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Decoding Loyalty: A Bibliometric Analysis of the Path from Coffee Consumption to Brand Commitment

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Abstract

This study aims to conduct a bibliometric analysis to map trends, cognitive structure, and thematic developments of research on the relationship between consumer behavior, which includes purchase decisions, and the achievement of brand commitments in the Coffeeshop industry. The data was collected from the Scopus database using a combination of the keywords brand loyalty and coffee shop. A total of 170 documents published from 1999 to 2025 were analyzed using VOSviewer. Bibliometric analysis shows that research on loyalty in the coffee shop industry has attracted attention, as evidenced by the significant surge in publications since 2015. In terms of contributors, institutions from South Korea and the United States are the main contributors to literature, while Indonesia occupies the third largest position internationally. In terms of this theme, it is identified that the research is now beyond conventional managerial issues with a shift in attention to integrating the latest contextual factors, such as social media, pandemics, and trust into loyalty models. Fundamentally, loyalty has evolved from just a repeat purchase to a deep psychological commitment driven by customer experience, brand value alignment, and eco-friendly practices. These discoveries serve as an important strategic basis for business actors in a highly competitive market.

Keywords

Brand Commitment, Brand Loyalty, Coffee Shop, Consumer Behavior, Purchase Decision.

1. Introduction

Currently, the coffee shop industry is sought after by various consumers. The current phenomenon of coffee consumption is no longer just about enjoying coffee but has developed into an expression of social identity, especially among the younger generation. The presence of this age group is currently known as a generation that grows up and is used to digital technology and the internet from an early age, or what is commonly called a digital native. The explosive growth in this consumer group is currently influenced by social interactions, sensory experiences, and emotional connections to brands (Fromm & Read, 2018). Previous studies by Iglesias et al. (2019) have confirmed the significant role of emotional attachment and value congruence in the formation of brand commitment, especially in the context of hospitality and foodservice. However, the literature on young consumer loyalty in the realm of coffee consumption tends to be disorganized and addresses topics separately (such as consumption behavior, café experience, sustainability aspects, or digital marketing). As such, it is imperative to conduct a comprehensive and systematic scientific study to map the path that young consumers take in developing loyalty, from regular consumption to achieving sustainable brand commitment.

The growth of coffee shops in Yogyakarta shows a very positive and significant trend. The growth of coffee shops in the Special Region of Yogyakarta (*Daerah Istimewa Yogyakarta/DIY*) has shown a rapid and consistent upward trend over the past years, highlighting the region's prominence in Indonesia's coffee industry. In 2017, the number of coffee shops was estimated at around 1,200 outlets, already exceeding that of many nearby major cities (ArcGIS StoryMaps, 2022; DSpace UII, 2022). This figure increased sharply to approximately 3,000 outlets by 2022, and remained at a similar level in 2023, although broader estimates including informal vendors, suggested up to 9,000 coffee-related businesses (Bagaskara, 2023; Radar Jogja, 2023; Pandangan Jogja, 2025). More specific data based on digital mapping identified 707 coffee shops within Yogyakarta city alone in 2023, reflecting differences in counting approaches. The upward trajectory continued in 2024, with the total number of coffee shop outlets across DIY reaching approximately 3,700 (excluding street vendors), while the cumulative number including all types of coffee businesses remained around 9,000 (Radar Jogja, 2024). By 2025, there were about 3,500 registered coffee shops, reaffirming Yogyakarta as the region with one of the highest concentrations of coffee establishments in Indonesia.

The coffee shop market in the Special Region of Yogyakarta is very dense and competitive. To survive, coffee shops must understand what factors can make consumers not just satisfied, but completely tied to the brand (Maduretno & Junaedi, 2022). This incorporation supports the development of a bibliometric framework and guides the formulation of research hypotheses based on observed patterns in the literature. Studies on coffee shop loyalty have shown a consistent rise since 2015, indicating increasing academic relevance, with South Korea, the United States, and Indonesia as the top contributors. Keyword co-occurrence analysis highlights three main thematic clusters, marketing and consumer behavior, customer loyalty and structural modeling, and research methodology. Research trends have also shifted from traditional focuses to incorporating contemporary factors such as pandemics, social media, and trust. Moreover, consumer loyalty has evolved from repeat purchase behavior into a deeper psychological commitment influenced by customer experience, brand value, and eco-friendly practices.

Despite the growing body of literature on coffee consumption and the increasing relevance of young consumers in shaping the coffee shop industry, a clear research gap remains in the lack of an integrated and systematic understanding of how various determinants influence the formation of brand commitment. Therefore, the urgency of this research lies in the need to synthesize and map global scientific

knowledge through a bibliometric approach to uncover comprehensive patterns of young consumer loyalty. By doing so, this study aims to provide a structured and evidence-based framework that can help coffee shop businesses understand and strategically foster sustainable brand commitment in an increasingly competitive and dynamic market. The goal is to map and unravel global knowledge about how coffee consumption patterns and purchase decisions in young consumers are related to brand commitment in the coffee shop sector. The results will be a strategic guide for businesses in a highly competitive market like Yogyakarta.

