

## THE INFLUENCE OF PERSONALITY TRAITS AND SELF-CONGRUITY ON CUSTOMER SATISFACTION AND BRAND LOYALTY AT EL'S COFFEE IN BANDAR LAMPUNG

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### Abstract:

The development of the lifestyle of consuming coffee has long been a business opportunity for entrepreneurs to set up coffee shops. There is research to find out how personality and traits influence the formation of customer satisfaction and brand loyalty. This research was conducted using quantitative data. Disseminated using a questionnaire. The data obtained was then explained descriptively using structural equation modeling (SEM). The sample in this study amounted to 400 samples. The sampling technique is probability sampling, a type of purposive sampling. The research results support the hypothesis, which states: (1) Personality traits have a positive and significant effect on harmony, (2) Personality traits have a positive and significant effect on customer satisfaction, and (3) Personality traits have a positive and significant effect on customer satisfaction. Significant influence on customer satisfaction. Impact on customer satisfaction. Significant effect on consumer satisfaction, (3) Personality traits have a positive and significant effect on consumer satisfaction. Positive and significant effect on brand loyalty, (4) Conformity has a positive and significant effect on customer satisfaction, (5) Conformity has a positive and significant effect on brand loyalty, (6) Customer satisfaction has a positive and significant effect on brand loyalty. The research results confirm that coffee shop owners must be encouraged to develop brand loyalty by investing in customer satisfaction. Coffee shop managers must also try as much as possible to understand the needs and desires of their customers.

**Keywords:** Personality Traits, Self-Congruity, Customer Satisfaction, Brand Loyalty, Coffee Shop

## INTRODUCTION

Globalization has caused various industries, including the food and beverage industry in Indonesia, to develop rapidly. One of the growing food and beverage industries is coffee shops. According to Kang et al. (2012), Branded coffee shops achieve higher net operating profits during a global economic recession. It is because the need for coffee increases every year. The development of coffee shops in Indonesia must be balanced with the increasing coffee production in Indonesia.

Currently, coffee beans are one of the plantation commodities with relatively high economic value among other plantation crops and play an essential role as a source of foreign exchange for the country (Rahardjo, 2012). Domestic people have also consumed the commodity coffee for a long time, and currently, it is increasingly growing among Indonesians, especially when consuming coffee in shops. It is also supported by Kasali's (2010) statement that drinking coffee today is no longer to relieve sleepiness. However, it is part of a lifestyle, and coffee shops have become popular gathering places.

The development of drinking coffee in these shops has positively impacted the growth of coffee consumption in Indonesia. Coffee consumption in Indonesia increased by 13.9% from the



previous year (Ministry of Industry, 2020). This increase in number is in line with the growth in coffee consumption in Lampung Province during the 2017-2020 period. The coffee production data in Lampung Province, listed in Table 1, is presented below.

**Table 1.** Lampung Province Coffee Production 2017-2020

Year	Coffee Production (tons)	Percentage Growth in Coffee Production
2017	107.219	-
2018	110.597	3,1%
2019	117.111	5,8%
2020	118.149	0,8%

Source: Kemenperin, 2022

Based on Table 1.1, Lampung Province's coffee production from the Ministry of Industry stated that in 2018, it reached 110,597 tons of coffee production, up 3.1% from the previous year, namely 107,219 tons. In 2019, coffee production reached 117,111, up 5.8% from the previous year, 2019. Then, in 2020, coffee production reached 118,149 tons, up 0.8% from 2019. So, coffee production in Lampung Province from 2017 to 2020 always increases. The growth in coffee consumption and lifestyle changes have made business people compete to set up coffee shops in Indonesia, including Bandar Lampung. It also influences the increase in coffee consumption, namely in the ground and instant coffee consumption. The following is a list of average coffee consumption values in Bandar Lampung per month:

**Table 2.** The average value of coffee consumption in Bandar Lampung per month

Year	Ground Coffee (kg)	Instant Coffee
2017	4.750	1.183
2018	4.640	1.219
2019	5.108	1.254
2020	4.888	1.278

Source: BPS Bandar Lampung, 2022

In the face of increasingly fierce competition, coffee shop managers must be more responsive in knowing what consumers' needs, desires, and tastes are now and in the future (Setiawan & Ayu, 2016). Coffee shop owners must find the right way to differentiate their products and services from those of their competitors. It is no exception to the success of the coffee shop "El's Coffee," which is superior to its competitors. El's Coffee is a trusted coffee shop in Bandar Lampung. It is the first upper-middle-class coffee shop, the founder of which is originally from Lampung, and offers typical Lampung coffee as the main menu.

