



Department of Digital Business

**Journal of Artificial Intelligence and Digital Business (RIGGS)**

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 5 No. 1 (2026) pp: 5839-5848

P-ISSN: 2963-9298, e-ISSN: 2963-914X

---

## Brand Awareness and Trust as a Factor The Determinant of Customer Loyalty: The Role of Mediation Customer Satisfaction

Audrey Twyla Michelle, Rindika Pramadanti

Management Study Program, ASA University Indonesia, East Jakarta,  
Indonesia

[twylamichelle2@gmail.com](mailto:twylamichelle2@gmail.com), [rindika@asaindo.ac.id](mailto:rindika@asaindo.ac.id)

### **Abstract**

*This study aims to analyze the effect of brand awareness and trust on customer satisfaction and customer loyalty at Chatime, both directly and indirectly through satisfaction as a mediating variable. The research seeks to understand how consumers' perceptions of a popular beverage brand influence their satisfaction levels and long-term loyalty. Primary data were collected from 190 respondents using a five-point Likert-scale questionnaire distributed through purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS version 3.0. Hypothesis testing was conducted by evaluating path coefficients, T-statistics, and P-values to determine the significance of relationships among variables. The results show that brand awareness has a positive and significant effect on customer satisfaction and customer loyalty. Trust also positively influences satisfaction and loyalty, although its direct effect on loyalty is not always significant. Furthermore, customer satisfaction acts as an important mediating variable that strengthens the relationship between brand awareness, trust, and loyalty. Satisfying customer experiences, including product quality, service performance, and price fairness, encourage repeat purchases and long-term commitment. Therefore, strengthening brand image, maintaining trust, and improving overall customer experience are essential strategies to enhance loyalty in the competitive beverage industry.*

*Kata kunci: Brand Awareness, Brand Trust, Customer Satisfaction, Customer Loyalty*

### **1. Introduction**

In an era of increasingly fierce business competition, especially in the ready-to-eat beverage industry such as boba drinks, companies are required to be able to create and maintain customer loyalty. Customer loyalty is seen as a strategic asset because loyal customers tend to make repeat purchases, recommend brands to others, and are not easy to switch to competitor brands (Boukis, 2024). To achieve such loyalty, companies need to build strong brand awareness and trust in consumers' minds. According to Ariyo et al., (2023) *brand awareness* is the ability of consumers to recognize and remember a brand as part of a particular product category, which plays an important role in the purchase decision-making process. Meanwhile, trust is defined as the consumer's belief that a brand has integrity, competence, and consistency in fulfilling the promises offered (Amrollahi et al., 2026). These two factors are believed to be able to shape customer satisfaction, which ultimately encourages the formation of customer loyalty.

The phenomenon that is happening today shows that the growth of the boba beverage industry in Indonesia is very rapid, marked by the emergence of various new brands that offer similar products with diverse flavor innovations, prices, and promotional strategies. Chatime as one of the international boba drink brands that has been present in Indonesia for a long time has a relatively high *level of brand awareness* among consumers. However, the high level of brand awareness is not always directly proportional to the level of customer loyalty. Today's consumers tend to easily switch brands because there are many alternative options that offer different consumption experiences. This shows that *brand awareness* alone is not enough to create customer loyalty without being supported by consistent trust and satisfaction.

The problem that arises in the context of Chatime is the inconsistency between the level of brand recognition and consumer repurchase behavior. Some consumers know and have consumed Chatime products, but they do not

---

Brand Awareness and Trust as a Factor The Determinant of Customer Loyalty: The Role of Mediation Customer Satisfaction

make them the main choice on a sustainable basis. In addition, consumer confidence in product quality, cleanliness, service, and price conformity with the value received are still determining factors that affect the level of customer satisfaction. According to Amrollahi et al., (2026) Customer satisfaction arises from a comparison between expectations and perceived performance. If the perceived performance is lower than expected, then consumers will feel dissatisfied and tend to be disloyal. Therefore, it is important to understand how customer satisfaction plays a role in bridging influence *brand awareness* and trust in customer loyalty.

A number of previous studies have examined the relationship between *brand awareness*, customer trust, satisfaction, and loyalty. Indrayana et al., (2024) states that *brand awareness* can increase loyalty because memorable brands will be considered more often in purchasing decisions. Research Chatterjee et al., (2026) found that brand trust has a positive and significant influence on customer loyalty, both in attitude and behavior. Furthermore, Monfort et al., (2025) emphasizing that customer satisfaction is a key determinant of long-term loyalty. However, most of the research still emphasizes on the direct relationship between variables, while the role of *customer satisfaction* as a mediating variable has not been studied in depth, especially in the context of the boba beverage industry in Indonesia.

Based on the research gap, this research has added value by integrating *customer satisfaction* as a mediating variable in the relationship between *brand awareness* and trust in *customer loyalty*. This study not only examines the direct influence between variables, but also seeks to explain the psychological mechanisms of consumers in forming loyalty through satisfaction. In addition, the selection of Chatime as the research object makes a relevant empirical contribution to the development of marketing strategies in the contemporary beverage industry which is very dynamic and competitive. Thus, this study aims to analyze the influence of *brand awareness* and trust on Chatime customer loyalty, as well as test the mediating role of *customer satisfaction* in these relationships. The results of this study are expected to make a theoretical contribution to the development of marketing literature, especially related to customer loyalty models, as well as practical contributions to Chatime management in formulating marketing strategies oriented towards increasing customer satisfaction and loyalty in a sustainable manner.