2. Literature Review

2.1. Brand Loyalty

Brand loyalty remains at the core of marketing research. Recent findings, such as a bibliometric analysis conducted by Yazdi et al. (2024), include brand love, consumer-brand identification, and the role of social networks as a driver of brand loyalty. This shows that brand loyalty is now more fueled by emotional connections, consumer identities, and digital interactions, rather than just repeat purchases (Jaiswal, 2025). For today's generation of consumers, brand loyalty has to do not only with persistent buying behavior, but rather with a psychological commitment formed through shared values and experiences.

The rapid development of the coffee shop sector around the world has sparked in-depth research on consumer behavior. Digital skills and attention to value held by the current generation have made conventional brand loyalty models less relevant. Purchasing decisions are heavily influenced by Social Media Marketing Activities (SMMAs), which make online interaction and visual appeal fundamental, not just an addition (Hasan & Sohail, 2021; Nataraj & Shivanna, 2025). In the realm of coffee shops, today's consumers are not only looking for quality coffee, but they want their lifestyle (Annisa et al., 2023). This is reinforced by recent findings that show a strong positive relationship between customer experience and Gen Z loyalty (Iftikhor et al., 2025; Pham et al., 2025).

Brand loyalty, or brand commitment, has shifted from being driven primarily by customer satisfaction to being shaped by emotional and ethical connections. While satisfaction remains an important bridge, deeper commitment is increasingly influenced by non-functional values (Nawang, 2024). Key drivers include brand uniqueness and value alignment, with eco-friendly practices strengthening consumer attachment (Ko & Jeon, 2024). In competitive markets, brand experience and uniqueness significantly shape perceived value, while loyalty is reinforced through satisfaction, trust, and brand love (Huang, 2017; Maduretno & Junaedi, 2022; Liman & Ekawati, 2025). This evolution also reflects a broader shift toward relational and digital factors in shaping brand commitment (Van Eck & Waltman, 2010; Haris, 2025).

2.2. Purchase Decision

Purchasing decisions represent a core aspect of consumer behavior, reflecting individual activities directly involved in selecting and acquiring products or services offered in the market (Daga & Indriakati, 2022). More comprehensively, purchasing decisions encompass a series of processes through which consumers identify needs, evaluate alternatives, make transactions, and assess post-purchase satisfaction (Han & Ryu, 2012; Zalukhu & Sembiring, 2025). As the final stage of the decision-making process, these decisions are shaped by a combination of internal factors, such as preferences, emotions, and past experiences, and external influences, including marketing stimuli and social environments. In the digital era, the role of information accessibility has become increasingly critical, particularly through online reviews, which serve as a primary reference for consumers in evaluating product quality and brand credibility (Fernandes et al., 2022). This indicates that purchasing decisions

are no longer purely rational but are also influenced by informational and psychological dimensions.

Furthermore, empirical studies by Chen et al. (2016) highlight that purchasing decisions are influenced by both cognitive evaluations and emotional triggers. Product-related attributes such as price, features, and service quality have been consistently identified as significant determinants of consumer choice. At the same time, emotional aspects, including impulse buying tendencies, play an indirect yet important role in shaping purchasing behavior, particularly in digital contexts such as live-stream commerce (Qu et al., 2023). Factors like viewing frequency and prior purchase experience further strengthen this influence, although they are often underexplored (Li et al., 2021). In addition, social influence, especially through Electronic Word-of-Mouth (E-WOM), has emerged as a critical driver, where the credibility of information sources significantly affects consumer trust and purchase intentions (Abdullah et al., 2025). Consumers tend to rely more on reviews from credible sources such as verified users, experts, or reputable influencers. These findings suggest that purchasing decisions are multidimensional, integrating rational evaluation, emotional response, and social validation within increasingly digitalized consumption environments.

3. Methods

This study uses a descriptive quantitative method with bibliometric analysis to map and understand the intellectual structure of literature around the world, a widely accepted method for studying developments and trends in various fields of science. The initial stage of the research includes the determination of the database and the search strategy. The database chosen is Scopus, a world-leading database that provides structural and comprehensive metadata. Data was collected in the period (1999-2025) to ensure the relevance of this data on the coffee consumption phenomenon as well as the latest dynamics in the coffee shop industry. The search strategy is performed using Boolean operators (AND and OR) in the TITLE-ABS-KEY (Title, Abstract, and Keyword) column with specific queries: TITLE-ABS-KEY (“Brand Loyalty” OR “Customer Loyalty” OR “Consumer Behavior” OR “Purchase Decision”) AND (“Coffee Shop” OR “Café”). Once the query is executed, the data is further filtered by document type (article and review), and only English-language articles are retained to ensure focus and data quality.

