

# THE EFFECT OF EXPERIENCE QUALITY ON CUSTOMER PERCEIVED VALUE AND CUSTOMER SATISFACTION AND ITS IMPACT ON COFFEE TRUCK CUSTOMER LOYALTY IN LHOKSEUMAWE CITY

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## Abstract

The purpose of this study is to examine the influence of Experience Quality on Customer Perceived Value and Customer Satisfaction, and its impact on Customer Loyalty in Lhokseumawe City. The data in this study were 135 Truck Cafe visitors who responded to a questionnaire distributed through Google Forms. The data analysis tool used Structural Equation Modeling, operated with Amos. The results showed that Experience Quality had a significant effect on Customer Perceived Value, Customer Satisfaction, and Customer Loyalty. Then Customer Perceived Value has a significant effect on Customer Satisfaction and Customer Loyalty. Furthermore, the direct test also found that Customer Satisfaction had an effect on Customer Loyalty. And in the mediation effect test, it was found that Customer Perceived Value and Customer Satisfaction were partial mediating variables between Experience Quality and Customer Loyalty of truck cafes in Lhokseumawe City, and full mediation between Customer Perceived Value and Customer Loyalty. The results of this study are expected to provide an important contribution for stakeholders in developing coffee shop business management strategies, especially for truck coffee

**Keywords:** *Quality of Experience, Customer Perceived Value, Customer Satisfaction, Customer Loyalty.*

## INTRODUCTION

A coffee truck is a coffee shop business concept that uses mobile vehicles that travel to specific locations directly with potential customers. Coffee trucks are also often referred to as mobile coffee carts, frequently moving from one location to another. The mobile coffee business is not a new concept, but it has grown rapidly in various developed countries, such as South Korea and Europe (<https://ottencoffee.co.id/>). In Indonesia, the coffee industry, particularly in the form of mobile coffee trucks, has experienced significant growth in recent years. Coffee truck businesses in Indonesia, including in Lhokseumawe City, typically sell coffee using modified VW Combi cars or pickup trucks. This phenomenon is gaining popularity along with changing consumer lifestyles seeking a more practical, unique, and accessible experience in enjoying quality coffee. Coffee truck businesses or mobile coffee shops typically offer coffee that is somewhat more special and different from the typical coffee shop. Coffee trucks typically offer Arabica coffee with various variations, such as milk-based espresso variants, and various snacks. Coffee truck businesses typically take advantage of certain opportunities to sell their products, such as places where people gather and participate in various events organized by the government or certain institutions, such as the Sunday Day Event in Lhokseumawe City. Conceptually, coffee trucks face many challenges, one of which is the limited coffee menu offered due to limited space and other considerations. This challenge is highly dependent on operable coffee equipment or espresso machines, as coffee equipment and espresso machines are usually readily available, including access to electricity. The coffee truck concept, or roadside coffee shop, is a low-cost business concept, yet it has the potential to be developed through brand development, especially by maximizing opportunities through social media and websites. Furthermore, the coffee truck business is highly sought after by young people (Gen Z and Millennials) who prefer places to gather with friends in busy areas and with practical and elegant locations. Coffee trucks complement consumer needs by offering practical, affordable, and fashionable food (Loh and Hassan, 2022). Therefore, vendors in the coffee truck industry have seized this opportunity to provide alternative

food options for consumers who often eat out. One of the gathering places for young people in Lhokseumawe City is Jalan Mayjen T. Hamzah Bendahara, located between the Islamic Center Mosque and the Lhokseumawe City Museum. Young people often gather from the afternoon until midnight. The strategic location, easily accessible, makes it one of the places frequently visited by residents, thus opening up opportunities for coffee and snack businesses (rri.co.id). Amidst the fierce competition in the coffee market, coffee truck owners are required not only to offer quality products, but also to manage factors that can affect overall customer value and satisfaction.