Based on the views of experts, it can be explained that brand awareness and trust have an important role in shaping customer satisfaction and loyalty on boba beverage brands like Chatime. High brand awareness allows consumers to recognize, remember, and differentiate Chatime from competing brands, thereby reducing the risk of perception in purchasing decisions and forming clearer expectations of product and service quality (Wijaya et al., 2024). When these expectations are met through taste consistency, menu variety, and ease of outlet access, consumers will feel satisfaction. In addition, trust reflects consumers' belief that Chatime is able to provide consistent product quality, material safety, and service, which ultimately reduces uncertainty and enhances a positive assessment of the consumer experience (Mofokeng, 2025). Strong brand awareness also drives customer loyalty as familiar brands tend to be the top choice in repeat purchases amid the plethora of boba brand alternatives (Sheykhani et al., 2024), while high levels of trust further strengthen loyalty as consumers feel secure and confident that the brand can meet their needs and expectations on an ongoing basis, thus lowering the tendency to switch to competing brands (Raza-Ullah, 2021).

H1: Brand awareness has a positive effect on customer satisfaction.

H2: Trust has a positive effect on customer satisfaction.

H3: Brand awareness has a positive effect on customer loyalty.

H4: Trust has a positive effect on customer loyalty.

Customer satisfaction is seen as the main determinant of customer loyalty because it is the result of consumer evaluation of the conformity between expectations and the actual performance of the product or service received (Duong et al., 2025). Do et al., (2025) explains that repeated satisfaction will evolve into loyalty, which is reflected in the customer's commitment to repeat purchases and maintain a relationship with the brand in the long run. In the context of beverage brands like Chatime, the satisfaction that arises from product quality, taste consistency, menu variety, and reliable service will strengthen positive customer attitudes and increase loyalty. Further, Bear & Ib (2026) Stating that brand awareness forms the initial association and consumer expectations of a brand, but loyalty will not be formed only from a high level of awareness without a satisfactory consumption experience.

Therefore, customer satisfaction serves as a mediating variable that bridges the influence of brand awareness on loyalty, where the expectations formed from brand awareness are evaluated through consumption experiences and generate satisfaction that drives repeat purchases. In addition, Bahemia & Roehrich (2023) affirms that trust reduces uncertainty and increases consumer confidence in brand reliability, while A (2022) stating that trust will lead to strong loyalty when consumers feel the real benefits of the consumption experience. Thus, customer satisfaction mediates the relationship between trust and loyalty by converting consumer trust in the brand into a positive experience that is sustainable and drives long-term loyalty.

H5: Customer satisfaction has a positive effect on customer loyalty.

H6: Customer satisfaction mediates the effect of brand awareness on customer loyalty.

H7: Customer satisfaction mediates the effect of trust on customer loyalty

Figure 1 shows the conceptual thinking framework of the research as well as the hypotheses developed based on the relevant literature.

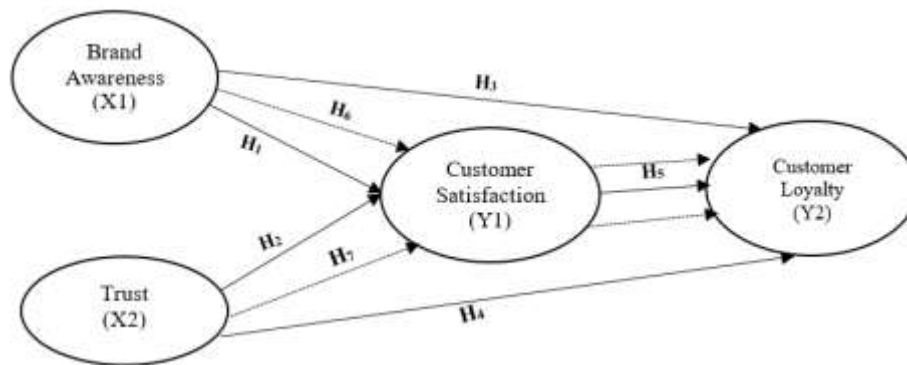


Figure 1. Research Framework

This research is important to explain the influence of *brand awareness* and *brand trust* against *customer loyalty*, either directly or through *customer satisfaction* as a mediation variable. The difference in the results of previous research shows the need for further study related to the role of *customer satisfaction* in the relationship between these variables. Therefore, this study aims to analyze direct and indirect influences *brand awareness* and *brand trust* against *customer loyalty* through *customer satisfaction*.

