



# The Role Of Customer Satisfaction As A Mediation Of The Influence Of Celebrity Endorsement And Brand Image On Customer Loyalty Of Kopi Kapal Api In West Bandung

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## How to Cite :

Emiliawati, H., Paramita, V. S . (2025). The Role Of Customer Satisfaction As A Mediation Of The Influence Of Celebrity Endorsement And Brand Image On Customer Loyalty Of Kopi Kapal Api In West Bandung . EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(3). doi: <https://doi.org/10.37676/ekombis.v13i3>

## ARTICLE HISTORY

*Received [12 January 2024]*

*Revised [17 June 2025]*

*Accepted [23 June 2025]*

## KEYWORDS

Celebrity Endorsement, Brand Image, Customer Loyalty, Customer Satisfaction.

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## ABSTRACT

This research aims to analyze the influence of celebrity endorsement and brand image on customer satisfaction which is mediated by the satisfaction of Kapal Api coffee customers in West Bandung. The type of research used in this research is quantitative. The population in this study were consumers who made repeated purchases of Kapal Api coffee. Meanwhile, the number of samples taken was 100 respondents using purposive sampling technique. This research uses analytical tools in the form of validity tests, reliability tests, classical assumption tests, multiple regression tests using SPSS version 25 tools and the Sobel test. The results of this research are 1) celebrity endorsement has a positive effect on customer loyalty 2) brand image has a positive effect on customer loyalty 3) celebrity endorsement has a positive effect on customer satisfaction 4) brand image has a positive effect on customer satisfaction 5) customer loyalty has a positive effect on satisfaction customers 6) customer satisfaction can mediate the influence of celebrity endorsement on customer loyalty 7) customer satisfaction can mediate the influence of brand image on customer loyalty.

## INTRODUCTION

The development of the industry, especially in the food and beverage sector, has experienced quite rapid growth (Amalia, Hanapia, Kadarisman, & Sukarso, 2023). According to BPS data, there was an increase in the food and beverage industry by 2.54% from IDR 755.4 trillion to IDR 775.1 trillion in 2020-2021. In 2022, the gross domestic product for this industry reached IDR 1.23 quadrillion. The food and beverage industry contributes 38.35% of the total domestic product of the non-oil and gas processing industry and 6.32% of the total national economy and is one of the largest when compared to other industries. This phenomenon

illustrates the high interest of consumers in accessing various food and beverage products. Business competition, especially in the coffee industry, is getting tighter, this can be seen from the increasing number of competitors who are increasingly emerging and offering uniqueness and added value to consumers in terms of products, services and so on. The high interest of the community, especially the Indonesian people, in consuming coffee has attracted the attention of a number of companies to create innovative coffee-based products (Soesatyo & Rumambi, 2013). One brand that has long been known in Indonesia is Kapal Api coffee. This brand has succeeded in maintaining its existence amidst increasingly fierce competition through various marketing strategies, including the use of celebrity endorsements and the creation of a strong brand image.

The priority of a company when it wants to survive and compete competitively in a company must be able to dominate the market. Consumers are faced with a variety of complete variants, a well-known brand image and the best product quality, so that consumers in choosing a product need quite a long time, especially in making decisions. This will have an impact on whether or not consumers are loyal to a product (Hidayat, Hadi, & Anggarawati, 2022), Kopi Kapal Api is one of the oldest and most well-known coffee brands in Indonesia. Founded in 1927, this brand has grown into one of the main players in the national coffee industry. The success of Kapal Api coffee is not only based on product quality, but also on effective marketing strategies. The importance of developing sustainable competitive advantages requires PT. Santos Jaya Abadi, of course with Kapal Api coffee products, must be able to maintain the brand image that has been built. The survival of Kapal Api coffee is accompanied by a strategy that aims to always maintain consumer loyalty and loyalty to Kapal Api coffee (Hidayat et al., 2022). The following is a table of the top brand index for the ground coffee category with pulp in 2021-2024.