This data collection process resulted in a total of 170 documents. All documents are exported in Research Information Systems (RIS) format to cover the completeness of the metadata, including cited references, which is important for co-citation analysis, being the main tool for processing and visualizing data. Through VOSviewer, three basic types of analysis are performed, Keyword Co-occurrence Analysis, which maps the cognitive structure of the literature and finds thematic clusters, temporal overlay visualization analysis, which maps the development of the research topic (the path) based on the average year of publication and Co-citation analysis, which is used to recognize the intellectual base of research (Van Eck & Waltman, 2010). The three techniques together provide an opportunity to deeply understand the relationship between consumer behavior and brand commitment, which is further synthesized in the context of the Yogyakarta market. Figure 1 shows the data collection process in this study.

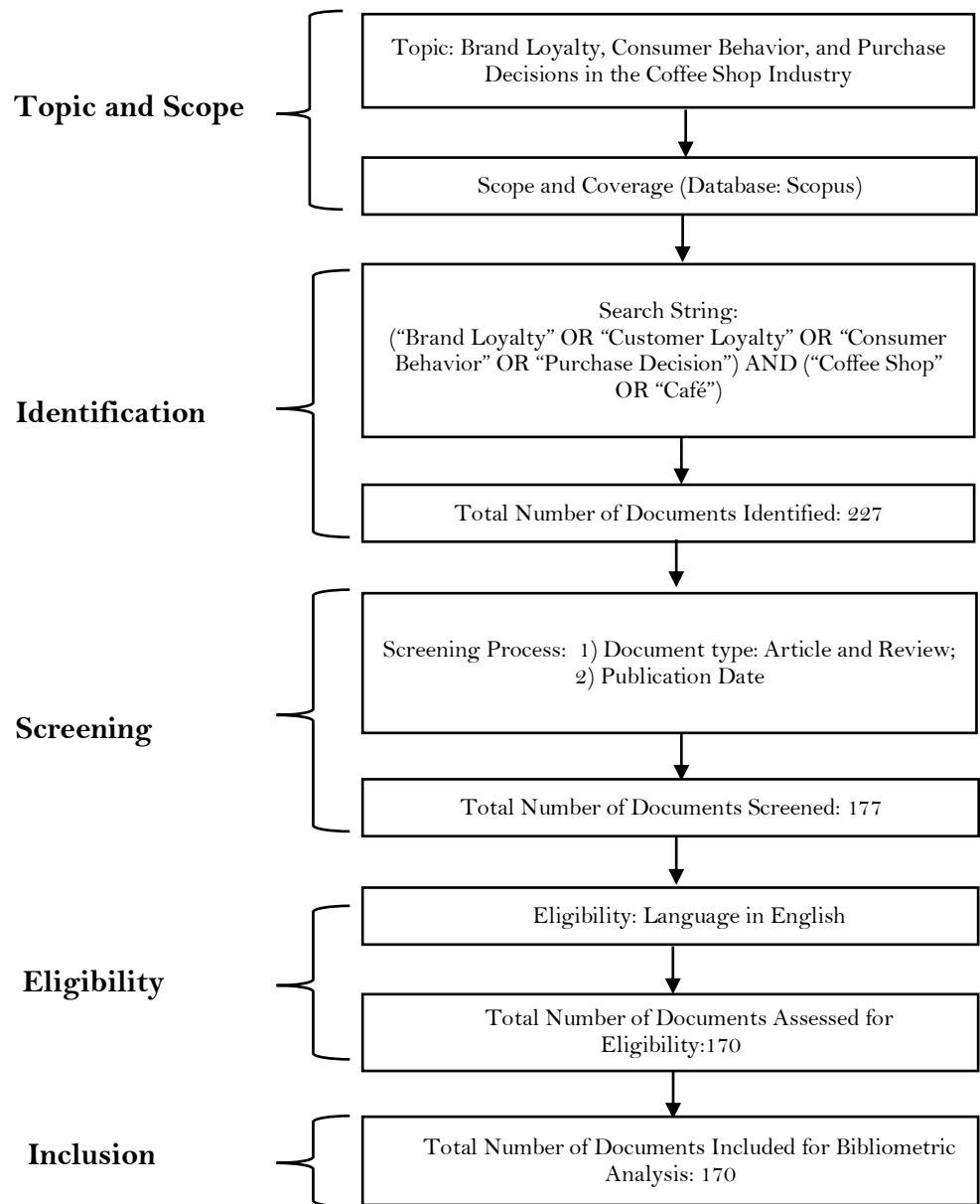


Figure 1. PRISMA Data Collection Step

4. Results

Based on information obtained from the Scopus database using a combination of keywords ("Brand Loyalty" OR "Customer Loyalty" OR "Consumer Behavior" OR "Purchase Decision") AND ("Coffee Shop" OR "Café"), as many as 170 articles related to and published between 1999 and 2025 have been successfully identified after going through the feasibility screening process.

