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Developing A Customer Loyalty Model in Slow Bar Coffee Shops: The Role of Product Innovation and Brand Authenticity Through Customer Experience

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Abstract

This study develops and empirically tests a model of customer loyalty. In the case of the study, the study was conducted in the field of study. This study finds that customer experience plays a mediating role. Bandung, Jakarta and A quantitative survey was conducted on 250 customers of fast-food coffee shops in Yogyakarta, Indonesia, using a cross-sectional design. Participants were recruited using a purposive sampling technique. The collected data were subsequently analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) in SmartPLS 4.0. The results indicate that both product innovation ($\beta = 0.372$, $p < 0.01$) and brand authenticity ($\beta = 0.451$, $p < 0.01$) significantly enhance customer experience and contribute significantly to customer satisfaction. However, neither product innovativeness nor brand authenticity had a statistically significant direct effect on customer loyalty. Theoretically, this study advances the current understanding of customer loyalty by highlighting the pivotal role of customer experience in shaping loyalty within highly experience driven service environments, particularly in the context of slow bar coffee shops. In practice, these findings encourage managers to prioritize holistic experience design rather than focusing on single product or branding initiatives.

Keywords:
Customer Loyalty; Product Innovation; Brand Authenticity; Customer Experience; Slow Bar Coffee Shop; Indirect-Only Mediation.

1. INTRODUCTION

1.1. Background

Over the last ten years, the worldwide coffee shop sector has evolved considerably, reflecting shifts in consumer preferences and changes in market dynamics, evolving from a commodity-driven market into a highly competitive experience-based sector. In Indonesia, the proliferation of specialty coffee shops has intensified rivalry among operators, making customer retention a paramount strategic concern (Suhartanto et al., 2020). Within this landscape, a distinctive segment has emerged: the slow bar coffee shop. Unlike conventional or chain coffee shops that prioritize speed and volume, slow bar establishments center on manual brewing methods—such as V60, Aeropress, Kalita Wave, and syphon brewing—and emphasize direct, educational interaction between baristas and customers during the preparation process (Ferreira et al., 2022). This experiential orientation positions slow bar coffee shops within the broader experience economy framework, where value is co-created through sensory, cognitive, emotional, and social engagement rather than delivered through standardized transactions (Pine & Gilmore, 2021).

In such highly interactive and immersive settings, customer loyalty cannot be secured through product quality or price competitiveness alone. Customers of slow bar coffee shops seek novelty in flavor profiles and brewing techniques, yet simultaneously desire authenticity in brand narratives, origin storytelling, and barista craftsmanship (Bonfanti et al., 2023). Understanding the mechanisms through which these perceptions translate

into sustained loyalty is therefore critical for both scholars and practitioners in hospitality and service marketing.

1.2. Key Constructs and Their Relevance to Slow Bar Contexts

Two antecedent constructs are particularly salient in the slow bar context. First, product innovation encompasses not only the introduction of new beverage variants but also innovations in brewing methods, single-origin sourcing, presentation aesthetics, and the integration of local or seasonal ingredients (Ling et al., 2023; Yen et al., 2020). In slow bars, innovation is perceived through the customer's direct observation of and participation in the brewing process, making it inherently experiential rather than purely functional.

Second, Brand authenticity refers to the extent to which customers perceive a brand as genuine, distinctive, and reliable. The consistency of its value the integrity of communication and in the context of a fast-casual bar. Truth is a partial source, Bar expertise and passion. The consistency of the sensory environment; Theoretically, this concept is different from the overall brand image. Because it extends to the customer's assessment of whether the brand remains in the position of craftsmanship. (Morhart et al., 2015)

The slow bar scene is theoretically different from a typical coffee shop or mass coffee shop in several ways. The coffee-making process is visual, easy to navigate. It takes time. and interactive. Customers are not passive recipients. Through conversation with the chef, attention, inquiry and an active participant in value co-creation. This is consistent with the logic of service hegemony, which states that value is always emerges from the collaborative engagement of service providers and customers. (Vargo & Lusch, 2016) Thus, the mechanisms linking creativity and authenticity to loyalty in slow bars are assumed to operate through experiential channels rather than directly through utilitarian evaluations.