**Table 1 the top brand index for the ground coffee category with pulp in 2021-2024.**

Merk	Top Brand Index				Information
	2021	2022	2023	2024	
Kapal api	62.40%	62.40%	62.80%	52.10%	TOP
ABC	15.90%	15.20%	16.10%	11.10%	TOP
Luwak	14.70%	14.60%	16.80%	20.10%	TOP

Sumber: <https://www.topbrand-award.com/top-brand-index/>

Based on table 1, it can be seen that Kapal Api coffee occupies the first Top Brand Index for sales of the ground coffee category that is in demand by consumers in Indonesia, Kapal Api coffee continues to dominate compared to other competitors such as ABC and Luwak coffee. although there was a decline in 2024. In 2021 to 2023, Kapal Api coffee maintained a top brand index above 62%, but in 2024 it fell to 52.10%, although it remained in first place but the decline was quite significant. In the Top Brand Index measurement criteria there are 3 indicators consisting of mind share, market share, and commitment share, where this research problem is included in the commitment share which means showing the strength of the brand in encouraging customers to buy back in the future (Topbrandawards.com, 2024) To measure the three parameters of the Top Brand Index consisting of top of mind, last usage, and future intention, this research problem is also included in the future intention which shows the intention to return or the desire of consumers to use/consume again in the future. Based on these conditions, it can indicate that low customer loyalty is a problem currently faced by Kapal Api coffee in Indonesia. Since its inception, Kapal Api coffee has been known by the public with the tagline "clearly more delicious", this image has made Kapal Api coffee more easily recognized by the public. The brand image built by Kapal Api coffee is affordable and delicious coffee to be enjoyed by coffee lovers. From this phenomenon, the Kapal Api coffee brand image phenomenon is already well known by the public so that consumers believe in the Kapal Api

coffee brand and products. The use of public figures or celebrities in advertising aims to increase the appeal and credibility of the brand in the eyes of consumers, especially among the younger generation who are greatly influenced by trends and the popularity of celebrity figures. Kapal Api coffee is promoted by Indonesian artist Agnes Monica as a celebrity endorsement. The products they promote are a series of facial treatments, shampoo, smartphones and coffee. One of them is Kapal Api coffee. By utilizing celebrity endorsements, Kapal Api coffee hopes to build emotional relationships with customers, increase product appeal (Wijaya & Keni, 2022) and ultimately encourage customer loyalty to their products amidst the tight competition in the coffee industry. Customer satisfaction is a very important factor in marketing, on the other hand, customer disappointment in providing services can lead to the destruction of the company in the future. If the level of competition is quite high, customer satisfaction and customer loyalty are interrelated, then the company must quickly increase customer satisfaction which will later increase customer loyalty, and vice versa if the company reduces customer satisfaction, customer loyalty will also decrease (Hidayat et al., 2022). Customer satisfaction has been identified as one of the key factors mediating the relationship between celebrity endorsement and brand image on customer loyalty. Various studies have shown that customer satisfaction not only plays a role in increasing loyalty, but also in building long-term mutually beneficial relationships between the company and customers. In the context of Kopi Kapal Api, customer satisfaction can be an important variable that determines the success of the marketing strategy implemented.

## **LITERATURE REVIEW**

### **Celebrity Endorsement**

According to (Ramlawati & Lusyana, 2020) celebrity endorsement is an artist, entertainer, blogger, vlogger, celebgram, athlete, and influencer who is feared by many people for their success in their respective fields. A celebrity endorser can be seen from how popular they are, determined by the number of followers or fans of the celebrity endorser. According to (Febrian & Fadly, 2021) is a celebrity who uses their fame to represent a brand to the public. Meanwhile, according to (Herjanto, Adiwijaya, Wijaya, & Samuel, 2020) celebrity endorsement is a statement of validation from a celebrity to support a brand that aims to increase the appeal of the brand. Furthermore, Celebrity Endorsement is a celebrity's support for a brand that aims to increase the appeal of the brand (Wijaya & Keni, 2022).