The analysis in Figure 2 (a) shows that the number of publications per year shows a significant and continuous increase, especially since around 2011, which was the starting point of the increase, although it had experienced a decline. In 2015, there was a sharp increase until the latest years of 2025. This very striking improvement confirms that the theme of consumer loyalty in the context of coffee shops is a relevant topic and has attracted a lot of attention among academics, who strongly support the reasons for carrying out bibliometric research (Yazdi et al., 2024)

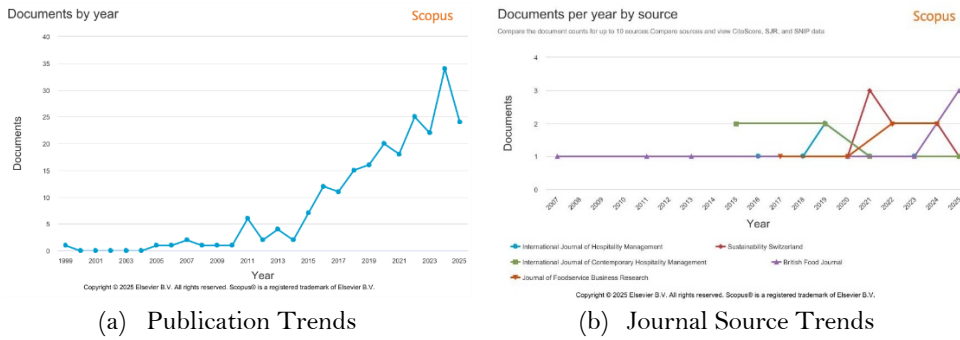


Figure 2. Publication and Journal Source Trend

Based on the data in Figure 2(b) above, “Documents per year by source” from Scopus, it appears that a comparison of the quantity of documents published between 2007 and 2025 by five academic journals appears. Most of these journals, such as the International Journal of Hospitality Management, the International Journal of Contemporary Hospitality Management, the Journal of Foodservice Business Research, and the British Food Journal, show low publication figures, often producing only one paper a year or even none at all in the initial few years. The International Journal of Contemporary Hospitality Management and the Journal of Foodservice Business Research maintained stable publication of a single document during the periods 2007–2014 and 2017–2020. The International Journal of Hospitality Management only started to look at it with one document in 2016, 2017, 2021, 2022, 2023, and peaked with two documents in 2019 (Maduretno & Junaedi, 2022)

There has been some significant growth of various journals in certain years. Sustainability Switzerland (red line) shows the issuance of one document from 2019 to 2020, then jumped dramatically to a peak of three documents in 2021, before dropping again to two documents in 2022–2023, and falling to one document in 2025. This journal dominated the total documents in 2021. Meanwhile, the British Food Journal (Purple line) recorded the biggest spike at the end of the period, reaching three documents in 2024 and back to one document in 2025. On the other hand, the International Journal of Contemporary Hospitality Management (green line) reached a maximum of two documents in 2016 and 2019, before stabilizing at one document in 2021, 2022, 2023, and 2024, and declining to one document in 2025. This graph as a whole highlights the instability in the number of papers published each year for the five journal sources (Iglesias et al., 2019)

Table 1. Documents by Author

Author	Document Published
Hwang, J.	6
Jeon, H.M.	5
Kim, H. M.	5
Kim, S. H.	5
Han, H.	4
Kim, J. J.	4
Kusumawati, A.	4
Aljarah, A.	3
Ibrahim, B.	3
Allman-Farinelli, M.	2

Table 1 above shows a comparison of the number of publications produced by ten leading authors. The graph as a whole shows a fairly even distribution of contributions among the authors, with Hwang, J., standing out as the leader with six

publications. Behind this author are three other authors, Jeon, H. M., Kim, H. M., and Kim, S. H., who each produced five documents.

A little below the main group, there are three additional authors: Han, H., Kim, J. J., and Kusumawati, A. Each of whom has published four papers, creating a group of authors of comparable productivity. Furthermore, Aljarah, A., and Ibrahim, B. have a total of three documents. The last author listed, Allman-Farinelli, M., has the fewest number of documents among the top ten authors, two documents. Although there is variation in the number of publications, this graph shows the presence of a core group of authors active in the themes or research areas evaluated by Scopus (Van Eck & Waltman, 2010).

Table 2. Top Contributing Institutions in Publications

Author	Document Published
Sejong University	12
Youngsan University	6
Bina Nusantara University	6
Georgia State University	5
Brawijaya University	5
Dongguk University, Gyeongju	5
Kyung Hee University	4
University of Florida	4
Seoul National University	3
Monash University	3

Table 2 presents a comparison of the number of publications issued by ten leading institutions or institutions. Sejong University is at the forefront with the largest contributions, with 12 publications, making it the most creative institution in this analysis. In the next order, there are two universities that have the same number of publications, namely Youngsan University and Bina Nusantara University, each contributing 6 publications. Three other institutions followed with contributions of 5 publications each, namely Georgia State University, Brawijaya University, and Dongguk University, Gyeongju, which showed similar levels of production. Furthermore, Kyung Hee University and the University of Florida each provided 4 publications. On the other hand, at the bottom of this list, there are two institutions with the least contribution among the top ten, namely Seoul National University and Monash University, with 3 publications each. The result reflects a striking difference in the level of contribution of scientific publications between the various institutions, with universities from South Korea appearing to be ahead in the number of publications issued (Van Eck & Waltman, 2010).

