Antecedents of Customer Loyalty: An Empirical Analysis of Service Quality, Trust, and Satisfaction at Mixue Sungai Penuh

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Article Info	Abstract
	Purpose: This study aims to examine the antecedents of customer loyalty by analyzing the effects of service quality, trust, and customer satisfaction on customer loyalty at Mixue Sungai Penuh. The research seeks to develop an empirical model explaining how these key relational constructs contribute to strengthening long-term customer commitment in the food and beverage industry. **Design/methodology/approach:** This research employs a quantitative approach with a causal design. Data were collected through structured questionnaires distributed to 85 customers of Mixue Sungai Penuh using a purposive sampling technique. The measurement items were adapted from established scales in the marketing literature. Data were analyzed using multiple linear regression with IBM SPSS Statistics version 25 to test the direct effects of service quality, trust, and customer satisfaction on customer loyalty. **Findings:** The results reveal that service quality, trust, and customer satisfaction simultaneously have a significant effect on customer loyalty. Partially, service quality and trust significantly influence customer satisfaction, and customer satisfaction significantly affects customer loyalty. These findings indicate that customer satisfaction plays a crucial role in strengthening loyalty, while service quality and trust function as key drivers in shaping positive customer perceptions and behavioral intentions. **Research implications:** This study enriches the empirical literature on customer loyalty by confirming the importance of service quality, trust, and satisfaction in a local food and beverage retail context. Practically, the findings suggest that managers should prioritize consistent service performance and trust-building strategies to enhance customer satisfaction and ultimately foster loyalty. Future studies are encouraged to involve larger samples and additional variables to improve generalizability and theoretical development.

Introduction

In the increasingly competitive food and beverage industry, customer loyalty has become a strategic determinant of long-term business sustainability. Loyalty reflects a customer's commitment to repurchase a preferred product or service consistently in

the future despite the availability of alternative offerings (Rather & Hollebeek, 2019). In retail markets characterized by standardized products, affordable pricing strategies, and low switching costs, firms must go beyond transactional exchanges and develop strong relational bonds with customers. Maintaining loyal customers is not only more cost-efficient than acquiring new ones, but it also strengthens long-term profitability and brand sustainability.

Service quality remains one of the most influential determinants of customer loyalty. It represents customers' overall evaluation of service excellence and significantly shapes post-consumption behavior. Empirical research demonstrates that service quality positively influences customer satisfaction and loyalty intentions across various service sectors (Izogo & Ogba, 2015). Further studies confirm that perceived service quality affects loyalty both directly and indirectly through satisfaction mechanisms (Kasiri et al., 2017). In food and beverage retail settings, aspects such as responsiveness, reliability, staff courtesy, speed of service, and outlet cleanliness play crucial roles in shaping customers' overall perceptions and repeat purchase decisions. When customers consistently perceive high service standards, their emotional attachment and behavioral commitment tend to strengthen.

Trust is another fundamental relational construct in fostering long-term customer relationships. Trust reduces uncertainty and perceived risk, encouraging customers to maintain continuous interactions with a brand. Empirical findings indicate that trust significantly influences customer loyalty, particularly in competitive environments where consumers face numerous similar alternatives (Alhaddad, 2015). Moreover, trust enhances relational stability and reinforces positive brand associations, which ultimately contribute to customer retention (Rather et al., 2018). In the beverage retail context, trust can be developed through consistent product quality, transparent pricing, reliable service delivery, and positive prior experiences. When customers believe that a brand delivers value consistently, they are less likely to switch to competitors.

Customer satisfaction plays a central mediating role in loyalty formation. It reflects an evaluative judgment formed by comparing expectations with perceived performance. Satisfaction has been widely validated as a strong predictor of repurchase intention, positive word-of-mouth communication, and long-term loyalty (Ali et al., 2016). Recent empirical evidence confirms that satisfaction functions as a key mechanism linking service quality and trust to customer loyalty (Dam & Dam, 2021). Thus, satisfaction acts as a bridge that transforms positive service experiences and relational confidence into sustainable behavioral commitment.