### **Brand Image**

According to (Pandiangan, Masiyono, & Dwi Atmogo, 2021) Brand image is the impression held by consumers and the public towards a brand as a reflection or evaluation of the brand in question. To ensure that the product meets customer expectations, brand image covers all aspects of the product, including marketing, planning, manufacturing, and maintenance. A positive reputation for a manufacturer's brand will attract more customers and boost sales. Thus, consumers will be more likely to buy high-quality goods. Conversely, buyers who have a negative impression of a company's brand are less likely to buy the brand's products and may even avoid them altogether (Rifa'i Bayu, Mitariyani Ni Wayan Eka, & Imbayani I Gusti Ayu, 2020). Brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory (Miati, 2020). Brand image is the meaning of brand management that gets a deep and positive impression. Meanwhile (Eva & Widya, 2021) stated that this brand image is a representation of a brand that is born from the consumer's memory.

### **Customer Loyalty**

According to (Ahmad & Haggaze, 2017) "Customer loyalty can be defined in two distinct ways. First, loyalty is an attitude. Different feelings create an individual's overall attachment to a

product, service, or organization. These feelings define the individual's (purely cognitive) degree of loyalty. The second definition of loyalty is behavioral. Examples of loyalty behavior include continuing to purchase services from the same supplier, increasing the scale and or scope of a relationship, or the act of recommendation" Meanwhile, according to (Noviasari, 2023) customer loyalty is loyalty to remain a customer at a company for certain considerations, where the customer has a commitment and has a positive attitude towards the company and wants to continue to use certain products or services in the future. And want to recommend it to others to be able to buy at the company.

### **Customer Satisfaction**

According to (Riyanto & Tunjungsari, 2020) Customer satisfaction is the activity of fulfilling customer needs and desires, with the fulfillment of these needs and desires, feelings of pleasure or disappointment arise from customers about the comparison of perceived performance with what is expected. Almost all service companies strive to achieve customer satisfaction because it can have a very big effect on the company itself, such as customer trust and loyalty. Meanwhile, according to (Sambodo Rio Sasongko, 2021) Customer satisfaction is a part related to the creation of customer value. Because the creation of customer satisfaction means providing benefits to the company, namely, including the relationship between the company and its customers being harmonious, providing a good foundation or creating customer satisfaction and forming a word of mouth recommendation that is beneficial to the company.

### **METHODS**

In this study, using a descriptive causality research method with a quantitative approach. The population in this study was determined as many as 100 samples, namely male and female consumers who make repeat purchases of Kapal Api coffee in West Bandung aged 17 years. With these age requirements, it is assumed that they already have a self-identity, are responsible for themselves, and have sufficient cognitive abilities to fill in the correct requirements in the questionnaire (Hurlock, 2006). Primary data obtained directly from the object being studied. The source of primary data in this study was distributing questionnaires to consumers who bought Kapal Api coffee in West Bandung. Sampling carried out in this study using the purposive sampling method which is included in non-probability sampling. After the data was obtained through a survey using a questionnaire, the next step was data processing consisting of four stages, namely data coding, data entry, data editing and data transformation. The data analysis technique used in this study was multiple regression and the Sobel test. Data processing to analyze multiple regression researchers use the statistical program of social science (SPSS version 25) Sobel test using the online Sobel test calculator from Preacher (2004). Thus, the questionnaire will be distributed to all research samples through an online questionnaire to facilitate researchers in obtaining responses accurately and quickly. Because the population of Kapal Api coffee consumers in West Bandung is unknown, the formula needed to determine the number of samples is to use the Lemeshow formula (Siregar, 2014). The Lemeshow formula is as follows:

$$n = Z^2 P (1-P)$$

$$d^2$$

Description:

n = Number of samples

Z = Z score at 95% confidence = 1.96

P = Maximum estimate = 0.5

d = sampling error = 10%

Through the formula above, the number of samples to be used can be calculated as follows:

$$n = Z^2 P (1-P)$$

$$d^2$$

$$n = 1.96 \cdot 0.5 (1-0.5)$$

$$0.12$$

$$n = 3.8416 \cdot 0.25$$

$$0.01$$

$$n = 96.04 = 100$$

So if based on the formula, then the n obtained is 96.04 = 96 people so that in this study at least this study must take data from a sample of at least 100 people.

