



UDC 332; DOI 10.18551/rjoas.2023-10.05

THE EFFECT OF POSITIVE EMOTIONAL EXPERIENCE OF E-WOM ON CUSTOMER SATISFACTION, BRAND REPUTATION AND CUSTOMER LOYALTY OF KOPI JANJI JIWA

Ambalika Ni Komang Ayu Diah, Junaedi Shellyana

Faculty of Business and Economics, University of Atma Jaya Yogyakarta, Indonesia

*E-mail: diahambalika@gmail.com

ABSTRACT

This research aimed to examine the influence of positive emotional experiences in electronic word of mouth on consumer satisfaction, brand reputation and consumer loyalty of Kopi Janji Jiwa. The object of this research is Kopi Janji Jiwa consumer loyalty. Respondents in the research were 266 people who knew about and had purchased Janji Jiwa Coffee. Sampling was carried out using a purposive sampling technique and data collection using a 5-point Likert scale. Data analysis was carried out using the Structural Equation Modeling (SEM) method with SmartPLS software version 3.3.2 and SPSS version 26. The results of this research show that consumer satisfaction, electronic word of mouth and brand reputation positively influence Kopi Janji Jiwa consumer loyalty. The variables of positive emotional experience, electronic word of mouth and consumer satisfaction influence brand reputation positively. Positive emotional experiences influence consumer satisfaction and electronic word of mouth positively. Meanwhile, the consumer satisfaction variable does not influence the electronic word of mouth of Kopi Janji Jiwa. The mediation results showed that consumer satisfaction, electronic word of mouth and brand reputation mediate the relationship between positive emotional experiences and Kopi Janji Jiwa consumer loyalty.

KEY WORDS

Positive emotional experience, electronic word of mouth, consumer satisfaction, brand reputation, consumer loyalty.

Coffee is one of the drinks that is often consumed by Indonesians because of its distinctive aroma and flavour. Not only favoured by the elderly, but coffee has also now become a favourite drink for young people. The trend of drinking coffee is growing in all circles, even coffee is no longer a need for sleepiness relief, or just an intake for doping the spirit but has now become a lifestyle (Maris, 2019). The coffee trend that is often said to be the prima donna of today is "contemporary coffee". Contemporary coffee is a term for fast-food milk coffee with affordable prices and varied flavours.

TOFFIN's research results say that the company, which provides business solutions in the form of goods and services in the HORECA industry (Hotels, Restaurants and Cafes), noted that the number of coffee shops in Indonesia in August 2019 reached more than 2,950 outlets, which is quite a high number. The number increased almost three times or increased by approximately 1,950 outlets from 2016 which only amounted to approximately 1,000 outlets. This is due to the large number of cafes or coffee shops serving brewed coffee throughout Indonesia. Based on developments that occur, enjoying quality coffee can now be done anywhere (Aryanto, 2019).

MIX MarComm supported by TOFFIN researched the development of the coffee shop business in Indonesia and obtained the results that several factors encourage the increase, namely the habit or culture of hanging out while enjoying coffee which is dominated by young people to create a new lifestyle in consuming coffee, the development of technology and social media as marketing and promotional tools from business people, increasing consumer purchasing power, affordable coffee prices, and the presence of platforms such as grab-food or go-food which can facilitate the process of selling coffee (Hariyanto, 2019).

Janji Jiwa is an authentic Indonesian coffee shop owned by PT Luna Boga Narayan which was first established by Billy Kurniawan as Business Owner at ITC Kuningan in 2018.



Kedai Kopi Janji Jiwa serves a wide selection of local Indonesian coffee at affordable prices with the concept of fresh to cup. Until the end of 2019, the number of Janji Jiwa outlets reached 700 outlets spread across 50 major cities in Indonesia. The high growth occurred because the business system was developed with a franchise system. Based on the achievements obtained, Kopi Janji Jiwa won the Muri Indonesia World Record Museum (MURI) award as the fastest coffee shop growth in one year (Tashandra, 2019).

The rampant development of the fast food coffee business in big cities such as Yogyakarta requires business people to always think creatively in the face of increasingly fierce competition so that this situation results in a high level of fighting for and retaining consumers. Some things that can be done to win the hearts of consumers include maintaining brand identity and characteristics, regularly innovating, pampering consumers, and diligently promoting and continuing to add outlets (Sulistiowati, 2019).