One widely used approach to achieving this is to optimize and improve the quality of the customer or visitor experience. These factors can then encourage customers to make ongoing purchases, or customer loyalty (Paulose & Shakeel, 2022). In the context of coffee trucks, factors such as the quality of service and the quality of the products offered, competitive prices, strategic locations, and attractive promotions are very important in attracting and retaining customers (<https://ottencoffee.co.id/>). As a result, perceived value and customer satisfaction become crucial factors that will determine how likely they are to repurchase the products or services offered by the coffee truck (Huang and Bunchapattanasakda, 2023). This study aims to explore how customer experience quality elements influence customer value perceptions and customer satisfaction, and to understand their impact on customer loyalty in the context of coffee trucks (Won and Nuangjamnong, 2022). By understanding this relationship, coffee truck operators can design more effective marketing strategies to increase customer loyalty and ensure the sustainability of their businesses. The primary focus of the food and beverage industry (both outdoor and indoor restaurants) is creating a memorable customer experience (Habibi and Rasoolimanesh, 2020). To this end, it is the quality of the customer experience that contributes to the perception of value and customer satisfaction, and subsequently customers are willing to pay higher prices for better (quality) products and services.

Several studies have been conducted previously in the food and beverage industry sector as well as in other industries, particularly those examining experience quality, perceived value, and customer satisfaction, which may be more focused on the large cafe or restaurant sector (Kusumawati & Rahayu, 2020; Loh & Hassan, 2022). This study offers a new perspective by focusing on the mobile coffee truck industry, which offers unique experiences in terms of service and customer interactions outside of conventional spaces. Unlike previous research, this study incorporates the local context of Lhokseumawe City as the research location, providing a novel approach to understanding how these variables are applied in a small city with a distinct culture, which may have unique consumer behavior patterns compared to larger cities. This study also seeks to delve deeper into how experience quality directly influences customer perceived value. While many studies often address only one dimension (product quality or service quality), in the context of coffee trucks, experiences beyond the physical shop (such as interactions with baristas, the truck's location, and atmosphere) are crucial. Using an empirical approach, this study attempts to identify the dimensions of experience quality that most influence customer perceived value, whether it is product quality (coffee), service interactions, or other factors such as the comfort of the location or social interactions around the coffee truck. Although other studies have found that customer experience quality does not influence customer loyalty (Nyan, Rockson, and Addo, 2020). However, several other studies have validated the significant influence on café customer loyalty (HA, 2021; Lee and Kim, 2021; Pramono, Sartjie, Roon, and Orlina, 2022).

Furthermore, this study can highlight how customer satisfaction and perceived value are not only influenced by experience quality, but also function as mediators that strengthen the relationship between experience quality and customer loyalty (Kusumawati & Rahayu, 2020; Rajput & Gahfoor, 2020). This concept has often not been explored in sufficient depth in previous studies on coffee trucks or similar sectors. Discussing customer satisfaction as a mediator linking experience quality and perceived value to customer loyalty in a more holistic manner is a crucial issue for assessing consumer behavior models in the food and beverage industry (Ahmed et al., 2023; Lee and Kim, 2021). This study also identifies a gap in the literature regarding customer loyalty measurement in the mobile food services industry, an underexplored topic. Furthermore, this study integrates more modern theoretical approaches to measuring customer satisfaction and repurchase intention (loyalty), taking into account rapidly changing consumer behavior in the context of more dynamic urban lifestyle trends (Ristia and Marljen, 2022). By focusing on coffee trucks as an innovative business model, this research is expected to provide new insights into how to apply customer experience and value propositions appropriately to drive increased customer loyalty in the highly competitive and ever-growing food and beverage industry.

In addition, customer value perception directly and indirectly influences cafe customer loyalty (Yunus, Chan, and Halim, 2021). And perceived value also acts as a good mediating variable in the relationship between value and customer loyalty (E. Setiawan, Fitriyani, Islam, and Salatiga, 2024). In the context of coffee trucks, value and satisfaction are determinants of increasing loyalty and repurchase intentions by customers (Fonna, Adam, Roli, and Putra, 2022; Muntasin, Utami, and Chan, 2021; Mursid and Anoraga, 2021). Patma et al., (2020), found that customer

value perception did not mediate the indirect effect between the quality of customer experience and their loyalty. Based on this description, the author considers the importance of this study to determine the effect of customer experience quality on customer value and satisfaction and its impact on customer loyalty at truck coffee shops in the Lhokseumawe City area.