In the rapidly expanding beverage retail market, maintaining loyalty presents unique managerial challenges. Mixue Sungai Penuh operates within a regional market characterized by increasing competition, standardized franchise operations, and price-sensitive consumers. Although the brand benefits from global recognition and operational consistency, sustaining loyalty in local markets depends heavily on how customers perceive service quality, develop trust, and experience satisfaction. Regional markets may exhibit distinct behavioral characteristics compared to metropolitan areas, particularly in terms of relational closeness, social interaction patterns, and consumption preferences. However, empirical studies examining loyalty formation within regional food and beverage franchise contexts remain relatively limited.

Although previous research has extensively explored the relationships among service quality, trust, satisfaction, and loyalty (Izogo & Ogba, 2015; Kasiri et al., 2017; Dam & Dam, 2021), most empirical investigations have been conducted in hospitality,

banking, automotive, or large urban retail settings. Limited attention has been given to standardized international franchise brands operating in emerging regional markets. This indicates a contextual gap in the literature, particularly regarding how established loyalty constructs function in non-metropolitan beverage retail environments.

Therefore, this study offers several contributions and elements of novelty. First, it provides empirical evidence from a regional beverage retail context, specifically Mixue Sungai Penuh, representing a global franchise operating in a local emerging market. Second, this research simultaneously examines the integrated effects of service quality, trust, and customer satisfaction on customer loyalty using primary data from local consumers, thereby enriching contextual insights into loyalty drivers within price-competitive beverage markets. Third, by employing a quantitative causal approach with multiple regression analysis using IBM SPSS 25 and a focused sample of 85 respondents, this study contributes practical and empirical insights for customer retention strategies at the regional level.

By contextualizing established relational constructs within a localized food and beverage franchise environment, this research extends the existing customer loyalty literature while offering managerial implications for strengthening sustainable competitive advantage in regional retail markets.

Literature Review
Expectation-Confirmation Theory (ECT)

Expectation-Confirmation Theory (ECT) explains that customer satisfaction is formed through a cognitive comparison between initial expectations and perceived performance after consumption. When perceived performance meets or exceeds expectations, positive confirmation occurs, leading to satisfaction; conversely, disconfirmation results in dissatisfaction. In service marketing research, ECT provides a fundamental explanation of how service experiences translate into post-consumption evaluations and behavioral intentions (Ali et al., 2016).

Within this framework, service quality represents the primary stimulus shaping performance perceptions, while customer satisfaction functions as an evaluative outcome that influences future behavioral responses, including loyalty. Thus, ECT clarifies the psychological mechanism through which favorable service experiences contribute to sustained customer commitment.

Relationship Marketing Theory

Relationship Marketing Theory emphasizes the importance of developing long-term, mutually beneficial relationships between firms and customers. Rather than focusing solely on transactional exchanges, this perspective highlights trust and commitment as central relational constructs that sustain ongoing interactions. Trust, in particular, serves as the foundation for relational continuity and customer retention (Rather et al., 2018).

In highly competitive retail environments characterized by product homogeneity and price competition, relationship marketing becomes increasingly relevant. Differentiation is achieved not only through product attributes but also through relational value created via consistent service delivery and reliable brand performance. Consequently, trust emerges as a strategic factor in strengthening long-term customer loyalty.

Social Exchange Theory

Social Exchange Theory posits that relationships are maintained when the perceived benefits outweigh the perceived costs. In consumer–firm relationships, customers evaluate service interactions based on expected rewards (e.g., quality, satisfaction, positive experiences) relative to potential risks or sacrifices. Trust plays a crucial role in reducing perceived risk and enhancing relational value (Dam & Dam, 2021).

From this perspective, customer loyalty can be interpreted as the outcome of an ongoing exchange process in which customers perceive consistent value and fairness in their interactions with the firm. When positive exchanges are repeatedly experienced, relational bonds strengthen, leading to sustained loyalty.