To maintain the success of El's Coffee in the eyes of consumers, related business players must always understand people's desires and preferences. The long-term success of coffee shops is highly expected by coffee shop owners or managers, which is demonstrated by consumer loyalty to the El's



Coffee brand. Consumer loyalty to the brand is known as brand loyalty. According to Mowen and Minor (2009), brand loyalty is a condition in which consumers have a positive attitude toward a brand, are committed to that brand, and intend to continue purchasing. Brand loyalty is a factor that must be considered by companies in order to continue to be able to compete. According to Kim et al. (2016), brand loyalty can be an effective strategy for securing a competitive advantage in business.

These personality factors are chosen because they can improve a brand's position, differentiate it from competitors, and attract customers with these personality traits. Personality traits are valuable variables in examining consumer choices for coffee shops because successful brands usually match the consumer's personality (Lin, 2010). Then, consumers will tend to use brands that reflect their personality traits to express themselves (Govers & Schoormans, 2005). In addition, according to McCrae and Costa (2006), personality traits are long-lasting patterns of thinking, feeling and behavior that apply to most consumers. So, in this research, the personality traits in question are how the pattern of thinking, feeling and behavior of a consumer is related to a brand. It is in line with research conducted by Lin (2010) with a sample of consumers at video game brands examining the variables that influence loyalty, namely consumer personality traits and brand personality. The results of this research state that personality traits (openness and agreeableness) significantly positively affect brand loyalty. Trevor A Smith (2015) states that personality traits (conscientiousness, neuroticism, extroversion and openness) have a significant positive effect on loyalty, and Aghapour et al. (2016) with The results of the dimensions of personality traits influence loyalty. However, different results were obtained when subsequent research by Kim et al. (2017) stated that personality trait dimensions did not affect brand loyalty.

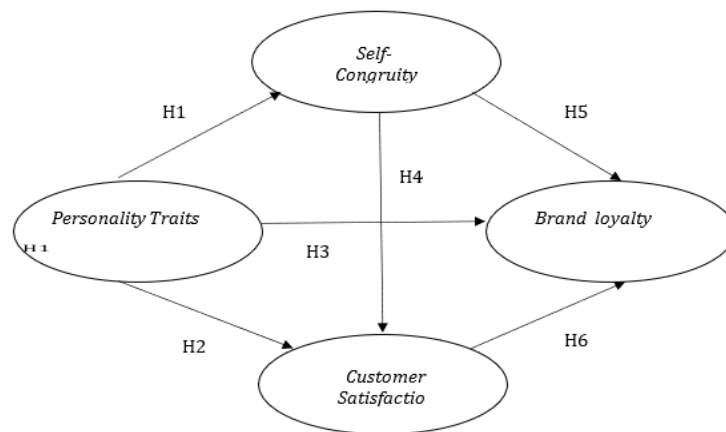
The existence of significant and insignificant research results is a gap in this research; there is a need for other variables mediating the influence of personality traits on brand loyalty. The variables that mediate the relationship between personality traits and loyalty are customer satisfaction and congruity. Self-congruity is a psychological process regarding consumers' attachment to their perception of a product or brand with the concept of themselves (Sirgy et al., 2016). Furthermore, Sirgy et al., 2016 added the social dimension of self-congruity, namely the attachment of a brand to consumer perceptions with a view of the social environment and ideal social self-congruity, which emphasizes the expectations obtained when a consumer's self-concept is tied to a product or brand. An empirical study by Jie et al. (2012) shows how consumer personality related to a brand can link self-congruity to satisfaction related to the brand. Salem et al. (2016) added that a brand associated with the consumer's ego can create an attachment within the self so that the consumer views the brand as part of himself and creates a loyal attitude.