## **LITERATURE REVIEW**

### **The Influence of Experience Quality on Customer Perceived Value**

Customer experience quality refers to consumers' subjective assessment of their overall experience when interacting with a product, service, or brand. Customer experience quality encompasses the emotional, sensory, cognitive, and social aspects of the consumption process. According to Klaus & Maklan, (2013), Experience quality is more than just service quality, but also encompasses the feelings and meanings customers capture from their interactions with the service provider as a whole. The relationship between experience quality and customer perceived value is very close, where quality experiences (such as comfort, fun, personal, and memorable) will increase customers' perceptions of value (Pramono et al., 2022). When customers feel that their interactions or experiences are positive, they are more likely to judge that the benefits they receive are worth or even exceed their sacrifices (Patma et al., 2020). According to research from Chen & Hu, (2010) and Kuppelwieser et al, (2021), Experience quality has a significant influence on customer perceived value because a good experience can increase satisfaction, trust, and long-term value perceptions. Quality experiences have a significant influence on customer perceived value and customer satisfaction (Kusumawati & Rahayu, 2020). Based on this description, the hypothesis in this study is:

$H_1$  : Experience quality has a significant influence on customer perceived value.

### **The Influence of Experience Quality on Customer Satisfaction**

Customer experience quality is a customer's subjective assessment of the quality of their interactions and experiences with a product, service, or brand. This experience encompasses emotional, sensory, cognitive, and social elements. Experience quality refers to a customer's overall perception of their experience during the consumption process, not just the quality of the product or service, but also how that experience touches the customer's emotional aspects (Klaus and Maklan, 2013). Experience Quality has a significant influence on Customer Satisfaction (Kuppelwieser et al., 2021; Pramono et al., 2022). When customers experience a pleasant, memorable, and satisfying experience when interacting with a brand or service, they tend to feel satisfied (Hosseini and Cortes-macías, 2022; Kusumawati and Rahayu, 2020). Research conducted by Lemke et al., (2011) shows that the quality of experience directly affects customer satisfaction because experience creates emotional value and positive perceptions of the service. In addition, according to Kim, (2014), In the context of service industries such as hotels or restaurants, a good customer experience significantly increases customer satisfaction, which ultimately impacts loyalty. Based on the empirical study above, the research hypothesis is as follows:

$H_2$  : Experience Quality has a significant influence on Customer Satisfaction.

### **The Influence of Experience Quality on Customer Loyalty**

The essence of customer experience management is to create improved relationships between businesses and their customers. Research Karim et al., (2022), Research shows that positive customer experiences contribute to increased satisfaction, which in turn drives loyalty. Experience quality encompasses various elements such as customer service, user interaction, and product value. A good experience can create positive emotions, which impact loyalty (Kusumawati & Rahayu, 2020; Makudza, 2021). The process of increasing quality customer experience occurs when customers experience pleasant and satisfying interactions, which ultimately makes them more likely to be loyal to the brand (Nyamekye, Adam, Boateng, and Kosiba, 2023). According to research results Zaid and Patwayati, (2021), Customers who perceive value commensurate with their experience are more likely to be loyal to the product and brand. A satisfying experience helps build a positive perception of the brand, increasing the likelihood of repeat purchases and recommendations. Rasool et al., (2021), explains that understanding the importance of customer experience and engagement is crucial for fostering an understanding of the bank's relationship with its customers, allowing for the development and maintenance of a sustainable, loyal customer base over time. Based on the findings of this study, the following research hypothesis is presented:

$H_3$  : Experience quality has a significant influence on Customer Loyalty.