## 2. Research Methods

The data used in this study is primary data obtained through the distribution of questionnaires to respondents. Sampling technique using *purposive sampling*, i.e. the determination of samples based on certain criteria relevant to the research objectives (Barella et al., 2024), with a total of respondents **190 orang**. All variables were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Variable *brand awareness* measured using five indicators, namely *brand recognition*, *brand recall*, *top-of-mind awareness*, *familiarity*, and *brand differentiation* (Rodríguez et al., 2024). Variabel *brand trust* measured through three dimensions, namely *competence*, *integrity*, and *benevolence* (Heim et al., 2025). *Customer satisfaction* measured using indicators *overall satisfaction*, *expectation confirmation*, *satisfaction with product performance*, *repurchase intention*, and *willingness to recommend* (Saputra et al., 2024). Meanwhile, *customer loyalty* measured through indicators *repeat purchase*, *retention*, *referral*, *customer commitment*, and *attitudinal loyalty* (Pereira et al., 2025). Data analysis is carried out using *Structural Equation Modeling* (SEM) with the help of SmartPLS software. The analysis stages include testing validity and reliability, discriminant validity, evaluation of structural models (R-square and SRMR), and testing hypotheses with criteria *t-statistic* > 1.96 and *p-value* < 0.05.

## 3. Results And Discussion

This study involved 190 respondents. Based on the characteristics of the respondents, the majority of respondents were female as many as 110 people (57.9%), while male respondents amounted to 80 people (42.1%). In terms of

age, most respondents were in the range of 18–25 years (47.4%) and 26–35 years (28.9%), which shows the dominance of the productive age group. Based on occupation, respondents were dominated by students (44.7%), followed by private employees (23.7%). Judging from the frequency of purchases, most respondents made purchases 2–3 times per month (36.8%) and 1 time per week (26.3%), which indicates a fairly high purchase intensity. In addition, the majority of respondents have known the brand for more than 1 year (65.8%), indicating a strong level of familiarity with the brand as well as the potential for customer loyalty to form.

Table 1. Respondent Description

Demographics	Frequency	Percentage (%)
<b>Gender</b>		
Male	80	42,1
Women	110	57,9
<b>Age</b>		
< 18 years old	15	7,9
18–25 years old	90	47,4
26–35 years old	55	28,9
> 35 years old	30	15,8
<b>Jobs</b>		
Student/Student	85	44,7
Private Employees	45	23,7
Civil Servant	25	13,2
Entrepreneur	15	7,9
Housewives	10	5,3
Others	10	5,3
<b>Purchase Frequency</b>		
1 time/month	45	23,7
2–3 times/month	70	36,8
1 time/week	50	26,3
> 1 time/week	25	13,2
<b>Long Brand Knowledge</b>		
< 6 months	20	10,5
6–12 months	45	23,7
> 1 year	125	65,8

Source: Data Processed (2026)

## OUTER MODEL

In the analysis of the measurement model, the PLS-SEM method is used to evaluate the reliability and validity of the construct. The convergent validity of the reflective construct was assessed based on two main criteria, namely *the loading factor* value ( $> 0.70$ ) and *the Average Variance Extracted (AVE)* ( $> 0.50$ ). The test results showed that all indicators in each construct had a *loading factor* value above 0.70, thus meeting the criteria for convergent validity. In addition, the AVE value obtained is also greater than 0.50, which indicates that each construct is able to adequately explain the variance of the indicator. Furthermore, the following table presents descriptive data used to analyze brand awareness, brand trust, customer satisfaction, and customer loyalty to Chatime products.

Table 2. Measurement Model Results (outer model).

Variabel	Indicator	Questionnaire Items	Outer Loading	Composite Reliability	Cronbach's Alpha	AVE
<b>Brand Awareness</b>	<i>Brand Recognition</i>	BA1	0,743	0,807	0,809	0,866
	<i>Brand Recall</i>	BA2	0,715			
	<i>Top-of-Mind Awareness</i>	BA3	0,795			
	<i>Familiarity</i>	BA4	0,712			
	<i>Brand Differentiation</i>	BA5	0,790			

<b>Trust</b>	<i>Competence</i>	T6	0,864	0,846	0,848	0,890
	<i>Integrity</i>	T7	0,784			
	<i>Benevolence</i>	T8	0,889			
<b>Customer Satisfaction</b>	<i>Overall Satisfaction</i>	CS9	0,795	0,848	0,850	0,892
	<i>Expectation Confirmation</i>	CS10	0,836			
	<i>Product Performance</i>	CS11	0,800			
	<i>Satisfaction</i>					
	<i>Repurchase Intention</i>	CS12	0,808			
	<i>Willingness to Recommend</i>	CS13	0,705			
<b>Customer Loyalty</b>	<i>Repeat Purchase</i>	CL14	0,796	0,803	0,818	0,883
	<i>Retention</i>	CL15	0,825			
	<i>Referral</i>	CL16	0,786			
	<i>Customer Commitment</i>	CL17	0,759			
	<i>Attitudinal Loyalty</i>	CL18	0,765			

Source: processed primary data, 2026

The results of the measurement model test showed that all variables met the criteria of validity and reliability. Convergent validity as seen from the value *outer loading* which is in the range of 0.705–0.889, so that all indicators are declared valid because they exceed or are close to the minimum limit of 0.70. In addition, the *Average Variance Extracted (AVE)* in each construct has also met the  $\geq$  criterion of 0.50, which is 0.866 (*Brand Awareness*), 0.890 (*Trust*), 0.892 (*Customer Satisfaction*), and 0.883 (*Customer Loyalty*), which indicates that the variable is able to explain the variance of the indicator well. In terms of reliability, the value of *Composite Reliability* is in the range of 0.803–0.848 and *Cronbach's Alpha* in the range of 0.809–0.850, so that the entire construct is declared reliable because it exceeds the limit of 0.70. Thus, all research variables are declared valid and reliable and feasible to use in the next model analysis (Hair et al., 2019).

