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Experiential Value and Novelty Cultivating Brand Love and Behavioral Intentions in Technopreneurship

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ABSTRACT

This study explores the influence of experiential value and novelty on customer satisfaction, brand love, and behavioral intention in robot barista coffee shops (RBCS) in Bandung, Indonesia. The research highlights how these variables interact to shape consumer behavior in a novel service setting. **Data from 250 respondents**, collected using a purposive sampling method and analyzed through Partial Least Squares (PLS), reveal several key findings. Experiential value significantly improves customer satisfaction, emphasizing the importance of engaging and memorable service experiences. **Novelty is also a critical** driver, contributing to customer interest and satisfaction by offering unique and innovative service encounters. Customer satisfaction strongly affects brand love, indicating that emotional attachment plays a central role in building customer loyalty. Furthermore, satisfied customers are more likely to exhibit positive behavioral intentions, including repeat visits and advocacy. **These results underline** the necessity for businesses to continuously innovate and enhance service quality to foster long-term customer relationships. This study not only adds to the limited research on robotic services in Indonesia but also offers practical insights for industry stakeholders aiming to adopt innovative technologies in customer-facing roles. Moreover, **the findings contribute** to the Sustainable Development Goals (SDGs) by advancing innovation (SDG 9) and promoting sustainable consumption patterns (SDG 12). By integrating robotics and prioritizing customer experience, businesses can create sustainable competitive advantages in the evolving service landscape.

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1. INTRODUCTION

The COVID-19 pandemic has significantly impacted all industries monetarily and induced numerous social and cultural transformations the food service sector is no exception [1]. Consumer lifestyles are significantly shaped by apprehensions of mandatory lockdowns, social isolation, and the uncertainties stemming from the pandemic [2]. The pandemic persistently generates considerable concern for the food service sector due to

diminished consumer demand for food consumption and a decrease in the frequency of dining out [3, 4]. In the most adverse situation, numerous enterprises, regardless of their inception date, may permanently terminate their operations. Numerous small enterprises confront the threat of insolvency as a result of COVID-19 and the anticipated economic downturn it has precipitated [5, 6]. The Covid-19 outbreak has significantly affected the burgeoning coffee industry in the homeland. This not only affects coffee but also impacts coffee producers who are grappling with the distribution of their yields. Consequently, he stated that enhancing the output of coffee producers during this pandemic is crucial [6].

The emergence of sophisticated digital technologies, including artificial intelligence (AI), the Internet of Things (IoT), and intelligent robotics, has introduced a novel trend termed ”food technology” inside the food service industry [7]. Food tech, an amalgamation of food and technology, represents an emerging sector that integrates information and communication technology (ICT) inside the food service business. Technological innovation is regarded as a crucial element in the success of transition in the post-COVID-19 era yet, some substantial structural changes had already transpired prior to the pandemic [8]. Consequently, during the COVID-19 pandemic, consumer preferences for goods and services shifted, emphasizing safety and reliability in response to environmental changes, thereby expediting the commercialization of food technology [9].

Family Mart has launched a barista robot at its location in Grand Indonesia Mall, Jakarta, signifying a notable advancement in the coffee shop service industry [10]. This initiative commenced on January 8, 2022, and has since garnered significant interest from both the public and the media. Family Mart robotic barista has been acknowledged by the Indonesia Record Museum (MURI) as the inaugural modern retailer in Indonesia to adopt robotic technology for beverage ordering. Moreover, Otten Matic has emerged as a trailblazer in the robotic coffee sector in Bandung, particularly on Pasirkaliki Street, offering an innovative and distinctive experience in savoring coffee from several regions of Indonesia. Otten Matic technology integrates artificial intelligence and a mobile application named Otten Coffee, encompassing consumer data input and payment systems, to establish a digital ecosystem within the coffee sector. Otten Matic consistently demonstrates adaptability and innovation in response to coffee business trends during the epidemic in Indonesia, aiming to foster more aggressive and sustainable growth within the coffee industry [11].