Customer Loyalty

Customer loyalty refers to a deeply held commitment to repurchase a preferred product or service consistently over time (Rather & Hollebeek, 2019). Loyalty encompasses both behavioral dimensions (repeat purchase behavior) and attitudinal dimensions (emotional attachment and commitment). In competitive beverage retail markets, loyalty represents a strategic asset because it enhances customer lifetime value and reduces acquisition costs. Existing literature indicates that loyalty is influenced by cognitive factors (service quality), relational factors (trust), and affective responses (satisfaction) (Dam & Dam, 2021). Therefore, examining the integrated effects of these constructs provides a comprehensive understanding of loyalty formation mechanisms within regional retail contexts.

Service Quality

Service quality refers to customers' overall assessment of service excellence and superiority. It significantly influences post-consumption evaluations and behavioral intentions. Empirical evidence confirms that service quality has a positive and significant effect on customer satisfaction and loyalty (Izogo & Ogba, 2015). Kasiri et al. (2017) further demonstrate that integrating service standardization and customization enhances perceived service quality, which subsequently strengthens satisfaction and loyalty outcomes. In beverage retail settings, service quality is reflected through responsiveness, reliability, assurance, empathy, and tangible aspects such as outlet cleanliness and product presentation. Consistent service performance reduces uncertainty and reinforces positive customer perceptions, ultimately fostering long-term relational outcomes.

Service quality is widely acknowledged as a primary determinant of customer satisfaction. According to Expectation-Confirmation Theory, customers evaluate their satisfaction based on the comparison between expected and perceived service performance. When service delivery meets or exceeds expectations, satisfaction increases. Empirical studies confirm that higher perceived service quality significantly enhances customer satisfaction across service sectors (Izogo & Ogba, 2015; Kasiri et al., 2017).

In the beverage retail context, responsiveness, reliability, and tangible aspects directly shape customers' consumption experiences. When customers perceive consistent and high-quality service at Mixue Sungai Penuh, they are more likely to feel satisfied with their overall experience.

H1: *Service quality has a positive and significant effect on customer satisfaction.*

Trust

Trust is defined as customers' willingness to rely on a company based on confidence in its reliability, integrity, and competence. It reduces uncertainty and perceived risk, thereby encouraging ongoing relational exchanges. Empirical studies indicate that trust exerts both direct and indirect effects on customer loyalty (Alhaddad, 2015). Furthermore, trust enhances customer engagement and strengthens long-term brand relationships (Rather et al., 2018). In competitive retail markets where products are relatively homogeneous, trust functions as a key differentiating factor influencing repeat purchase behavior and resistance to competitors' offerings.

Trust reduces perceived uncertainty and strengthens customers' confidence in a firm's reliability and integrity. Social Exchange Theory suggests that when customers perceive a trustworthy relationship, their evaluative judgments become more favorable. Empirical findings indicate that trust positively influences customer satisfaction because customers feel secure and confident in their transactions (Alhaddad, 2015; Dam & Dam, 2021).

In retail beverage businesses, trust may be formed through consistent product quality, transparent pricing, and reliable service delivery. When customers trust the brand, they are more likely to experience positive evaluations of their interactions, leading to higher satisfaction.
H2: *Trust has a positive and significant effect on customer satisfaction.*

Customer Satisfaction

Customer satisfaction represents a post-consumption evaluative judgment resulting from the comparison between expectations and perceived performance. Satisfaction is widely acknowledged as a strong predictor of repurchase intention and positive word-of-mouth communication (Ali et al., 2016). Dam & Dam (2021) confirm that satisfaction plays a mediating role between service quality, relational constructs, and loyalty. Thus, satisfaction serves as a critical mechanism that transforms service performance and trust into sustained behavioral commitment.

Service quality not only influences satisfaction but can also directly affect loyalty. Customers who consistently experience superior service are more likely to develop repeat purchase intentions and long-term commitment. Previous studies demonstrate that service quality significantly impacts loyalty, both directly and indirectly (Izogo & Ogba, 2015; Kasiri et al., 2017).