Kopi Janji Jiwa is also looking for strategies to gain consumer loyalty through various marketing elements such as positive emotional experiences, electronic word of mouth, customer satisfaction, and brand reputation. Companies are competing to achieve sales by focusing on two things, namely the price and quality of the products and services offered. In addition to these two things, consumer experience is one of the drivers of the success of a business in achieving long-term competitive advantage. Most business people are now starting to realize that what consumers want is not just a product but also a satisfying emotional experience (Zolkiewski et al., 2017).

Consumer experience is very complex, dynamic and difficult to understand, so further research is needed. The purpose of measuring consumer experience is to find out what kind of experience consumers want so that consumer loyalty can be achieved. The overall experience reflects how consumers feel about the offer provided (Cantalops et al., 2018). According to Chen & Lin (2015), consumer experience is a perception that can stimulate and motivate consumers in other words, consumer experience is the result of consumer interactions with companies physically and emotionally. Improving the emotional experience is done by each company based on how it communicates its products.

Kotler & Keller (2016: 580) state that marketing communication is a forum used to inform, persuade and remind consumers both directly and indirectly about a product being offered. Various kinds of social media such as Instagram can be optimized for conducting promotions and providing reviews. One of the marketing tools that has changed in technological developments is word of mouth, which has now developed into electronic word of mouth. Electronic word of mouth that is positive will arise based on the opinions and emotions felt by consumers so that later it will affect the sales of a product to increase because the spread occurs on electronic media and everyone can access the information (Cantalops et al., 2018).

In the process, electronic word of mouth is considered much faster, more convenient and can reach information widely without having to do face-to-face (Tweephoncharoen & Vongurai, 2019). This makes electronic word of mouth an important factor for businesses to consider when creating marketing content. Instagram is one of the media that can help the implementation and application of the electronic word of mouth in marketing to be more effective and efficient. The existence of social media has a big influence on consumer decisions when they want to buy products or services. Instagram is often used as a marketing medium because of its focus on photos and videos, besides that the costs spent on marketing a product are not large.

A person tends to believe more in what other consumers have said compared to existing advertisements. Stories based on the emotional experiences of consumers who have bought a product will sound more interesting so that they can influence others to try a product, especially when the person telling the experience is a person they recognize such as family, friends, friends, and others (Carvalho et al., 2019). Likewise, in Kopi Janji Jiwa, consumers who feel positive emotional experiences are likely to share them in the form of reviews on Instagram or other social networks so that this will influence other consumers to be interested in a product.



One of the reasons a company can survive in the long term is its good reputation. Reputation in this case is brand reputation which will affect consumers' views on a product. According to Saputra et al. (2020: 38) brand reputation is a description related to the assessment and image from outside the company of the quality of a product or brand. Likewise, Kopi Janji Jiwa regularly creates various innovations and collaborations on its products so that in the future Kopi Janji Jiwa hopes to have a better brand reputation in the eyes of consumers. Coupled with the rapid growth of outlets, which is approximately 700 outlets in just 1.5 years. Companies that have a good brand reputation tend to be considered by consumers to be more trustworthy and credible than other companies (Cantalops et al., 2018).

According to Abedi & Jahed (2020), consumer satisfaction is the result obtained by comparing the expected performance before buying with the actual perceived performance based on how much money is paid. Consumer satisfaction is certainly an important thing that must be prioritized by business people because when a company is unable to meet what consumers expect, it will become a threat to the company. Therefore, when consumers are satisfied, it will have an impact on consumer loyalty. Superior customer satisfaction can lead to a strong company position in market competition (Khuong & Dai, 2016).

Consumer loyalty is considered one of the key success factors (Hamouda, 2019). Loyalty is defined as an attitude that refers to an individual's overall attachment to a brand or company. Loyalty is said to be a blend of behavioural and attitudinal components (Hamouda, 2019). However, customer satisfaction is not the only factor that influences the strength in building customer loyalty but external factors such as the environment and market conditions can also influence (Khuong & Dai, 2016). Increasingly fierce competition in the coffee industry, especially in big cities in Indonesia, makes Janji Jiwa always try to meet the needs and provide positive emotional experiences to consumers to create loyalty. So in this case, it is a challenge for Janji Jiwa Coffee to build a strategy to foster loyalty and attract consumers who have not been reached.

