Coffee Shop Loyalty Model: A Review

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Abstract

The coffee shop industry has experienced significant growth over recent years, driven by changing consumer preferences and the rise of café culture. In this competitive environment, building customer loyalty has become a crucial aspect for long-term business sustainability. This review explores the various models and frameworks used to understand and enhance customer loyalty in coffee shops. It analyzes key factors influencing loyalty, including service quality, product satisfaction, price perception, and emotional connection with the brand. Additionally, the role of technological innovations such as loyalty programs and mobile apps is discussed, highlighting how they contribute to increased customer retention and engagement. The paper also examines the importance of personalized experiences, social media influence, and the impact of brand image on loyalty formation. By reviewing existing literature and case studies, this study aims to provide insights into effective strategies for developing and maintaining loyalty in coffee shop businesses. The findings suggest that a holistic approach, combining both traditional and digital strategies, is essential for fostering strong customer loyalty in today's dynamic market.

Keywords: customer loyalty, coffee shop, loyalty programs, service quality, brand image, customer retention, personalization, digital strategies.

INTRODUCTION

The coffee shop industry has seen significant global growth, largely fueled by consumer demand for premium coffee experiences and changing lifestyle trends. Coffee shops have evolved into cultural hubs, particularly among millennials, who frequent these establishments not only for beverages but also for social interaction and leisure activities (Daman Sudarman, 2023; Nisa et al., 2022). The ambiance and atmosphere of coffee shops play a crucial role in shaping consumer trust and loyalty, which are essential for maintaining competitiveness in the market (Septiani et al., 2020). Moreover, coffee consumption has become intertwined with lifestyle choices, as it is often perceived as an affordable luxury that enhances social experiences (Putra, 2023; Ting et al., 2018). The rise of specialty coffee shops reflects a broader trend toward high-quality products, catering to consumers' desires for unique and enjoyable coffee experiences (Samoggia et al., 2020). Thus, coffee shops are not merely places to purchase beverages; they serve as vital social spaces that contribute to urban culture and community engagement (Wann et al., 2018).

In the highly competitive coffee shop market, fostering consumer loyalty is essential for long-term success and sustainability. Loyal customers are more likely to make repeat purchases, recommend the brand to others, and exhibit greater tolerance for price increases, which underscores the importance of loyalty-building strategies (Pérez-Morón et al., 2022). Effective service quality and customer satisfaction are critical factors influencing loyalty, as they provide a competitive edge in attracting and retaining customers (Limna et al., 2023). Moreover, implementing promotional strategies such as loyalty programs and

enhancing the store atmosphere can significantly impact customer retention (Alfiansyah et al., 2024). Research indicates that a positive customer experience, characterized by high service quality and an inviting ambiance, directly correlates with increased customer loyalty (S.-H. Kim et al., 2021). Thus, coffee shop owners must prioritize relationship marketing and customer engagement to cultivate a loyal customer base, ensuring their business thrives amidst fierce competition (Ratnasari et al., 2022).

Various theoretical frameworks have been employed to explore consumer loyalty within the coffee shop industry, notably the Theory of Planned Behavior, Relationship Marketing, and Service Quality models. These frameworks emphasize the multi-dimensional nature of loyalty, integrating factors such as customer satisfaction, service quality, brand image, and emotional attachment (Gaffar et al., 2023; Mosahab et al., 2010; Pérez-Morón et al., 2022; Wulandari et al., 2023). The Theory of Planned Behavior suggests that consumer intentions, influenced by attitudes and perceived control, significantly affect loyalty behaviors (S.-H. Kim & Lee, 2017). Relationship Marketing highlights the importance of building long-term relationships with customers, which fosters emotional connections and enhances loyalty (Limna et al., 2023). Additionally, the Service Quality framework underscores the critical role of service delivery in shaping customer satisfaction and loyalty, as high service quality leads to positive consumer experiences (Mosahab et al., 2010; Pérez-Morón et al., 2022). Understanding the drivers of loyalty requires a holistic approach that considers these interconnected factors, ultimately guiding coffee shop operators in developing effective strategies to enhance customer retention and satisfaction (Br Ginting et al., 2022; Rashid et al., 2021).

