quality (E-Service Quality)

Application quality in this study refers to the concept of *e-service quality*, which describes the ability of a digital system to deliver services effectively and efficiently. According to (Parasuraman et al. 2005), e-service quality consists of four main dimensions: *efficiency*, *fulfillment*, *system availability*, and *privacy*. These dimensions reflect the extent to which an application can meet user needs throughout the search, purchase, and transaction processes.

The *efficiency* dimension relates to ease and speed of access, while *fulfillment* refers to the system's ability to meet service promises. *System availability* indicates technical reliability, and *privacy* concerns the protection of user data. (Rita et al. 2020) argue that high e-service quality significantly affects customer satisfaction and loyalty in online shopping contexts.

In the Indonesian context, (Purwanto, 2022) found that efficiency and system availability are dominant factors influencing repurchase intention in F&B applications. This indicates that the technical performance of an application plays a strategic role in shaping the overall user experience. In digital coffee retail applications, Application Quality becomes increasingly important because consumers expect fast transaction systems, accurate promotional integration, secure payment processes, and stable application performance during

high transaction periods. Technical disruptions or inconsistent digital service experiences may negatively affect customer satisfaction and increase switching behavior toward competing platforms.

### **2.3 Customer Satisfaction**

Customer satisfaction is an evaluative response arising from the comparison between initial expectations and the actual performance of a product or service. According to (Richard L. Oliver, 1997), satisfaction is based on the *Expectation-Confirmation Theory*, which states that satisfaction occurs when perceived performance meets or exceeds customer expectations.

In digital service contexts, customer satisfaction is influenced not only by the core product but also by the quality of digital interactions experienced by users. (Al-Dmour et al. 2020) indicate that satisfaction is formed through the accumulation of positive experiences, including ease of use and system reliability. (Suharty et al. 2020) emphasize that satisfaction acts as a mediating variable linking service quality to customer loyalty. Furthermore, (Rita et al. 2020) highlights that in emerging markets, the emotional dimension of satisfaction tends to have a stronger influence than purely rational considerations, making user experience a key factor in shaping overall satisfaction.

### **2.4 Customer Loyalty**

Customer loyalty refers to a customer's commitment to consistently repurchase and recommend a product or service to others. According to (Richard L. Oliver. 1997), loyalty develops through four stages: cognitive, affective, conative, and action loyalty, reflecting the psychological process of building commitment toward a brand.

In the digital era, loyalty is not only reflected in repeat purchases but also in *word-of-mouth* and recommendations on social media. (Nasution and Adiwijaya, 2024) found that UX and e-service quality significantly influence customer loyalty, both directly and indirectly through customer satisfaction. Additionally, (Widodo et al. 2026) emphasize that in the Indonesian collectivistic context, customer loyalty is also influenced by trust and brand identification. This indicates that loyalty involves not only behavioral aspects but also emotional and social dimensions.

### **2.5 Relationships Among Variables**

Based on previous studies, there is a strong relationship among UX, application quality, customer satisfaction, and customer loyalty. UX and application quality act as initial factors that shape user perceptions of digital services. These perceptions subsequently influence customer satisfaction, which ultimately determines long-term customer loyalty. Al-Dmour et al. (2020) and Rita et al. (2020) consistently show that customer satisfaction serves as a mediating variable linking digital service quality to customer loyalty. This finding is consistent with previous studies. (Nasution and Adiwijaya, 2024), who state that indirect effects through satisfaction are more dominant than direct effects.

## **3. RESEARCH METHOD**

This study employed a conceptual paper approach using a Systematic Literature Review (SLR) method to develop a theoretical framework explaining the relationships among User Experience (UX), Application Quality, Customer Satisfaction, and Customer Loyalty within the Kopi Kenangan mobile application context. The study focused on synthesizing relevant theories and empirical findings from previous studies rather than collecting primary empirical data directly. A conceptual design was considered appropriate as the study relied on synthesizing existing literature to generate structured research propositions rather than collecting primary data directly (Hair et al., 2022). The proposed model is intended to be empirically tested in future studies using SEM-PLS.

### 3.1 Research Design

This study employed a conceptual paper approach using a Systematic Literature Review (SLR) method to develop a theoretical framework explaining the relationships among User Experience (UX), Application Quality, Customer Satisfaction, and Customer Loyalty within the Kopi Kenangan mobile application context. The literature review process was conducted following a simplified PRISMA approach to ensure systematic identification, screening, and selection of relevant academic sources.