#### Validitas Diskriminan – Fornell-Larcker

The discriminant validity test is performed to ensure that each construct in the research model has a clear difference from the other constructs. This test is done by looking at the *cross-loading*, where each indicator must have the highest loading value on the construct it is measuring and value above 0.70. In addition, the validity of the discriminant was also evaluated by comparing the square root value of AVE in each construct with the correlation value between constructs. If the square root value of AVE is greater than the correlation with other constructs, then the construct is declared to have good discriminant validity (Hair et al., 2019).

Tabel 3. *Discriminant Validity-Fornell Lacker*

	<b>Brand Awareness</b>	<b>Customer Loyalty</b>	<b>Customer Satisfaction</b>	<b>Trust</b>
<b>Brand Awareness</b>	0,752			
<b>Customer Loyalty</b>	0,769	0,787		
<b>Customer Satisfaction</b>	0,717	0,861	0,790	
<b>Trust</b>	0,745	0,681	0,742	0,847

Source: processed primary data, 2026

Table 3 shows that the value of the square root of AVE in each construct, i.e. *Brand Awareness* (0,752), *Customer Loyalty* (0,787), *Customer Satisfaction* (0,790), and *Trust* (0,847), greater than the correlation value between other constructs in the same row or column. These results indicate that each variable has a good ability to distinguish

itself from other constructs. Thus, based on the criteria *Fornell–Larcker*, this research model is stated to have met the discriminant validity well (Hair et al., 2019).

**Coefficient of Determination (R-squared / R<sup>2</sup>).**

The determination coefficient (R<sup>2</sup>) is used to measure the predictive ability of structural models in explaining the variance of endogenous variables influenced by exogenous variables. According to Hair et al., (2019) , the R<sup>2</sup> value of 0.75 was categorized as very strong, 0.50 moderate, and 0.25 weak.

Table 4. Coefficient of Determination Test (R-squared)

	R Square	Adjusted R Square
<i>Customer Loyalty</i>	0,790	0,787
<i>Customer Satisfaction</i>	0,611	0,607

Source: processed primary data, 2026

Table 4 shows that the research model has sufficient clarity power, indicated by the R-square value that is above 0.50 (Hair et al., 2019). R-square value *Customer Satisfaction* of 0.611 (Adjusted R<sup>2</sup> = 0.607), which means that 61.1% of the variation in customer satisfaction can be explained by independent variables in the model, so it falls into the category *moderate*. Meanwhile, the R-square value *Customer Loyalty* of 0.790 (Adjusted R<sup>2</sup> = 0.787) indicates that 79.0% of customer loyalty variations can be explained by constructs in the model, which belong to the category *strong* (substantial).

**Effect Size f<sup>2</sup>**

The measurement of the f<sup>2</sup> effect size is used to assess how much an exogenous construct affects the endogenous construct by looking at the change in the R-squared value when an exogenous construct is excluded from the model. According to Hair et al., (2019), the value of f<sup>2</sup> is categorized as weak (0.02), Medium (0.15), Strong (0.35), or has no effect (< 0.02). This test aims to determine the relative contribution of each independent variable in explaining the dependent variables in the structural model.

Table 5. F Test

Variable	F Square	Results
<i>Brand Awareness</i> → <i>Customer Loyalty</i>	0,214	Medium
<i>Brand Awareness</i> → <i>Customer Satisfaction</i>	0,157	Medium
<i>Customer Satisfaction</i> → <i>Customer Loyalty</i>	0,820	Height
<i>Trust</i> → <i>Customer Loyalty</i>	0,008	Weak
<i>Trust</i> → <i>Customer Satisfaction</i>	0,247	Medium

Source: processed primary data, 2026

Based on tests *F-square* (f<sup>2</sup>), the influence of exogenous variables on endogenous variables varies. *Brand awareness* has a moderate influence on *customer loyalty* (f<sup>2</sup> = 0.214) and *customer satisfaction* (f<sup>2</sup> = 0,157). *Customer satisfaction* show a strong influence on *customer loyalty* (f<sup>2</sup> = 0.820), making it the most dominant construct in the model. While *trust* has a weak influence on *customer loyalty* (f<sup>2</sup> = 0.008) and moderate to *customer satisfaction* (f<sup>2</sup> = 0.247). Thus, *customer satisfaction* proven to be the strongest factor in shaping *customer loyalty*.

**Prediction accuracy (Q<sup>2</sup>)**

According to Hair et al., (2019), in addition to measuring the power of influence, the assessment guidelines Prediction accuracy (Q<sup>2</sup>) It is classified into three categories, namely 0.02 (small), 0.15 (medium), and 0.35 (large).