Coffee shop owners or managers highly expect the long-term success of coffee shops, where brand loyalty can be an effective strategy to secure a competitive advantage in business (Kim et al., 2016). However, brand loyalty is created because consumers feel satisfied (satisfaction) with a brand. Consumer satisfaction cannot be separated from the consumer's self-congruity. It is explained by research by El Hedli et al. (2016), who explains that there is a feeling of comfort and pleasure in buying a product or brand connected to the consumer so that satisfaction will be created. A product or brand that can create an image in consumers can produce an urge to make repeat purchases, which arises because of a sense of satisfaction in consumers (Pratt & Sparks, 2014). So, according to Kotler (2000; 173), customer satisfaction is a person's feeling of happiness or disappointment, which results from a comparison of perceived product performance and unfulfilled expectations. Customer satisfaction is also an antecedent of brand loyalty; an increase in satisfaction will lead to an increase in brand loyalty (Bennett et al., 2005). Satisfaction was found to increase loyalty when brand loyalty was measured in several consecutive purchases from the same brand (Ha & Park, 2012). This

research aims to address the existing research gap by investigating the impact of personality traits and self-congruity on customer satisfaction and brand loyalty at El's Coffee in Bandar Lampung. The study will build upon previous research by analyzing the differences in results and recommendations.

**Thinking Framework and Hypotheses.** The research consisted of independent and dependent variables, where the independent variable (X) is the personality trait or self-congruity. At the same time, the dependent variable or the dependent variable (Y) is Customer Satisfaction and Brand Loyalty. The research hypothesis is as follows:

- H1: Personality traits have a positive effect on congruity
- H2: Personality traits have a positive effect on customer satisfaction.
- H3: Personality traits have a positive effect on brand loyalty.
- H4: Congruity has a positive effect on customer satisfaction.
- H5: Congruity has a positive effect on brand loyalty.
- H6: Customer satisfaction has a positive effect on brand loyalty.



**Figure 1.** Conceptual Model

**METHODS**

This research was conducted at El's Coffee in Bandar Lampung. In this research, the independent variable or independent variable (X) is the personality trait or self-congruity. At the same time, the dependent variable or the dependent variable (Y) is Customer Satisfaction and Brand Loyalty. This research uses quantitative and qualitative data approaches and a Likert scale to measure attitudes, opinions, influences, and perceptions of a person or group of people toward social phenomena (Sugiyono, 2016). The sample was determined using a purposive sampling method, namely a sample selection method, to determine the model for specific considerations. So, the sample is not taken randomly but is determined by the researcher. The sample is part of the population's number and characteristics (Sugiyono, 2016). According to (Hair in Mwetiumo et al. 2021), the recommended minimum sample size is 5-10 observations for each estimated parameter. The method used in data analysis and hypothesis testing in this research is the Structural Equation Model - Partial Least Square Method (SEM-Amos). According to Noor (2014), SEM is a statistical technique used to build and test statistical models, usually causal models. Descriptive statistical data analysis was used in this research. Descriptive methods are used to obtain a complete and precise picture of the research objectives. In this case, a Likert scale of 5 is used. Data analysis uses SEM





Partial Least Square. Research is used to develop or predict an existing theory. Analysis of the measurement model (Outer weights) includes validity and reliability tests. And Structural Model analysis and discussion of hypothesis testing results. Data processing uses the Structural Equation Model (SEM) model with the help of the Amos application.