1.3. Research Gap

Despite growing interest in customer experience and loyalty within hospitality and food service, several gaps persist. First, prior studies have examined innovation and loyalty predominantly in chain coffee shops, restaurants, or retail contexts, with limited attention to the unique dynamics of slow bar or specialty manual-brew establishments (Yen et al., 2020; Molinillo et al., 2022). Second, while brand authenticity has been studied in luxury hospitality and heritage branding, its role in artisanal coffee settings remains underexplored (Ismail, 2023; Bonfanti et al., 2023). Third, existing models often treat customer experience as one of several parallel mediators or as a partial mediator, without testing whether it functions as the sole transmission mechanism between antecedents and loyalty (Hollebeek & Rather, 2019; Ling et al., 2023). Fourth, integrative models that simultaneously position product innovation and brand authenticity as antecedents, customer experience as a mediator, and customer loyalty as an outcome within the slow bar context are exceedingly scarce.

1.4. Research Objectives and Contributions

To address these research gaps, the present research seeks to: (1) investigate how product innovation and brand authenticity affect customer experience in slow bar coffee shops; (2) analyze the extent to which customer experience contributes to customer loyalty; and (3) evaluate the mediating function of customer experience in explaining the association of product innovation and brand authenticity with customer loyalty.

The theoretical contributions of this study span three aspects. First, this study advances the integration of Service-Dominant Logic with experiential marketing perspectives, illustrating how innovation and brand authenticity in highly engaging service environments influence customer loyalty through the formation of meaningful experiences. Second, this study provides empirical evidence of an exclusively indirect mediation mechanism (Zhao et al., 2010), clarifying that customer experience is not just one of several pathways, but the only essential one. Third, this study contextualises loyalty formation in the little-researched segment of slow-brew coffee shops by offering a model that encompasses the sensory preceptions, cognitive, emotional responses, and social interaction assosiated with the preparation and consumption of manually brewed coffee.

1.5. Literatur Review and Hypothesis Development

1.5.1. Customer Experience in Slow Bar Coffee Shops

Customer experience is defined as a holistic and multidimensional evaluation formed by the customer through personal encounters and mediated interactions with service personnel, encompassing cognitive, affective, sensorial, social, and behavioral dimensions (Lemon & Verhoef, 2016; Molinillo et al., 2022). In slow bar coffee shops, this experience is shaped by the aroma and taste of freshly brewed coffee, the visual aesthetics of the brewing ritual, the educational dialogue with baristas, the ambient atmosphere, and the sense of community among fellow enthusiasts (Bonfanti et al., 2023). Unlike standardized fast-service models, the slow bar experience is inherently participatory and temporally extended, allowing multiple experiential dimensions to unfold simultaneously.

1.5.2. Product Innovation and Customer Experience

Product innovation in the coffee sector includes the introduction of new single-origin beans, experimental processing methods, novel brewing techniques, seasonal menu offerings, and creative presentation formats (Ling et al., 2023; Yen et al., 2020). In slow bars, innovation is not merely a product attribute but an experiential

event: customers witness the barista's technique, learn about flavor profiles, and engage in sensory discovery. Ling et al. (2023) demonstrated that perceived innovativeness in food and beverage settings enhances emotional value and stimulates value co-creation behavior. Yen et al. (2020) found that innovativeness in chain coffee shops drives customer engagement, which subsequently enhances co-creation behaviors. Extending this logic to slow bars, where the brewing process is visible and interactive, innovation is expected to enrich the cognitive and sensorial dimensions of customer experience.

H1: Product innovation positively influences customer experience in slow bar coffee shops.

1.5.3. Brand Authenticity and Customer Experience

Brand authenticity encompasses perceived originality, consistency between stated and enacted values, sincerity of brand communication, and commitment to craft (Morhart et al., 2015; Ergen & Akdag, 2024). In slow bar contexts, authenticity is communicated through transparent origin narratives, the barista's demonstrable expertise, the avoidance of artificial flavoring or mass-production shortcuts, and the creation of a genuine, unscripted atmosphere (Ismail, 2023). Bonfanti et al. (2023) emphasized that in upscale hospitality settings, authenticity and personal interaction are central to creating memorable experiences. When customers perceive a slow bar as authentic, they tend to develop stronger emotional connections, place greater confidence in the brand's story, and immerse themselves in the experience.