## RESULTS

### Respondent Profile

The number of respondents in this study was 100 people consisting of 59 male respondents and 41 female respondents. Then the age range of respondents aged 22-26 years was 64 respondents. Then respondents aged 17-21 were 18 respondents, then respondents aged 27-31 years were 11 respondents, then respondents aged 32-40 years were 7 respondents, the total number of respondents was 100 respondents. Furthermore, the characteristics of the respondents' jobs in this study were students, namely 39 respondents, the next type of job that had a large percentage was entrepreneurs with 24 respondents and civil servants with 13 respondents or 13%. Other types of jobs that had a smaller number were students 5% and the Indonesian Army and other types of jobs each had a percentage below 2% of the total respondents totaling 100 respondents.

**Table 2 Validity Test And Reliability Test**

Variables	Indicator	Instrument Validity Test Results	Instrument Reliability Test Results
		R Calculation (Pearson Correlation)	Cronbach's Alpha
Celebrity Endorsement	CE.1	0,715	0,839
	CE.2	0,764	
	CE.3	0,736	
	CE.4	0,691	
	CE.5	0,732	
	CE.6	0,640	
	CE.7	0,563	
	CE.8	0,542	
	CE.9	0,610	
Brand Image	BI.1	0,827	0,908
	BI.2	0,804	
	BI.3	0,747	
	BI.4	0,554	
	BI.5	0,799	
	BI.6	0,585	
	BI.7	0,827	
	BI.8	0,844	
	BI.9	0,788	

Customer Loyalty	LP.1	0,920	0,879
	LP.2	0,908	
	LP.3	0,899	
Customer satisfaction	KP.1	0,863	0,845
	KP.2	0,890	
	KP.3	0,875	

The results of the validity and reliability tests show that the validity test of all questions in the questionnaire is valid because all *r* counts are greater than *r* table, which is 0.361. The results of the reliability test show that the Cronbach's alpha value for the celebrity endorsement, brand image, customer loyalty and customer satisfaction instruments is around 0.8

### Results of Multiple Regression Analysis of the Effect of Celebrity Endorsement, Brand Image on Customer Satisfaction

**Table 3. Results of Multiple Regression Analysis I**

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	7.804	1.463		5.336	.000	
<i>celebrity endorsement</i>	.018	.040	.050	.442	.000	
<i>brand image</i>	.131	.039	.376	3.324	.001	

a. Dependent Variable: customer satisfaction

### Multiple Regression Analysis Results of the Influence of Celebrity Endorsement, Brand Image and Customer Satisfaction on Customer Loyalty

**Table 4. Multiple Regression Analysis Results 2**

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.757	1.479		5.246	.000
	<i>Celebrity endorsement</i>	.018	.041	.051	.448	.000
	<i>Brand image</i>	.120	.053	.346	2.251	.003
	customer satisfaction	.034	.118	.040	.290	.000

a. Dependent Variable: Customer loyalty

Based on the results of the following table, it is known that the results of the first multiple regression equation are as follows:

$$Z = 7.757 + 0.018 X_1 + 0.120 X_2 + 0.034 X_3$$

Based on the regression equation, it can be seen that the constant value is 7.804 which indicates that if all variables are zero, then the customer loyalty variable will be worth 7.804 units. In addition, from the equation it is known that celebrity endorsement, brand image have a positive effect on customer loyalty which can be seen from the coefficient values ( $\beta$ ) of 0.018, 0.120 and 0.034 respectively and with the calculated *t* values of 0.448, 2.251 and 0.290

respectively which are greater than  $t_{table}$  which is 1.66071. Thus, the management of the Kapal Api coffee company can improve the quality of all indicators that form celebrity endorsement, brand image, and customer satisfaction because they can have a positive impact on customer loyalty. Each increase of one unit of celebrity endorsement, brand image, and customer satisfaction can drive an increase of 0.018, 0.120 and 0.034 units of customer loyalty respectively.