In the context of Mixue Sungai Penuh, high service standards may encourage customers to return, recommend the brand, and resist competitor offerings.
H3: *Service quality has a positive and significant effect on customer loyalty.*

Methods

This study used a quantitative causal design to examine the direct and indirect relationships among service quality, trust, customer satisfaction, and customer loyalty. Data were collected through a cross-sectional survey of customers of Mixue in Sungai Penuh. Because the exact population size was unknown, purposive sampling was applied with the criterion that respondents had made at least one purchase in the last three months. A total of 85 valid responses were analyzed, which is adequate for multiple regression analysis. Data were gathered using a structured questionnaire adapted from validated marketing scales. All variables were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Service quality covered responsiveness, reliability, assurance, empathy, and tangibles; trust reflected brand

reliability and honesty; satisfaction measured overall evaluation and expectation fulfillment; and loyalty captured repurchase intention, recommendation, and switching resistance. Data were analyzed using IBM SPSS Statistics 25. The analysis included descriptive statistics, validity (Pearson correlation), reliability (Cronbach's Alpha), classical assumption tests, multiple linear regression, and hierarchical regression to test the mediating role of customer satisfaction. Hypotheses were tested at a 5% significance level ($\alpha = 0.05$). Participation was voluntary and confidential.

Result and Discussion
Validity and Reliability Testing
Validity testing was conducted using Pearson product–moment correlation between each item score and the total variable score. The results show that all measurement items have correlation coefficients greater than 0.30 and are significant at the 5% level ($p < 0.05$). Therefore, all indicators used to measure service quality, trust, customer satisfaction, and customer loyalty are declared valid and appropriate for further analysis.

Reliability testing was performed using Cronbach's Alpha to assess the internal consistency of each construct. The results indicate that all variables have Cronbach's Alpha values above 0.70, exceeding the commonly accepted threshold for reliability. This demonstrates that the measurement instruments are consistent and reliable in capturing the intended constructs.

Overall, the validity and reliability results confirm that the questionnaire items used to measure customer perceptions at Mixue in Sungai Penuh meet the required psychometric standards and can be used for subsequent regression analysis.

Classical Assumption Tests
Classical assumption tests were conducted to ensure that the multiple linear regression model met the required statistical criteria.

1. Normality Test

Table 1. Normality Test Result

Asymp. Sig. (2-tailed)	Alpha	Info.
0,200	0,05	Normal

Source: Data processed using IBM SPSS Statistics 25 (2025)

Table 1 presents the results of the normality test using the Kolmogorov–Smirnov method. The Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level (α) of 0.05. Since the significance value exceeds 0.05, the null hypothesis stating that the residuals are normally distributed cannot be rejected. Therefore, it can be concluded that the data meet the normality assumption. This result indicates that the regression model satisfies the normality requirement, meaning the residuals are distributed normally and the model is appropriate for further parametric statistical analysis.

2. Multicolinearity Test

Table 2. Multicolinearity Test Result

| Model	VIF	Cut off point	Tolerance	Cut off point	Info.
Service Quality	0,454	0,10	2,204	10	No Multicolinearity
Trust	0,175		5,699		

Satisfaction	0,172	5,798

Source: Data processed using IBM SPSS Statistics 25 (2025)

Since all Tolerance values exceed 0.10 and all VIF values are below 10, it can be concluded that there is no multicollinearity among the independent variables. This indicates that the variables do not exhibit high intercorrelations and can be simultaneously included in the regression model. Therefore, the regression model used to analyze customer data at Mixue in Sungai Penuh meets the multicollinearity assumption and is appropriate for further hypothesis testing.