Despite extensive research on consumer loyalty across various industries, studies specifically focusing on coffee shop consumer loyalty remain relatively limited. This gap highlights the need for more comprehensive insights into how factors such as customer experience, product differentiation, and community engagement influence loyalty within the coffee shop sector (Farahdiba, 2023; Ratnasari et al., 2022). Research indicates that customer experience significantly impacts loyalty, with elements like the barista's role and the overall atmosphere of the coffee shop serving as critical determinants (Limna et al., 2023; Sofia et al., 2023). Additionally, product quality and brand image have been shown to enhance customer satisfaction, which in turn fosters loyalty (Ratnasari et al., 2022). Community engagement, particularly through local branding and social initiatives, also plays a vital role in building emotional connections with customers, further influencing their loyalty to coffee shops (Kang et al., 2015; S.-H. Kim et al., 2021). Thus, a multi-faceted approach that integrates these factors is essential for understanding and enhancing consumer loyalty in the coffee shop industry.

METHODS

This systematic literature review (SLR) will detail the process following PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) (Pati & Lorusso, 2018) guidelines to ensure a transparent and thorough analysis. The review begins by establishing clear inclusion and exclusion criteria, ensuring only studies focused on coffee shop consumer loyalty are selected. A comprehensive search strategy is employed across Google Scholar databases, using keywords such as "consumer loyalty," "coffee shop," "service quality," and "brand experience." The search is restricted to peer-reviewed journal articles, conference papers, and relevant industry reports. Following the identification stage, duplicate records are removed, and the remaining studies undergo a two-step screening process. Initially, titles and abstracts are reviewed for relevance. Next, full-text reviews assess whether each study aligns with the predefined inclusion criteria. Data

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extraction focuses on identifying key variables, such as the main factors influencing consumer loyalty, theoretical frameworks applied, and research methodologies.

The study selection process is documented using the PRISMA flow diagram, which outlines the number of records identified, screened, excluded, and finally included. Through this process, 16,300 articles were initially identified and narrowed down to 293 after more stringent syntactical filtering. After qualitative evaluation, 24 studies are deemed eligible for further analysis. A qualitative synthesis of these selected articles will identify common themes, gaps in the literature, and areas for future research. This structured approach ensures that the review is comprehensive, systematic, and replicable, providing meaningful insights into the factors shaping consumer loyalty in the coffee shop sector.

RESULTS AND DISCUSSION

The final set of 21 articles selected for this systematic literature review covers a broad range of research published between 2017 and 2024. These articles represent a combination of empirical and conceptual studies, with the majority (around 70%) being empirical, involving data collection and analysis, while the rest are conceptual, providing theoretical insights or frameworks. Geographically, the studies show a diverse focus, with a significant portion of the research conducted in regions known for their vibrant coffee shop culture, such as Southeast Asia, Europe, and North America. This diversity helps capture varying consumer behaviors and market dynamics in different cultural and economic contexts.

Citation metrics	Help
Publication years:	2018-2024
Citation years:	6 (2018-2024)
Papers:	24
Citations:	300
Cites/year:	50.00
Cites/paper:	12.50
Cites/author:	300.00
Papers/author:	24.00
Authors/paper:	1.00
h-index:	8
g-index:	17
hI,norm:	8
hI,annual:	1.33
hA-index:	5
Papers with ACC >= 1,2,5,10,20:	15,13,6,2,0

Figure 1. Citation Metrics
Source: Research data, 2024

Methodologically, a variety of approaches are observed. Quantitative methods, particularly surveys and statistical analysis, dominate the empirical studies, with several using techniques like Structural Equation Modeling (SEM) and regression analysis to examine the relationships between key variables. Some qualitative studies, including case studies and interviews, provide deeper insights into consumer experiences and business practices. In terms of focus areas, the majority of the research primarily addresses consumer behavior, investigating factors influencing loyalty, such as service quality, brand experience, and customer satisfaction. A smaller portion of the studies also explore how brand identity and emotional connection play a role in building consumer loyalty within the coffee shop industry. Each of these dimensions contributes to a comprehensive understanding of the drivers and challenges of fostering consumer loyalty in coffee shops.
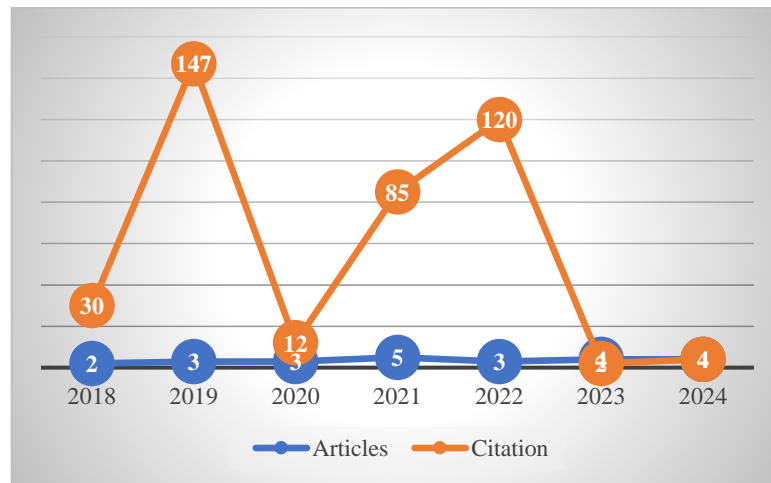
Figure 2. Number of Articles and Citations
Source: Research data, 2024