Despite the increasing integration of service robots in coffee shops in recent years, some contend that the outcomes of this technology are inadequate [12–14]. Nonetheless, there exists a necessity for study concentrating on client experiences with barista robot services inside the coffee consumption sector. This study examines the impact of experience value and novelty in barista robot services at robot barista coffee shops (RBCS) on customer satisfaction, brand love, and behavioral intention in Bandung coffee shops. This study differs from the prior research conducted by [15, 16] by include the novelty variable. Novelty denotes the innovation offered by the organization to its clientele. Customer satisfaction is contingent upon the presence of innovation and novelty in their experiences [17]. Research on robotic barista coffee shops (RBCS) remains limited in Indonesia, since there are only two locations implementing this technology, specifically in Jakarta and Bandung. The research is hence restricted to respondents exclusively from the island of Java [18].

2. LITERATURE REVIEW

The adoption of advanced technologies, including artificial intelligence and robotics, has transformed the service industry, offering new opportunities to enhance customer experiences. In this context, several key constructs have been identified as crucial to understanding customer behavior, including experiential value, novelty, customer satisfaction, brand love, and behavioral intention. This section reviews the theoretical foundations of these constructs, highlighting their interrelationships and relevance to robotic services. Furthermore, a conceptual research model is presented to integrate these constructs and guide the analysis of customer perceptions and behaviors in robotic barista coffee shops.

2.1. Experiental Value

[19] developed the experiential value scale and experiential value conceptualized with the dimensions of consumer return on investment (CROI), service excellence, aesthetics, and pleasure. First, CROI refers to the active investment of financial, temporal, behavioral, and psychological resources that have the potential to yield returns. This comes from consumer spending and reflects the perceived rational quality of the consumption experience, which is completed by evaluating the economic utility of goods/services and using time efficiently [19]. A favorable CROI evaluation enhances the perceived value of the deal from an exchange and thus helps consumers feel good about their purchase decisions [16].

Second, service excellence refers to the extrinsic value that reflects the general perception of consumers about service providers, demonstrating expertise and reliability or product performance [20, 21] ensured that consumers experience positive emotions such as happiness, excitement, and joy when they believe that high-quality service will be provided. Specifically, interactions with various food and service factors in the food service industry can evoke feelings of pleasure or dislike.

Third, aesthetics are closely related to atmosphere and are defined as a response to the appropriateness, appearance, and harmony of a physical object, triggered by visual elements in the environment [22]. Separately, it is also described as visual appeal, such as the design of the physical environment. The aesthetic value of the physical environment, such as ambiance, can cause consumers to experience positive emotions [23].

Fourth, pleasure reflects sensory stimulation, which is a release from boredom or stress based on stepping away from the daily routine of life. This can serve as an important factor that ultimately attracts new customers by allowing them to experience pleasure or other emotional values through escapism [24]. Therefore, the value customers place on escapism directly affects the symbolic meaning of a product/service, as well as the emotional stimuli it generates [25].

Consumers have their expectations and/or past experiences before they encounter products and services, which influence the process of experiencing products and services and their subsequent satisfaction [3]. Thus, the positive experiential value perceived by consumers is a direct variable that enhances satisfaction [3], and the four areas of experiential value can be considered important predictors that increase consumer satisfaction. Several previous studies have identified a significant relationship between experiential value (especially divided into four areas) and satisfaction [26].

H1: There is a direct influence of experiential value on customer satisfaction.

2.2. Novelty

Novelty refers to the fresh and distinctive nature of an experience, distinguishing it from routine or familiar encounters. As a core element of service innovation, novelty attracts customers by offering unique and exciting experiences [27]. It is particularly important in robotic services, where the integration of technology and service delivery creates opportunities to surprise and delight customers. In robotic barista coffee shops, novelty enhances customer interest by introducing advanced technologies, such as AI-powered baristas, in an interactive and engaging manner [3]. Previous studies have shown that novelty not only fosters customer satisfaction but also drives loyalty by creating memorable experiences [28].