Table 6. Prediction Accuracy Test (Q2)

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
<i>Customer Loyalty</i>	950,000	494,339	0,480
<i>Customer Satisfaction</i>	950,000	596,997	0,372

Source: processed primary data, 2026

Based on test results *predictive relevance* (Q<sup>2</sup>), variable *customer loyalty* has a Q<sup>2</sup> value of 0.480 and *customer satisfaction* by 0.372. A Q<sup>2</sup> value greater than 0 indicates that the model has good predictive ability in explaining both endogenous variables. Meanwhile, the *brand awareness* and *trust* does not produce a Q<sup>2</sup> value because it acts as an exogenous variable in the model. Thus, it can be concluded that the research model has adequate predictive relevance, especially in predicting *customer satisfaction* and *customer loyalty*.

### Path Coefficient Analysis

Significance testing is carried out using the test *two-tailed t-test* at a significance level of 5% through the procedure *bootstrapping*. The results of the analysis show that the entire value of *path coefficient* has a significance level below 0.05 ( $p < 0.05$ ). In addition, the entire value of *T-statistics* greater than the value T-Table (1,96), which indicates that each variable construct has a positive and significant influence on the other constructs in the research model. Thus, the relationships between the variables tested in the model are declared significant and support the research hypothesis as referenced by (Hair et al., 2019). Table 7 shows a reference for assessing the hypothesis.

Table 7. Path Coefficient

Variable	Coefficient	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
<i>Brand Awarannes_ -&gt; Customer Loyalty</i>	0,342	0,346	0,067	5,123	0,000	<i>Accepted</i>
<i>Brand Awarannes_ -&gt; Customer Satisfaction_</i>	0,371	0,377	0,075	4,970	0,000	<i>Accepted</i>
<i>Trust_ -&gt; Customer Loyalty</i>	-0,067	-0,067	0,059	1,131	0,259	<i>Rejected</i>
<i>Trust_ -&gt; Customer Satisfaction_</i>	0,465	0,461	0,074	6,293	0,000	<i>Accepted</i>
<i>Customer Satisfaction_ -&gt; Customer Loyalty</i>	0,665	0,662	0,065	10,254	0,000	<i>Accepted</i>
<i>Brand Awarannes_ -&gt; Customer Satisfaction_ -&gt; Customer Loyalty</i>	0,247	0,249	0,053	4,626	0,000	<i>Accepted</i>
<i>Trust_ -&gt; Customer Satisfaction_ -&gt; Customer Loyalty</i>	0,309	0,305	0,059	5,223	0,000	<i>Accepted</i>

Source: processed primary data, 2026

### DISCUSSION.

The results of the first hypothesis test show that *Brand awareness* has a positive effect on customer loyalty, which is shown by the path coefficient value of 0.342, the T-statistic of 5.123 greater than 1.96, and the P-value of 0.000, so that the first hypothesis is declared accepted. These findings are in line with Afriani et al.,(2023) which states that brands that are easy to recognize and remember make customers more confident and comfortable in making repeat purchases. Chatime, which is widely known, provides the perception of product quality, consistency, and safety, so that customers feel that the risk of trying other brands is greater. In addition, Chatime's image that is close to the lifestyle of young people creates emotional attachment, which encourages customers to stick with Chatime over competing brands. However, the results of this study are different from Nurkhasanah et al.,

(2023) who found that *Brand awareness* It does not have a positive effect on customer loyalty, if customers only know the brand without feeling real added value, such as taste quality, appropriate prices, or satisfactory service. In this condition, even though Chatime is easy to recognize, customers still easily switch to other brands that offer more attractive promos or more tasteful flavors, so loyalty is more influenced by the direct experience than just the level of brand awareness.

The results of the second hypothesis test show that *Brand awareness* has a positive effect on customer satisfaction, which is shown by the path coefficient value of 0.371, the T-statistic of 4.970 greater than 1.96, and the P-value of 0.000, so that the second hypothesis is declared accepted. These findings are in line with Fauzi & Evanita (2023) which states that well-known brands create expectations for taste quality, product consistency, and good service. When customers buy Chatime, they feel more confident and comfortable because they are familiar with the brand, so the consumption experience feels more enjoyable. If the products and services received are in accordance with the expectations formed from brand awareness, then customers will feel satisfied with Chatime. However, the results of this study are different from Pramadanti et al., (2023) who found that *Brand awareness* does not have a positive effect on customer satisfaction, even though the brand is already known, customers are more influenced by the factors of price, promos, and taste. Fierce competition makes it easy for customers to move to other brands, so loyalty is not formed from brand awareness alone.

The results of the third hypothesis test show that *Trust* did not have a positive effect on customer loyalty, which was shown by the path coefficient value of -0.067, the T-statistic of 1.131 was smaller than 1.96, and the P-value was 0.259, so that the third hypothesis was rejected. These findings are in line with Febriyanti et al., (2025). which states that customers consider trust as a standard thing and no longer a distinguishing factor. Although customers believe in Chatime's quality and safety, their satisfaction is more determined by first-hand experiences such as the taste of the drink, speed of service, and price. If these aspects are not as expected, satisfaction levels remain low even though trust in the brand is already in place. However, the results of this study are different from Kirana & Basiya (2024) who found that *Trust* Positively affecting customer loyalty, customers who believe in quality, safety, and consistency of taste will feel comfortable to make a repeat purchase. Trust also reduces doubts and risks in choosing products, so customers are more likely to stay loyal to Chatime than trying other brands. In addition, strong trust fosters long-term relationships between customers and brands, which ultimately increases customer loyalty.