H2: Brand authenticity positively influences customer experience in slow bar coffee shops.

1.5.4. Customer Experience and Customer Loyalty

Customer loyalty drives repeat purchase intentions, repeat purchases, and repeat purchases. to make a recommendation It implies an intention to avoid switching to a competitor. (Ding et al., 2024; Polas et al., 2021). In the case of experience-based services, loyalty is driven not only by satisfaction with a single attribute, but by the aggregate and multidimensional quality of the experience. (Molinillo et al., 2022; Pekovic & Rolland, 2020) Molinillo et al. (2022) suggested that the emotional and sensory components of the experience exert the strongest influence on customer satisfaction and loyalty in retail environment. Using an fsQCA approach, Pekovic and Rolland (2020) argue that loyalty is not just one dimension in isolation, but also cognitive, emotional, and moral. In a fast-paced bar. Emotional stimulation and Cognitive learning. emotional connection It is hoped that the combination of social interactions will strengthen loyalty.

H3: Customer experience positively influences on customer loyalty in slow bar coffee shop.

1.5.5. The Mediating Role of Customer Experience

Product innovation and Brand authenticity It has been theorized that the association involving customer loyalty occurs indirectly, rather than through customer experience. In an agile setting, innovation delivers innovation and discovery; Truth provides meaning and confidence. nevertheless··. Neither automatically generates loyalty unless it translates into a positive multi-dimensional experience. Hollebik and Rather (2019) found that customer co-creation partially mediates the effect of service innovation on tourism loyalty outcomes. Ling and others. (2023) identified stepwise mediation through affective and moral values in dessert bars. While studying at the university, Customer experience was the only indirect mediator, and customer experience was the only moderating factor. This suggests that novelty and authenticity influence loyalty.

H4a: Product innovation exerts a positive and statistically significant influence on customer loyalty.

H4b: Customer experience acts as a mediating variable in the relationship between product innovation and customer loyalty.

H5a: Brand authenticity contributes positively to customer loyalty through a statistically significant direct relationship.

H5b: Customer experience functions as an intervening mechanism connecting brand authenticity with customer loyalty.

1.6. Conceptual Model

The proposed research framework is illustrated in Figure 1. Product innovation and brand authenticity are positioned as exogenous antecedents that influence customer experience, which, in turn, influences customer loyalty. Direct paths from product innovation and brand authenticity toward customer loyalty are included to assess the intervening role.

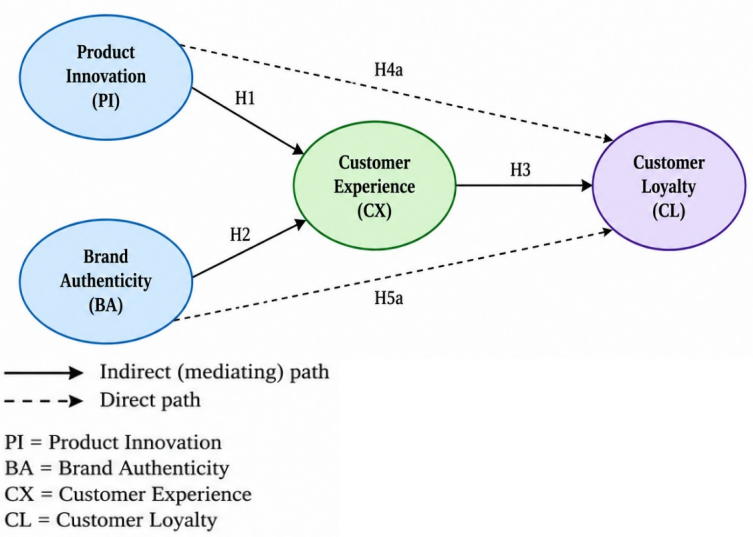


Figure 1. Research Conceptual Model: PI → CX → CL; BA → CX → CL, with direct path PI → CL and BA CL

2. RESEARCH METHOD

2.1. Research Design

This research examines product innovation, brand verification, and customer experience. An experimental design was employed to investigate causal relationships involving customer loyalty and other factors. Quantitative methods are well-suited for the empirical testing of hypotheses derived from theory, as well as for analyzing relationships between variables (Sekaran & Bougie, 2016). Primary information was obtained using a web-based survey administered to respondents during a single data collection period.