### 3.2 Research Procedure

The research was conducted through a structured and chronological process as follows:

a. **Problem Identification**

Identifying the phenomenon of digital transformation in the F&B industry and challenges in building customer loyalty through mobile applications.

b. **Literature Collection**

Collecting relevant academic sources from indexed journals, books, and recent publications (2020–2025) related to UX and digital service quality.

c. **Literature Screening and Evaluation**

The literature selection process prioritized peer-reviewed journal articles published between 2020 and 2025 discussing User Experience, e-service quality, customer satisfaction, and customer loyalty within digital platform environments. Articles that were not directly related to digital consumer behavior or lacked academic relevance were excluded from the review process.

d. **Theoretical Synthesis**

Integrating key concepts into a unified conceptual framework.

e. **Proposition Development**

Formulating structured relationships among variables in the form of research propositions.

### 3.3 Data Collection Technique

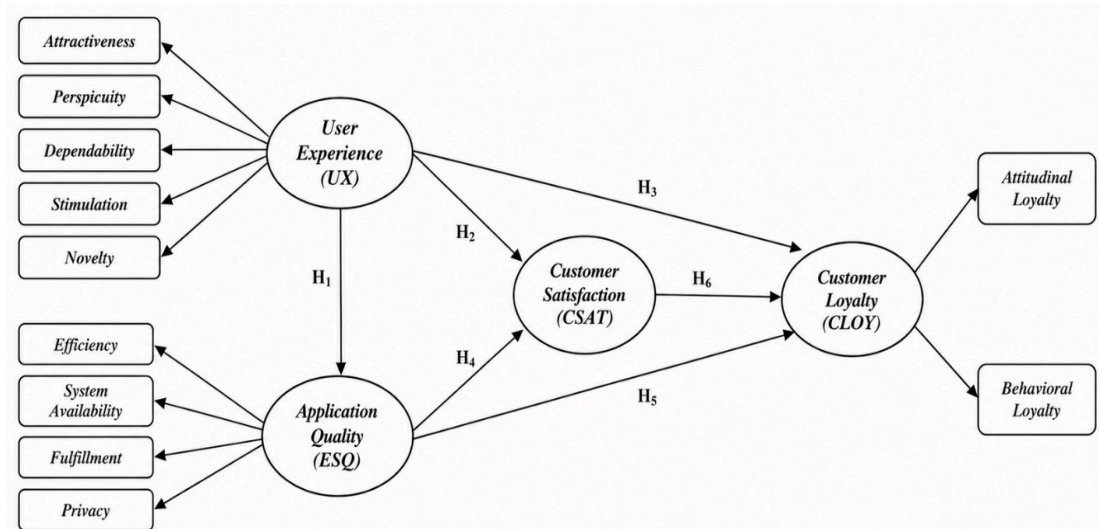
This study utilized secondary data obtained through a systematic literature review. Sources included peer-reviewed international journals, conference proceedings, and academic publications indexed through databases such as Google Scholar, Scopus, and ScienceDirect discussing digital consumer behavior, User Experience, and e-service quality. Recent studies indicate that *e-service quality* and UX are critical determinants of satisfaction and loyalty in digital ecosystems.

### 3.4 Data Analysis Technique

The data analysis employed a qualitative descriptive approach through literature synthesis. The analysis involved comparing theoretical perspectives to identify consistent patterns and relationships among variables. The conceptual relationships were then structured into a research model illustrating both direct and indirect effects. Based on the synthesis of previous studies, recurring theoretical relationships among variables were identified and subsequently formulated into seven conceptual research propositions. These propositions were developed to explain the structural relationships between User Experience, Application Quality, Customer Satisfaction, and Customer Loyalty within digital coffee retail applications.

For future empirical validation, this model is recommended to be tested using *Structural Equation Modeling (SEM)* with a *Partial Least Squares (PLS)* approach, which is effective for analyzing complex relationships among latent variables

**Figure 1. Conceptual Research Flow**



Source: Adapted from Nasution & Adiwijaya (2024), Al-Dmour et al. (2020), and Rita et al. (2020).

## 4. RESULTS AND ANALYSIS

This section presents the results of conceptual development and provides a comprehensive discussion based on the synthesized literature. The findings of this study are not derived from primary empirical data but from a structured conceptual model that explains the relationships among *User Experience (UX)*, *Application Quality*, *Customer Satisfaction*, and *Customer Loyalty* in the context of the *Kopi Kenangan* mobile application.