Table 1. Methods and Focus

Articles	Methods	Focus
(Tangsupwattana & Liu, 2018)	The study surveyed 328 Thai Generation Y consumers to investigate the relationships between emotional experience, symbolic consumption, and brand loyalty, utilizing SEM.	The research investigates the influence of emotional experience and symbolic consumption on brand loyalty among Generation Y, emphasizing income-related consumer behavior differences in the coffee shop industry.
(Li et al., 2019)	The study conducted three experiments to assess how renewing a CSR strategy influences customer loyalty, focusing on customer-company identification and brand reputation.	The research examines the impact of a CSR renewal strategy on customer loyalty, highlighting brand reputation and customer-company identification, using Starbucks as a case study to illustrate the influence of a strong brand on CSR outcomes.
(Park & Park, 2019)	The study surveyed 348 coffee franchise customers from March to April 2019 to analyze the relationships between personal consumption value, brand trust, brand attitude, and brand loyalty using statistical analyses.	The research examines how personal consumption values affect brand trust, brand attitude, and brand loyalty in coffee franchises, focusing on customer perceptions of coffee shops as cultural spaces and their influence on loyalty to domestic and foreign brands.
(Busser & Shulga, 2019)	The study used a scenario-based survey of 492 recent restaurant patrons to explore consumer involvement in consumer-generated advertising (CGA) for a major US coffee shop brand, employing Structural Equation Modeling (SEM) to analyze the effects on brand loyalty and trust, along with multigroup comparisons to assess differences between customers and non-customers.	The research examines the impact of involvement in consumer-generated advertising (CGA) on brand loyalty and trust, highlighting the roles of organizational transparency and brand authenticity while also exploring differences in perceptions and effects between brand customers and non-customers.

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Articles	Methods	Focus
(Areiza-Padilla et al., 2020)	The study utilized a quantitative approach, surveying 305 Starbucks consumers in Bogotá, Colombia. Data analysis was performed using Smart PLS 3.0 to examine the antecedents and consequences of ethnocentrism in the context of hedonic services offered by a global brand.	The research aims to investigate the role of consumer ethnocentrism in hedonic services, specifically within the context of a developing country, Colombia. It explores how ethnocentric attitudes impact consumer loyalty toward a global brand like Starbucks.
(Purnomo et al., 2020)	The study employed a mixed-method approach, conducting in-depth interviews with 50 coffee shop managers and surveying 348 customers to analyze the relationship between social representation and consumer loyalty, as well as the alignment of management strategies with consumer perceptions.	The research examines middle-class perceptions of coffee shops regarding identity, taste, and atmosphere, exploring how these social representations relate to consumer loyalty and whether management strategies align with these factors.
(Y. J. Kim et al., 2021)	The study tested hypotheses with data from 404 customers at a robot barista coffee shop in South Korea during the COVID-19 pandemic, analyzing the relationships among experiential value, satisfaction, brand love, and brand loyalty using statistical methods.	The research analyzes consumer behavior toward robot barista services, emphasizing how experiential value elements—such as playfulness, service excellence, and consumer return on investment (CROI)—influence satisfaction, brand love, and brand loyalty while also exploring the moderating role of generation between these relationships.
(Rashid et al., 2021)	The study utilized a quantitative approach, surveying 387 coffee shop customers through purposive sampling, and analyzed the data using Structural Equation Modeling (SEM) to examine the relationships among service encounters, experiential value, and customer loyalty.	The research investigates how service encounter elements affect experiential value and how this, in turn, influences customer loyalty in coffee shops, highlighting the mediating role of experiential value.
(Shulga et al., 2021)	The research analyzed data from 510 participants in a consumer-generated co-creation contest for a popular U.S.-based coffee shop, using covariance-based structural equation modeling to test trust models and examine the reciprocal nature of trust in value co-creation.	The study investigates how trust acts as both an antecedent and outcome of consumer involvement in value co-creation, exploring the reciprocal relationship between trust and value co-creation through the lens of service-dominant logic and social exchange theory.
(S.-H. Kim et al., 2021)	The study employed a quantitative approach to test a model derived from a theoretical framework, collecting data from coffee shop customers to examine the relationships among brand authenticity, brand trust, brand	The study explores the dynamic relationships among three dimensions of brand authenticity (quality commitment, heritage, sincerity) and two dimensions of brand trust (brand reliability, brand intention), examining their effects on

