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Research Paper

Digital Coffee Branding: Moderated Mediation Effect of Purchase Decision and Product Availability on Satisfaction

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Abstract

The Indonesian coffee industry has grown rapidly over the past two decades, driven by the expansion of urban coffee shops and increasing consumer emphasis on quality, brand identity, and experiential value. In this market, satisfaction is shaped not only by taste and price, but also by perceived quality, brand image, and customer value. This study examines a conceptual model analyzing the effects of Perceived Quality, Brand Image, and Customer Value on Customer Satisfaction, with Purchase Decision as a mediating variable and Product Availability as a moderating variable. It is grounded in Expectation Confirmation Theory, which explains satisfaction as consistency between expectations and actual consumption experiences. A quantitative survey of 626 urban coffee consumers in Indonesia who consume coffee at least four days per week was conducted using purposive sampling, and the data were analyzed using Structural Equation Modeling (SEM) with SmartPLS. The results show that Perceived Quality, Brand Image, and Customer Value significantly influence Purchase Decisions and indirectly affect Customer Satisfaction through the mediating role of Purchase Decision, supporting Expectation Confirmation Theory. The moderating effect of Product Availability on the relationship between Purchase Decision and Customer Satisfaction was not significant, reflecting high market competition and the availability of substitute products. However, Product Availability significantly strengthens the relationship between Perceived Quality and Customer Satisfaction, indicating its role in shaping quality expectations. The study extends Expectation Confirmation Theory into a moderated mediation framework and offers practical implications for coffee shop managers in an increasingly competitive, digitally mediated coffee brand ecosystem.

Keywords: *Brand Image, Customer Value, Purchase Decision, Customer Satisfaction, Product Availability, Digital Consumer Behavior*

INTRODUCTION

The global coffee industry has undergone a fundamental transformation in the last two decades, triggered by the third wave coffee movement, which treats coffee as more than just a commodity (Lee and Ruck, 2022), but rather as cultural products and experiences. This wave emphasizes taste quality, supply chain transparency, and ethical values in production, encouraging consumers to be more conscious and selective about what they consume (Bonilla et al., 2025). Amidst these changes, perceived quality has become a crucial factor in shaping customer loyalty, preferences, and satisfaction with coffee products. Perceived quality is a consumer's subjective assessment of a product's superiority based on a combination of tangible and intangible attributes (Aouina Mejri and Bhatli, 2014). In Indonesia's highly dynamic coffee market landscape, this perception is shaped by taste, aroma, presentation, café atmosphere, communication, and brand reputation. Indonesia, as one of the world's largest coffee producers, has geographical diversity and coffee varieties such as Gayo, Toraja, Kintamani, and Java that have great potential in shaping a perception of superior quality in the minds of consumers (Neilson et al., 2018). However, this

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advantage has not been fully realized as a competitive advantage in the national coffee business ecosystem (Alamsyah et al., 2023). This gap becomes increasingly critical amid the rapid shift of Indonesia's coffee market toward digital consumer engagement, where perceived quality is no longer shaped solely by sensory experience but also by digital brand narratives, online reviews, and app-based service encounters.

The growth of local coffee shop chains such as Kopi Kenangan, Fore Coffee, and Janji Jiwa shows that the domestic coffee market is shifting toward a business model centered on customer experience and digitalization (Hermawan et al., 2024b). Their strategy focuses not only on taste quality but also on storytelling, fast app-based service, and competitive prices targeting the middle segment (Dhisasmito and Kumar, 2020; Wang et al., 2021; Chen et al., 2024). In this ecosystem, perceived quality encompasses not only product attributes but also the entire consumer experience from pre-purchase to post-purchase (Bemfeito et al., 2021). However, how this perception of quality affects purchase behavior and customer satisfaction still requires further exploration. In the framework of consumer behavior, purchase decisions act as a bridge between initial expectations (formed from perceived quality, brand image, and customer value) and the outcome of satisfaction or dissatisfaction (Tran et al., 2025). This decision is not an "instant" action, but rather the result of a complex evaluation of various internal and external factors, such as price, location convenience, or testimonials from others. This raises an unresolved theoretical debate within digital consumer behavior research: whether quality perception translates into satisfaction through a simple linear pathway or is contingent on contextual moderators such as product availability. This question is particularly relevant in Indonesia's digitally mediated coffee market, where app-based ordering has expanded consumers' substitution options beyond physical proximity.

This study proposes that purchase decisions play a mediating role in explaining how perceptions of quality, brand image, and customer value can impact customer satisfaction. Specifically, brand image represents how a brand is perceived in the minds of consumers, including the emotional and cognitive associations attached to the brand. Meanwhile, customer value reflects the extent to which consumers feel that the benefits they receive outweigh the sacrifices they make. Another factor that is often overlooked in consumer behavior models but is particularly important in the coffee industry is product availability. Availability relates not only to the physical presence of the product but also to consumers' perceptions of the ease of obtaining the product whenever needed. In this context, product availability is positioned as a moderating variable that can either strengthen or weaken the influence of purchase decisions on customer satisfaction. For example, a purchase decision made with high expectations may lead to disappointment if the product is unavailable, regardless of its perceived high quality (Myles Landers et al., 2024; Hermawan et al., 2024a).

The gap in the literature lies in the limited number of studies that integrate the complex relationship between quality perception, brand image, and customer value on satisfaction through mediation and moderation mechanisms. Specifically, two gaps remain unaddressed: (1) the absence of empirical models examining moderated mediation mechanisms within digital-era coffee markets, and (2) the underexplored role of product availability as a boundary condition shaping substitution behavior among digitally connected consumers. Additionally, the role of product availability remains relatively understudied as a moderating factor, particularly in the context of Indonesia's coffee industry, which faces distribution challenges across various geographical regions.