**RESULT AND DISCUSSION**

Descriptive Statistics. Researchers will use descriptive analysis techniques to obtain information about the characteristics of respondents. Descriptive analysis is an analytical technique used to explain how the characteristics of data originating from a research object can be described and understood well. The discussion of the characteristics of respondents in this research will show several aspects of the respondents, namely respondents based male gender, 130 respondents with a percentage of 32.5%, while female gender, namely 270 respondents with a percentage of 67.5%. It was identified that more female consumers visit El's Coffee in Bandar Lampung than men because women prefer to spend their time shopping for food and drinks, so it can be said that the average respondent in this study is female, respondents with ages < 20 years as many as 107 respondents with a percentage rate of 26.75%. Respondents aged 21-30 were 209 respondents with a percentage of 52.25%. Respondents aged 31-40 were 53 respondents with a percentage rate of 13.25%, and respondents aged >40 were 7.75%. It was identified that the age of 21-30 years is the age of adolescence, where at that age, someone tends to display a lifestyle and prefers to gather and spend time just enjoying coffee at El's Coffee Bandar Lampung. There were 73 respondents as students, with a percentage level of 18.25%. The respondents were 191 students, with a percentage rate of 47.75%. 14.5% of respondents were civil servants, with a percentage rate of 14.5%. Respondents as private employees were 71, with a respondent rate of 17.75%, and respondents who had jobs other than those identified late were 1.75%. The largest respondents were those who worked as students, namely 47.75%, with income <Rp. 2,000,000,- amounting to 53.25%. Respondents with monthly income or pocket money of Rp. 2,000,001,- Rp. 4,000,000,- amounting to 23.5%. Respondents with monthly income or pocket money of Rp. 4,000,001,-Rp. 6,000,000,- by 11.5%. Respondents with monthly income or pocket money of Rp. 6,000,001,- Rp. 8,000,000,- at 6%. Respondents with monthly income or pocket money >Rp. 8,000.00,- at 5.75%. So, of the 400 people who were the research objects, most were respondents with monthly income or pocket money <Rp. 2,000,000, - which is 53.25%. Respondents domiciled in Bandar Lampung amounted to 78.75%. Only 21.25% of respondents live in other areas. This matter shows that the majority of respondents who are El's Coffee consumers live in Bandar Lampung.

**Table 3.** Characteristics of Respondents

Demographic Variables	Category	Frequency	Percentage
Gender	Male	130	32.50%
	Female	270	67.50%
Age	<20 years	107	26.75%
	21-30 years	209	52.25%
	31-40 years	53	13.25%
	>40 years	31	07.75%
	Work	Student Senior High School	73
	Student Univercity	191	47.75%
	Government employees	58	14.50%
	Private employees	71	17.75%



Income	Self-employed	7	1.75%
	<Rp. 2.000.000,-	213	53.25%
	Rp. 2.000.001- Rp. 4.000.000,-	94	23.50%
	Rp. 4.000.001- Rp. 6.000.000,-	46	11.50%
	Rp. 6.000.001- Rp. 8.000.000,-	24	6.00%
Domicili	>Rp. 8.000.000,-	23	5.75%
	Bandar Lampung	315	78.75%
	Other Areas	85	21,25%

Source: processed in 2022

**Measurement Model.** This study implemented covariance-based Structural Equation Modeling (SEM) to test the proposed research model using Amos software. The measurement model of this study used validity and reliability, which could be assessed through factor loadings that values should be greater than 0.5, average variance extracted (AVE) that value should be greater than 0.5, Cronbach alpha that value should be greater than 0.7, and composite reliability that value should be greater than 0.7 (Hair et al., 2016). Table 2 predicted values show that all the values fulfill the criteria of recommended values.

**Table 4.** Measurement Model

Variable	Indicator	Loading Factor	AVE	Cronbach alpha
<i>Personality Traits</i>	PT1	0,743	0,701	0.855
	PT2	0,760		
	PT3	0,765		
	PT4	0,752		
	PT5	0,742		
<i>Self-Congruity</i>	C1	0,816	0,870	0.895
	C2	0,824		
	C3	0,734		
	C4	0,788		
	C5	0,825		
<i>Customer Satisfaction</i>	CS1	0,886	0,770	0.806
	CS2	0,823		
	CS3	0,783		
<i>Brand Loyalty</i>	BL1	0,855	0,860	0.772
	BL2	0,843		
	BL3	0,785		
	BL4	0,929		
	BL5	0,705		

Source: processed in 2022

**Structure Model.** After analyzing a measurement model, the next step is to test the proposed hypothesis using a structural model. This study uses the Path Coefficient as the research model within an acceptable range. Similarly, the Tests index implies an acceptable fit. The four predicted paths are significant. Therefore, H1, H2, H3, H4, H5, and H6 were all supported in this study.