### **The Influence of Customer Perceived Value on Customer Loyalty**

In the marketing concept, customer value is generally considered a trade-off between two parties (consumers and companies), with one party gaining financial value and the other receiving benefits from consuming a product or service. Developing strategies to create customer value is key to attracting new customers, developing and maintaining good relationships with them, and gaining customer loyalty (Javed, 2017). Further in the study Ilyas et al., (2021), Customer perceived value has a significant influence on customer loyalty. However, research El-Adly, (2019) in the hospitality industry reported that two dimensions of perceived hotel value (aesthetics and prestige) were found to have no significant direct positive effect on either customer satisfaction or customer loyalty. It was also found that four dimensions of perceived hotel value (hedonic, price, quality, transaction) had a significant indirect positive effect on customer loyalty through customer satisfaction as a mediator. Research result Yesitadewi & Widodo, (2024) also found a positive and significant influence on customer loyalty. The same thing was also conveyed by (Kusumawati & Rahayu, 2020; Rama et al., 2024), that customer value is an important factor in increasing loyalty. Based on the results of this study, the hypothesis in this study is:

$H_4$  : Customer Perceived Value has a significant influence on customer loyalty.

### **The Influence of Customer Satisfaction on Customer Loyalty**

Testing the effect of customer satisfaction on customer loyalty is an important study for mapping customer relationships. Customer satisfaction is the level of customer satisfaction with the product or service received compared to customer expectations. Meanwhile, customer loyalty is a customer's commitment to continue purchasing and using the product, and even recommending it to others. In general, customer satisfaction is the primary basis for forming customer loyalty. Satisfied customers are more likely to make repeat purchases and are more likely to stay with a brand longer. Satisfied customers are more likely to continue purchasing from Kopi Truk and recommend it to friends. Kotler et al., (2018), Customer satisfaction is the primary determinant of long-term customer loyalty. The higher the level of satisfaction, the greater the likelihood of customer loyalty. Several previous studies have found that satisfaction has a significant influence on cafe customer loyalty, such as (Cahyo, Tulhusnah, and Pramitasari, 2022; Intan, Ginting, Purba, and Pirngadi, 2024; Munawaroh and Alvionita, 2025). However, to create long-term loyalty, a company needs to ensure consistency of service, added value, and a strong emotional connection with customers. Furthermore, Khairawati (2020), concluded that customer satisfaction has a significant influence on customer loyalty in the retail business. The results of the study, Kusumawati & Rahayu, (2020) also found that customer satisfaction significantly influences customer loyalty when visiting a natural outdoor cafe in the Joyo Agung hills, Malang. Based on these results, the following hypothesis is proposed:

$H_5$  : Customer satisfaction has a significant influence on customer loyalty.

### **The Influence of Customer Perceived Value on Customer Satisfaction**

Perceived customer value refers to the benefits received relative to the sacrifices made, such as perceptions of price, time, and effort. Meanwhile, customer satisfaction is the result of a customer's evaluation after using a product, whether goods or services, which reflects the extent to which their expectations were met. Based on various previous studies, there is a significant relationship between perceived customer value and café customer satisfaction (Ge, Yuan, Wang, and Park, 2021). This means that the higher the value that customers feel for a product or service, the higher their level of satisfaction (Tuncer, Unusan, and Cobanoglu, 2020). In service industries, such as hospitality, restaurants, transportation, and retail, perceived value is often a major predictor of customer satisfaction (Kusumawati & Rahayu, 2020). When customers feel that a product or service provides high value (e.g.: good quality, affordable price, friendly service), they are more likely to be satisfied because their expectations are met or even exceeded (Tendur, Hutabarat, and Tumbelaka, 2021). Research result, Slack, (2020), also confirmed that customer perceived value is a significant determinant of customer satisfaction, and customer satisfaction is a significant determinant of behavioral intentions in food purchases. Restaurants and cafes that are able to increase customer perceived value, for example by providing higher quality, personalized service, or a pleasant experience, are more likely to have satisfied and loyal customers (Praditbatuga, Treetipbut, and Chantarak, 2022; Won and Nuangjamnong, 2022). Based on the results of the previous study description, the hypothesis developed in this study is:

$H_6$  : Customer perceived value has a significant influence on customer satisfaction.