Theoretically, the conceptual model of this study was constructed with reference to Expectation Confirmation Theory (Oliver, 1980), which explains that customer satisfaction is formed when expectations formed prior to purchase are confirmed or even exceeded by actual experience. In this case, initial perceptions of quality, brand image, and value will influence consumer expectations, while the decision to purchase becomes a form of confirmation of those expectations. This model is also inspired by Brand Equity Theory (Keller, 1993) which places brand image and perceived value as important foundations in shaping purchasing behavior and customer loyalty. From an empirical perspective, the Indonesian context provides a highly relevant stage. In the last five years, there has been a significant surge in the opening of modern coffee shops in major cities such as Jakarta, Bandung, Yogyakarta, and Surabaya (Maspul, 2023, Hermawan et al., 2024b). More educated urban consumers with access to a wide range of information are beginning to demand more than just a cup of coffee (Ferreira et al., 2021). They want brands that have value, consistent service, and social engagement. This phenomenon shows that psychological and contextual factors play a huge role in shaping consumer decisions and satisfaction (Leonov et al., 2023).

This study examines the role of the moderating variable of Product Availability in the relationship between Perceived Quality and Customer Satisfaction, which is the best alternative pathway. Perceived Quality of a product has been recognized as creating a concept that builds customer satisfaction (Prasetyo et al., 2022; Mansori, 2018). Customer satisfaction is achieved when quality meets availability in a product (Farida, 2023; Ferdyansyah, 2025). This study examines the moderating role of Product Availability specifically within the relationship between Perceived Quality and Customer Satisfaction, positioned as the strongest alternative pathway identified in the proposed model (Prasetyo et al., 2022; Mansori, 2018). Using a quantitative approach based on structural equation modeling, this research is expected to provide significant theoretical and practical contributions. This study addresses three research questions: RQ1: Do perceived quality, brand image, and customer value significantly influence purchase decisions among coffee consumers in Indonesia? RQ2: Does purchase decision mediate the relationship between these three variables and customer satisfaction? RQ3: Does product availability moderate the relationship between purchase decision and customer satisfaction, and between perceived quality and customer satisfaction? Using a quantitative approach based on structural equation modeling, this research is expected to provide significant theoretical and practical contributions. From a theoretical perspective, this study offers a more comprehensive and contextual model of consumer behavior, while from a practical perspective, the results can be used by coffee industry players, particularly small and medium enterprises (SMEs) and modern coffee franchises, to design marketing and operational strategies based on more measurable and effective perceptions of quality. Compared to prior linear or single-mechanism models, this study refines Expectation Confirmation Theory by simultaneously incorporating mediation and moderation pathways, thereby offering novel theoretical insight and actionable marketing strategy implications for digitally oriented coffee brands seeking to sustain satisfaction amid intensifying market competition.

LITERATURE REVIEW

Theoretical Foundation: Expectation Confirmation Theory and Brand Equity Theory

Expectation Confirmation Theory (Oliver, 1980), Dhisasmito and Kumar (2020), Chen et al. (2024), and Tran et al. (2025) are the main conceptual framework in consumer behavior studies, which states that customer satisfaction arises from a comparison between initial expectations of a product and the perceived actual performance after consumption. In the context of the coffee industry, perceived quality plays a role in shaping customers' initial expectations. If the quality perceived after purchase exceeds initial expectations, customers will experience high satisfaction. Conversely, if the product's performance does not meet expectations, dissatisfaction will arise. This theory is highly relevant in explaining how consumers' experiences with coffee, from taste and aroma to service, directly impact their evaluation of final satisfaction. This study adopts Expectation Confirmation Theory as its primary theoretical benchmark, and advances it by embedding a moderated mediation structure, positioning purchase decision as the confirmatory mechanism and product availability as a boundary condition, thereby extending ECT's explanatory power to the context of Indonesia's digitally evolving coffee market. Brand Equity Theory (Keller, 1993), Wang et al. (2021) and Bemfeito et al. (2021) explain that brand value is shaped by various dimensions, including brand awareness, brand association, perceived quality, and brand loyalty. Brand image is one of the main elements that creates positive associations in consumers' minds, which in turn influences purchasing decisions and satisfaction. In the coffee industry, storytelling, sustainability, and innovation are key elements in building a strong brand image. A study by Aaker (1996) emphasizes that brands that are able to create perceptions of added value through experience, credibility, and uniqueness tend to be more successful in maintaining customer loyalty.

Perceived Quality and Brand Experience in the Digital Coffee Market

Perceived quality is defined as consumers' subjective perception of a product's superiority, based on attributes that are perceived as relevant (Kirmani and Zeithaml, 2013). In the context of coffee, perceived quality includes taste, aroma, serving temperature, bean origin, and even the atmosphere of the café. The third wave coffee trend has expanded the definition of quality, not only in terms of the product, but also in terms of narrative, production ethics, and social relations between farmers, roasters, and consumers. In a study by Sihombing (2011), perceived quality is the main determinant in shaping customer loyalty at specialty coffee shops in Indonesia. Brand image is consumers' perception of a brand, based on experiences and emotional or symbolic associations formed from communication, design, and brand experiences (Keller, 1993). In the coffee industry, brands such as Janji Jiwa and Fore Coffee utilize cultural narratives, consistent interior design, and digital services to create a modern and affordable image. On the other hand, customer value refers to consumers' perceptions of the benefits they receive compared to the costs or sacrifices they incur (Keller, 2016). Today's urban coffee consumers value not only the product, but also the convenience, speed of service, and emotional value of the coffee drinking experience as part of the total value they receive.