2.2. Population, Sampling, and Recruitment

The target population comprised individuals who had visited coffee shops in Indonesia. Respondents were recruited using a non-probability sampling approach, specifically purposive sampling. The eligibility requirements for participation included: (1) respondents must be at least 18 years old; (2) visited a fast-food coffee shop at least twice in the past 6 months to purchase a drink; and (3) be willing to complete the questionnaire. A fast-casual coffee shop is a coffee shop by operation that offers delivery service. It offers manual brewing methods (such as V60, Aeropress, Kalita Wave, or siphon).

Specifically, data were collected in three cities where the coffee culture is developing rapidly. Respondents were recruited through announcements on social media. (Instagram and WhatsApp groups. Before entering the questionnaire, respondents were directed to a screening page to verify compliance with the inclusion criteria. Those who did not meet the criteria were immediately excluded from the research process. A total of 312 responses were received, of which 268 were successfully completed. After removing 18 responses that had multiple blank responses or showed duplicate fill patterns, 250 valid responses were obtained, with an effective response rate of 80.1% (250/312).

2.3. Measurement Instruments

The survey data were obtained through an internet-based questionnaire. Responses were rated using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The research instrument consisted of four latent constructs.

a. Product Innovation (PI): Four indicators adapted from Fusté-Forná and Filimon (2021) and Ling et al. (2023), capturing perceptions of new product introductions, brewing method innovations, and creative elements.
b. Brand Authenticity (BA): Five indicators adapted from Ismail (2023), Ergen and Akdag (2024), and Morhart et al. (2015), measuring perceived originality, value consistency, sincerity, and commitment to craft.
c. Customer Experience (CX): Five indicators adapted from Molinillo et al. (2022) and Chen et al. (2023), reflecting cognitive, affective, sensorial, and social dimensions.
d. Customer Loyalty (CL): Four indicators adapted from Ding et al. (2024) and Polas et al. (2021), measuring repurchase intention, recommendation willingness, and resistance to alternatives.

2.4. Respondent Demographics

Table 1. Respondent Demographic Profile (based on a sample of 250 participants)

Characteristic	Category	Frequency	Percentage (%)
Respondents' Gender	Male Respondents	131	52.8
	Female Respondents	119	47.2
Age	18–25	78	31.2
	26–35	104	41.6
	36–45	48	19.2
	> 45	20	8.0
Education	High school	35	13.6
	Bachelor's degree	141	56.8
	Master's degree or above	74	29.6
Monthly income (IDR)	< 5 million	52	20.8
	5–10 million	98	39.2
	> 10 million	100	40.0
Visit frequency (6 months)	2–3 times	86	34.4
	4–6 times	102	40.8
	> 6 times	62	24.8
City	Jakarta	98	39.2
	Bandung	82	32.8
	Yogyakarta	70	28.0
Total respondents		250	100.0

Note: Percentages are calculated based on 250 respondents.

2.5. Common Method Bias Assessment

Considering that the information was obtained from a single respondent source through self-reported measures at one specific time, the potential presence of common method bias (CMB) was examined using two complementary approaches. First, Harman's single-factor test was applied by subjecting all 18 measurement items to an unrotated exploratory factor analysis (EFA). The results indicated that the largest factor explained 34.6% of the overall variance, remaining below the recommended threshold of 50%. This finding suggests that common method bias does not pose a substantial concern in the dataset (Podsakoff et al., 2003). Second, the full collinearity assessment was conducted using SmartPLS 4.0. The resulting variance inflation factor (VIF) values ranged from 1.42 to 2.18, all falling below the threshold of 3.3. These results provide further evidence that common method bias is unlikely to compromise the study findings (Kock, 2015).