The results of the fourth hypothesis test show that *Trust* has a positive effect on customer satisfaction, which is shown by the path coefficient value of 0.465, the T-statistic of 6.293 greater than 1.96, and the P-value of 0.000, so that the fourth hypothesis is declared accepted. These findings are in line with Alfiyah & Samsuri (2024) which states that when customers are confident that the product is consistent, safe, and of quality, the experience of buying and consuming the beverage becomes more enjoyable, so the satisfaction level increases. However, the results of this study are different from Nugroho et al., (2025) who found that *Trust* does not have a positive effect on customer satisfaction, although customers believe in the quality and safety of products, satisfaction is more influenced by direct experience such as taste, service, and price. If these aspects don't meet expectations, customers can still feel dissatisfied despite a high level of trust.

The results of the fifth hypothesis test showed that satisfaction *Customers* has a positive effect on customer loyalty, which is shown by the path coefficient value of 0.665, T-statistic 10.254 greater than 1.96, and P-value 0.000, so that the fifth hypothesis is declared accepted. These findings are in line with Putra et al., (2023) which states that when customers are satisfied with taste, quality, and service, they are more likely to make a repeat purchase and stay loyal to the brand rather than switching to a competitor. A satisfying experience builds long-term emotional attachment and trust, so customer loyalty increases. However, the results of this study are different from Aisya et al., (2020) who found that customer satisfaction does not have a positive effect on customer loyalty, if customers feel momentarily satisfied but are still easily tempted by promos, cheaper prices, or new trends from competitors. This means that satisfaction alone is not enough to form a long-term commitment; External factors such as pricing, product variety, and special offers further influence customers' decisions to stay loyal.

The results of the sixth hypothesis test show that *Brand awareness* have a positive effect on customer loyalty through *Customer Satisfaction*, which is shown by the path coefficient value of 0.247, the T-statistic of 4.626 greater than 1.96, and the P-value of 0.000, so that the sixth hypothesis is declared accepted. These findings are in line with Ananta et al., (2025) stating that a brand that is known makes customers have positive expectations. When the experience of buying and consuming products is as expected, customers feel satisfied, and it is this satisfaction that drives them to stay loyal and make repeat purchases, so that loyalty is formed. This finding is

different from Darojat & Lestari (2021) which states that *Brand awareness is not* can increase customer loyalty through *customer satisfaction*, If brand recognition alone is not enough to make customers feel satisfied. Even though customers know Chatime, if the experience of buying and enjoying drinks does not meet expectations, such as taste, service, or price satisfaction, is not achieved, so customer loyalty is not formed.

The results of the seventh hypothesis test show that *Trust* have a positive effect on customer loyalty through *Customer Satisfaction*, which is indicated by the value, which is indicated by the value of the path coefficient of 0.309, the T-statistic of 5.223 which is greater than 1.96, and the P-value of 0.000, so that the seventh hypothesis is declared accepted. These findings are in line with Berliana & Sanaji (2022) stating that when customers are confident that the product is consistent, safe, and of quality, they are more likely to feel satisfied when consuming it. This satisfaction then drives customers to stay loyal, make repeat purchases, and make Chatime the top choice over other brands. This finding is different from Pramesti & Tiarawati (2023) which states that *Trust* does not have a positive effect on customer loyalty through *Customer Satisfaction* If the satisfaction that arises from trust alone is not enough to keep customers loyal. Although customers believe products are safe and of quality, other factors such as prices, promos, or flavor variations from competitors can make them switch, so loyalty is not formed only through the satisfaction that arises from trust.

#### 4. Conclusion

This study shows that brand awareness and trust have a significant influence on Chatime's customer satisfaction and loyalty. Brand awareness makes customers more familiar and easily recognizable the brand, thus fostering a positive perception of product quality, taste consistency, and safety, which ultimately increases satisfaction and drives loyalty. Trust also plays an important role in creating a sense of security and confidence in product quality, but its direct influence on loyalty is not always significant without customer satisfaction. Satisfaction proves to be a key factor that connects brand awareness and trust with loyalty, as a pleasant experience from taste, service, to price is the main determinant of whether customers will make a repeat purchase and remain loyal to Chatime. Based on these findings, Chatime is advised to continue to strengthen brand awareness through consistent branding and relevant promotions, as well as build trust by maintaining the quality of products and services. The main focus also needs to be on customer experience so that satisfaction remains high and long-term loyalty can be maintained. Further research is expected to add other variables such as product innovation, digital experience, promotion, emotional factors, or aspects of the customer's social and cultural environment, so that the research model becomes more comprehensive. Thus, the follow-up findings are expected to provide the basis for a more precise and effective marketing strategy to increase customer retention and engagement in the modern beverage industry.