Articles	Methods	Focus
	effect, and brand loyalty, analyzed using Structural Equation Modeling (SEM).	brand effect and brand loyalty among coffee shop customers.
(Ornelas Sánchez & Vera Martínez, 2020)	The study used a quantitative survey method with 122 regular coffee drinkers to assess the relationship between consumer education and engagement, utilizing a 32-item scale developed from existing literature to evaluate the education efforts of their preferred coffee shop.	The research examines the relationship between a company's consumer education efforts—both firm-specific and market-related—and consumer engagement in the coffee shop industry, aiming to determine how education can enhance engagement and foster customer loyalty.
(Bae & Jeon, 2022)	This quantitative study surveyed 463 UCS customers in South Korea during the COVID-19 pandemic, using Structural Equation Modeling (SEM) to analyze the relationships among brand experience, perceived product quality, consumer value, and brand loyalty.	The study explores how brand experience and product quality influence hedonic and utilitarian consumer value and how these factors, in turn, affect brand loyalty in unmanned coffee shops, providing insights for managing non-face-to-face services during the pandemic.
(Candra et al., 2022)	The study collected primary data through structured questionnaires, both in-person and online, focusing on the impact of sensory experiences and emotions on customer behavior in coffee shops.	The research explored how sensory experiences influence emotions—both positive and negative—and their subsequent effects on customers' behavioral intentions, such as return visits and loyalty, recommending that coffee shop owners enhance the sensory atmosphere to improve customer experience and loyalty.
(Maduretno & Junaedi, 2022)	The study collected 225 valid questionnaires from Gen Z and Gen Y coffee consumers in Yogyakarta, Indonesia, utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationships between brand experience dimensions (sensory, affective, intellectual, and behavioral), brand love, brand trust, and brand loyalty.	The study investigated the mediating roles of brand love and brand trust between brand experience dimensions and brand loyalty in coffee shops. Affective, intellectual, and behavioral experiences significantly influenced brand love and trust, impacting loyalty, while sensory experience affected only brand love. The analysis of generational differences showed no significant moderating effects, providing insights for enhancing brand loyalty and competitive strategies, along with suggestions for future research.
(Sacoto Castillo & Jimber Del Río, 2023)	The study utilized a structured questionnaire distributed to 254 coffee shop consumers in Guayaquil, analyzing the data with Structural Equation Modeling (SEM) to test five hypotheses on the relationships among quality, expectations,	The study assessed how quality, expectations, and monetary value affect customer satisfaction and, in turn, influence loyalty behaviors like revisits and recommendations while also measuring gender differences in purchasing decisions to provide insights