Moderated Mediation Model: Purchase Decision, Satisfaction, and Product Availability

Purchasing decisions are the result of an evaluation process influenced by external stimuli such as brand image and perceived quality, as well as the internalization of personal values and needs (Schiffman and Wisenblit, 2015). In this study, purchase decision is positioned as a mediating variable that bridges the influence of perceived quality, brand image, and customer value on customer satisfaction. The study by Lee et al. (2024) shows that purchasing decisions in the food and beverage industry are greatly influenced by brand perception and quality, and these decisions significantly impact customer satisfaction levels. Customer satisfaction is defined as the feeling of pleasure or disappointment that arises after comparing expectations of a product with its actual performance (Oliver, 2014). In the context of coffee shops, satisfaction is influenced by various factors such as speed of service, consistency of taste, atmosphere, and overall perceived value. A study by Fajarwati et al. (2024) found that customer satisfaction is a key element in shaping long-term loyalty and word-of-mouth promotion behavior. Product availability is an important factor in the consumer experience. When desired products are unavailable, even if the perceived quality is high, customers may experience disappointment that negatively impacts satisfaction. In the context of the coffee industry, this is particularly relevant, given supply chain challenges, surges in demand during peak hours, or limited raw material stocks. A study by Setyadi et al. (2024) proves that product availability plays a significant moderating role in the relationship between purchasing decisions and customer satisfaction.

Research Gap

Most of the previous literature in the Indonesian coffee industry is still limited to linear analysis between variables, and few have integrated the dimensions of mediation and moderation into a single comprehensive model. For example, a study by Amelia (2023) only analyzes the influence of brand image on loyalty without considering purchasing decisions as a psychological process. This study attempts to fill this gap with a more comprehensive theoretical model based on the dynamic coffee market conditions in Indonesia.

Hypotheses Development

Perceived quality and purchase decision

Perceived quality reflects consumers' subjective evaluation of product superiority and has been consistently shown to shape purchasing behavior. Prior studies confirm that product quality perception is a significant antecedent of consumer purchase decisions, both in food and beverage contexts and in broader service industries (Prasetyo et al., 2022; Mansori, 2018; Santoso et al., 2023). In the coffee retail context specifically, consumer perception of product quality has been found to significantly shape takeaway purchase decisions (Alita et al., 2023). Based on this evidence, it is hypothesized that perceived quality positively influences purchase decisions.
H1: Perceived quality positively influences purchase decision.

Brand image and purchase decision.

Brand image represents the cognitive and emotional associations consumers hold toward a brand, which serve as a heuristic in the decision-making process (Keller, 1993). Empirical evidence from the food and beverage sector indicates that brand perception significantly shapes purchase decisions and subsequently affects satisfaction outcomes (Lee et al., 2024). In the context of digital marketing, brand image is defined as the set of perceptions from consumers that can be formed through digital touchpoints such as social media content. It plays a critical role in shaping consumer behavior digitally to convert into a purchase decision. Similarly, studies on purchase decision antecedents in Indonesia emphasize the combined role of brand loyalty and quality perception (Santoso et al., 2023). Accordingly, brand image is hypothesized to positively influence purchase decision.
H2: Brand image positively influences purchase decision.

Customer value and purchase decision.

Customer value reflects consumers' perception of the benefits received relative to the sacrifices made, and constitutes a central determinant in marketing management theory (Keller, 2016). Consumer behavior literature further asserts that value perception, alongside quality and brand associations, forms a key input in the evaluative process preceding a purchase decision (L. Schiffman & Wisenblit, 2015). Based on this theoretical foundation, customer value is hypothesized to positively influence purchase decision.
H3: Customer value positively influences purchase decision.

Purchase decision, perceived quality, brand image, customer value and customer satisfaction.

In accordance with Expectation Confirmation Theory, satisfaction is formed through the

confirmation of pre-purchase expectations by actual post-purchase experience, with the purchase decision functioning as the confirmatory mechanism linking expectation and outcome (Oliver, 1980). Prior research in the food and beverage industry supports this mediating pathway, demonstrating that purchase decisions transmit the effect of quality and brand perception onto satisfaction outcomes (Lee et al., 2024). It is therefore hypothesized that purchase decision mediates the relationship between perceived quality, brand image, customer value, and customer satisfaction.
H4: Purchase decision mediates the effect of perceived quality, brand image, and customer value on customer satisfaction.

Product availability, purchase decision, and customer satisfaction.

Product availability determines whether a favorable purchase decision can be realized into an actual consumption experience; its absence may erode satisfaction regardless of decision quality. Empirical evidence shows that product availability significantly moderates the relationship between purchasing decisions and customer satisfaction (Setyadi et al., 2024), and that availability-related supply chain strategies directly affect the strength of this relationship (Farida, 2023; Ferdyansyah, 2025). Based on this evidence, product availability is hypothesized to moderate the relationship between purchase decision and customer satisfaction.
H5: Product availability moderates the relationship between purchase decision and customer satisfaction.

Product availability, perceived quality, and customer satisfaction.

Beyond its role in the decision–satisfaction pathway, product availability is also theorized to condition how perceived quality translates into satisfaction, since consistent access to a high-quality product reinforces quality expectations over time. This is supported by evidence that availability and quality jointly shape satisfaction and repurchase intention (Prasetyo et al., 2022; Ferdyansyah, 2025), and that social and operational factors, including availability, can strengthen or weaken the effect of quality-related perceptions on customer outcomes (Myles Landers et al., 2024; Hermawan et al., 2024a). Accordingly, product availability is hypothesized to moderate the relationship between perceived quality and customer satisfaction.
H6: Product availability moderates the relationship between perceived quality and customer satisfaction.