Figure 3 shows a horizontal bar graph that shows a comparison of the number of publications by country or region registered with Scopus. From the graph, it appears that South Korea is at the top with nearly 40 documents, followed by the United States, which has a slightly lower number, and Indonesia in third place with about 30 documents. Furthermore, the UK came up with a smaller number of documents, while Australia and Malaysia had almost the same number of documents, which was about 12 to 13 documents. On the other hand, China is next with about 10 documents. The other three countries, namely Turkey, India, and Spain, show a lower number of documents, being in the range of 6 to 7 documents. This graph provides an overview of the contributions of scientific publications from different countries, with South Korea, the United States, and Indonesia as the top three countries in terms of the number of documents (Yazdi et al., 2024).

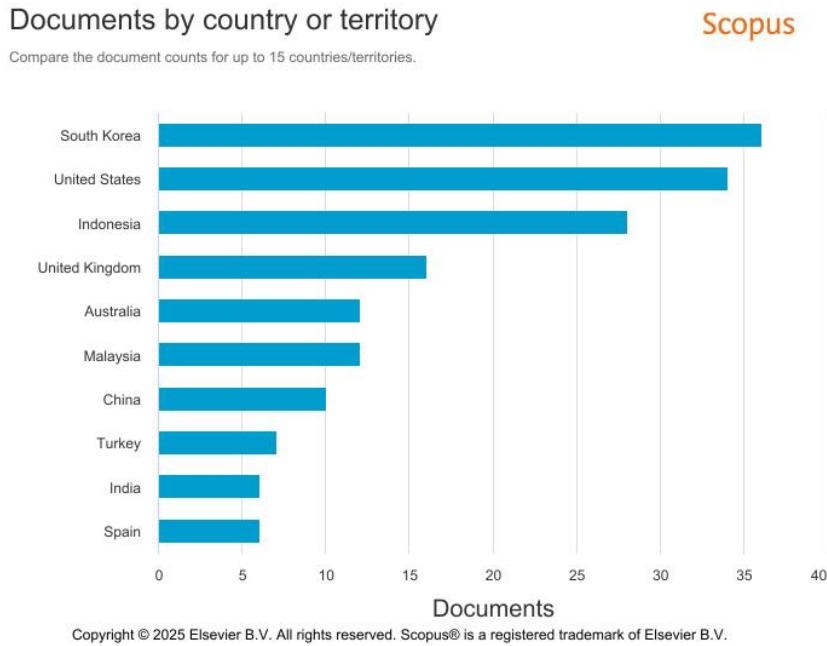


Figure 3. Publication Distribution by Country

Figure 4 depicts the distribution of documents according to the category of publication. Most of the total documents studied are in the form of articles, which reach 98.8%. Contributions from other categories of documents, such as reviews, are very small, accounting for only 1.2% of the total document volume. The very significant dominance of the article shows that almost all of the research contained in this analysis focuses on the results of the main research or case studies (Van Eck & Waltman, 2010).

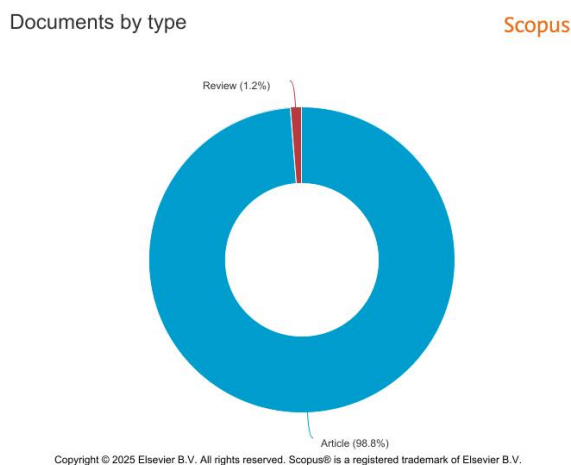


Figure 4. Document Type Distribution in Publications

Table 3 shows a comparison between the number of documents issued by the party providing the funds. There is a variation in financial contributions among various sponsors. The National Research Foundation emerged as the main funding provider with the highest contribution, reaching 4 documents. In the next order, there are three sponsors who have the same number of documents, namely the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior, Pai Chai University, and UK Research and Innovation, each of which contributed 2 documents. All other sponsors listed in the top 10 contribute only 1 document for each sponsor. The group

includes the Alfred Research Trusts, Alfred Health, Binus University, Canada Research Chairs, China University of Mining and Technology, Conselho Nacional de Desenvolvimento Científica e Tecnológico, and Daegu University. The result shows that most funding is dominated by one major institution, followed by three medium-contributing institutions, while the majority of other funding institutions contribute only a small amount of funding (Van Eck & Waltman, 2010).