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Articles	Methods	Focus
	monetary value, and customer satisfaction. Additionally, a multigroup analysis compared the impact of satisfaction on revisit and recommendation intentions between men and women.	into consumer loyalty dynamics in coffee shops.
(Evelina et al., 2023)	This study employed a quantitative survey method to examine the effects of social media marketing and brand trust on customer loyalty to S Coffee Indonesia during the COVID-19 pandemic, collecting data from Instagram followers who made multiple purchases and analyzing it using IBM SPSS software.	The research evaluated the individual and combined effects of social media marketing and brand trust on consumer loyalty to S Coffee Indonesia during the pandemic, providing insights for brands to adapt strategies for maintaining customer loyalty.
(Fahlevi et al., 2023)	This study employed a quantitative approach using non-probability sampling to gather data from 150 Generation Z coffee shop consumers. A structured questionnaire measured variables like social media usage, electronic word of mouth, purchasing intention, and customer loyalty, with data analyzed using Structural Equation Modeling (SEM) via SmartPLS 3 to assess variable relationships and significance.	This research investigated the influence of social media usage (SMU) and electronic word of mouth (EWOM) on Generation Z's purchasing intentions (PI) in coffee shops, as well as how these intentions affect customer loyalty (CL). It aimed to determine the direct effects of SMU on PI and CL and whether EWOM plays a more significant role, ultimately providing insights into Generation Z's purchasing behavior and factors contributing to long-term customer loyalty.
(Ko & Jeon, 2024)	This study employed a quantitative design to examine Generation Z consumers' perceptions of eco-friendly practices (EFPs) in coffee shops, specifically focusing on Starbucks. Data from 287 respondents were collected using a structured questionnaire to measure perceptions of tangible EFPs, green image, brand attachment, brand advocacy, and brand loyalty. Statistical analysis was conducted to verify relationships among these variables and assess the impact of EFPs on consumer behavior.	This research aimed to investigate the impact of tangible eco-friendly practices (EFPs) in coffee shops on Generation Z consumers' perceptions of green image, brand attachment, brand advocacy, and brand loyalty. It highlighted the role of EFPs in fostering a positive brand image and emotional connection, identifying key antecedents of brand advocacy and loyalty. The study contributes to understanding eco-friendly consumption behavior and informs sustainable marketing strategies within the hospitality industry.
(Noh et al., 2024)	This study utilized a scenario-based experimental design to examine how brand love marks affect customer behaviors—specifically green brand loyalty, willingness to pay a deposit, and	The study examined the influence of brand love marks on customer engagement with coffee shop CSR practices, focusing on green brand loyalty, willingness to engage in sustainable initiatives, and intention to

Articles	Methods	Focus
	intention to use machines—within the context of coffee shops' CSR practices. Focusing on Starbucks and Dunkin', participants were exposed to CSR scenarios related to these brands, and their responses were analyzed. The research also explored the interactions between brand love marks and gender to understand their influence on customer behaviors toward CSR initiatives.	use machines. It also investigated how gender moderates these effects, revealing differences in male and female responses to CSR activities. The research aimed to offer insights into enhancing customer engagement in CSR efforts, highlighting the importance of emotional brand connections in promoting sustainable consumer behavior.
(Hwang et al., 2024)	This study utilized a quantitative research design, collecting data via an online survey from 326 participants in South Korea who visited coffee shops with robot services. It aimed to assess the impact of eight dimensions of consumer innovativeness on brand satisfaction and the effects of satisfaction on brand preference and loyalty. Structural equation modeling (SEM) was employed to analyze the data and validate the research model.	The research aimed to explore how various facets of consumer innovativeness—like novelty seeking, openness, quality experience seeking, hedonic experience seeking, and social distinctiveness—affect brand satisfaction in robotic coffee services. It also analyzed the connections between brand satisfaction, preference, and loyalty, highlighting the role of consumer perceptions of innovative services in fostering enduring brand relationships. The study provides insights for coffee shops using robotic baristas to leverage consumer innovativeness to enhance brand loyalty and preference.
(Salmiah et al., 2024)	The study utilized a mixed sampling approach, combining snowball and random sampling methods to gather data from 282 respondents with diverse backgrounds. An online questionnaire was employed to assess variables such as Social Media Usage (SMU), Electronic Word-of-Mouth (eWOM), Trust, Purchase Intention, and Customer Loyalty. Structural Equation Modeling (SEM) was applied to analyze the relationships among these variables, facilitating the exploration of both direct and mediated effects within the proposed model.	The research aimed to explore the impact of digital interactions, specifically Social Media Usage (SMU) and Electronic Word-of-Mouth (eWOM), on consumer behavior in coffee shops, with a particular focus on Generation Z. It examined how trust mediates these interactions, influencing both Purchase Intention and Customer Loyalty. The findings emphasized the critical role of trust in shaping consumer decisions, revealing that SMU has a more substantial impact on trust than eWOM. Ultimately, the study provides coffee shop businesses with valuable insights on how to leverage social media and implement trust-building strategies to enhance customer engagement and foster long-term loyalty.

Source: Research data, 2024

Thematic Analysis

Research in the coffee shop industry highlights that consumer experience, brand trust, and brand loyalty are central themes in establishing long-term relationships between

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customers and brands. Emotional experience and symbolic consumption play key roles in brand loyalty, especially among Generation Y, while differences in consumer behavior based on income levels are also important in understanding this dynamic industry. Further studies emphasize how personal consumption values, particularly within coffee franchises, influence brand trust, brand attitude, and, ultimately, loyalty toward domestic and foreign brands.