RESEARCH METHODOLOGY

This study uses a quantitative approach to empirically test the influence of perceived quality, brand image, and customer value on customer satisfaction, with purchase decision as the mediating variable and product availability as the moderating variable. The conceptual model in this study was developed based on Expectation Confirmation Theory. Oliver (1980) and Brand Equity Theory (Keller, 1993), using a moderated mediation model approach that aims to capture the dynamics of coffee consumer behavior in the context of the ever-evolving Indonesian market. which is sampling based on specific criteria relevant to the research objectives. The main criteria established were: (1) individuals who consume coffee at least four days a week, and (2) have had purchasing experience at modern coffee shops in the last three months. These criteria were established to ensure that participants had a sufficiently high level of involvement with the coffee products and services being studied, as well as experience in the process of evaluating the quality, brand, and value of coffee products. A total of 745 potential respondents were initially reached, of which 626 valid responses were retained for analysis after data screening. Given 18 indicators across the model's constructs, the minimum required sample size following the 10-times rule (Hair et al., 2014) is 138, meaning the achieved sample substantially exceeds the minimum threshold for PLS-SEM estimation.

Data collection was conducted through the distribution of online questionnaires using digital media, Data collection was conducted over a period from January until April 2026 through the distribution of online questionnaires via Google Forms, consisting of statements measured on a 10-point scale (1 = strongly disagree to 10 = strongly agree). The instrument was structured to measure latent variables in the research model, using a non-self-assessment approach, i.e., not directly asking about customer satisfaction or purchasing decisions explicitly, but rather evaluating a series of indicators related to perceptions, experiences, and attitudes to indirectly capture the cognitive-responsive processes of respondents. This approach was chosen to reduce perception bias and common method bias that often arise in direct self-assessment (Dunning et al., 2004). In addition, a statistical Common Method Bias (CMB) test was conducted using Harman's single-factor test and full collinearity assessment via variance inflation factor (VIF) values. To ensure data accuracy and consistency, validity and reliability tests were conducted on all constructs and indicators used. Construct validity was tested using convergent validity and discriminant validity, with the Average Variance Extracted (AVE) indicator required to reach a minimum value of 0.50 (Hair et al., 2014). Meanwhile, the reliability of the instrument was tested through composite reliability (CR) and Cronbach's Alpha values, with an ideal value greater than 0.70 (Hair et al., 2014). All analyses were conducted using the latest version of SmartPLS software, which allows testing of variance-based SEM (Partial Least Squares) structural equation models.

The model testing was conducted in two stages: the first stage was outer model evaluation, which included testing the reliability of indicators, convergent validity, and discriminant validity, to ensure that latent constructs could be accurately measured by their indicators. The second stage was inner model evaluation, which included testing the significance of the relationship between latent variables, mediation and moderation effects, The predictive strength of the structural model was further evaluated using the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and the PLSpredict procedure (Shmueli et al., 2019) to assess out-of-sample predictive validity. Mediation analysis was conducted using a bootstrapping approach on 5,000 subsamples to test the significance of the indirect effect between perceived quality, brand image, and customer value on customer satisfaction through purchase decisions. Meanwhile, the moderating effect of product availability on the relationship between purchase decision and customer satisfaction was tested using the moderation effect approach in SmartPLS, by analyzing the interaction between the moderator and predictor variables. This interaction model provides a more complex and realistic picture of how the variables relate to each other in the context of the Indonesian coffee market.

The selection of the SEM-PLS method is considered appropriate in this study because: (1) It is appropriate for research that is both confirmatory in testing the hypothesized moderated mediation relationships and predictive in evaluating the model's explanatory and predictive power, consistent with the dual confirmatory–predictive orientation of this study; (2) it does not require a strictly normal data distribution; and (3) it is flexible in handling models with many latent constructs and indicators. By using partial least squares-based SEM, this study is able to comprehensively describe the dynamics of consumer behavior in the purchase decision-making process and customer satisfaction formation, as well as understand the critical role of product availability in strengthening or weakening these effects. Overall, this methodological design is expected to produce strong and relevant empirical evidence to support the proposed theoretical model, as well as provide practical contributions to the Indonesian coffee industry in designing strategies to improve quality, brand image, and customer value as a foundation for building sustainable customer loyalty and satisfaction.

FINDING AND DISCUSSION

Table 1 presents the demographic profile of the 626 respondents, covering gender, profession, and age, and provides context for interpreting the study's findings within the broader urban coffee consumer segment. The analysis begins with the first stage, namely the convergent validity test, which is intended to measure how well each indicator reflects its construct. Each indicator must have an outer loading value greater than 0.70 (Hair et al., 2014). And it is said to be valid, a value greater than 0.5 or 0.6 (>0.5 or >0.6).

Table 1. Demographic Profile

Variable	Category	n	%
Gender	Male	318	50.79%
Gender	Female	308	49.20%
Profession	Student	328	52.40%
Profession	Self-Employed	155	24.76%
Profession	Freelancer	72	11.50%
Profession	Civil Servant	49	7.83%
Profession	Nurse	12	1.92%
Profession	Armed Forces/Police	10	1.60%
Age	Mean = 26.06; Median = 21; Range = 15–77	626	—

Based on Table 2, the indicator values for the Perceived Quality (PQ) variable have met the cut-off point, with all three indicators having values greater than 0.80 (>0.80). Furthermore, the values of the five indicators in the Customer Value variable have met the cutoff of more than 0.70 (>0.70), while in the Brand Image variable, three indicators have met the value of more than 0.80 (>0.80). The Purchase Decision variable also meets the cutoff with a value of more than 0.70 (>0.70), while the Customer Satisfaction and Product Availability variables have met the cutoff of more than 0.70 (>0.70).