### **Sobel Test Results The Role of Customer Satisfaction as a Mediator of the Influence of Celebrity Endorsement and Brand Image on Customer Loyalty**

**Table 5 Sobel Test Results**

RELATIONSHIP BETWEEN VARIABLES	a	B	Sa	Sb	Sobel Test Results (Tcount)	Sobel Test Acceptance Criteria	Interpretation
Celebrity endorsement – Customer satisfaction – Customer loyalty	0,018	0,034	0,040	0,118	2,42655	T count > t table = 1.98472	Customer satisfaction mediates the influence of celebrity endorsement on customer loyalty.
Brand image – Customer satisfaction – Customer loyalty	0,131	0,034	0,039	0,118	2,18696		Customer satisfaction mediates the influence of brand image on customer loyalty.

Table 3 shows the results of the test of the role of customer satisfaction in mediating the influence of celebrity endorsement and brand image on customer loyalty. Based on the Sobel test, the t-test of customer satisfaction in mediating the influence of celebrity endorsement and brand image on customer loyalty was 2.42655 and 2.18696, respectively, which is greater than the t-table of 1.98472. Thus, customer satisfaction plays a role in mediating the influence of celebrity endorsement and brand image on customer loyalty.

### **Hypothesis Test Results**

**Table 6. Hypothesis Test Results**

HYPOTHESIS	RELATIONSHIP BETWEEN VARIABLES	T COUNT	Sig	INTERPRETATION OF HYPOTHESIS TEST RESULTS	
H1	Celebrity endorsement – customer loyalty	0,448	0,000	H0 Successfully rejected	Alternative hypothesis (Ha) Supported by empirical data
H2	Brand image – customer loyalty	2,251	0,003	H0 Successfully	Alternative hypothesis

				rejected	(Ha) Supported by empirical data
H3	Celebrity endorsement – customer satisfaction	0,442	0,000	H0 Successfully rejected	Alternative hypothesis (Ha) Supported by empirical data
H4	Brand image – customer satisfaction	3,324	0,001	H0 Successfully rejected	Alternative hypothesis (Ha) Supported by empirical data
H5	Customer loyalty – customer satisfaction	0,290	0,000	H0 Successfully rejected	Alternative hypothesis (Ha) Supported by empirical data
H6	Celebrity endorsement – customer satisfaction – customer loyalty	9,623	0,000	H0 Successfully rejected	Alternative hypothesis (Ha) Supported by empirical data
H7	Brand image – customer satisfaction – customer loyalty	6.383	0,001	H0 Successfully rejected	Alternative hypothesis (Ha) Supported by empirical data empiris

Description of H0 rejection criteria:

1. H0 rejection criteria if  $t_{count} > t_{table}$  and if the significance value  $\leq 0.05$
2. Ttable (multiple regression 1) is 1.66071
3. Ttable (multiple regression 2) is 1.66071

Based on the results of the hypothesis test, all hypotheses successfully reject H0, in other words, Ha is accepted, because it has a larger tcount compared to rtable.