METHODS OF RESEARCH

This research is quantitative. The object of this research is the loyalty of Janji Jiwa Coffee consumers in Yogyakarta. In this study, the data collection procedure was carried out using a non-probability sampling method and purposive sampling technique. The sample of this research is Yogyakarta students who know and have bought Kopi Janji Jiwa. The questionnaire was distributed using Google Forms with a 5-point Likert scale. This research was analysed with Structural Equation Modeling Partial Least Square software. According to Ghozali & Latan (2015: 75), measurements are made through the outer model and the inner model. In addition, mediation tests were carried out which were analysed using the provisions of Zhao et al., (2010) to determine the type of mediation and the provisions of (Baron & Kenny, 1986) to determine the total mediation effect whether partial or perfect and one-way ANOVA based on gender and average pocket money per month.

RESULTS AND DISCUSSION

Based on data analysis of descriptive characteristics on gender, it shows that 60.2% (160) of respondents are female and 39.2% (106) of respondents are male. The results of the analysis of respondents based on age show that 17-year-old respondents are 2 people (0.8%), 18-year-old respondents are 5 people (1.9%), 19-year-olds are 24 people (9%), 20-year-olds are 39 people (14.7%), 21-year-olds are 94 people (35.3%), 22-year-olds are 73 people (27.4%), 23-year-olds are 16 people (6%), 24-year-olds are 7 people (2.6%) and each age 25 and 26 are 3 people (1.1%). Descriptive analysis results when viewed from the average pocket money per month, namely Rp. 500,000.00-Rp. 1,000,000.00 as many as 65 people (24.4%), Rp. 1,000,001.00-Rp. 1,500,000.00 as many as 56 people (21.1%), Rp. 1,500,001.00-Rp. 2,000,000.00 as many as 71 people (26.7%), Rp. 2,000,001.00-Rp. 2,500,000.00 as many as 35 people (13.2%) and > Rp. 2,500,000.00 as many as 39 people



(14.7%). Based on the results of descriptive statistical analysis, it is known that the number of respondents in this study was 266 respondents. The positive emotional experience variable has an average value of 3.431; the electronic word of mouth variable has an average value of 2.918; the consumer satisfaction variable has an average value of 3.712; the brand reputation variable has an average value of 3.744; and the consumer loyalty variable has an average value of 3.368.

The results of the value in data processing show that the value of each loading factor > 0.6 on each statement and the AVE value > 0.5 on the five variables so that it can be concluded that there are no problems and this model passes the convergent validity testing stage. The results of the discriminant test show that the cross-loading value of electronic word of mouth with all its indicators has a higher value than the indicator values of other variables, as well as the variables of customer satisfaction, customer loyalty, positive emotional experience and brand reputation. Discriminant tests can also be seen from the Fornell-Larcker Criterion in this study, the five variables have a greater construct value than other variables. The results of the Cronbach's alpha and composite reliability values have a value > 0.7 so it can be said that this research is reliable.

The R-square value of electronic word of mouth is 0.341, this shows that positive emotional experience and customer satisfaction affect electronic word of mouth by 34.1%. The R-square of customer satisfaction is 0.512, meaning that positive emotional experiences affect customer satisfaction by 51.2%. The R-square of consumer loyalty is 0.574, meaning that positive emotional experiences, customer satisfaction, electronic word of mouth and brand reputation have an effect of 57.4% on consumer loyalty and the R-square value of brand reputation is 0.471, meaning that positive emotional experiences, electronic word of mouth and customer satisfaction affect brand reputation by 47.1%.

The Q2 (Stone-Geisser's) test in this study has a value of, namely electronic word of mouth at 0.262; customer satisfaction at 0.374; customer loyalty at 0.426; and brand reputation at 0.271 so it can be said that this research is included in the predictive relevance criteria because it is > 0. Positive emotional experience has a strong effect size on customer satisfaction, namely 1.049 and a moderate effect on electronic word of mouth, which is 0.225. The positive emotional experience variable has a weak effect on brand reputation, which is only 0.050. A very weak effect occurs in the variable of customer satisfaction on electronic word of mouth, which is only 0.002. The variable of customer satisfaction on brand reputation and customer loyalty has a moderate effect value of 0.152 and 0.265. Furthermore, the electronic word-of-mouth variable on brand reputation and consumer loyalty has a weak effect value of only 0.017 and 0.090, respectively. Brand reputation also has a weak effect on consumer loyalty, which is 0.069.