Table 2. Loading Factor

	PQ	CV	BI	PD	CS	PA	PQ*PA	CV*PA	PD*PA
PQ 01	0.893								
PQ 02	0.855								
PQ 03	0.837								
CV 01		0.714							
CV 02		0.790							
CV 03		0.788							
CV 04		0.700							
CV 05		0.772							
BI 01			0.830						
BI 02			0.821						
BI 03			0.876						

	PQ	CV	BI	PD	CS	PA	PQ*PA	CV*PA	PD*PA
PD 01				0.852					
PD 02				0.815					
PD 03				0.785					
PD 04				0.752					
CS 01					0.802				
CS 02					0.864				
CS 03					0.87				
PA 1						0.716			
PA 2						0.729			
PA 3						0.708			
PA 4						0.766			
PA 5						0.792			
PQ * PA							1.128		
CV * PA								1.168	
PD * PA									1.226

The empirical findings of this study provide strong evidence of the relevance and validity of the conceptual model developed to understand customer satisfaction in the context of the Indonesian coffee industry. Through a Partial Least Squares (SmartPLS)-based Structural Equation Modeling (SEM) approach, this study was able to identify the strategic role of perceived quality, brand image, and customer value in influencing purchasing decisions and customer satisfaction, as well as test the moderating role of product availability in these relationships. Validity and reliability tests show that all constructs used in the model meet the required statistical criteria. The factor loading values for each indicator were above the threshold of 0.70, indicating that each indicator had a significant contribution in forming the intended latent construct (Hair et al., 2014).

Next, Discriminant Validity Testing was conducted to test the differences between latent variables and other variables. A high Discriminant Validity value indicates that a variable is capable of explaining the phenomenon being measured. This test can be seen from Composite Reliability (CR) and Average Variance Extracted (AVE). The Composite Reliability (CR) value must be above 0.70 (>0.70). The Average Variance Extracted (AVE) value is also required to be greater than 0.50 (>0.50) (Chin, 1998). The data presented in Table 3 show that the Cronbach's Alpha value of all variables is in the range of 0.795–1.000, which means it has met the cut-off. Furthermore, the Average Variance Extracted (AVE) has a value range of 0.552–1.000, which has also met the cut-off.

Table 3. Construct Reliability and Validity

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
PQ * PA	1.0000	1.0000	1.0000	1.0000
CV * PA	1.0000	1.0000	1.0000	1.0000
PD * PA	1.0000	1.0000	1.0000	1.0000
PQ	0.8270	0.8300	0.8970	0.7430
PD	0.8150	0.8200	0.8780	0.6430
CV	0.8090	0.8120	0.8680	0.5680
CS	0.8010	0.8090	0.8830	0.7160

PA	0.7970	0.7980	0.8600	0.5520
BI	0.7950	0.7970	0.8800	0.7100

In addition, the Composite Reliability (CR) and Average Variance Extracted (AVE) values for all variables are above the recommended minimum values of 0.70 and 0.50, confirming that the construct has adequate internal reliability and convergent validity (Fornell and Larcker, 1981).

Discriminant validity was also tested based on the Fornell-Larcker criterion value, under which the square root of the Average Variance Extracted for each construct, reported on the diagonal, must exceed that construct's correlations with all other latent variables, reported off the diagonal. The data in Table 4 show that the Purchase Decision (PD) variable has a square root of AVE of 0.802, which exceeds its correlations with all other variables. The square root of AVE for the Product Availability (PA) variable is 0.743, which likewise exceeds its correlations with the other variables. Then, the Perceived Quality (PQ) variable, with a value of 0.862, is also greater than the correlations with other variables, and the three moderating variables of Product Availability on Customer Value, Purchase Decision, and Perceived Quality also have a value of 1.0000, which represents a greater value than the correlations with other variables. The Customer Value variable, with a value of 0.754, and Brand Image, with a value of 0.843, have greater values than their correlations.

Table 4. Fornell-Larcker Criterion Test Results

Variable	**BI**	**CV*PA**	**CS**	**CV**	**PD*PA**	**PQ*PA**	**PQ**	**PA**	**PD**
BI	**0.843**								
CV * PA	-0.074	**1.000**							
CS	0.597	-0.162	**0.846**						
CV	0.589	-0.097	0.501	**0.754**					
PD * PA	-0.124	0.738	-0.144	-0.124	**1.000**				
PQ * PA	-0.06	0.584	-0.034	-0.051	0.739	**1.000**			
PQ	0.692	-0.049	0.524	0.51	-0.088	-0.112	**0.862**		
PA	0.562	-0.271	0.506	0.474	-0.305	-0.327	0.586	**0.743**	
PD	0.732	-0.13	0.624	0.617	-0.185	-0.095	0.726	0.610	**0.802**

Model fit testing uses two indices: the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). SRMR is a measure of absolute fit, where a value of 0 indicates perfect fit and a value below 0.08 indicates good fit. Based on Table 5, the SRMR value is 0.057, which is considered good because it is below 0.08. The normed chi-square value (χ^2/df) is said to indicate good fit if it is below 3.000. Meanwhile, the NFI indicates good fit if it is above 0.95, and a value within the range of 0.80–0.90 indicates marginal fit. Table 5 shows that the NFI value of 0.820 falls into the marginal fit category.

Table 5. Model Fit

	Saturated Model	**Estimated Model**
SRMR	0.057	0.06
Chi-Square	1288.501	1292.071
NFI	0.820	0.819

Hypothesis testing is based on the results of data processing that has been entered into the goodness-of-fit test. The results can be seen as follows:

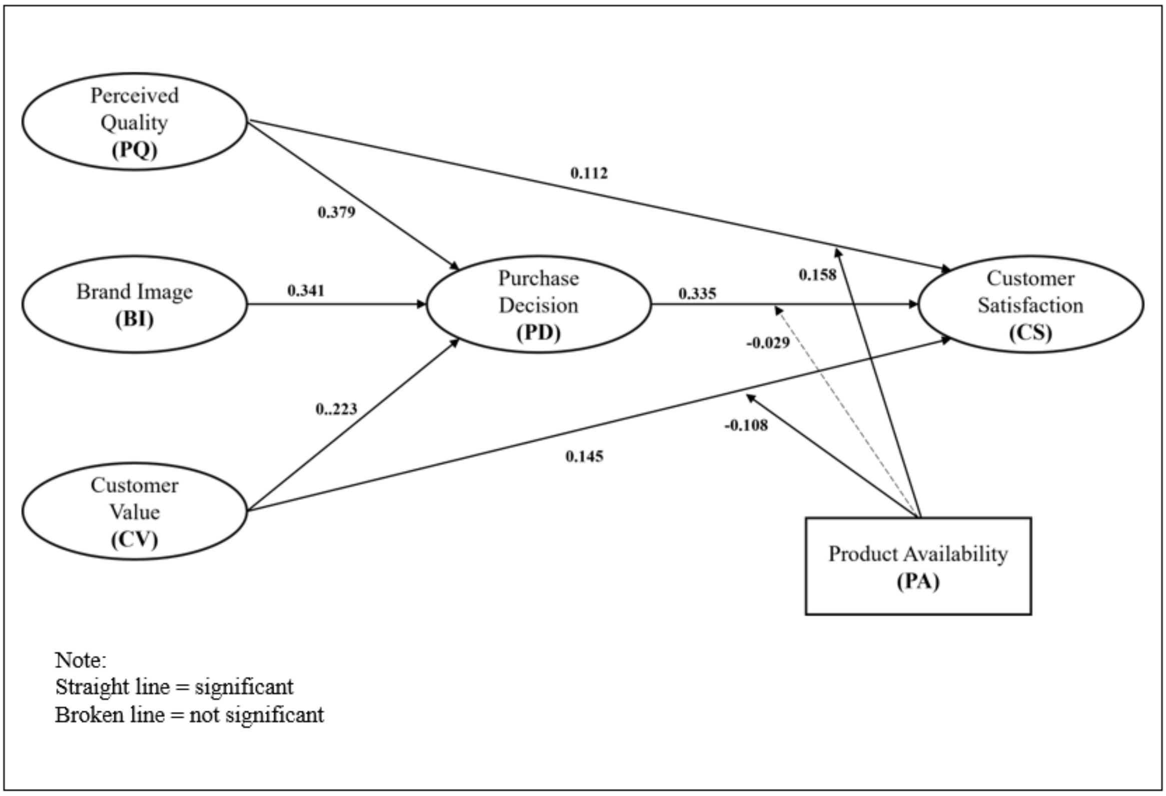

Figure 1. Hypothesis Testing

Hypothesis testing is analyzed using the Original Sample (O) test, which tests the direction of the relationship between the independent and dependent variables. If the Original Sample value is positive, then the effect of the relationship is also positive. Furthermore, the T-statistic value can be accepted if it is greater than 1.96 (>1.96) and P Values as determinants of whether independent variables affect dependent variables, provided that the significance value is less than 0.05 (<0.05).

Table 6. Direct Effect Hypothesis Testing Result

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Decision
PQ-> PD	0.379	9.669	0.0000	Accepted
BI-> PD	0.341	7.830	0.0000	Accepted
PD-> CS	0.335	5.506	0.0000	Accepted
CV->PD	0.223	5.847	0.0000	Accepted
PA -> CS	0.178	3.844	0.0001	Accepted
PQ*PA->CS	0.158	3.365	0.0010	Accepted
CV ->CS	0.145	2.972	0.0030	Accepted
PQ->CS	0.112	2.040	0.0410	Accepted
PD*PA->CS	-0.033	0.667	0.5050	Rejected
CV*PA->CS	-0.108	2.2278	0.0220	Accepted

Perceived Quality → Purchase Decision

The relationship between Perceived Quality and Purchase Decision shows the strongest influence, with an original sample value of 0.379, a T-statistic of 9.669, and a p-value of less than 0.001. This finding is consistent with previous studies stating that consumer perceptions of quality are a major factor in driving purchase intentions and decisions, as reported by Chang and Wildt (1994) and reconfirmed by Santoso et al. (2023) and Alita et al. (2023) in the context of specialty beverages such as coffee. This similarity can be explained by the intensification of consumer expectations regarding coffee quality, which is assessed not only on taste but also on the serving process, the origin of the coffee beans, and the accompanying aesthetic value.

Brand Image → Purchase Decision

Brand Image also shows a significant influence on Purchase Decision with a value of O = 0.341, T = 7.830, and P < 0.001. These results reinforce the findings of Aaker (1996), which state that brand perception contributes to creating brand preference and trust. In the context of the modern coffee industry, such as Fore, Janji Jiwa, and Kopi Kenangan, brand image has become a competitive tool in constructing an identity that is embedded in consumer perception.

Customer Value → Purchase Decision

The relationship between Customer Value and Purchase Decision is also significant (O = 0.223, T = 5.847, P = 0.000). This finding is consistent with Monroe (1990), who argued that perceptions of benefits relative to costs directly shape customer value and lead to purchasing behavior. In the coffee industry, customer value is determined by emotional experiences, fair pricing, and the functional benefits offered.

Purchase Decision → Customer Satisfaction

The relationship between Purchase Decision and Customer Satisfaction shows a strong influence with a value of O = 0.335, T = 5.506, P < 0.001. These results are consistent with the Expectation Confirmation Theory model (Oliver, 1980), which states that purchasing decisions based on confirmed expectations will result in satisfaction. Purchasing decisions based on perceptions of quality and value, when proven to provide a satisfying experience, will strengthen customer loyalty.

The main findings from testing the hypothesis show that perceived quality has a significant influence on purchase decisions ($\beta = 0.379$, $p < 0.001$) and customer satisfaction ($\beta = 0.112$, $p = 0.041$). These results confirm that consumer perceptions of product quality play a fundamental role in shaping purchasing decisions and have a direct, albeit smaller, impact on satisfaction. These findings are consistent with Expectation Confirmation Theory (Oliver, 1980), which states that perceived quality shapes customers' initial expectations, and when those expectations are met through consumption experiences, satisfaction is achieved. Based on Table 6, the results of all hypotheses are accepted except for the moderating variable of Product Availability in the relationship between Purchase Decision and Customer Satisfaction because the p-value is 0.505, which is greater than 0.05 (>0.05).