3. Heteroscedasticity Test

Figure 1. Heteroscedasticity Test Result
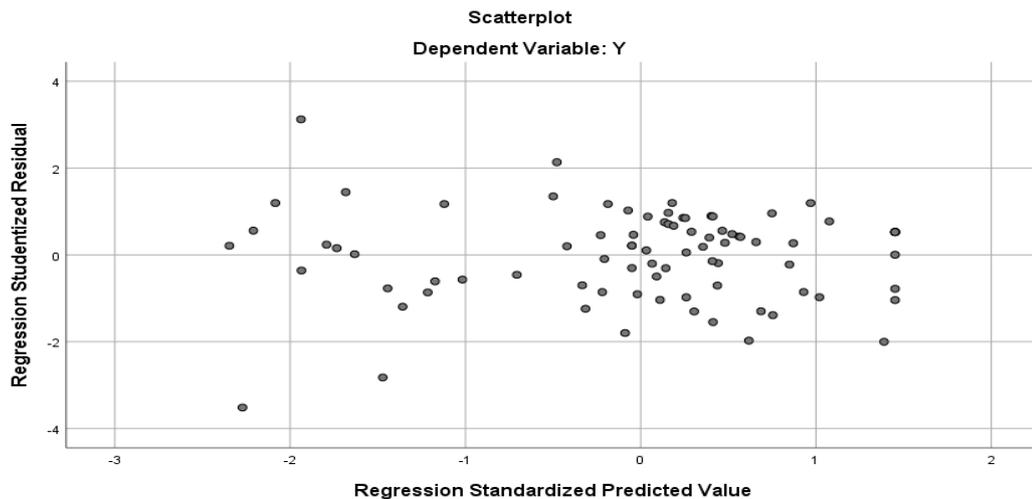
Source: Data processed using IBM SPSS Statistics 25 (2025)

Figure 1 presents the scatterplot of standardized residuals against standardized predicted values to detect potential heteroscedasticity. The plot shows that the residual points are randomly distributed above and below the zero line without forming a specific pattern, clustering, or funnel shape. This random distribution indicates that the variance of the residuals is constant across different levels of the independent variables. Therefore, the regression model does not exhibit heteroscedasticity and satisfies the homoscedasticity assumption required for multiple linear regression analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the direct effects of service quality and trust on customer satisfaction and customer loyalty.

Table 3. Multiple Linear Regression Analysis Test Result

Model	β	Sig.	Info.
Constant	3,913	0,000	Align
Service Quality	0,418	0,000	Align
Trust	0,327	0,000	Align
Satisfaction	0,124	0,153	Align

Source: Data processed using IBM SPSS Statistics 25 (2025)

Table 3 presents the results of the multiple linear regression analysis. The regression equation can be formulated as follows:

$$Y = 3.913 + 0.418X_1 + 0.327X_2 + 0.124X_3$$

Where customer loyalty (Y) is influenced by service quality (X_1), trust (X_2), and satisfaction (X_3). The regression constant value of 3.913 (p = 0.000) indicates the baseline level of customer loyalty when all independent variables are constant. The coefficient of service quality (β = 0.418, p = 0.000) shows a positive and significant effect on customer loyalty, suggesting that an improvement in service quality by one unit will increase customer loyalty by 0.418 units, assuming other variables remain unchanged. Similarly, trust (β = 0.327, p = 0.000) has a positive and significant effect on customer loyalty, indicating that higher customer trust is associated with stronger loyalty.

In contrast, satisfaction (β = 0.124, p = 0.153) does not have a statistically significant effect on customer loyalty because the significance value exceeds the 0.05 threshold. Therefore, the hypothesis regarding the effect of satisfaction is not supported. Overall, the results demonstrate that service quality is the strongest predictor of customer loyalty, followed by trust.

These findings indicate that service quality and trust play dominant roles in shaping customer loyalty behavior at Mixue - Sungai Penuh.

Coefficient of Determination (R²)

The coefficient of determination (R^2) is used to measure how far the independent variables explain the variation in the dependent variable. In this study, R^2 indicates the proportion of variance in customer loyalty that can be explained by service quality, trust, and satisfaction simultaneously.