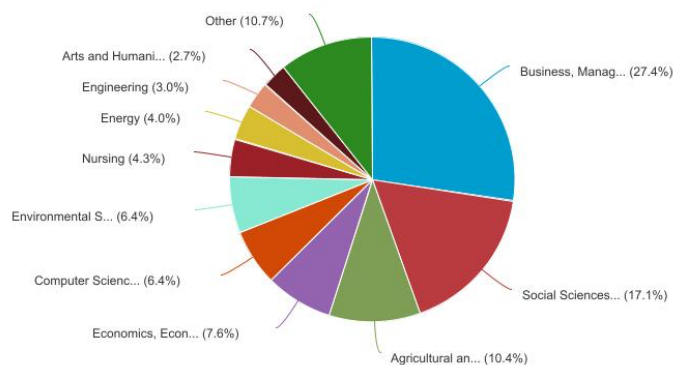
Table 3. Top Funding Institutions in Research

Funding Sponsor	Document Published
National Research Foundation	4
Coordenação de Aperfeiçoamento de Pessoal de Nível Superior	2
Pai Chai University	2
UK Research and Innovation	2
Alfred Research Trusts, Alfred Health	1
Binus Univesity	1
Canada Research Chairs	1
China University of Mining and Technology	1
Conselho Nacional de Desenvolvimento Científica e Tecnológico	1
Daegu University	1

Figure 5 shows how documents are distributed by subject area. The most influential subject areas were business, management, and accounting, which made the largest contribution at 27.4%. In second place, social sciences also showed a significant contribution of 17.1%. These two fields together make up almost half of the total documents. In the next order, agricultural and biological Sciences occupy the third position with a contribution of 10.4%. After that, there are categories of subject areas with moderate contributions, starting from economics, econometrics, and finance, reaching 7.6%, followed by environmental science and computer science, which each contribute 6.4%. Other fields have smaller percentages, including nursing (4.3%), energy (4.0%), and engineering (3.0%), as well as arts and humanities (2.7%). The remaining percentage, which amounted to 10.7%, was grouped in the “other” category. This data shows that the majority of the research analyzed by Scopus focuses on subjects related to business, management, and social sciences (Han & Ryu, 2012).

Documents by subject area

Scopus



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Figure 5. Distribution of Publications by Field of Study

Following the publication performance analysis, this section presents the science mapping of research on coffee shop consumer loyalty, aiming to illustrate the intellectual structure, thematic relationships, and evolution of key research topics within the field. Through network, overlay, and density visualizations generated using VOSviewer, this analysis identifies the main clusters of concepts, their interconnections, and temporal development, thereby providing a comprehensive overview of how scholarly attention in this area has progressed and how emerging themes are shaping current and future research directions.

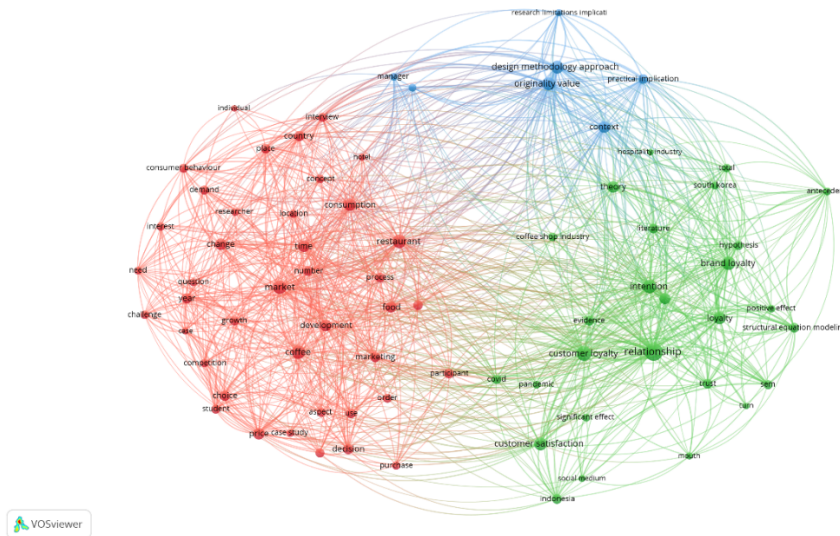


Figure 6. Network Visualization

Figure 6 presents a network visualization generated using VOSviewer, illustrating the interrelationships among key terms within the research field. The map is structured into three main clusters, each representing a distinct yet interconnected area of study. The visualization highlights how research in this domain is systematically organized, reflecting the progression from understanding market dynamics to evaluating outcomes and validating findings through rigorous methodologies. The first cluster, marketing and consumer behavior, is positioned in the lower-left section and emphasizes managerial aspects, marketing strategies, and consumer decision-making processes. This cluster captures the interaction between supply-side elements, such as business practices and marketing efforts, and demand-side dynamics, including consumer preferences and purchasing behavior. It reflects the foundational stage of research, where scholars focus on identifying factors that influence consumption patterns and decision-making in specific industry contexts (Han & Ryu, 2012).