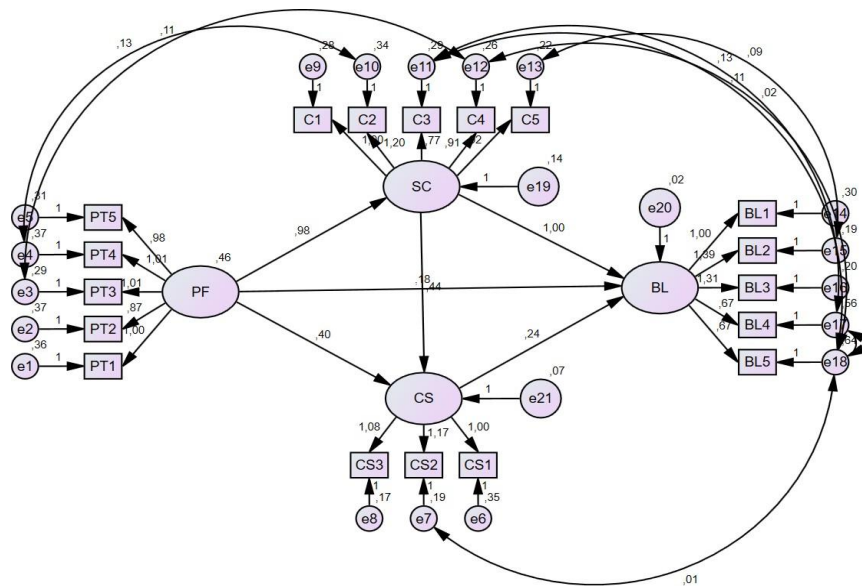


Figure 2. Model SEM

Source: Amos (2022)

Complete SEM model testing was carried out to determine the feasibility of this research model. Complete SEM model testing is carried out using two test methods, namely model suitability and causality significance. Testing the feasibility of the model uses indices that are not different from those in the confirmatory factor analysis (CFA) test. Testing the feasibility of the structural equation model can be done by comparing the values of the recommended fit indices. The results of the model feasibility testing are presented in Table as follows:

Table 5. Goodness of Fit in the Structural Model

GOF	Acceptable Match Level	Model Index	Explanation
<i>p</i> -value	$P \geq 0.05$ (good fit), $p < 0,05$ (badfit)	0.055	Good Fit
GFI	$GFI \geq 0.9$ (good fit), $0.8 \leq GFI \leq 0.9$ (marginal fit)	0.948	Good Fit
RMR	$RMR \leq 0.5$ (good fit)	0.025	Good Fit
RMSEA	$0.05 < RMSEA \leq 0.08$ (good fit), $0.08 < RMSEA \leq 1$ (marginal fit)	0.056	Good Fit
TLI	$TLI \geq 0.9$ (good fit), $0.8 \leq TLI \leq 0.9$ (marginal fit)	0.969	Good Fit
NFI	$NFI \geq 0.9$ (good fit), $0.8 \leq NFI \leq 0.9$ (marginal fit)	0.955	Good Fit
AGFI	$AGFI \geq 0.9$ (good fit), $0.8 \leq AGFI \leq 0.9$ (marginal fit)	0.917	Good Fit
RFI	$RFI \geq 0.9$ (good fit), $0.8 \geq RFI \leq 0.9$ (marginal fit)	0.936	Good Fit





CFI CFI ≥ 0.9 (good fit), 0.8 ≤ CFI ≤ 0.9 (marginal fit) 0.979 *Good Fit*

Source: Amos (2022)

Table 5 shows that the research model as a whole is suitable in the good fit category. Based on the goodness of fit test results, the standard model used in this research is the observed data in accordance with the theory or model.

**Table 6. Direct Relationship**

Item	S.E.	C.R.	P-Values	Information
Personality Traits -> Self-Congruity	0,068	14,980	0,000	Supported
Personality Traits -> Customer Satisfaction	0,054	8,215	0,000	Supported
Personality Traits -> Brand Loyalty	0,140	3,014	0,003	Supported
Self Congruity -> Customer Satisfaction	0,245	2,698	0,000	Supported
Self Congruity -> Brand Loyalty	0,135	6,695	0,000	Supported
Customer Satisfaction -> Brand Loyalty	0,049	2,788	0,005	Supported

Source: Amos (2022)

Explained that the mediation test was conducted to determine how the mediating variable affects the relationship between endogenous and exogenous variables regarding the strength and direction of the relationship, path estimation and t-value.