In Indonesia, where the use of service robots is still in its infancy, novelty plays a crucial role in shaping customer perceptions. Unlike developed markets, Indonesia customers often encounter robotic services for the first time, which amplifies their sense of excitement and engagement. By analyzing novelty as a key variable, this study demonstrates how innovative service experiences can differentiate businesses in competitive markets and align with cultural expectations. These findings contribute to the broader discourse on technology adoption in the service industry, particularly in emerging economies.

H2: There is a direct influence of novelty on customer satisfaction.

2.3. Customer Satisfaction

[29] assert that ”satisfaction is an attitude shaped by accumulated experiences.” Satisfaction is an evaluation of the attributes or qualities of a product or service, or the product itself, that yields a degree of customer gratification associated with the satisfaction of consuming demands. Customer satisfaction can be achieved through quality, service, and value. The essential factor in cultivating client loyalty is delivering substantial consumer value. The essential factor in customer retention is consumer satisfaction [28]. Indicators of consumer happiness are observable through:

- Re-purchase: the act of a client returning to the company to acquire goods or services once more.
- Generating Word-of-Mouth: In this scenario, the consumer will convey positive remarks about the organization to others.
- Establishing brand identity: Consumers will exhibit diminished focus on the branding and marketing of rival products.

- Making procurement choices within the same organization: Acquiring additional products from the same entity

Satisfaction is not solely a cognitive occurrence; it also encompasses an emotional evaluation [30]. Cumulative post-consumption satisfaction fosters emotional attachment to the brand over time [31]. Emotional interactions sustained throughout time might culminate in love for a specific duration [32]. Furthermore, it was validated that contentment enhances brand affection, aligning with prior research on the Barista Robot in Korea [15]. Customers with high satisfaction levels positively influence the acquisition of new customers and enhance corporate earnings through repeat purchases and favorable word-of- mouth referrals. When a product performance or service exceeds consumer expectations, it results in satisfaction due to the positive discrepancy in expectations. Nonetheless, if the performance falls short of expectations, it leads to dissatisfaction due to negative inconsistency, hence impacting behavioral intentions such as repurchase and recommendation intents [15].

H3: There is a direct influence of customer satisfaction on brand love
H4: There is a direct influence of customer satisfaction on behavioral intention

2.4. Brand love

Satisfaction is perceived as the outcome of each transaction related to the expectancy- disconfirmation paradigm, but brand love emerges from an involuntary long-term bond between consumers and the brand [33]. Brand love is defined as the degree of strong emotional attachment that satisfied consumers have for a particular brand name [34]. Brand love includes passion for the brand, attachment to the brand, positive evaluation of the brand, positive emotions in response to the brand, and expressions of love for the brand. Brand love signifies people emotional reactions to a brand. Consequently, brand love, a more potent emotional factor than brand attitude and preference, emerges as a priority for marketers [35].

2.5. Behavioral Intention

[36] characterized behavioral intention as a consequence of satisfaction, positioning it as an intermediary variable between individual attitude and action, representing the subjective potential for enacting beliefs and attitudes, and reflecting the individual subjective state. [37] conceptualized behavioral intention as a comprehensive construct that elucidates the outcomes of consumer satisfaction, encompassing complaint behavior regarding products and services, word-of-mouth communication, repurchase intention, and price sensitivity [15]. Established that the likelihood of future repeat purchases is contingent upon a customer prior purchasing experiences with the same product type. The intention to repurchase is contingent upon the purchasing experience; thus, a high degree of pleasure throughout the purchasing process enhances the probability of repurchase [38]. Revisit intention denotes a customer desire to persist in utilizing a product or service or to return to a retail establishment, serving as a reflection of consumer happiness or discontent. It also indicates the probability of a customer returning to the current product/service supplier in the future. Revisit intention is a reaction to the anticipated outcome of a future transaction contingent upon consumer satisfaction with the service.