2.6. Data Analysis

The study data were processed using Partial Least Square Structural Equation Modeling (PLS-SEM) in SmartPLS 4.0 software. (Hair et al., 2021) The analytical procedure consisted of two main phases. The first stage focused on the evaluation of the measurement model; It is also called an external model. This assessment includes convergence efficiency. It was determined by an indicator loading greater than 0.70 and an average variance extracted (AVE) value greater than 0.50. Subsequently, the discriminant validity was assessed using the Fornell–Larcker criterion and the heteroteit–monotate (HTMT) ratio.

The second stage involved the verification of the structural model (internal model) through an bootstrap procedure based on 5,000 sample iterations. The evaluation of the structural model included the coefficient of determination (R2) to determine the explanatory power of the model; Furthermore, the interventions were examined based on the classification proposed by Zhao et al. (2010) – specifically the "direct-only non-intervention" category where the indirect effect is statistically significant, and the indirect effect is statistically significant. The indirect effect was not statistically significant.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Assessment of the Maesurement Model

Table 2. Result of Validity and Reliability Assessment

Construct	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability (CR)	AVE
Product Innovation (PI)	PI1	0.856	0.891	0.924	0.751
	PI2	0.881			
	PI3	0.871			

	PI4	0.863			
Brand Authenticity (BA)	BA1	0.832	0.902	0.926	0.716
	BA2	0.845			
	BA3	0.858			
	BA4	0.841			
	BA5	0.848			
Customer Experience (CX)	CX1	0.879	0.928	0.945	0.775
	CX2	0.882			
	CX3	0.890			
	CX4	0.873			
	CX5	0.876			
Customer Loyalty (CL)	CL1	0.865	0.882	0.918	0.737
	CL2	0.872			
	CL3	0.856			
	CL4	0.848			

Source: Primary data processed (2025).

All indicators showed an external loading of more than 0.70; AVE value above 0.50. Both Composite Reliability and Cronbach's Alpha coefficients exceeded the recommended threshold of 0.80.

Table 3. Discriminant Validity Assessment – Fornell-Larcker Criterion

Construct	PI	BA	CX	CL
PI	0.867			
BA	0.621	0.846		
CX	0.683	0.705	0.880	
CL	0.542	0.588	0.774	0.858

Source: Primary data processed (2025).

Table 4. Discriminant Validity Assessment – HTMT Ratio

Construct Pair	HTMT Value	Threshold (< 0.85)
PI – BA	0.712	Passed
PI – CX	0.764	Passed
PI – CL	0.618	Passed
BA – CX	0.789	Passed
BA – CL	0.662	Passed
CX – CL	0.841	Passed

Source: Primary data processed (2025).

The AVE-based values for each construct exceeded their corresponding correlations with the other constructs, thereby meeting the Fornell–Larcker criterion. Furthermore, all HTMT ratios remained below the recommended threshold of 0.85, confirming adequate discriminant validity (Henseler et al., 2015).

3.1.2. Assessment of Structural Model

Table 5. Summary of Structural Model Evaluation Criteria

Metric	Value	Interpretation
R^2 (Customer Experience)	0.568	Moderate-to-substantial explanatory power
R^2 (Customer Loyalty)	0.612	Substantial explanatory power
Q^2 (Customer Experience)	0.438	Predictive relevance confirmed (> 0)
Q^2 (Customer Loyalty)	0.461	Predictive relevance confirmed (> 0)
f^2 (PI → CX)	0.162	Medium effect
f^2 (BA → CX)	0.248	Medium-to-large effect
f^2 (CX → CL)	1.394	Large effect
VIF (all inner paths)	1.42 – 2.18	No multicollinearity (< 3.3)
GoF (Goodness of Fit)	0.614	Large (> 0.36)

Source: Primary data processed (2025).