## METHOD

This research design uses a quantitative research structure with a causality approach, namely to analyze the direct and indirect relationship between the quality of customer experience to customer value and satisfaction and its impact on customer loyalty of truck coffee shops in the Lhokseumawe City area. The sampling technique used purposive sampling. Data were collected using a structured questionnaire distributed to 135 truck cafe visitors in the Lhokseumawe City area. The questionnaire statement items were measured using a Likert scale that includes the variables of customer experience quality, customer value, customer satisfaction and customer loyalty. The statement items were adapted from the results of previous studies that have been validated by international publishers in the food and beverage (F&B) industry. The data analysis model used Structural Equation Modeling and Analysis of Moment Structures (SEM-AMOS). SEM is a combination of two statistical concepts, namely the concept of factor analysis included in the measurement model and the concept of regression through a structural model.

## RESULTS AND DISCUSSION

### Respondent Characteristics

Table 1 explains the characteristics of respondents in this study grouped based on the number of visits, gender, age, education level, and type of work of the respondents.

Table 1 Respondent Characteristics

Characteristics	Amount	%
Respondents Have Visited a Coffee Truck		
More than 3 times	135	100
<b>Total</b>	<b>135</b>	<b>100</b>
Gender		
Male	86	63.7
Female	49	36.3
<b>Total</b>	<b>135</b>	<b>100</b>
Age		
Under 20 years	10	7.4
21 – 30 years	63	46.7
31 – 40 years	30	22.2
41 – 50 years	23	17.0
Over 51 years	9	6.7
<b>Total</b>	<b>135</b>	<b>100</b>
Level of education		
High School/Equivalent	34	52.2
Diploma	30	22.2
Bachelor	59	43.7
Postgraduate	12	8.9
<b>Total</b>	<b>135</b>	<b>100</b>
Marital status		
Marry	107	79.3
Not Married	28	20.7
<b>Total</b>	<b>135</b>	<b>100</b>
Type of work		
Government Employees (PNS/TNI/Polri)	18	13.3
State-Owned Enterprise (BUMN)/Regional-Owned Enterprise Employees (BUMD)	29	21.5
Private employees	38	28.1
Businessman	19	14.1
Housewife	15	11.1
Students	16	11.9
<b>Total</b>	<b>135</b>	<b>100</b>

Source: Research Results (2025)

Table 1 above explains that all respondents in this study have experience visiting a truck cafe more than three times. Based on gender, there are 63.7 percent of male customers, and 36.3 percent of female customers. Generally, truck cafe customers are aged between 21 and 40 years or reaching 68.9 percent, with an average education level of bachelor's degree reaching 43.7 percent. Furthermore, based on marital status, it was found that the average customer was married as much as 79.3 percent, and customers generally work as employees of state-owned enterprises/regional-owned enterprises and in the private sector.

### Confirmatory Factor Analysis Results

The results of the confirmatory factor analysis (CFA) test and all loading factor values were found to be above 0.60, so it can be concluded that all variable indicators are acceptable because they meet the requirements of the CFA Model. The results of the CFA test are shown in Table 2 below:

Table 2 CFA Test Results

	Item	Estimate	Cut Off Value	Conclusion
<b>Experience Quality</b>				
EQ1	The interaction with the cafe waiter was pleasant and polite.	0,782		
EQ2	The atmosphere of the cafe service environment feels comfortable.	0,736		
EQ3	The quality of service I received met my expectations.	0,64	≥ 0,60	Valid
EQ4	This service gives me a positive impression personally about the truck cafe.	0,64		
<b>Customer Value</b>				
CV1	This product/service provides benefits that are commensurate with the costs I incur.	0,68		
CV2	The products/services provided by this café function as promised.	0,721		
CV3	This cafe's products/services make me feel emotionally satisfied.	0,68	≥ 0,60	Valid
CV4	This café's products/services help me feel more accepted in my social circle.	0,779		
<b>Customer Satisfaction</b>				
CS1	The food and drinks served have a delicious and consistent taste.	0,799		
CS2	The cafe staff served in a friendly and polite manner.	0,72		
CS3	The atmosphere of this cafe helps improve my mood.	0,737	≥ 0,60	Valid
CS4	I feel the prices of the products in this cafe are quite affordable.	0,706		
<b>Customer Loyalty</b>				
CL1	I often tell other people about my positive experiences at this cafe.	0,718		
CL2	I would be happy to recommend this cafe to others.	0,648		
CL3	This cafe is my first choice when I want to hang out or eat out.	0,759	≥ 0,60	Valid
CL4	I prefer this cafe over other similar cafes.	0,767		
CL5	I would still buy products at this cafe even if the prices were slightly higher.	0,757		