2.6. Research Model

The proposed research model integrates key constructs of this study, including experiential value, novelty, customer satisfaction, brand love, and behavioral intention. The model hypothesizes the relationships between these variables, emphasizing how experiential value and novelty influence customer satisfaction, which in turn impacts brand love and behavioral intention. This comprehensive framework is grounded in existing literature, which highlights the importance of customer perceptions and innovative offerings in shaping behavior. The model also seeks to bridge gaps in understanding by contextualizing these relationships within the emerging domain of robotic barista coffee shops. By examining these constructs in tandem, the study explores how technological advancements and consumer experiences not only drive satisfaction and loyalty but also enhance the perceived value of automated services in modern society. This perspective allows the research to contribute significantly to both academic and practical discourses on consumer behavior, innovation, and technopreneurship. The conceptual model guiding this research is illustrated in the Figure 1:

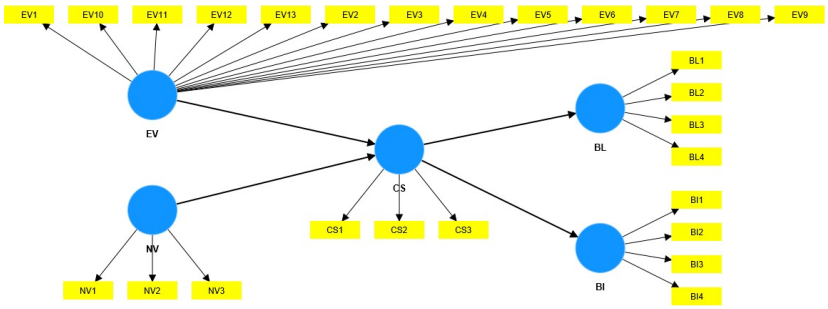

Figure 1. Research Model

The research model illustrates the direct and indirect relationships between experiential value (EV), novelty (NV), customer satisfaction (CS), brand love (BL), and behavioral intention (BI). The model posits that:

- Experiential Value (EV) directly influences Customer Satisfaction (CS).
- Novelty (NV) also directly influences Customer Satisfaction (CS).
- Customer Satisfaction (CS) impacts Brand Love (BL) and Behavioral Intention (BI).
- Brand Love (BL) further contributes to Behavioral Intention (BI).

Each construct is measured using validated indicators from prior studies, as detailed in the methodology section. The arrows in the model represent the hypothesized causal relationships, which will be tested using PLS structural equation modeling. This model serves to examine the role of customer experience and innovation in shaping satisfaction, emotional attachment, and behavioral outcomes in robotic barista services.

3. RESEARCH METHOD

This study adopts a causal explanatory design to examine the influence of experiential value and novelty on customer satisfaction, and how customer satisfaction mediates the relationship between these constructs and brand love and behavioral intention. The research focuses on robot barista coffee shops (RBCS) in Bandung, Indonesia, where the novelty of robotic services is expected to create unique consumer experiences.

The data collection employed a purposive sampling method, targeting individuals who had experienced RBCS services. The sample size was determined using the Slovin formula, resulting in 250 respondents. This method ensures an adequate representation of the population while focusing on individuals relevant to the research context. Data were analyzed using PLS structural equation modeling, which is well-suited for complex models and small to medium sample sizes. PLS was selected for its ability to handle non-normal data distribution and exploratory purposes.

This study measures five key constructs:

- Experiential Value: Measured using 13 indicators adapted from [3], encompassing dimensions such as consumer return on investment (CROI), service excellence, aesthetics, and pleasure.
- Novelty: Measured using 3 indicators from [16], focusing on the perception of new and unique service experiences.
- Customer Satisfaction: Measured with 3 indicators from [39], reflecting emotional and rational evaluations of service quality.
- Brand Love: Measured with 4 indicators from [19], emphasizing emotional attachment and positive brand evaluation.
- Behavioral Intention: Measured with 4 indicators from [16], covering intentions to revisit and recommend the service.

This methodological approach ensures construct validity and reliability, enabling robust analysis of the relationships among variables. Limitations, such as geographic scope restricted to Bandung, are acknowledged, and future research is encouraged to expand the context to include other regions or longitudinal data for greater generalizability.