#### Reference

1. Afriani, L. Uswatun Khasanah. (2023). *The Role Of The Use Of Information Technology In Orderly Financial Administration And Tax Compliance In Digital Business*. *Ijess International Journal Of Education And Social Science*, 4(2), 105–113. <https://doi.org/10.56371/ijess.V4i2.184>
2. Aisyah, S. Zainuddin, M. A. (2020). *The Influence Of Price And Promotion On Consumer Purchase Decisions At The Palu Nimshop Shop*. *Journal Of Islamic Economics And Business*, 2(2), 57–74. <https://doi.org/10.24239/Jiebi.V2i2.32.57-74>
3. Alfiyah, F. N., & Samsuri, A. (2024). *Factors That Affect Customer Loyalty With Customer Satisfaction As Media Variables*. 7:1–21.
4. Amrollahi, A. Badreddine, B. (2026). *International Journal Of Information Management Knowledge Workers ' Trust And Reception Of Generative Ai ' S Advice In Complex Tasks*. *International Journal Of Information Management*, 88(October 2024), 103031. <https://doi.org/10.1016/J.Ijinfomgt.2026.103031>
5. Ananta, N. M. Nurrohman, R. (2025). *To Customer Loyalty Through C Ustomer Satisfaction As An Intervening In Fore Coffee Jimea | Mea Scientific Journal (Management, Economics, And Accounting)*. *Jimea: Scientific Journal Of Economic Management And Accounting*, 9(1), 3643–3658.
6. Ariyo, O. Olaniyi, B. O. (2023). *Awareness, Practices And Perspectives On Ensuring Access To Ideally Packaged Iodized Salt In Nigeria*. *Dialogues In Health*, 3, 100148. <https://doi.org/10.1016/J.Dialog.2023.100148>
7. Bahemia, H., & Roehrich, J. K. (2023). *Governing Open Innovation Projects: The Relationship Between The Use Of Trust And Legal Bonds*. *Industrial Marketing Management*, 110(October 2021), 17–30. <https://doi.org/10.1016/J.Indmarman.2023.02.008>
8. Barella, Y. Alajaili, H. M. A. (2024). *Quantitative Methods In Scientific Research*. *Journal Of Sociology And Humanities Education*, 15(1), 281. <https://doi.org/10.26418/J-Psh.V15i1.71528>
9. Berliana, C., & Sanaji. (2022). *The Effect Of E-Service Quality, E-Trust, And Commitment On E-Loyalty With E-Satisfaction As A Mediation Variable*. *Management Studies And Entrepreneurship Journal*, 3(4), 2397–2413.
10. Boukis, A. (2024). *The Effect Of Tokenized Rewards On Customer Loyalty Programs*. *Annals Of Tourism Research*, 109, 103851. <https://doi.org/10.1016/J.Annals.2024.103851>
11. Chatterjee, R. S. Rehman, H. M. (2026). *Trust Transference And Cognitive Affective Trust Dichotomy In Tiktok Short-Form Videos: The Moderating Role Of Source Homophily*. *Journal Of Innovation And Knowledge*, 12(November 2025), 100890. <https://doi.org/10.1016/J.Jik.2025.100890>
12. Darojat, A. R., & Lestari, W. D. (2021). *The Effect Of Brand Awareness And Brand Image On Customer Loyalty With Trust As An Intervening Variable*. *Eduonomika*, 08(April), 717417.

