

ABSTRACT

***Building Brand Loyalty Through Innovativeness and Servicescape: The
Integration of Co-Creation Behaviour, Brand Satisfaction, and Price Fairness
in the Service-Dominant Logic Perspective
(For Coffee Shop Customers Gen Z and Millennial in Indonesia)***

By:

Roni Nurohman
223402065

Under the Guidance of:

Alfin Nur Fahmi Mufreni
Andina Eka Mandasari

This study aims to analyze the impact of perceived innovativeness, perceived servicescape, and co-creation behaviour on brand satisfaction and brand loyalty among Generation Z and Millennial coffee shop customers in Indonesia. Using a quantitative approach with a cross-sectional design and non-probability purposive sampling technique, the study collected data from 496 respondents through an online questionnaire distributed via Instagram, WhatsApp and Telegram. The analysis reveals that perceived innovativeness and perceived servicescape positively influence co-creation behaviour, which in turn affects brand satisfaction and brand loyalty. Furthermore, price fairness strengthens the relationship between co-creation behaviour and brand satisfaction, as well as between co-creation behaviour and brand loyalty. These findings provide managerial implications for coffee shop managers in Indonesia to strengthen innovative marketing programs that encourage customer engagement, create positive emotional experiences through appealing interior design, and maintain fair pricing to build stronger and more sustainable customer loyalty.

Keywords: *perceived innovativeness, perceived servicescape, co-creation behaviour, brand satisfaction, brand loyalty, price fairness.*