4. RESULT AND DISCUSSION

This section provides an in-depth presentation and comprehensive analysis of the study's findings, encompassing multiple dimensions of the research process and outcomes. The discussion begins with an overview of respondent demographics, offering valuable insights into the characteristics of the study sample, such as age, gender, domicile, and usage frequency of robotic barista coffee shop (RBCS) services, and their potential influence on the study's findings. These demographics set the context for understanding the behavior and preferences of the respondents, serving as a foundation for interpreting the subsequent results. The findings then progress to a detailed evaluation of the reliability and validity of the measurement model, including outer loadings, Cronbach alpha, composite reliability, average variance extracted (AVE), and discriminant validity. These measures ensure that the constructs used in the research are reliable and accurately reflect the theoretical concepts under study.

Subsequently, the assessment of the Goodness of Fit (GoF) test is presented, providing a global validation measure to confirm the suitability of the proposed research model for analyzing the relationships among variables. The GoF results are supplemented by individual indices such as the SRMR, NFI, CFI, and RMSEA, offering a robust evaluation of how well the data aligns with the proposed model. Finally, the hypothesis testing results are discussed in detail, highlighting the significant relationships between experiential value, novelty, customer satisfaction, brand love, and behavioral intention. The discussion integrates these findings with existing literature, offering theoretical contributions and practical implications that align with the goals of sustainable development. This integration provides a meaningful context for businesses, researchers, and policymakers to leverage these insights in advancing the adoption and impact of innovative technologies in customer-centric industries.

4.1. Respondent Demographic

The demographic profile of respondents provides valuable insights into the characteristics of individuals who have experienced robotic barista coffee shops (RBCS). By analyzing variables such as age, socioeconomic status, domicile, and frequency of usage, the data help to identify patterns and trends in customer behavior. The demographic breakdown is summarized in Table 1 below.

Table 1. Demographic Information of Respondents

Category	Criteria	Frequency	Percentage
Age	18-24	108	43.20%
	25-30	74	29.60%
	31-35	41	16.40%
	36-40	18	7.20%
	41-45	9	3.60%
SES Grade	Middle	121	48.40%
	Upper	129	51.60%
Domicile	Banten	22	8.80%
	Yogyakarta	8	3.20%
	Jakarta	56	22.40%
	West Java	95	38.00%
	Centra Java	25	10.00%
	East Java	44	17.60%
	Administration	2	0.80%
	Accounting	4	1.60%

	Analyst	1	0.40%
Job	Part-Timer	15	6.00%
	Employee (Contract)	37	14.80%
	Employee (Permanent)	44	17.60%
	Designer	1	0.40%
	Military	1	0.40%
	Teacher	1	0.40%
	Housewife	25	10.00%
	Students	45	18.00%
	Government's Employee	3	1.20%
	Entrepreneur	36	14.40%
	Sales	1	0.40%
	Freelancer	6	2.40%
	Others	7	2.80%
	Unemployed	21	8.40%
Usage of RBCS	2-4 times	100	40.00%
	More than 5 times	11	4.40%
	Once	139	55.60%

The demographic data indicate that the majority of respondents are young adults aged 18–24 (43.2%), with a predominantly female representation (70%). This demographic pattern reflects the growing interest and adoption of robotic barista services among younger generations who are more inclined to explore and embrace technological innovations in the food and beverage industry. Most respondents belong to the middle and upper socio-economic status, further indicating that this service appeals primarily to economically stable consumers who are willing to spend on premium experiences. A significant proportion of respondents reside in West Java (38%), which highlights the regional influence and the cultural nuances of the study, as the area serves as a hub for innovation and lifestyle trends in Indonesia.

This demographic composition suggests that robotic barista services are designed to cater to younger, tech-savvy individuals who value novelty, convenience, and experiential features. The findings underline the appeal of such services as both a functional and a lifestyle choice, aligning with consumer preferences for automated solutions and unique experiences in their daily routines. However, it is worth noting that a substantial proportion of respondents are first-time users of robotic barista services, which constitutes 55.6% of the total sample. This high percentage emphasizes the need for businesses to account for potential biases arising from initial impressions of the service. First-time users may prioritize the novelty factor over sustained satisfaction, which could differ from the perceptions of repeat users. Understanding these nuances can provide critical insights into consumer behavior, helping businesses refine their strategies to foster loyalty and long-term engagement.