13. Do, A. D. La, T. Q. (2025). *Impacts Of E-Rlsq On Repurchase Intention In Vietnam's E-Commerce Market: The Mediating Role Of Customer Satisfaction And Trust*. *International Journal Of Information Management Data Insights*, 5(2), 100346. <https://doi.org/10.1016/J.Jjimei.2025.100346>
14. Duong, Q. H. Nguyen, T. D. (2025). *Striking The Right Balance: Customising Return Policy Leniency For Managing Customer Online Return Proclivity And Satisfaction*. *Journal Of Retailing And Consumer Services*, 85(May). <https://doi.org/10.1016/J.Jretconser.2025.104315>
15. Fauzi, N. F., & Evanita, S. (2023). *The Role Of Brand Trust As A Mediator In The Relationship Between Brand Awareness, Social Media Marketing, And Brand Loyalty*. *Marketing Management Studies*, 3(4), 407–417. <https://doi.org/10.24036/Mms.V4i3.526>
16. Febriyanti, K. Sofiyati, N. A. (2025). *The Influence Of Customer Satisfaction And E-Service Quality On Customer Loyalty In Lazada Users*. *Jemsi (Journal Of Economics, Management, And Accounting)*, 11(2), 984–997. <https://doi.org/10.35870/Jemsi.V11i2.3950>
17. Hair, J. J. F. Anderson, R. E. (2019). *Multivariate Data Analysis* (Eighth, Vol. 87, Issue 4). Cengage.
18. He, J. (2022). *Analyzing The Effectiveness Of Interaction Between Brand Awareness And Social Network Advertising: The Moderating Role Of Social Facilitation*. *International Journal Of Technology And Human Interaction*, 18(1), 1–18. <https://doi.org/10.4018/Ijthi.299356>
19. Heim, S. Wolter, L. C. (2025). *Towards The Measurement Of Consumer Trust In Media Brands Scale Development And Validation*. *Journal Of Media Economics*, 37(1), 20–45. <https://doi.org/10.1080/08997764.2024.2433739>
20. Indrayana, R. Derriawan. (2024). *Analysis Of The Influence Of Brand Association, Brand Image, Brand Awareness, And Brand Loyalty On Brand Equity Of Telon Oil*. *International Journal Of Science And Society*, 6(2), 166–173. <https://doi.org/10.54783/Ijsoc.V6i2.1121>
21. Kirana, D. G., & Basiya, R. (2024). *The Influence Of Trust And Perceived Risk On Repurchase Interest Is Mediated By Customer Satisfaction Study On Skincare Product Customers On The Shopee Marketplace*. *Management Studies And Entrepreneurship Journal*, 5(1), 2690–2701.
22. Mofokeng, T. E. (2025). *Mechanisms Of Building Customer Loyalty: Mediation Of Customer Satisfaction With Online Retailing In South Africa*. *Telematics And Informatics Reports*, 20(September), 100262. <https://doi.org/10.1016/J.Teler.2025.100262>
23. Monfort, A. Sebastián-Morillas, A. (2025). *Building Trust In Sustainable Brands: Revisiting Perceived Value, Satisfaction, Customer Service, And Brand Image*. *Sustainable Technology And Entrepreneurship*, 4(3). <https://doi.org/10.1016/J.Stae.2025.100105>
24. Nugroho, R. R. D. Farida, I. (2025). *Customer Satisfaction As A Variable Of Moderation Of The Relationship Between Customer Experience And Customer Value To Customer Loyalty In Saff & Co Perfume Products On Tiktok Shop*. *Journal Of Humanities*, 14(1), 140–153. <https://doi.org/10.31959/Jm.V14i1.2823>
25. Nurkhasanah, R. Timur, J. (2023). *The Influence Of Product Quality And Brand Awareness On Loyalty Through Satisfaction As An Intervening Variable In Cimory Yogurt Customers In Madiun Regency*. *Management Studies And Entrepreneurship Journal*, 4(5), 6233–6246. <http://journal.yrpiiku.com/index.php/msej>
26. Orús, C., & Ib, S. (2026). *Technological Forecasting & Social Change The Impact Of Creativity In Social Ar Filters On Brand Awareness, Image, And Behavioral Intentions: The Role Of Intrusiveness And Ad Recognition*. 225(March 2024).
27. Pereira, M. D. S. Goncalves, M. C. (2025). *Factors Of Customer Loyalty And Retention In The Digital Environment*. 1–21.
28. Pramadanti, R. Management Studies, P. (2023). *Brand Loyalty Building Strategy: The Influence Of Product Quality, Perceived Value, And E-Wom Through The Mediation Of Brand Trust*. *Journal Of Business Inspiration And Management*, 7(2), 2579–9312.
29. Pramesti, N. A., & Tiarawati, M. (2023). *The Role Of Satisfaction In Mediating The Influence Of Service Quality And Customer Trust On Customer Loyalty Of Brillink Agent Customers*. 9(25), 640–654.
30. Son, R. S. Bakrie, U. (2023). *The Influence Of Website Quality On E-Satisfaction, E-Trust And E-Loyalty Of Tvonews.Com Website Users In East Jakarta*. *Management Studies And Entrepreneurship Journal*, 4(4), 3955–3974.
31. Raza-Ullah, T. (2021). *When Does (Not) A Coopetitive Relationship Matter To Performance? An Empirical Investigation Of The Role Of Multidimensional Trust And Distrust*. *Industrial Marketing Management*, 96(March), 86–99. <https://doi.org/10.1016/J.Indmarman.2021.03.004>
32. Rodriguez, C. E. L. Renza, P. (2024). *Measures Of Brand Awareness: Bibliometric Analysis And Systematic Review*. 13(4), 3056–3067. <https://doi.org/10.18421/Tem134>
33. Saputra, R. H. Ramli, A. H. (2024). *The Effect Of Service Quality And Customer Satisfaction On Customer Loyalty In Coffee Shop*. *Scientific Journal Of Unit Management*, 12(5), 1697–1714. <https://doi.org/10.37641/Jimkes.V12i5.2824>
34. Sheykhani, S. Rabiee, M. (2024). *Creating A Fuzzy Dematel-Ism-Micmac -Fuzzy Bwm Model For The Organization's Sustainable Competitive Advantage, Incorporating Green Marketing, Social Responsibility, Brand Equity And Green Brand Image*. *Sustainable Futures*, 8(March), 100280. <https://doi.org/10.1016/J.Sftr.2024.100280>
35. Welsa, H. Ma'aruf, F. I. (2022). *The Effect Of Brand Awareness On Customer Loyalty With Brand Image And Relationship Quality As Intervening Variables (A Case Study Of Consumers Selling Ebod Jaya Birdcages)*. *Managerial Journal*, 21(1), 83–94. <https://doi.org/10.17509/Manajerial.V21i1.46886>
36. Wijaya, E. A. Puteri, N. D. (2024). *The Influence Of Brand Awareness, Brand Association, Perceived Quality And Brand Loyalty On Intention To Purchase Erigo Products*. 9(12), 173–185. [https://doi.org/10.2991/978-94-6463-508-9\\_14](https://doi.org/10.2991/978-94-6463-508-9_14)