Source: Research Results (2025)

Table 2 shows that all indicators forming the research variables have a loading factor value of  $\geq 0.60$ , which means that all indicators are acceptable because they meet the requirements stated by Ghazali (2013) regarding the Confirmatory Factor Analysis (CFA) criteria. The data can then be used for the next stage of analysis.

### Results of Construct Validity and Reliability Analysis

Construct validity indicates the extent to which an indicator represents the latent construct being measured. This means that the indicator used must truly reflect the theoretical concept so that the sample scores can be reliably represented by the population. Construct validity testing is generally conducted through factor analysis by examining factor loading values. An indicator is considered valid if it has a significant factor loading, with a standardized value of at least 0.50 and ideally  $\geq 0.70$ . The higher the factor loading value, the stronger the indicator is in explaining the latent variable. The results of the validity and reliability testing in this study are presented in Table 3 below:

Table 3 Results of Construct Validity and Reliability Tests

Variables	Construct Reliability (C.R)		Variance Extracted (V.E)		Description
	C.R	Cut Off	VE	Cut Off	
Experience Quality	0,794	> 0,70	0,566	> 0,50	Reliable
Customer value	0,808	> 0,70	0,513	> 0,50	Reliable
Customer satisfaction	0,830	> 0,70	0,550	> 0,50	Reliable
Customer loyalty	0,851	> 0,70	0,535	> 0,50	Reliable

Sumber: Hasil Penelitian (2025)

The data in table 3 explains that all variables used in this study have a C.R value greater than 0.70. The VE value is greater than 0.50. So it can be concluded that the data used in this study are valid and reliable.

### Hypothesis Test Results

To explain the results of the hypothesis testing in this study, a comprehensive analysis of the research model and regression weight data was conducted. The results of the research model analysis and regression weight values are described in Figure 1 and Table 4 below:

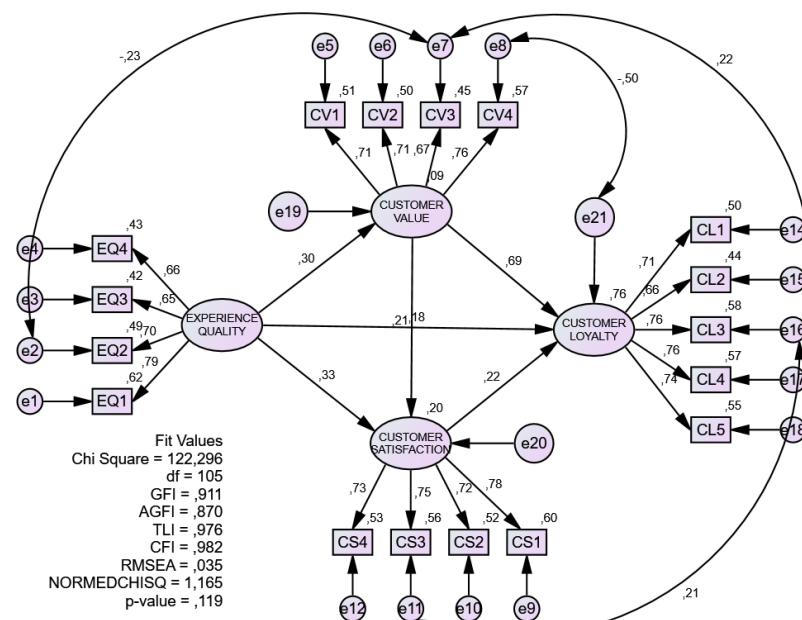


Figure 1 Research Hypothesis Model

Source: Research Results (2025)