The first hypothesis tests whether personality traits positively and significantly affect self-congruity at El's Coffee Bandar Lampung. The results show that the CR value obtained is 14.980 (>1.967) with a significance value of 0.000 (p<0.05), so the first hypothesis is supported, which shows that the value of this hypothesis is accepted. Branaghan and Hildebrand (2011) say that self-image can describe the personality traits of a company or product brand that have a high level of relevance to each other (Ahluwalia & Gurhan-Canli, 2000). In addition, several researchers have shown that brands can evoke symbolic solid values, which usually describe customers' personality traits (Ekinci et al., 2013; Hultman et al., 2015). Thus, a brand with strong personality traits tends to generate congruity by effectively reflecting the self-image that customers desire. Research incorporating personality traits in a consumer context can help us develop unified conceptual frameworks for understanding consumers (Westjohn et al., 2012) and more targeted communications (Baumgartner, 2002). Marketing literature offers evidence regarding the influence of self-image congruence on brand choice, preference, and loyalty (Wang et al., 2009). Several studies have linked the congruence between store image and self-image to product perceptions and purchase intentions (Bloemer & Oderkerken-Schroder, 2002; D'Astous & Gargouri, 2001). Although substantive evidence regarding self-image congruence with personality traits is lacking, a large body of previous research suggests that personality traits lead to higher concordance. High congruence occurs when a customer's personality matches a company or product brand (Hsieh et al., 2004). For example, Branaghan and Hildebrand (2011) proposed that self-image can be considered a network representation of a





person's personality traits. Thus, in a highly congruent scenario, the personality traits of a company or product brand have a high degree of relevance to each other (Ahluwalia & Gurhan-Canli, 2000).

The second hypothesis tests whether personality traits positively and significantly affect customer satisfaction at El's Coffee in Bandar Lampung. The results show that the CR value obtained is 8.215 ( $>1.967$ ) with a significance value of 0.000 ( $p < 0.05$ ), so the second hypothesis is supported, which shows that the value of this hypothesis is accepted. Following Cervone and Pervin (2010), this research views personality traits as a study of what generally applies to consumers by examining consistency in individual difference variables. This research focuses on personality traits as an exciting variable for studying coffee shop customers because of the general meaning of individual traits over time and in many different situations (Lounsbury et al., 2012). More specifically, Solomon and Jackson (2014) stated that personality trait dimensions are antecedents of relationship satisfaction, and these two constructs must be positively associated. Additionally, Liu (2014) supported this proposition in the context of leisure participants. Rosowsky and Sega (2012) argued that personality trait dimensions reflect functional aspects of marital satisfaction. Furthermore, their research showed that customer satisfaction mediated the relationship between personality traits and long-term marriage. They found that individual behavior, related to personality traits, had the most substantial impact on marital satisfaction. Consumers use brands that reflect their personality traits (Govers & Schoormans, 2005) to express themselves (Herstein et al., 2012). Additionally, a brand can become part of an individual's self-concept by evoking strong cognitive and psychological attachments. Several researchers have shown that a brand can evoke strong symbolic values that usually describe customers' personality traits (Ekinci et al., 2013; Hultman et al., 2015). Therefore, coffee shop brands with solid personality traits tend to arouse alignment by effectively reflecting the customer's desired self-image. As a result, marketing activities are aimed at helping consumers trust and recognize the brand's personality traits, which strengthens communication between the brand and consumers to increase purchases.

The third hypothesis tests whether personality traits positively and significantly affect brand loyalty at El's Coffee in Bandar Lampung. The results show that the CR value obtained is 3.014 ( $>1.967$ ) with a significance value obtained of 0.000 ( $p < 0.05$ ), so the third hypothesis is supported, which shows that the value of this hypothesis is accepted. The results of this research follow the findings of the study by Matzler et al. (2006), which investigated the relationship between personality traits and hedonic values, which significantly positively influence brand affection and brand loyalty. Empirically, this also follows a study by Smith (2015) that found that personality traits positively and significantly affect brand loyalty. Using various marketing approaches, coffee shops convey their personality to consumers and attract consumers with various personality traits. These results show that forming different personality traits can add value to the coffee shop brand. Coffee shop brand managers must maintain the personality traits of their brand always to be different, long-lasting, and consistent to attract customers and grow customer satisfaction with the coffee shop brand, thereby creating brand loyalty.