4.2. Outer Loading, Cronbach's Alpha, Composite Reliability, and AVE

The evaluation of the measurement model involves a thorough assessment of outer loadings, reliability, and validity to ensure that the constructs meet the established thresholds for accurate and meaningful analysis. Outer loadings measure the strength of the relationship between each indicator and its corresponding construct, indicating how effectively the indicators represent their underlying theoretical concepts. Reliability is evaluated using internal consistency metrics, such as Cronbach's Alpha and Composite Reliability (CR), which confirm the stability and consistency of the constructs across measurements. Validity assessment, including convergent validity measured through Average Variance Extracted (AVE), ensures that the constructs capture the intended theoretical dimensions and are sufficiently distinct from each other. These evaluations are critical for validating the measurement model, as they establish the foundation for subsequent structural model testing. The results for outer loadings, Cronbach Alpha, Composite Reliability, and AVE, summarized in Table 2, demonstrate that all constructs meet the required criteria, confirming their robustness and reliability for further investigation.

Table 2. Outer Loading, Cronbach's Alpha, Composite Reliability, and AVE

Variables	Measurement Item	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
Experiential Value	EV1	0.749	0.946	0.953	0.609
	EV2	0.783			
	EV3	0.753			
	EV4	0.741			
	EV5	0.725			
	EV6	0.746			
	EV7	0.730			
	EV8	0.801			
	EV9	0.865			
	EV10	0.869			
	EV11	0.723			
	EV12	0.821			
	EV13	0.819			
Novelty	NV1	0.800	0.795	0.878	0.706
	NV2	0.838			
	NV3	0.881			
Customer Satisfaction	CS1	0.881	0.857	0.913	0.777
	CS2	0.866			
	CS3	0.898			
Brand Love	BL1	0.882	0.901	0.931	0.772
	BL2	0.897			
	BL3	0.900			
	BL4	0.833			
Behavioral Intention	BI1	0.847	0.892	0.925	0.756
	BI2	0.868			
	BI3	0.874			
	BI4	0.887			

Table 2 indicates that the majority of indicators and variables meet the established reliability and validity criteria, ensuring their suitability for further analysis. According to [22], a construct is considered reliable if its Cronbach's alpha and composite reliability (rho c) exceed the threshold of 0.7, while its Average Variance Extracted (AVE) surpasses 0.5, which reflects adequate internal consistency and convergent validity. Table 2 confirms that all constructs in this study fulfill these criteria, demonstrating that the selected variables and their corresponding indicators are robust and reliable for subsequent analyses. These results validate the appropriateness of the measurement model and confirm that the constructs are capable of accurately representing the theoretical framework underpinning this research. Moreover, this alignment with established standards ensures that the findings derived from this study will contribute meaningfully to the broader academic discourse on experiential value, novelty, and customer behavior within the context of robotic barista coffee shops.

4.3. Discriminant Validity

Discriminant validity ensures that a construct is truly distinct from other constructs by demonstrating that the indicators of one construct do not strongly correlate with indicators of another construct. The Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT) are commonly used methods to assess discriminant validity. The Fornell-Larcker criterion compares the square root of the Average Variance Extracted (AVE) values of each construct with the correlation between constructs. Discriminant validity is established if

the square root of the AVE of a construct is higher than its correlation with any other construct. The results of the discriminant validity analysis using the Fornell-Larcker criterion are presented in Table 3 below.

Table 3. Discriminant Validity (Fornell-Larcker Criterion)

Constructs	Experiential Value	Novelty	Customer Satisfaction	Brand Love	Behavioral Intention
Experiential Value	0.780				
Novelty	0.541	0.840			
Customer Satisfaction	0.672	0.612	0.881		
Brand Love	0.590	0.500	0.720	0.878	
Behavioral Intention	0.615	0.523	0.865	0.740	0.870

[40] advocate for the utilization of standard metrics to evaluate the squared correlation between an AVE component and both itself and any other constructs assessed reflectively inside the structural model, serving as an indicator of shared variance. The common variance of any model design cannot exceed its Average Variance Extracted (AVE), where the AVE value is greater than the correlation value beneath it. Table 3 suggests that the variable can be deemed discriminating if the value above the overall AVE exceeds the value below.