Other research explores consumer involvement in Consumer-Generated Advertising (CGA), finding that such involvement, particularly in the context of organizational transparency and brand authenticity, enhances trust and loyalty. In a global context, studies on consumer ethnocentrism indicate that ethnocentric attitudes in hedonic services, like coffee shops, influence loyalty toward global brands such as Starbucks. Meanwhile, middle-class perceptions of identity, taste, and atmosphere in coffee shops also play significant roles in shaping consumer loyalty.

Technology is also a focal point, as research on robotic baristas reveals that elements of experiential value—such as playfulness, service excellence, and Consumer Return on Investment (CROI)—positively affect satisfaction and brand loyalty, with generational differences moderating the relationship between satisfaction and loyalty. Moreover, CSR renewal strategies, particularly by brands like Starbucks, demonstrate how brand reputation and customer-company identification can drive loyalty through CSR efforts. Studies further investigate the impact of Social Media Usage (SMU) and eWOM on purchase intention and loyalty, particularly among Generation Z. Additionally, eco-friendly practices in coffee shops emerge as a key factor in fostering loyalty among consumers who are conscious of a brand's green image.

Meta-Synthesis Analysis

Overall, consumer experience and trust remain critical in building loyalty in the coffee shop industry, particularly through strong brand experiences and enhanced brand trust, driven by consumer engagement in brand activities such as CGA and eWOM. Sensory experiences and service quality, both in face-to-face and unmanned settings, significantly impact consumers' hedonic and utilitarian values, which in turn influence brand loyalty. Additionally, CSR and sustainability efforts are becoming key drivers of loyalty, particularly among Generation Z, where eco-friendly practices foster emotional connections to the brand.

Technological innovations such as robotic baristas also play a significant role in enhancing brand satisfaction and preference, especially among consumers seeking novelty and innovative experiences. Furthermore, consumer education emerges as a crucial element in fostering higher engagement and loyalty, offering insights into how better product and market knowledge can drive long-term customer loyalty. Social media and eWOM are also shown to be effective channels for building trust and driving purchase intentions and customer loyalty.

Research Gap Analysis

Although existing studies highlight the importance of consumer experience, trust, and technological innovation in building loyalty, several research gaps remain unexplored. First, the effectiveness of consumer education as a marketing strategy requires further investigation to understand how it can optimally enhance engagement and loyalty. Second, research on sensory experiences in non-face-to-face services, such as unmanned coffee shops, remains limited, warranting further exploration into how satisfactory consumer experiences can be created without direct employee interaction.

Additionally, more research is needed to understand the long-term effects of technological innovations, especially in relation to robotic baristas, and how they influence customer-brand relationships over time. Current studies primarily focus on short-term effects, so examining the long-term impact of such innovations on loyalty is crucial. Finally, the role of generational and demographic differences in responses to digital marketing strategies, CSR efforts, and technological innovations also requires deeper investigation to uncover varying preferences across demographic groups, which can significantly affect consumer loyalty.

CONCLUSION

Based on thematic analysis and meta-synthesis, research in the coffee shop industry highlights that consumer experience, brand trust, and brand loyalty are central themes in establishing long-term relationships between customers and brands. Emotional experience and symbolic consumption play key roles in brand loyalty, especially among Generation Y, while differences in consumer behavior based on income levels are also important in understanding this dynamic industry. Personal consumption values, particularly within coffee franchises, influence brand trust, brand attitude, and loyalty toward domestic and foreign brands.

Technological innovations, such as robotic baristas, have been shown to enhance brand satisfaction and preference, especially among consumers seeking novel experiences. Additionally, eco-friendly practices in coffee shops emerge as a key factor in fostering loyalty among consumers who are conscious of a brand's green image. CSR strategies employed by brands like Starbucks demonstrate how brand reputation and customer-company identification can drive loyalty through CSR efforts.

However, despite existing studies highlighting the importance of consumer experience, trust, and technological innovation in building loyalty, several research gaps remain unexplored. The effectiveness of consumer education as a marketing strategy requires further investigation to understand how it can optimally enhance engagement and loyalty. Moreover, research on sensory experiences in non-face-to-face services, such as unmanned coffee shops, remains limited, warranting further exploration into how satisfactory consumer experiences can be created without direct employee interaction.

Furthermore, more research is needed to understand the long-term effects of technological innovations, especially in relation to robotic baristas, and how they influence customer-brand relationships over time. Current studies primarily focus on short-term effects, so examining the long-term impact of such innovations on loyalty is crucial. Lastly, the role of generational and demographic differences in responses to digital marketing strategies, CSR efforts, and technological innovations requires deeper investigation to uncover varying preferences across demographic groups, which can significantly affect consumer loyalty.

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