Table 1 – Path Analysis Results

Hypotheses	Coefficient	Sample Mean	Standard Deviation	T Statistics	P Values
(H1) KP -> RM	0,407	0,417	0,077	5,277	0,000
(H2) KP -> LK	0,450	0,452	0,074	6,036	0,000
(H3) RM -> LK	0,230	0,225	0,069	3,324	0,001
(H4) PE -> KP	0,715	0,717	0,032	22,118	0,000
(H5) PE -> RM	0,257	0,247	0,098	2,611	0,009
(H6) KP -> EW	0,045	0,044	0,086	0,524	0,600 ^{ns}
(H7) EW -> LK	0,225	0,230	0,058	3,848	0,000
(H8) EW -> RM	0,117	0,119	0,059	1,975	0,049
(H9) PE -> EW	0,551	0,553	0,084	6,585	0,000

Based on the results of the path coefficient analysis, it shows that there is a positive influence between the variable customer satisfaction and brand reputation with a coefficient value of 0.407 and a T-stat of 5.277 (5.277 > 1.96) and a P-value of 0.000 (0.000 < 0.05). The results of this study indicate that there is a significant relationship and the hypothesis is accepted. Based on the results of the path coefficient analysis, show that there is a positive influence between the customer satisfaction variable and customer loyalty with a coefficient value of 0.450 a T-stat of 6.036 (6.036 > 1.96) and a P-value of 0.000 (0.000 < 0.05). The



results of this study indicate that there is a significant relationship and the hypothesis is accepted. Based on the results of the path coefficient analysis, shows that there is a positive influence between the brand reputation variable and consumer loyalty with a coefficient value of 0.230 a T-stat of 3.324 (3.324 > 1.96) and a P-value of 0.001 (0.001 < 0.05). The results of this study indicate that there is a significant relationship and the hypothesis is accepted. Based on the results of the path coefficient analysis, shows that there is a positive influence between the positive emotional experience variable and customer satisfaction with a coefficient value of 0.715 a T-stat of 22.118 (22.118 > 1.96) and a P-value of 0.000 (0.000 < 0.05). The results of this study indicate that there is a significant relationship and the hypothesis is accepted. Based on the results of the path coefficient analysis, show that there is a positive influence between the positive emotional experience variable and brand reputation with a coefficient value of 0.257 and a T-stat of 2.611 (2.611 > 1.96) and a P-value of 0.009 (0.009 < 0.05). The results of this study indicate that there is a significant relationship and the hypothesis is accepted. Based on the results of the path coefficient analysis, it shows that there is a positive influence between the variable customer satisfaction and electronic word of mouth with a coefficient value of 0.045 and a T-stat of 0.524 (0.524 < 1.96) and a P-value of 0.600 (0.600 > 0.05). The results of this study indicate that there is an insignificant relationship and the hypothesis is rejected.

Based on the results of the path coefficient, it shows that there is a positive influence between the electronic word-of-mouth variable and consumer loyalty with a coefficient value of 0.225 and a T-stat of 3.848 (3.848 > 1.96) and a P-value of 0.000 (0.000 < 0.05). The results of this study indicate that there is a significant relationship and the hypothesis is accepted. Based on the results of the path coefficient, it shows that there is a positive influence between the electronic word-of-mouth variable and brand reputation with a coefficient value of 0.117 and a T-stat of 1.975 (1.975 > 1.96) and a P-value of 0.049 (0.049 < 0.05). The results of this study indicate that there is a significant relationship and the hypothesis is accepted. Based on the results of the path coefficient, it shows that there is a positive influence between the positive emotional experience variable and electronic word of mouth with a coefficient value of 0.551 and a T-stat of 6.585 (6.585 > 1.96) and a P-value of (0.000 < 0.05). The results of this study indicate that there is a significant relationship and the hypothesis is accepted.

