

## ABSTRACT

*This research aims to analyze the influence of customer experience and customer satisfaction on customer loyalty with value congruence as a mediating variable among Fore Coffee consumers in Jakarta. This study was conducted amid increasingly fierce competition in Indonesia's coffee shop industry, focusing on Fore Coffee as one of the major players in the market.*

*The research employs a quantitative method with data collection through questionnaires. The sample consists of 101 respondents who are Fore Coffee consumers in Jakarta. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software.*

*The results show that customer experience and customer satisfaction have positive and significant effects on customer loyalty. On the other hand, value congruence is proven to mediate the influence of customer experience on customer loyalty but does not have a significant effect in mediating the relationship between customer satisfaction and customer loyalty. These findings indicate that good customer experience enhances value congruence and loyalty, while customer satisfaction plays a direct role in increasing loyalty but has less influence on value congruence.*

*These findings have an important impact on Fore Coffee management in developing strategies to improve consumer experience and maintain satisfaction through consistent product and service quality. Additionally, it is important for companies to highlight the alignment of values between brands and consumers to strengthen long-term loyalty. This research also underscores the importance of focusing on experience- and value-oriented marketing strategies that match consumer needs and aspirations.*

*Keywords: Customer Experience, Customer Satisfaction, Value Congruence, Customer Loyalty, Fore Coffee*