Perceived Quality → Customer Satisfaction (Direct and Indirect)

The direct relationship between Perceived Quality and Customer Satisfaction is also significant but relatively weaker (O = 0.112, P = 0.041). However, when mediated by Purchase Decision, the relationship becomes stronger (O = 0.129, T = 5.112, P = 0.000). These findings indicate that perceived quality's influence on customer satisfaction is indirect and substantially mediated by the decision-making process. Theoretically, this expands on the findings from (Cronin Jr. and Taylor, 1992), which state that the influence of quality on satisfaction is often not direct, but rather through actual experiences gained after purchase. In this context, the moderated mediation model offers a more complete explanation.

Brand Image and Customer Value on Customer Satisfaction through Purchase Decision Similar to the findings on Perceived Quality, Brand Image and Customer Value also show an indirect effect on Customer Satisfaction through Purchase Decision with significant values of O = 0.116 and O = 0.077, respectively. This supports the study by ADDIN EN.CITE <EndNote><Cite><Author>Kotler</Author><Year>2016</Year><RecNum>1715</RecNum><DisplayText>(Kotler and Keller, 2016)</DisplayText><record><rec-number>1715</rec-number><foreign-keys><key app="EN" db-id="0zpf20deozps9uer5trv00ziwxa2xvrzvdds" timestamp="1754053145">1715</key></foreign-keys><ref-type name="Journal Article">17</ref-type><contributors><authors><author>Kotler, Philip</author><author>Keller, Kevin Lane</author></authors></contributors><titles><title>A framework for marketing management (6/E)</title><secondary-title>Baskı, Essex: Pearson Education Limited</secondary-title></titles><periodical><full-title>Baskı, Essex: Pearson Education Limited</full-title></periodical><dates><year>2016</year></dates><urls></urls></record></Cite></EndNote>(Kotler and Keller, 2016), that purchasing decisions are a meeting point between perceived value, brand image, and the end result of satisfaction. Based on Table 7, all hypotheses were accepted except for the moderating effect of Product Availability on the relationship between Purchase Decision and Customer Satisfaction, as the P-value was 0.505 (>0.05). These findings align with recent digital branding literature, which emphasizes that brand loyalty in the coffee retail sector is increasingly shaped by app-based service consistency and digital storytelling rather than product attributes alone (Dhisasmito and Kumar, 2020; Chen et al., 2024). Similarly, the mediating role of purchase decision observed in this study resonates with findings in the tourism and hospitality sector, where confirmed service expectations strongly predict downstream satisfaction outcomes (Tran et al., 2025). Table 7 shows that the indirect relationship mediated by the Purchase Decision variable has the following values:

Table 7. Indirect Effect Hypothesis Testing Result

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Decision
PQ-> PD->CS	0.129	5.112	0	Accepted
BI->PD->CS	0.116	4.361	0	Accepted
CV->PD->CS	0.077	4.353	0	Accepted

The model explains 66.0% of the variance in Purchase Decision (R^2 = 0.660, adjusted R^2 = 0.659) and 45.2% of the variance in Customer Satisfaction (R^2 = 0.452, adjusted R^2 = 0.445), both categorized as moderate-to-substantial according to Chin's (1998) threshold. Effect size (f^2) analysis shows Purchase Decision exerts a small effect on Customer Satisfaction (f^2 = 0.075), while Perceived Quality shows the strongest effect on Purchase Decision (f^2 = 0.211, moderate category), followed by Brand Image (f^2 = 0.149) and Customer Value (f^2 = 0.095). Table 7 shows that the highest significance value is found in the Purchase Decision variable, which is able to strongly mediate the relationship between Perceived Quality and Customer Satisfaction with an Original Sample (O) value of 0.129. Predictive relevance values (Q^2) were positive for both endogenous constructs. Purchase Decision (Q^2 = 0.654) and Customer Satisfaction (Q^2 = 0.412), confirming the model's predictive relevance. Furthermore, the PLSpredict procedure indicated that the PLS-SEM model outperformed the linear model (LM) benchmark on 4 of 7 indicators based on RMSE comparison, suggesting the model possesses medium predictive power for out-of-sample prediction.

Product Availability as a Moderating Variable

An interesting finding emerged in testing the moderation of Product Availability on the rejected relationship between Purchase Decision → Customer Satisfaction (P = 0.5050). This means that product availability does not significantly moderate this relationship. This can be explained by the phenomenon of urban consumers who tend to have many coffee substitutes, so that the unavailability of one brand does not directly cause dissatisfaction, but rather encourages brand switching. This substitution pattern is further amplified by the digital marketplace environment, where consumers can instantly discover alternative coffee brands through delivery-app aggregators and social media recommendations, effectively lowering the psychological cost of switching and diminishing the moderating power of physical or single-outlet product availability.

However, Product Availability was found to strengthen the relationship between Perceived Quality and Customer Satisfaction (P = 0.001) and Customer Value and Customer Satisfaction (P = 0.0220), indicating that availability Considering the high substitution factor, realistic expectations, the emotional value of coffee consumption, and advances in service technology, the insignificant role of Product Availability in moderating the relationship between Purchase Decision and Customer Satisfaction is logical in terms of consumer behavior. When the decision to buy coffee has been made based on category preferences and consumers are flexible enough regarding brands or providers, availability does not become a trigger for critical dissatisfaction.