Next, to see the fit value in the research model after modification, it can be seen in the following Table 4:

Table 4 Goodness of Fit Model After Modification

Goodness of Fit Index	Cut-off Value	Analysis Results	Model Evaluation
X <sup>2</sup> -Chi-square	Expected Small	122.296	Good
Probability	≥ 0.05	0.119	Good
GFI	≥ 0.90	0.911	Good
AGFI	≥ 0.90	0.870	Good
CFI	≥ 0.95	0.982	Good
TLI	≥ 0.95	0.976	Good
CMIND/DF	≤ 2	1.165	Good
RMSEA	≤ 0.08	0.035	Good

Source: Research Results (2025)

Based on the table above, it can be explained that the structural model is generally statistically fit. However, the AGFI value is  $0.870 \leq 0.90$ , which is greater than the value before modification, so this research model is generally considered fit. Next, the influence of exogenous variables on endogenous variables will be interpreted to explain the proof of the research hypothesis. The results of the proof of the research hypothesis are presented in Table 5 below:

Table 5 Hypothesis Test Results

			Std. Estimate	Estimate	S.E.	C.R.	P
Customer_Value	<---	Experience_Quality	0,302	0,257	0,095	2,712	0,007
Customer_Satisfaction	<---	Experience_Quality	0,328	0,338	0,115	2,934	0,003
Customer_Satisfaction	<---	Customer_Value	0,214	0,258	0,13	1,982	0,047
Customer_Loyalty	<---	Customer_Value	0,689	0,662	0,111	5,947	***
Customer_Loyalty	<---	Customer_Satisfaction	0,218	0,173	0,068	2,534	0,011
Customer_Loyalty	<---	Experience_Quality	0,183	0,15	0,072	2,087	0,037

Source: Research Results (2025)

The results of the study indicate that experience quality has a positive and significant effect on customer value, with a coefficient of 0.302, C.R. 2.712, and P-Value of 0.007. This finding indicates that the better the quality of customer experience when interacting with cafe services, the higher the value they perceive, both functionally and emotionally. Since the P value  $<0.05$ , the effect is declared significant, so that experience quality can be confirmed to be a key factor in forming customer value perceptions. The results of this study are in line with research Pramono et al., (2022), which explains that the relationship between experience quality and customer perceived value is very close, where quality experiences (such as comfort, enjoyment, personalization, and memorable experiences) will increase customers' perceptions of value. When customers perceive their interactions or experiences as positive, they will tend to assess that the benefits they receive are worth or even exceed their sacrifices (Patma et al., 2020). According to research from, Chen & Hu, (2010) and Kuppelwieser et al, (2021), Experience quality has a significant influence on customer perceived value because a good experience can increase satisfaction, trust, and long-term value perceptions. Quality experiences have a significant influence on customer perceived value and customer satisfaction (Kusumawati & Rahayu, 2020).

Then the quality of customer experience also has a significant effect on customer satisfaction, with a regression coefficient value of 0.328, with a C.R. value of 2.934 and a P-Value of 0.003, and these values indicate that the quality of customer experience also has a positive and significant effect on the level of customer satisfaction. This means that the better the experience experienced by customers when interacting with the company (for example, ease of service, friendliness of staff, or convenience of using the product), the greater the level of satisfaction they feel. Several previous studies concluded that experience quality has a significant influence on customer satisfaction (Kuppelwieser et al., 2021; Pramono et al., 2022). When customers experience a pleasant, memorable, and satisfying experience when interacting with a brand or service, they tend to feel satisfied (Hosseini and Cortes-macías, 2022; Kusumawati and Rahayu, 2020). This study also validates the influence of customer value on customer satisfaction with a coefficient value of 0.214, C.R. 1.982, and P-Value of 0.047. And shows that when customers feel that they receive good value for what they pay or sacrifice, they tend to be more satisfied with the service or product they