Table 2 – Specific Indirect Effects Result

Hypothesis	Coefficient	Sample Mean	Standard Deviation	T Statistics	P Values
(H1) PE -> KP -> EW	0,032	0,031	0,062	0,520	0,603 ^{ns}
(H2) KP -> EW-> LK	0,010	0,010	0,021	0,487	0,627 ^{ns}
(H3) EW -> RM -> LK	0,027	0,026	0,015	1,856	0,064*
(H4) KP -> RM -> LK	0,094	0,092	0,027	3,404	0,001**
(H5) KP -> EW -> RM	0,005	0,006	0,012	0,443	0,658 ^{ns}
(H6) PE -> EW -> RM	0,065	0,065	0,035	1,872	0,062*
(H7) PE -> KP -> RM	0,291	0,299	0,057	5,109	0,000**
(H8) PE -> KP -> EW -> RM -> LK	0,001	0,001	0,002	0,473	0,637 ^{ns}
(H9) PE -> EW -> RM -> LK	0,015	0,014	0,008	1,801	0,072*
(H10) PE -> KP -> RM -> LK	0,067	0,066	0,020	3,415	0,001**
(H11) PE -> KP -> EW -> LK	0,007	0,007	0,015	0,481	0,631 ^{ns}

Note: **p < 0,05; *p < 0,1; ns: not significant.

Source: Data processing, 2023.

Based on the results of the analysis of specific indirect effects, it shows that customer satisfaction on emotional experience and electronic word of mouth is not significant and there is no mediating influence because it has a T-stat value of 0.520 (0.520 < 1.96) and a P-value of 0.603 (0.603 > 0.05). Based on the results of the analysis of specific indirect effects, it shows that electronic word of mouth on customer satisfaction and customer loyalty is not significant and there is no mediating effect because it has a T-stat value of 0.487 (0.487 < 1.96) and a P-value of 0.627 (0.627 > 0.05).



Table 3 – Measurement Results of Mediation Variable Analysis

Path	Variable	β Coefficient
a	Ewom -> Brand Reputation	0,117
b	Brand Reputation -> Consumer Loyalty	0,230
c	Ewom -> Consumer Loyalty	0,225
Indirect Effect (a x b)		0,027
Mediation Result (a x b x c)		0,006
Result		Complementary Mediation

Source: Data processing, 2023.

Table 4 – Mediation Effect

Effect	β Coefficient
Indirect Effect (a x b)	0,027
Direct effect (c')	0,225
Total effect (ab+c')	0,252

Source: Data processing, 2023.

Table 5 – The Effect of Brand Reputation Mediating Customer Satisfaction on Consumer Loyalty

Path	Variable	β Coefficient
a	Consumer Satisfaction-> Brand Reputation	0,407
b	Brand Reputation-> Consumer Loyalty	0,230
c	Consumer Satisfaction-> Consumer Loyalty	0,450
Indirect Effect (a x b)		0,094
Mediation Result (a x b x c)		0,042
Result		Complementary Mediation

Source: Data processing, 2023.

Table 6 – Mediation Effect

Effect	β Coefficient
Indirect Effect (a x b)	0,094
Direct Effect (c')	0,450
Total effect (ab+c')	0,544

Source: Data processing, 2023.

Based on the results of the analysis of specific indirect effects in Table 4.13 previously, it shows that there is no significant and mediating effect on the electronic word-of-mouth variable on customer satisfaction and brand reputation because it has a T-stat value of 0.443 ($0.443 < 1.96$) and a P-value ($0.658 > 0.05$).

Table 7 – Mediation Effect

Path	Variable	β Coefficient
a	Positive Emotional Experience-> Ewom	0,551
b	Ewom -> Brand Reputation	0,117
c	Positive Emotional Experience-> Brand Reputation	0,257
Indirect Effect (a x b)		0,064
Mediation Effect (a x b x c)		0,017

Source: Data processing, 2023.

Table 8 – Mediation Effect

Effect	β Coefficient
Indirect Effect (a x b)	0,064
Direct effect (c')	0,257
Total effect (ab+c')	0,321

Source: Data processing, 2023.



It can be seen that path a x b is significant, path c is significant and the result of $\beta (a) \times \beta (b) \times \beta (c)$ obtained a positive result of 0.017 so that the results of this analysis indicate that the electronic word of mouth of Kopi Janji Jiwa mediates positive emotional experience and brand reputation as a complementary mediating variable and provides a total effect partially.

Table 9 – The Effect of Consumer Satisfaction Mediating Positive Emotional Experience on Brand Reputation

Path	Variable	β Coefficient
a	Positive Emotional Experience -> Consumer Satisfaction	0,715
b	Consumer Satisfaction -> Brand Reputation	0,407
c	Positive Emotional Experience-> Brand Reputation	0,257
Indirect Effect (a x b)		0,291
Mediation result (a x b x c)		0,075

Source: Data processing, 2023.