## DISCUSSION

Based on the results of the hypothesis test in this study, it can be seen that the first hypothesis is rejected against H0. This describes that celebrity endorsement has a positive effect on customer loyalty. This finding supports the results of previous studies such as the findings of (Salsabila & Utomo, 2023), (Mustapha, Bashir, Umar, & Abdullahi, 2022) which state that celebrity endorsement has a positive effect on customer loyalty. Customers will be loyal to Kapal Api coffee products if the celebrity endorser of the Kapal Api coffee product has trustworthy integrity, the celebrity endorser of the Kapal Api coffee product has expertise or a supporting career so that it can show that the product is a quality coffee product. Furthermore, the results of the second hypothesis test show that brand image has a positive effect on customer loyalty. These findings are in accordance with the findings of (Maulina & Permadhi, 2024), (Triputra, Bagus, Aditya, Nurfitriana, & Krishnamurti, 2023) which produced findings that brand image has a positive effect on customer loyalty. The direction of the positive relationship indicates that the higher the level of Brand Image, the greater the increase in Consumer loyalty. Brand image is one of the factors that often influences customer loyalty. According to (Widodo, Anggiani, Arafah, & Jasfar, 2021), maintaining a strong brand image is very important for an organization or company, if it can attract consumer interest and maintain customer loyalty (ibid, 2019). Brand image is considered a form of association that appears in the minds of consumers when remembering a particular brand. This association can appear simply in the form of certain thoughts or images that are associated with a brand. The results of the third hypothesis test show that celebrity endorsement has a positive effect on customer satisfaction. The results of this study are supported by the results of previous studies from (Nurvita & Budiarti, 2019), (Azhari & Tjahjaningsih, 2023) stating that celebrity endorsement has a positive effect on customer satisfaction. Celebrity endorsement has a positive effect, meaning that the better the celebrity endorsement used by Kapal Api coffee, the more it will affect customer satisfaction. Celebrity endorsements used to promote Kapal Api coffee products must have trustworthy integrity and expertise in advertising Kapal Api coffee products and provide a positive influence so that customers are satisfied. The results of the fourth hypothesis test show that brand image has a positive effect on customer satisfaction. The results of this study are supported by the results of previous studies from (Tanando & Permana, 2019), (Triaji, Wijayanto, & Wasnury, 2023) which state that brand image has a positive effect on customer satisfaction. The direction of a positive relationship indicates that the higher the level of brand image, the greater the increase in customer satisfaction (Maulina & Permadhi, 2024). According to Gronroos in Zeithaml (2018) states that "a good corporate and/or local image that we know is an asset for any organization because image can influence perceptions of quality, value, and satisfaction". when customers are satisfied with the brand image, then the brand image will play a role, and support customer satisfaction, in addition, with a good and well-maintained brand, customer satisfaction will also be built by itself, because the brand image has a positive influence on customer satisfaction (Tanando & Permana, 2019). The results of the fifth hypothesis test show that customer loyalty has a positive effect on customer satisfaction. The results of this study are supported by the results of previous studies from (Ngurah, Paramartha, Yanuar, & Syah, 2020), (Sya'idah & Jauhari, 2018) which state that customer loyalty has a positive effect on customer satisfaction, which means that customers feel satisfied from the experience that has been felt and creates customer satisfaction. Kapal Api coffee products must be in accordance with customer expectations or hopes because this will make customers feel satisfied so that customers become loyal. The results of the sixth hypothesis test show that customer satisfaction plays a role in mediating the influence of celebrity endorsement on customer loyalty. The results of this study are supported by the results of previous studies from (Nurvita & Budiarti, 2019). (Yafiz & Marliyah, 2017) which states that customer satisfaction plays a role in mediating the influence of celebrity endorsement on customer loyalty. Customer satisfaction is a feeling of pleasure or disappointment that arises

from comparing expectations with the performance of a product. Customers are said to be satisfied if what is expected is in accordance with what is obtained. The higher the level of customer satisfaction, the higher the customer loyalty. The better the celebrity endorsement used by Kapal Api coffee, the more it will affect customer satisfaction, with an increase in customer satisfaction it will have an impact on increasing customer loyalty. The results of the seventh hypothesis test, customer satisfaction plays a role in mediating the influence of brand image on customer loyalty. The results of this study are supported by the results of previous studies from (Sya'idah & Jauhari, 2018), (Mulyah, 2020) which state that customer satisfaction plays a role in mediating the influence of brand image on customer loyalty. Customer satisfaction is a feeling of pleasure or disappointment that arises from comparing expectations with the performance of a product. Customers are said to be satisfied if what is expected is in accordance with what is obtained. The higher the level of satisfaction, the higher the customer loyalty. The better the brand image of Kapal Api coffee, the more it will affect customer satisfaction, with an increase in customer satisfaction it will have an impact on increasing customer loyalty (Nurvita & Budiarti, 2019).