The second cluster, customer loyalty and structural modeling, focuses on the long-term outcomes of consumer interactions, particularly loyalty and satisfaction. Research within this cluster frequently employs advanced analytical techniques, such as structural equation modeling, to examine causal relationships between variables. The third cluster, located on the right side, highlights research methodology and academic contribution, encompassing aspects such as research design, originality, practical implications, and study limitations. Together, these clusters illustrate an integrated research cycle that begins with marketing and consumer behavior analysis, advances to empirical validation of loyalty outcomes, and concludes with methodological refinement and theoretical contribution, ultimately bridging practical business challenges with scientifically grounded insights (Van Eck & Waltman, 2010).

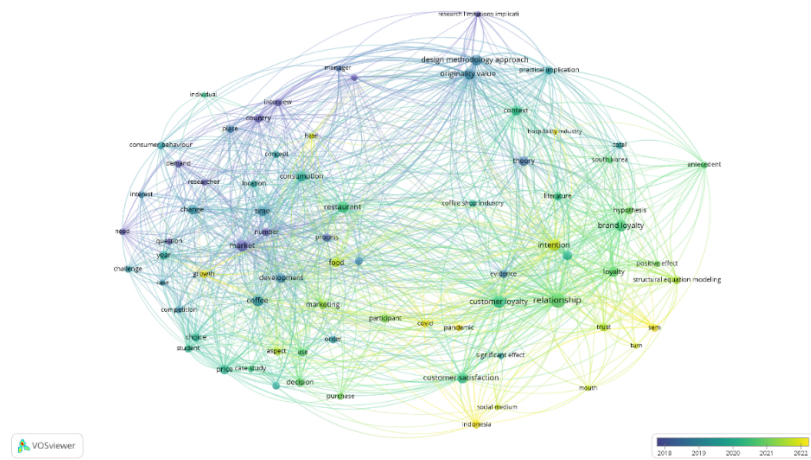


Figure 7. Overlay Visualization

Figure 7 is a network map visualized by VOSviewer, showing the relationships between keywords in the study over time. The colors on the map represent the average year of publication. At the bottom right, the time scale shows that the dark purple color symbolizes an older publication, more precisely from 2018, while the bright yellow-green color indicates a newer publication from 2022. The map illustrates shifting trends in research. Keywords seen in the center and upper left positions, such as managers, restaurants, individuals, consumer behavior, and design methodology, are predominantly purple to dark blue, suggesting that these themes were an earlier focus in the study, circa 2018–2019. Over time, the attention of the study shifted to areas marked with green to yellow-green colors. More contemporary keywords, which appeared around 2021–2022, are seen gathering more in the lower right and middle of the map. This shows that there is a renewed interest in issues such as COVID, pandemics, social media, and trust. While key terms such as customer loyalty relationships, brand loyalty, and customer satisfaction with green remain in the limelight, it is clear that recent research (2021–2022) seeks to integrate new contextual variables, such as the effects of the pandemic and the role of social media, into models related to consumer loyalty and satisfaction. This shift signals that the field of research has evolved from an initial concern with consumer behavior, management, and methodology to a more detailed understanding of the influence of external factors and digital platforms on customer interaction (Van Eck & Waltman, 2010).

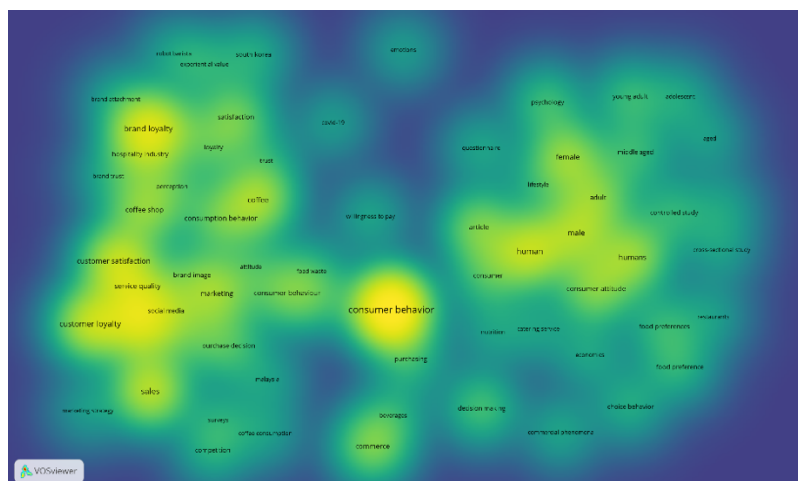


Figure 8. Density Visualization

This VOSviewer density visualization in Figure 8 shows three key areas in the study. The most significant is consumer behavior. The second is the cluster related to loyalty, sales, and customer satisfaction, and the third focuses on human characteristics and consumer views, which include demographic and psychological dimensions. Thus, research in this domain is heavily influenced by the study of the interaction of consumer behavior with customer loyalty as well as human and demographic factors (Han & Ryu, 2012).