It can be seen that path a x b is significant, path c is significant and the result of $\beta (a) \times \beta (b) \times \beta (c)$ obtained a positive result of 0.075 so that the results of this analysis indicate that customer satisfaction of Kopi Janji Jiwa mediates positive emotional experience and brand reputation as complementary mediating variables and provides a total effect partially.

Table 10 – Mediation Effect

Effect	β Coefficient
Indirect effect (a x b)	0,291
Direct Effect (c')	0,257
Total Effect (ab+c')	0,548

Source: Data processing, 2023.

Based on the results of the analysis of specific indirect effects, it shows that customer satisfaction, electronic word of mouth and customer loyalty on positive emotional experiences and customer loyalty are not significant and there is no mediating influence because they have a T-stat value ($0.473 < 1.96$) and a P-value ($0.637 > 0.05$). Based on the results of the analysis of specific indirect effects, it shows that electronic word of mouth and brand reputation on positive emotional experiences and consumer loyalty are significant and there is a mediating effect because they have a T-stat value ($1.801 > 1.65$) and a P-value ($0.072 < 0.1$). Based on the results of the analysis of specific indirect effects, it shows that customer satisfaction and brand reputation on positive emotional experiences and customer loyalty are significant and there is a mediating effect because they have a T-stat value ($3.415 > 1.96$) and a P-value ($0.001 < 0.05$). Based on the results of the analysis of specific indirect effects, it shows that customer satisfaction and electronic word of mouth on positive emotional experiences and customer loyalty are not significant and there is no mediating influence because they have a T-stat value ($0.481 < 1.96$) and a P-value ($0.631 > 0.05$).

Based on the results of the difference test based on gender, the positive emotional experience variable has a significance value of 0.732 ($0.732 > 0.05$), the electronic word of mouth variable has a significance value of 0.869 ($0.869 > 0.05$) the consumer satisfaction variable with a significance of 0.110 ($0.110 > 0.05$), then brand reputation with a significance value of 0.332 ($0.332 > 0.05$) and consumer loyalty with a significance value of 0.458 ($0.458 > 0.05$) so that it can be said that there is no significant difference between women and men. Based on the results of the difference test based on the average pocket money, the positive emotional experience variable has a significance value of 0.970 ($0.970 > 0.05$), the electronic word of mouth variable has a significance value of 0.739 ($0.739 > 0.05$) followed by the consumer satisfaction variable with a significance of 0, 693 ($0.693 > 0.05$) then the brand reputation variable with a significance of 0.342 ($0.342 > 0.05$) and consumer loyalty of 0.526 ($0.526 > 0.05$) so that these results indicate that there is no significant difference based on the category of pocket money per month which is divided into five groups.



CONCLUSION

Customer satisfaction at Kopi Janji Jiwa has a positive and significant influence on the brand reputation of Kopi Janji Jiwa. Customer satisfaction at Kopi Janji Jiwa has a positive and significant influence on consumer loyalty. The brand reputation of Kopi Janji Jiwa has a positive and significant influence on consumer loyalty. The positive emotional experience felt by consumers of Kopi Janji Jiwa has a positive and significant effect on customer satisfaction. The positive emotional experience felt by Kopi Janji Jiwa consumers has a positive and significant influence on the brand reputation of Kopi Janji Jiwa. Customer satisfaction with Kopi Janji Jiwa has a positive but insignificant influence on electronic word of mouth. Electronic word of mouth about Kopi Janji Jiwa has a positive and significant influence on consumer loyalty. Electronic word of mouth about Kopi Janji Jiwa has a positive and significant influence on the brand's reputation. Positive emotional experiences felt by consumers have a positive and significant effect on electronic word of mouth. Customer satisfaction does not mediate the relationship between positive emotional experiences and electronic word of mouth. Electronic word of mouth does not mediate the relationship between customer satisfaction and customer loyalty. Brand reputation acts as a complementary mediating variable between electronic word of mouth and consumer loyalty and provides a partial total effect. Brand reputation acts as a complementary mediating variable between customer satisfaction and customer loyalty and provides a partial total effect. Electronic word of mouth does not mediate the relationship between customer satisfaction and brand reputation. Electronic word of mouth acts as a complementary mediating variable between positive emotional experience and brand reputation and provides a partial total effect. Customer satisfaction acts as a complementary mediating variable between positive emotional experience and brand reputation and provides a partial total effect. Customer satisfaction, electronic word of mouth and brand reputation do not mediate the relationship between positive emotional experience and customer loyalty. Electronic word of mouth and brand reputation act as mediating variables between positive emotional experience and customer loyalty. Customer satisfaction and brand reputation act as mediating variables between positive emotional experiences and customer loyalty. Customer satisfaction and electronic word of mouth do not mediate the relationship between positive emotional experiences and customer loyalty. In the test based on gender, there are no differences in positive emotional experiences, electronic word of mouth, customer satisfaction, brand reputation and customer loyalty between female and male consumers. In the test based on average pocket money per month, there is no difference in positive emotional experience, electronic word of mouth, customer satisfaction, brand reputation and consumer loyalty between the five average pocket money groups.