The fourth hypothesis tests whether self-congruity positively and significantly affects customer satisfaction at El's Coffee in Bandar Lampung. The results show that the CR value obtained was 2.698 ( $>1.967$ ) with a significance obtained of 0.000 ( $p < 0.05$ ), so the third hypothesis is supported, which shows that the value of this hypothesis is accepted. Self-congruity also has significant effects on customer satisfaction and brand loyalty. This means that customers have expectations of El's Coffee in Bandar Lampung regarding coffee quality, employee service, menu item variants, interior and exterior design, location, and price. Customers' desire for consistency suggests that brand managers can expect brand loyalty if they strive to meet the congruity or

suitability desired by customers. Coffee shop brand managers must also recognize the extent to which target consumers want to express or improve their self-image based on their coffee shop.

The fifth hypothesis tests whether self-congruity positively and significantly affects brand loyalty at El's Coffee in Bandar Lampung. The results show that the CR value obtained is 6.695 (>1.967) with a significance value of 0.000 ( $p < 0.05$ ), so the third hypothesis is supported, which shows that the value of this hypothesis is accepted. Based on research conducted by Kim and Thapa (2018) found that self-congruity is an essential factor in brand loyalty. In line with this, research conducted by Tran et al. (2021) and Shamah et al. (2018) states a direct and significant relationship between self-congruity and brand personality. Besides that, Liu et al. (2019) also argue that self-congruity is essential in achieving brand loyalty and having a direct relationship between self-congruity and brand loyalty. However, research conducted by Suryadinata Elvany (2019) showed no significant relationship between self-congruity and brand loyalty.

The sixth hypothesis tests whether customer satisfaction positively and significantly affects brand loyalty at El's Coffee in Bandar Lampung. The results show that the CR value obtained is 2.788 (>1.967) with a significance value of 0.000 ( $p < 0.05$ ), so the third hypothesis is supported, which shows that the value of this hypothesis is accepted. Research conducted by Son Ho Kim et al. (2016), who researched the South Korean coffee shop industry, stated that the relationship between consumer satisfaction and brand loyalty is positive and significant with loyalty because the more satisfied the consumer, the higher the actual loyalty. Apart from that, the importance of consumer loyalty is also in line with research conducted by Song, Wang & Han (2019), which states that there is a significant positive relationship between the level of satisfaction and loyalty. This research also confirms a significant relationship between trust and loyalty, moderated by brand love towards consumer loyalty as a brand love of the coffee shop they visit. From a coffee shop perspective, these findings imply that coffee shop owners should be encouraged to develop customer brand loyalty by investing in customer satisfaction. Apart from that, coffee shop managers must try their best to understand the needs and desires of their customers. So, coffee shop owners must ensure that staff and employees are fully oriented to the level of service that must be provided. A training program is recommended to upgrade staff qualifications to improve services continuously. Coffee shop managers must also continuously monitor their customers' perceptions of the product and customers' latest needs and desires to keep the company's marketing tools updated and make customers more satisfied and happy. It shows that the customer satisfaction variable contributes to the results of calculations and discussions, so what can be concluded for the management of El's Coffee in Bandar Lampung is to form a different personality character to add value to a shop's brand.

Coffee must maintain distinct, durable, and consistent brand personality traits to attract customers, foster satisfaction, and create loyal customers.

## CONCLUSION

This research examines personality traits and self-congruity, influencing customer satisfaction and brand loyalty at El's Coffee in Bandar Lampung. The findings in this research conclude, among other things:

1. Personality traits significantly positively affect congruity at El's Coffee in Bandar Lampung.
2. Personality traits significantly positively affect customer satisfaction at El's Coffee in Bandar Lampung.
3. Personality traits positively affect brand loyalty at El's Coffee in Bandar Lampung.
4. Congruity significantly positively affects customer satisfaction at El's Coffee in Bandar Lampung.



5. Congruity significantly positively affects brand loyalty at El's Coffee in Bandar Lampung.
6. Customer satisfaction positively affects brand loyalty at El's Coffee in Bandar Lampung.

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