## CONCLUSION

Based on data obtained by the Central Statistics Agency, there was an increase in the food and beverage industry by 2.54% from IDR 755.4 trillion to IDR 775.1 trillion in 2020-2021. In 2022, the gross domestic product for this industry reached IDR 1.23 quadrillion. The food and beverage industry contributed 38.35% of the total domestic product of the non-oil and gas processing industry and 6.32% of the total national economy and is one of the largest when compared to other industries. This phenomenon illustrates the high interest of consumers in accessing various food and beverage products. However, based on data obtained from the Top Brand Index, it is known that the growth of Kapal Api coffee has decreased by 10.7% in the 2023-2024 period. Based on these conditions, it can indicate that low customer loyalty is a problem currently faced by Kapal Api coffee in Indonesia. The instruments used to collect data in this study have been declared to have passed the validity and reliability tests. This shows that the research instrument can be used to measure what should be measured and can be consistent. This study involved 100 people as respondents with sample characteristics aged 17 years who made repeat purchases of Kapal Api coffee in West Bandung. Empirical data were collected using cross-sectional or one-shot studies, then processed and analyzed using two multiple linear regression equations and the Sobel test. The results of the hypothesis test from this study are explained as follows:

1. Celebrity endorsement has a positive effect on customer loyalty of Kapal Api coffee in West Bandung.
2. Brand image has a positive effect on customer loyalty of Kapal Api coffee in West Bandung.
3. Celebrity endorsement has a positive effect on customer satisfaction of Kapal Api coffee in West Bandung.
4. Brand image has a positive effect on customer satisfaction of Kapal Api coffee in West Bandung.
5. Customer loyalty has a positive effect on customer satisfaction of Kapal Api coffee in West Bandung.
6. Customer satisfaction acts as a variable that mediates the influence of celebrity endorsement on customer loyalty of Kapal Api coffee in West Bandung. The results of this study indicate that customer satisfaction is able to mediate the influence of celebrity endorsement on customer loyalty of Kapal Api coffee. This indicates that customer satisfaction is able to increase customer loyalty through celebrity endorsement felt by customers when using Kapal Api coffee products

7. Customer satisfaction acts as a variable that mediates the influence of brand image on customer loyalty of Kapal Api coffee in West Bandung. The results of this study indicate that customer satisfaction is able to mediate the influence of brand image on customer loyalty of Kapal Api coffee. This indicates that customer satisfaction is able to increase customer loyalty through the brand image felt by customers when using Kapal Api coffee products.

## SUGGESTION

Based on the researcher's continuous observation of celebrity endorsement and brand image, the researcher found that celebrity endorsement and brand image have a positive effect on customer loyalty mediated by customer satisfaction. The results of this study include respondents involved in this study only in the West Bandung area, therefore in the future it is expected to involve wider respondents such as the provincial and national levels in order to obtain broader data and facts to produce more comprehensive research. Furthermore, this study only involved 100 people as respondents with the majority of respondents who filled out the questionnaire aged 22-26 years, working as students. Therefore, for further research, it is expected to increase the number of respondents and a wider population in order to obtain more complete information. Furthermore, in this study related to the variables used, only two independent variables were used, one dependent variable and one mediating variable, so the researcher suggests to other researchers to use intermediary variables that were not studied in this study that can affect customer loyalty such as service quality, price, product quality. In addition, the next limitation is the data analysis technique used in this study, namely using multiple regression analysis which only looks at the relationship between variables, so it is suggested that further researchers can use other data analysis techniques such as using path analysis or structural equation modeling (SEM) to determine the correlation between the variables studied.

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