Based on the results of the research that has been done, the suggestions that the authors can give are as follows: Future research is expected to conduct research with qualitative methods to find out why customer satisfaction does not affect the electronic word of mouth of Kopi Janji Jiwa consumers. Conducting research using electronic word of mouth variables, with the electronic word of mouth from others whether it affects consumer loyalty or consumer purchase intention and adding research variables such as price, packaging, quality, and lifestyle. Future research is expected to not focus only on students, but be more general and complex and use more than one place so that later a different test can be carried out for the two regions. Future research is expected to include a questionnaire question whether you have ever consumed Janji Jiwa Coffee. Not only buying but also consuming to obtain the accuracy of respondents or data.

REFERENCES

1. Abdulrazak, R. M., & Gbadamosi, A. (2017). Trust, Religiosity, and Relationship Marketing: a Conceptual Overview of Consumer Brand Loyalty. *Society and Business Review*, 320-340.



2. Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 1-10.
3. Cantallops, A. S., Cardona, J. R., & Salvi, F. (2018). The Impact of Positive Emotional Experiences on EWOM Generation and Loyalty. *Spanish Journal of Marketing*, 142-162
4. Ghozali, I., & Latan, H. (2015). *Partial Least Square: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro.
5. Hague, N., & Hague, P. (2018). *B2B Customer Experience*. Britain: Kogan Page Limited.
6. Investments, I. (2017, November 13). *Produksi Domestik, Ekspor dan Konsumsi Kopi di Indonesia*. Retrieved from Indonesia Investments: <https://www.indonesiainvestments.com/id/bisnis/komoditas/kopi/item186>. Diakses pada 2 April 2020.
7. Kotler, P., & Keller, K. L. (2016). *Marketing Management*. United Kingdom: Pearson Education Limited.
8. Prasad, S., & Garg, A. (2018). Purchase Decision of Generation Y in an Online Environment. *Marketing Intelligence & Planning*, 372-385.
9. Rizal, H., Yussof, S., Amin, H., & Jung, K. C. (2017). EWOM Towards Homestays Lodging: Extending The Information System Success Model. *Journal of Hospitality and Tourism Technology*, 91-105.
10. Saputra, D. H., Sutiksno, D. U., Kusuma, A. H., Romindo, Wahyuni, D., Purnomo, A., & Simarmata, J. (2020). *Digital Marketing (Komunikasi Bisnis Menjadi Lebih Mudah)*. Medan: Yayasan Kita Menulis.
11. Sohaib, M., Akram, U., Hui, P., Rasool, H., Razzaq, Z., & Khan, M. K. (2019). Electronic Word of Mouth Generation and Regulatory Focus. *Asia Pacific Journal of Marketing and Logistics*.
12. Velazquez, B. M., Blasco, M. F., & Saura, I. G. (2018). The Role of ICT, eWOM and Guest Characteristics in Loyalty. *Journal of Hospitality and Tourism Technology*, 153-168.
13. Wang, Y. S., Lin, S. J., Li, C. R., Tseng, T. H., Li, H. T., & Lee, J. Y. (2017). Developing and Validating a Physical Product E-Tailing Systems Success Model. *Information Technology Management*, 245-258.
14. Zhao, X., Lynch Jr., J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths About Mediation Analysis. *Journal of Consumer Research*, 197-206.