Table 4. Coefficient of Determination

R	R Square	Adjusted R Square	Std.Error of the Estimate
0,805	0,649	0,636	3,901

Source: Data processed using IBM SPSS Statistics 25 (2025)

Table 4 presents the results of the coefficient of determination (R^2). The correlation coefficient (R) is 0.805, indicating a strong relationship between the independent variables (service quality, trust, and satisfaction) and the dependent variable (customer loyalty). The R Square value of 0.649 means that 64.9% of the variation in customer loyalty can be explained by service quality, trust, and satisfaction simultaneously. The remaining 35.1% is influenced by other variables not included in this research model. The Adjusted R Square value of 0.636 indicates that after adjusting for the number of independent variables in the model, 63.6% of customer loyalty is still explained by the predictors. This suggests that the model has strong explanatory power and is statistically robust. The Standard Error of the Estimate (3.901) reflects the average deviation of the observed values from the regression line. A relatively smaller standard error indicates that the model's predictions are reasonably accurate. Overall, these results demonstrate that service quality, trust, and satisfaction significantly and collectively contribute to explaining customer loyalty at Mixue in Sungai Penuh.

Model Fit

Model fit in multiple linear regression is evaluated through the F-test (ANOVA) to determine whether the independent variables simultaneously have a significant effect on the dependent variable.

Table 5. F test (Model Fit)

F test	F table	Sig.	Info
49,890	2,486	0,000	Fit

Source: Data processed using IBM SPSS Statistics 25 (2025)

Table 5 presents the results of the F-test to evaluate the overall feasibility of the regression model. The calculated F-value (F hitung) is 49.890, which is greater than the F-table value of 2.486. Additionally, the significance value is 0.000, which is lower than the 5% significance level ($\alpha = 0.05$). Since F hitung > F tabel and Sig. < 0.05, it can be concluded that the regression model is statistically significant. This means that service quality, trust, and satisfaction simultaneously have a significant effect on customer loyalty. Therefore, the regression model is declared fit and appropriate for explaining customer loyalty at Mixue in Sungai Penuh.

Hipotheses Test

Hypothesis testing was conducted using the t-test in multiple linear regression at a significance level of 5% ($\alpha = 0.05$). The decision criterion states that if the significance value (Sig.) is less than 0.05, the hypothesis is accepted (supported).

Table 6. t test

Model	t test	t table	Sig.	Info.
Service Quality	3,573		0,000	H_1 Accepted
Trust	2,108	1,990	0,000	H_2 Accepted
Satisfaction	1,409		0,153	H_3 Rejected

Source: Data processed using IBM SPSS Statistics 25 (2025)

Table 6 presents the results of the partial hypothesis testing using the t-test. The decision criteria are: if t-test > t table (1.990) and Sig. < 0.05, the hypothesis is accepted. Service Quality shows a t-test of 3.573, which is greater than 1.990, with a significance value of 0.000 < 0.05. Therefore, H1 is accepted, indicating that service quality has a positive and significant effect on customer loyalty. Trust has a t-test of 2.108, also greater than 1.990, with a significance value of 0.000 < 0.05. Thus, H2 is accepted, meaning trust significantly influences customer loyalty. Satisfaction has a t-test of 1.409, which is lower than 1.990, and a significance value of 0.153 > 0.05. Therefore, H3 is rejected, indicating that satisfaction does not have a statistically significant direct effect on customer loyalty. These findings suggest that customer loyalty at Mixue in Sungai Penuh is primarily influenced by service quality and trust, while satisfaction does not directly contribute significantly in this regression model.