5. Discussion

The bibliometric findings reveal a significant and sustained growth in research on brand loyalty and purchasing decisions in the coffee shop context, particularly after 2015. This upward trend reflects the increasing relevance of consumer behavior studies in lifestyle-driven industries, where consumption is not merely functional but also experiential. This aligns with recent literature emphasizing that brand loyalty is no longer solely based on repeat purchases, but rather on emotional attachment, identity, and digital engagement (Yazdi et al., 2024). The dominance of business, management, and social sciences further supports the argument that consumer-related constructs such as customer experience and social media marketing activities have become central in shaping modern consumption patterns (Nataraj & Shivanna, 2025). The increasing academic attention also mirrors the transformation of coffee shops into experiential spaces, where lifestyle and symbolic value play a crucial role in influencing both purchasing decisions and long-term loyalty (Annisa et al., 2023; Iftikhor et al., 2025).

The network visualization results strengthen this perspective by identifying three major clusters: marketing and consumer behavior, customer loyalty modeling, and research methodology. This structure indicates a coherent research trajectory, beginning with understanding consumer behavior, followed by examining its impact on loyalty outcomes using advanced methods such as structural equation modeling. This progression is consistent with prior studies showing that brand loyalty is shaped through a combination of satisfaction, trust, and emotional connection (Maduretno & Junaedi, 2022). Moreover, the density of keywords related to consumer behavior and loyalty confirms that purchasing decisions act as a critical antecedent to loyalty formation, supporting the view that decision-making processes are multidimensional and influenced by both rational and psychological factors (Daga & Indriakati, 2022; Zalukhu & Sembiring, 2025).

The overlay visualization further reveals an evolution of research focus over time. Earlier studies (2018–2019) concentrated on fundamental aspects such as consumer behavior, management, and methodological rigor, whereas more recent studies (2021–2022) integrate emerging variables such as social media, trust, and the impact of the COVID-19 pandemic. This shift reflects the growing importance of digital environments in shaping consumer decisions, where online reviews and social interactions significantly influence purchasing behavior (Fernandes et al., 2022). In line with this, emotional and impulsive factors, particularly in digital contexts, have gained attention as key determinants of purchasing decisions (Qu et al., 2023). The increasing focus on trust highlights the importance of credible information sources, especially in the context of electronic word-of-mouth (Abdullah et al., 2025).

The geographical distribution of publications, dominated by countries such as South Korea, the United States, and Indonesia, indicates that research is concentrated in regions with rapidly growing coffee cultures and digital adoption. The dominance of article-type publications also suggests a strong emphasis on empirical validation rather than conceptual synthesis. These findings demonstrate that the field has evolved toward a more integrated understanding of consumer behavior, where purchasing decisions, digital interaction, and emotional engagement collectively shape brand loyalty in the contemporary coffee shop industry.

6. Conclusion

Based on the bibliometric analysis, it can be concluded that research on consumer loyalty in the coffee shop industry has increased significantly, reflecting the rapid growth and intense competition of the market, particularly in urban areas. The findings indicate a shift in the concept of consumer loyalty, which is no longer limited to repeat purchases but is increasingly shaped by psychological commitment, customer experience, and alignment with consumer values. Recent research trends highlight the growing importance of contextual factors such as social media and the impact of the pandemic in influencing consumer loyalty formation within a more digital and experience-oriented environment.

Facing the very competitive market conditions of Yogyakarta, there are three main recommendations for coffee shop business owners. First, they need to focus on the value and brand identity by clearly communicating values that align with the ethics and sustainability of today's consumers to build strong emotional connections. Second, optimizing the experience, both physical and digital, is a must; coffee shops must create an atmosphere that supports shareable customer experiences and make social media marketing activities the main strategy to influence purchasing decisions. Third, to survive in a congested market, business actors are advised to apply comprehensive data analysis, such as structural equation modeling, to accurately identify the most effective loyalty driving factors in the local market of Yogyakarta.

This study is limited by its reliance on Scopus-indexed publications, which may exclude relevant studies from other databases and reduce the comprehensiveness of the analysis. Additionally, the bibliometric approach focuses on publication patterns and keyword relationships, without examining the empirical depth or contextual nuances of individual studies. Future research is also suggested to prioritize studies that integrate new contextual variables that include trust and social media in Generation Z's loyalty model.

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The data that support the findings of this study are available from the corresponding author upon reasonable request.



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