receive. The results of this study are in line with several previous studies, that there is a significant relationship between customer value perception and café customer satisfaction (Ge et al., 2021). This means that the higher the value that customers feel for a product or service, the higher their level of satisfaction (Tuncer et al., 2020). In service industries, such as hospitality, restaurants, transportation, and retail, perceived value is often a major predictor of customer satisfaction (Kusumawati & Rahayu, 2020). The relationship between customer value and customer loyalty shows a very strong and significant influence, with a coefficient value of 0.689, a C.R. value of 5.947, and a P-Value of 0.000. This means that high perceived value from customers will significantly drive their loyalty. The results of this study have validated the results of previous studies such as the study, Ilyas et al., (2021), Customer perceived value has a significant influence on customer loyalty. However, research El-Adly, (2019) in the hospitality industry reported that two dimensions of perceived hotel value (aesthetics and prestige) were found to have no significant direct positive effect on either customer satisfaction or customer loyalty. It was also found that four dimensions of perceived hotel value (hedonic, price, quality, transaction) had a significant indirect positive effect on customer loyalty through customer satisfaction as a mediator.

Customer satisfaction has also been shown to have a positive and significant influence on customer loyalty, with a coefficient value of 0.218, a CR value of 2.534, and a P-Value of 0.011. This means that satisfied customers tend to remain loyal and continue their relationship with the company. Several previous studies have found that satisfaction has a significant influence on cafe customer loyalty, such as (Cahyo et al., 2022; Intan et al., 2024; Munawaroh and Alvionita, 2025). Furthermore, the direct influence between experience quality and customer loyalty also shows a positive and significant influence, with a coefficient of 0.183, a CR value of 2.087, and a P-Value of 0.037. Thus, companies that are able to provide a positive customer experience will be more likely to retain customers in the long term, because the experience forms a lasting impression in the minds of customers and encourages them to keep coming back. The results of this study are in line with research Karim et al., (2022) and Zaid & Patwayati, (2021), Research shows that positive customer experiences contribute to increased satisfaction, which in turn drives loyalty. Experience quality encompasses various elements such as customer service, user interaction, and product value. A good experience can create positive emotions, which impact loyalty (Kusumawati & Rahayu, 2020; Makudza, 2021; Nyamekye et al., 2023). Furthermore, in testing the mediation effect, it was found that customer value and customer satisfaction played a perfect role as mediating variables in the indirect relationship between customer experience perceptions and customer loyalty of truck cafes in Lhokseumawe City.

## **CONCLUSION**

Based on the results of data analysis on coffee truck customers, the following conclusions can be drawn:

1. Experience Quality has a positive and significant impact on Customer Value and Customer Satisfaction. This means that the better the experience customers experience (including service, comfort, atmosphere, and interaction), the higher their perceived value and satisfaction with the coffee truck's services and products.
2. Experience quality also has a direct impact on customer loyalty, although its influence is relatively smaller than the indirect impact through customer value and satisfaction. This suggests that experience quality plays a role in shaping customer loyalty, both directly and indirectly.
3. Customer Value has been shown to have the greatest influence on Customer Loyalty, meaning that customers' perceptions of the benefits they receive from a coffee truck (compared to the time, cost, and effort expended) are the primary factor in shaping their loyalty.
4. Customer Satisfaction also has a significant impact on Customer Loyalty, indicating that customers who are satisfied with coffee truck products and services tend to become regular customers and recommend them to others.
5. Customer Value has a positive effect on Customer Satisfaction, so that the perception of value not only forms loyalty directly, but also increases satisfaction which ultimately strengthens customer loyalty.
6. Mediation tests show that Customer Value and Customer Satisfaction partially mediate the relationship between Experience Quality and Customer Loyalty. This means that while a quality experience can directly increase loyalty, the effect is stronger if the experience also first shapes perceptions of value and satisfaction.
7. Customer satisfaction also partially mediates the relationship between customer value and customer loyalty. This reinforces satisfaction's role as a crucial link between rational judgment (value) and loyal behavior (loyalty).

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