Discussion
The Effect of Service Quality on Customer Loyalty at Mixue in Sungai Penuh

The findings indicate that service quality has a positive and significant effect on customer loyalty. Improvements in responsiveness, reliability, assurance, empathy, and tangible aspects of service encourage customers to repurchase, recommend the brand, and resist switching to competitors. In the competitive beverage retail industry, consistent service performance becomes a key strategic factor in maintaining long-term customer relationships. From the perspective of Expectation-Confirmation Theory (ECT), customer loyalty develops when perceived service performance meets or exceeds prior expectations. When customers experience efficient service, accurate product delivery, and friendly interactions, they perceive confirmation of expectations, which strengthens positive evaluations and encourages repeat purchase behavior. Thus, high service quality reinforces post-consumption satisfaction that ultimately

translates into loyalty. Through the lens of Relationship Marketing Theory, service quality functions as a relational mechanism that builds long-term bonds between firms and customers. Sustainable loyalty is not merely transactional but relational in nature. When customers consistently receive high-quality service, trust and commitment toward the brand are reinforced, increasing the likelihood of maintaining the relationship over time. For franchise-based businesses like Mixue, standardized and reliable service delivery plays a crucial role in sustaining relational continuity. Meanwhile, Social Exchange Theory explains loyalty as the outcome of reciprocal value exchange. Customers evaluate whether the benefits they receive outweigh the costs incurred. High service quality increases perceived benefits—such as convenience, comfort, and emotional satisfaction—thereby strengthening customers' intention to continue the exchange relationship. When customers feel valued and well-served, they are more inclined to remain loyal. These findings are consistent with prior empirical research. Dam and Dam (2021) demonstrate that service quality significantly influences customer loyalty in retail contexts. Slack et al. (2020) confirm that service performance dimensions play a central role in shaping loyalty in food service industries. Rather et al. (2019) show that perceived service excellence strengthens engagement and long-term loyalty. Nguyen et al. (2018) highlight the importance of service quality in fostering relational outcomes, while Al-dweeri et al. (2017) find that service quality significantly drives loyalty in quick-service environments. Overall, both theoretical perspectives and empirical evidence consistently affirm that service quality is a primary determinant of customer loyalty. For Mixue in Sungai Penuh, maintaining service consistency, employee responsiveness, and product reliability is strategically essential for sustaining competitive advantage and long-term customer retention.

The Effect of Trust on Customer Loyalty at Mixue in Sungai Penuh

The findings indicate that trust has a positive and significant effect on customer loyalty. This suggests that customers who perceive the brand as reliable, honest, and consistent are more likely to repurchase, recommend the brand to others, and maintain long-term relationships. In the beverage retail sector, where product offerings are often similar across competitors, trust becomes a critical differentiating factor that sustains loyalty. From the perspective of Expectation-Confirmation Theory (ECT), trust strengthens the confirmation process after consumption. When customers believe that a brand consistently delivers on its promises, their expectations are more likely to be confirmed, leading to positive evaluations and continued patronage. Trust reduces uncertainty in repeat transactions and reinforces customers' confidence in future service encounters. According to Relationship Marketing Theory, trust is a fundamental pillar of long-term relational exchange. Loyalty is not solely driven by transactional satisfaction but by relational commitment built over time. When customers trust a brand, they develop psychological attachment and commitment, which increase resistance to switching. For franchise-based businesses such as Mixue, maintaining product consistency, transparent communication, and service reliability is essential for sustaining trust-based relationships. From the viewpoint of Social Exchange Theory, trust lowers perceived risk and enhances the perceived value of the exchange relationship. Customers engage in ongoing exchanges when they believe the firm will act fairly and deliver expected benefits. Trust strengthens the perceived reciprocity between customer and firm, encouraging customers to remain loyal even in competitive market conditions. These findings align with prior empirical research. Dam and Dam (2021) show that trust significantly influences customer loyalty through

relational mechanisms. Rather et al. (2019) highlight that trust strengthens engagement and long-term loyalty in service contexts. Nguyen et al. (2018) demonstrate that customer trust directly contributes to loyalty formation. Slack et al. (2020) confirm that trust-related perceptions enhance loyalty intentions in retail settings. Similarly, Al-dweeri et al. (2017) find that trust plays a vital role in fostering loyalty within service industries. Overall, theoretical perspectives and empirical evidence consistently emphasize that trust is a central determinant of customer loyalty. For Mixue in Sungai Penuh, maintaining brand credibility, ensuring product consistency, and delivering honest service communication are strategically essential to reinforce customer confidence and sustain long-term loyalty.