### 4.1 Analysis of the Relationship between User Experience and Customer Satisfaction

The analysis indicates that *User Experience (UX)* has a significant influence on *Customer Satisfaction*. A well-designed UX characterized by intuitive navigation, fast system response, and visually appealing interfaces enhances users' perceived value of the application. In the context of the *Kopi Kenangan* application, *User Experience* functions as an important determinant shaping user's evaluations toward digital service interactions. Customers increasingly expect applications to provide intuitive navigation, fast transaction processes, and emotionally engaging experiences. Positive interaction experiences contribute to higher perceived value and emotional comfort, which subsequently strengthen customer satisfaction. Conversely, complicated interfaces or inconsistent application performance may reduce satisfaction levels and increase the likelihood of customers switching to competing digital platforms.

### 4.2 Analysis of Application Quality on Satisfaction and Loyalty

*Application Quality*, measured through *e-service quality* dimensions such as *efficiency*, *fulfillment*, *system availability*, and *privacy*, is identified as a key determinant of *Customer Satisfaction*. (Rita, P., Oliveira, T., & Farisa, A. 2020) demonstrated that high e- service quality positively affects both customer satisfaction and loyalty. In this study, *Application Quality* not only influences *Customer Satisfaction* but also has a direct effect on *Customer Loyalty*. This suggests that system reliability and data security play crucial roles in retaining users within a competitive digital environment. Within digital coffee retail applications, consumers tend to maintain loyalty toward platforms capable of consistently delivering stable system performance, efficient transaction processes, and secure digital payment services. In highly competitive digital environments, technical disruptions and inconsistent service quality may negatively influence customer trust and encourage switching behavior toward alternative applications offering similar products and promotional features.

### 4.3 The Mediating Role of Customer Satisfaction

Customer Satisfaction plays a mediating role in the relationship between UX, Application Quality, and Customer Loyalty. (Nasution, M. D. T., & Adiwijaya, M. 2024) also found that indirect effects through satisfaction are more dominant than direct effects. This finding indicates that Customer Satisfaction plays a crucial mediating role in transforming positive digital interaction experiences into long-term customer loyalty. Customers are more likely to remain loyal when applications consistently provide convenient, reliable, and satisfying service experiences. Therefore, satisfaction becomes an essential mechanism connecting User Experience and Application Quality with sustainable customer retention behavior.

### 4.4 Conceptual Model and Theoretical Implications

Based on the analysis, the conceptual model positions UX and Application Quality as independent variables, Customer Satisfaction as a mediating variable, and Customer Loyalty as the dependent variable.

Table 2. Summary of Relationships Among Variables

| Independent Variables | Mediating Variable    | Dependent Variable | Relationship Type |
|-----------------------|-----------------------|--------------------|-------------------|
| User Experience       | Customer Satisfaction | Customer Loyalty   | Direct & Indirect |
| Application Quality   | Customer Satisfaction | Customer Loyalty   | Direct & Indirect |

This model reinforces prior theories that the quality of digital interaction plays a critical role in shaping customer loyalty.

### 4.5 Proposed Research Propositions

P1: User Experience positively influences Customer Satisfaction.

P2: Application Quality positively influences Customer Satisfaction.

P3: User Experience positively influences Customer Loyalty.

P4: Application Quality positively influences Customer Loyalty.

P5: Customer Satisfaction positively influences Customer Loyalty.

P6: Customer Satisfaction mediates the relationship between User Experience and Customer Loyalty.

P7: Customer Satisfaction mediates the relationship between Application Quality and Customer Loyalty.

## 5. CONCLUSION

This study successfully developed a conceptual framework explaining the relationships among User Experience (UX), Application Quality, Customer Satisfaction, and Customer Loyalty within the context of Indonesia's app-based coffee retail industry. Based on the conceptual analysis, User Experience and Application Quality were identified as important determinants influencing Customer Satisfaction and Customer Loyalty within digital application environments.

The findings indicate that Customer Satisfaction plays a significant mediating role in transforming positive digital interaction experiences into sustainable customer loyalty. Applications that provide intuitive navigation, reliable system performance, efficient transaction processes, and emotionally engaging experiences are more likely to strengthen customer retention in highly competitive digital markets. In the context of digital coffee retail applications, customer loyalty is strongly influenced by the consistency of digital service quality and overall user experience.

This study contributes theoretically by integrating User Experience and e-service quality perspectives into a unified conceptual framework within the digital coffee retail industry context. Practically, the findings provide strategic implications for improving digital customer retention through the optimization of application usability, service reliability, and customer-oriented digital experiences.

This study is limited to conceptual analysis based on previous literature and does not involve empirical data collection. Therefore, future empirical validation is necessary to confirm the proposed relationships among variables. For future studies, the proposed conceptual model may be empirically tested using quantitative approaches such as Structural Equation Modeling (SEM) with Partial Least Squares (PLS). Future research is also recommended to incorporate additional variables such as trust, perceived value, and demographic factors to provide a more comprehensive understanding of digital consumer behavior.

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