In contrast to the non-significant moderation on the purchase decision–satisfaction pathway, Product Availability significantly strengthens the relationship between Perceived Quality and Customer Satisfaction ($\beta = 0.158$, $p = 0.001$), indicating that consistent access to a high-quality product reinforces the satisfaction derived from that quality perception, particularly relevant in digitally mediated markets where consumers can verify real-time stock availability through delivery-app platforms. Interestingly, Product Availability significantly weakens the relationship between Customer Value and Customer Satisfaction ($\beta = -0.108$, $p = 0.022$). This negative moderation suggests that when products are highly available, the marginal satisfaction derived from perceived value diminishes, possibly because abundant availability reduces the sense of exclusivity or scarcity-driven value perception among digitally connected coffee consumers who face abundant substitute options. This finding enriches our understanding within the framework of Expectation Confirmation Theory that customer expectations are not only determined by the existence of a product, but also by personal value, flexibility of choice, and cognitive processes that anticipate market realities. This also marks an important shift in customer experience management from emphasizing product-based satisfaction to value-based satisfaction, where products can reinforce perceptions of quality and value when they are consistently available.

Theoretical Discussion and Implications for the Body of Knowledge

This finding makes an important theoretical contribution to the domain of Expectation Confirmation Theory (ECT). This theory essentially explains that customer satisfaction is formed from a comparison between initial expectations and actual performance received (Oliver, 1980). In the context of this study, Perceived Quality, Brand Image, and Customer Value act as formers of initial expectations, while Purchase Decision serves as a point of confirmation of those expectations. The theoretical implication that emerges is that the confirmation process does not occur directly at the post-consumption evaluation stage, but rather begins at the purchase decision stage, which is an indicator of the success of expectations regarding quality and value. Therefore, the purchase decision is not only a consequence of perception, but also a critical link in the mechanism of customer satisfaction formation. This model also shows that the availability dimension is more appropriately positioned as an enabler that strengthens initial perceptions (quality and value), rather than as an enhancer of the effect of purchase on satisfaction. In contemporary coffee consumer studies, this is very relevant.

Today's consumers increasingly rely on narrative, convenience, and availability in choosing a coffee brand, not just taste. In terms of developing the body of knowledge, this research model contributes in several ways: (1) Strengthening the Moderated Mediation Framework: This study expands the understanding that product availability is not just a typical exogenous variable, but can play a selective role in moderating the relationship between value and quality and satisfaction, through the perception and decision pathways. (2) Expansion of the Perceived Quality Dimension in the Coffee Industry: These findings support the concept that the perception of quality in the coffee industry has evolved from mere sensory attributes to elements of a holistic experience, which includes origin, story, presentation, and brand image. (3) The Dynamics of Behavioral Consistency in Purchase Decisions: This study emphasizes that consumer loyalty and satisfaction are shaped not only by actual results, but also by socially and emotionally constructed perceptions and expectations. Therefore, the purchase decision is a critical phase that reflects the extent to which a brand has successfully managed expectations. Local Relevance in a Global Framework: This study emphasizes the importance of understanding Indonesian coffee consumer behavior in the global third wave coffee narrative. From a marketing strategy perspective, these findings suggest that digital coffee brands should prioritize consistency in perceived quality and digitally mediated brand narratives over aggressive physical availability expansion, as the latter shows limited influence on satisfaction once purchase decisions are made. Strategic investment in app-based experiential touchpoints, quality-consistent digital storytelling, and personalized value communication may therefore yield stronger satisfaction outcomes than availability-focused expansion strategies alone.

CONCLUSION

This study examines the influence of Perceived Quality, Brand Image, and Customer Value on Customer Satisfaction, with Purchase Decision as a mediating variable and Product Availability as a moderating variable in the Indonesian coffee industry. The findings demonstrate that Perceived Quality, Brand Image, and Customer Value significantly influence Purchase Decisions and indirectly affect Customer Satisfaction through the mediating role of Purchase Decision. These results support the Expectation Confirmation Theory, confirming that customer satisfaction emerges when consumption experiences align with or exceed initial expectations.

Furthermore, the study finds that Product Availability does not significantly moderate the relationship between Purchase Decision and Customer Satisfaction, reflecting the highly competitive nature of the coffee market and consumers' adaptive expectations toward product availability. However, Product Availability significantly strengthens the relationship between Perceived Quality and Customer Satisfaction, highlighting its role in reinforcing quality perceptions. Overall, this study contributes to the theoretical development of consumer behavior literature by extending Expectation Confirmation Theory beyond its conventional linear structure through a moderated mediation framework, in which purchase decision functions as a confirmatory mechanism and product availability serves as a boundary condition that reinforces quality-driven expectations. Practically, coffee industry players, particularly digitally oriented brands, are encouraged to: (1) strengthen digital brand storytelling and consistent quality communication across app-based and social media touchpoints to reinforce purchase decisions; (2) design app-based marketing strategies that personalize value propositions for urban coffee consumers; and (3) treat availability management as a mechanism for reinforcing perceived quality rather than as a standalone driver of satisfaction, given that this study found availability strengthens quality perception more than it directly moderates the purchase decision–satisfaction relationship.

LIMITATIONS AND FURTHER RESEARCH

Despite its contributions, this study has several limitations. First, the data were collected using a cross-sectional design, which limits the ability to capture changes in consumer perceptions and behavior over time. Second, the sample focused exclusively on urban coffee consumers in Indonesia, which may restrict the generalizability of the findings to other regions or consumer segments. Third, this study examined a limited set of variables and did not incorporate social, cultural, or digital factors that may influence coffee consumption behavior.

Future research is encouraged to employ longitudinal or experimental designs to better capture dynamic changes in customer satisfaction and purchasing behavior. Expanding the research context to different geographic areas and including additional variables such as digital engagement, social influence, lifestyle, or cultural values would provide a more comprehensive understanding of consumer behavior in the coffee industry.

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