Customer experience exhibited an explained variance of 56.8% within the proposed research model; explains 61.2% of the variance in customer loyalty. Q2 values obtained by blinding were positive for both internal constructs, confirming their predictive relevance. The f2 value (1.394) of the CX → CL pathway shows a large effect, and there is a significant effect. PI → CX and BA → CX show moderate effects. All VIF values were below 3.3, eliminating the concern of multicollinearity. The overall GoF of 0.614 exceeded the goodness-of-fit threshold of 0.36. (Tenenhaus et al., 2005).

3.1.3. Evaluation of Research Hypotheses

Table 6. Hypothesis Testing Results (Bootstrapping, 5,000 Subsamples)

Research Hypotheses	Path	β	t-statistic	p-value	Result
H1	PI → CX	0.372	5.824	0.000	Supported
H2	BA → CX	0.451	7.112	0.000	Supported
H3	CX → CL	0.774	21.543	0.000	Supported
H4a	PI → CL (direct)	0.085	1.432	0.152	Not supported
H4b	PI → CX → CL (indirect)	0.288	5.210	0.000	Supported
H5a	BA → CL (direct)	0.062	1.128	0.260	Not supported
H5b	BA → CX → CL (indirect)	0.349	6.873	0.000	Supported

Data Source: Primary data processed (2025).

The research outcomes of this study support H1, H2, and H3. For H4 and H5, the indirect effect is not significant. ($p > 0.05$) and the indirect effect through customer experience shows significance. ($p < 0.01$) based on the mediation classification of Zhao et al. (2010) classified this pattern as an indirect mediation only, indicating that customer experience is the only channel through which product innovation and brand authenticity influence customer loyalty.

3.2. Discussion

3.2.1. Product Innovation and Brand Authenticity are the Drivers of Customer Experience

Customer experience was positively influenced by product innovation ($\beta = 0.372$, $p < 0.01$), while brand authenticity also demonstrated a positive contribution ($\beta = 0.451$, $p < 0.01$) in the slow bar coffee shop setting. Strong brand authenticity can influence customers'perceptions of authenticity during artisan coffee, as well as their perception of authenticity.

Regarding product innovation, the present results align with the evidence reported by Ling et al. (2023), who emphasized the importance of menu-related and experiential innovations within the food service sector, innovation perception and psychological value. Innovation, especially in slow bars, is not passively consumed, but truly experienced. Customers observe the winemaker's wine-making skills and enjoy a taste of the wine. This visual and participatory creative process separates fast cafes from the commercial coffee chain. The service-master logic perspective (Vargo & Lusch, 2016) explains this mechanism.

The significant effect of brand authenticity is consistent with Bonfanti et al. (2023), who found that authenticity and personal interaction are central to memorable hospitality experiences, and with Ismail (2023), who emphasized the role of genuine brand experience in eliciting emotional attachment. In slow bars, authenticity is not an abstract brand attribute but is enacted through tangible cues: the origin story of the beans, the barista's transparent explanation of processing methods, the absence of artificial syrups, and the consistency between the brand's stated philosophy and its actual practices. This operationalization of authenticity is contextually specific to the slow bar format, where customers can directly verify claims through observation and dialogue—a verification opportunity largely absent in fast-service or chain models.

3.2.2. Customer Experience as an Indirect-Only Mediator

The main finding of this study is that customer experience is an indirect mediator between these antecedents and customer loyalty. (Zhao et al., 2010) The analysis revealed that product innovation contributed minimally to customer loyalty ($\beta = 0.085$; $p = 0.152$), while brand authenticity exhibited a similarly limited contribution ($\beta = 0.062$; $p = 0.260$), with neither relationship reaching the required statistical significance. This shows that creativity and authenticity do not automatically create loyalty. Their potential can only be realized when translated into positive multidimensional experiences.

This finding extends Hollebeek and Rather (2019), who identified customer co-creation as a partial mediator between service innovativeness and loyalty outcomes. The present study demonstrates a stronger pattern—indirect-only mediation—suggesting that in the highly immersive, interactive, and multisensory slow bar context, the experiential mechanism is not merely one pathway among several but the essential and singular conduit. This is theoretically coherent: in slow bars, customers do not evaluate innovation or authenticity in the abstract; they experience them through the brewing ritual, the barista's narrative, the sensory environment, and the social atmosphere. Without this experiential translation, innovation and authenticity remain latent attributes that do not generate behavioral commitment.