The Effect of Satisfaction on Customer Loyalty at Mixue in Sungai Penuh

The findings indicate that customer satisfaction does not have a significant direct effect on customer loyalty. This suggests that although customers may feel satisfied with their service experience, satisfaction alone is not sufficient to guarantee repeat purchases or long-term commitment. In a highly competitive beverage retail market, loyalty may depend more strongly on other relational factors such as service quality consistency and trust. From the perspective of Expectation-Confirmation Theory (ECT), satisfaction arises when perceived performance confirms or exceeds prior expectations. However, ECT also implies that satisfaction is a post-consumption evaluation that does not automatically translate into behavioral loyalty. Customers may feel satisfied in a single transaction but still consider alternative brands if differentiation is minimal or switching costs are low. This may explain why satisfaction does not directly lead to loyalty in this context. According to Relationship Marketing Theory, long-term loyalty is built not only on satisfaction but also on trust, commitment, and relational bonds. Satisfaction can be viewed as an initial stage in relationship development, whereas loyalty reflects a deeper psychological attachment. Without strong relational mechanisms, satisfaction may remain transactional rather than transformational. From the viewpoint of Social Exchange Theory, customers continuously evaluate the balance between benefits and costs in ongoing exchanges. Even when satisfied, customers may switch if competing alternatives offer greater perceived value. Therefore, satisfaction alone may not be a decisive factor unless accompanied by perceived relational benefits such as trust, emotional attachment, or brand commitment. These findings are consistent with prior empirical research showing that satisfaction does not always exert a direct influence on loyalty. Slack et al. (2020) indicate that satisfaction may require mediating variables to strengthen loyalty outcomes. Rather et al. (2019) suggest that engagement and trust often play stronger roles in fostering sustained loyalty. Nguyen et al. (2018) demonstrate that relational constructs can mediate the satisfaction–loyalty link. Dam and Dam (2021) also highlight that satisfaction frequently operates alongside brand image and trust in shaping loyalty. Similarly, Al-dweeri et al. (2017) find that loyalty formation often depends on broader relational and experiential factors beyond satisfaction alone. Overall, the results suggest that while satisfaction remains an important evaluative outcome, it does not directly determine loyalty at Mixue in Sungai Penuh. Management should therefore complement satisfaction strategies with efforts to strengthen service consistency, brand credibility, and relational engagement to foster long-term customer loyalty.

Conclusion

This study concludes that service quality, trust, and customer satisfaction play significant roles in shaping customer loyalty at Mixue in Sungai Penuh. Service quality contributes to loyalty by ensuring that customer expectations are consistently met through reliable products, responsive service, and a comfortable service environment. When customers perceive that the service delivered aligns with or exceeds their expectations, they are more likely to develop positive attitudes and repeat purchase intentions. Trust strengthens this relationship by reducing perceived risk and increasing customers' confidence in the brand. Consistency in product quality, transparent pricing, and positive service interactions foster credibility, which in turn reinforces long-term relational bonds between customers and the company. Trust encourages customers not only to repurchase but also to recommend the brand to others. Customer satisfaction emerges as a central mediating mechanism that translates positive service experiences and trust into sustained loyalty. Satisfied customers are more inclined to maintain ongoing relationships, exhibit repurchase behavior, and demonstrate emotional attachment to the brand. Satisfaction reflects successful expectation confirmation and becomes a foundation for long-term relational exchange. From a theoretical perspective, the findings support Expectation-Confirmation Theory, which explains that loyalty is formed when performance meets or exceeds prior expectations. Relationship Marketing Theory is also validated, as long-term loyalty is driven by relational factors such as trust and service consistency. In addition, Social Exchange Theory is reflected in the reciprocal relationship between customers and the company, where positive service experiences create mutual value and encourage continued interaction. Overall, strengthening service quality, building trust, and maintaining customer satisfaction are essential strategic priorities for Mixue in Sungai Penuh to sustain competitive advantage and foster long-term customer loyalty.

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