This finding was confirmed by Molinillo et al. (2022) which shows that emotional experience ($\beta=0.523$) and sensory experience ($\beta=0.293$) have the greatest influence on satisfaction and loyalty in a sensory-based retail context. In slow bars, the manual brewing process generates rich sensory stimuli—aroma, taste, visual presentation, tactile engagement with the cup—that are absent in automated or fast-service models. Pekovic and Rolland (2020) complement this by showing through fsQCA that loyalty emerges from specific configurations of cognitive, social, emotional, and sensorial experiences rather than any single dimension. For slow bars, this implies that the educational interaction with baristas (cognitive), the convivial atmosphere

(social), the enjoyment of discovery (emotional), and the brewing ritual (sensorial) must be integrated to generate the experiential configuration that drives loyalty.

From a managerial perspective, the indirect-only mediation finding carries a clear imperative: slow bar operators must prioritize holistic experience design over isolated product development or branding campaigns. Barista training includes not only the technical skills of making coffee, but also the ability to tell a story, create a sense of humour. Menu innovation should be presented as an experiential event—through cupping sessions, brewing demonstrations, or origin storytelling—rather than merely as a new item on the menu. The physical environment, music, lighting, and seating arrangement should be curated to support the sensory and social dimensions of the experience. Consistent with Bonfanti et al. (2023), conviviality and genuine human interaction should remain at the center of this strategy.

3.2.3. External Validity Considerations

The use of a purposive sample of 250 respondents drawn from three large cities in Indonesia makes these findings generalizable to other geographical regions, provinces, and regions. The cross-sectional design only captures perceptions at a single point in time, so temporal factors cannot be determined. Furthermore, the majority of respondents with a bachelor's degree between the ages of 26 and 35 may reflect the demographics that participate in the specific coffee culture, and may also reflect the demographics of the coffee culture. These limitations were acknowledged and will be addressed in future studies.

4. CONCLUSION

This study develops and empirically tests a model of customer loyalty. They support the hypothesized model. Product innovation and brand authenticity greatly enhance the customer experience, leading to a strong customer experience. More importantly, the indirect mediation pattern confirms that creativity and authenticity do not directly create loyalty. The impact is positive and positive. emotion feels. It is achieved through positive social experiences.

The primary theoretical contribution lies in demonstrating that in highly experiential, interactive service contexts such as slow bars, the loyalty formation mechanism operates through an experiential conduit rather than through direct utilitarian or attitudinal pathways. This extends Service-Dominant Logic and experiential marketing theory by specifying customer experience as the necessary translation mechanism between brand-level attributes and behavioral loyalty.

The primary practical implication is a managerial paradigm shift: slow bar operators must move beyond isolated product development or brand storytelling toward the intentional, integrated design of multidimensional customer experiences. The long-term competitiveness of slow bar coffee shops will depend on their capacity to consistently deliver authentic, educational, sensory-rich, and socially engaging experiences.

Several constraints identified in the present investigation provide a basis for further scholarly exploration. The three-city sample was purposively selected to limit generalizability. Future studies should use multistage sampling across regions to determine whether or not this is the case. Include tier 2 and tier 3 cities.

The use of a single-period research design restricts the examination of changes occurring over time. Longitudinal or diary studies would reveal how customer experience and loyalty evolve over repeated visits.

The model does not include moderator variables. Future research should test whether customer involvement, prior coffee knowledge, or consumer innovativeness moderates the PI → CX or BA → CX paths. Customer experience was modeled as a single higher-order construct. Future studies should disaggregate cognitive, affective, sensorial, and social dimensions to identify which specific experiential components drive loyalty most strongly. Comparative studies between slow bar and fast-service or chain coffee shop models would clarify whether the indirect-only mediation pattern is context-specific. Qualitative approaches (ethnography, in-depth interviews) would provide richer understanding of how customers subjectively experience innovation and authenticity. Configurational approaches such as fsQCA (Pekovic & Rolland, 2020) could reveal equifinal paths to loyalty. Cross-cultural replication would test the model's boundary conditions.

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