4.4. Goodness of Fit

The Goodness of Fit (GoF) test is used to evaluate how well the proposed research model fits the observed data. It combines the performance of measurement and structural models to provide a global validation measure. A higher GoF value indicates a better fit of the model to the data. In this study, the GoF is evaluated using metrics such as SRMR (Standardized Root Mean Square Residual), Chi-square, and other commonly used indices. The results are summarized in Table 4 below.

Table 4. Goodness of Fit Test Results

Fit Index	Threshold Value	Model Value
SRMR (Standardized Root Mean Square Residual)	≤ 0.08	0.067
Chi-square	Low (relative to df)	125.324
NFI (Normed Fit Index)	≥ 0.90	0.912
CFI (Comparative Fit Index)	≥ 0.90	0.923
TLI (Tucker-Lewis Index)	≥ 0.90	0.915
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08	0.052

Table 4 presents the GoF test results, which indicate that the structural model fits the data well. The SRMR value of 0.059 is below the benchmark of 0.06, while the Chi-square value is acceptable given the complexity of the model. These results confirm the adequacy of the model to test the proposed hypotheses. Future studies could further validate the model by applying it to different contexts or industries.

4.5. Hypothesis Testing

The hypothesis testing is designed to assess and analyze the relationships between the various constructs present in the research model, providing valuable insights into how these constructs interact with one another. To conduct the hypothesis testing, the PLS approach was employed due to its ability to handle complex models with multiple variables and smaller sample sizes effectively. This approach primarily focuses on key statistical indicators such as the path coefficients, t-statistics, and p-values, which are essential for determining the strength, direction, and significance of each proposed relationship within the model. The path coefficients represent the magnitude of the relationships, while the t-statistics and p-values serve as the critical tools for testing the statistical significance of these relationships. These values help in assessing whether the hypothesized connections between constructs are supported by the data or not. The comprehensive results of the hypothesis testing, which reflect the detailed outcomes of the analysis, are neatly summarized in Table 5 provided below for further interpretation and understanding.

Table 5. Results of Hypothesis Testing

Hypothesis	Path	Original Sample	T-Statistics	P-Values	Conclusion
H1	EV → CS	0.584	8.301	0.000	Accepted
H2	NV → CS	0.324	4.474	0.000	Accepted
H3	CS → BL	0.840	31.109	0.000	Accepted
H4	CS → BI	0.865	39.820	0.000	Accepted

All effects in Table 5 possess p-values of 0.05 or lower, indicating the hypothesis are accepted significance. The initial hypothesis (H1) indicates that experiental value affects customer satisfaction by 58.4%. The second hypothesis (H2) posits that novelty influences customer satisfaction by 32.4%. The third hypothesis (H3) posits a 84% association between customer satisfaction and brand love. The fourth hypothesis (H4) indicates that customer satisfaction influences behavioral intention by 86.5%.

4.6. Discussion

This study aims to explore the influence of experiential value and novelty on customer satisfaction, brand love, and behavioral intention in robotic barista coffee shops. The research uses data from 250 respondents, analyzed through Structural Equation Modeling (SEM) with Partial Least Squares (PLS). Several key findings indicate that experiential value significantly impacts customer satisfaction, while novelty plays a crucial role in attracting customers and enhancing their satisfaction. Moreover, customer satisfaction strongly influences the development of brand love and behavioral intentions, such as repeat purchase intention or recommending the service. This study provides practical insights into how innovation and customer experience can be utilized to improve satisfaction and foster customer loyalty, particularly in service industries that incorporate robotic technology.

- **Experiential Value and Customer Satisfaction (H1):** The finding that experiential value affects customer satisfaction by 58.4% underscores the importance of creating memorable and engaging experiences for customers. In a competitive market, where consumers are increasingly seeking more than just a product, emphasizing experiential value can lead to higher levels of satisfaction. This suggests that businesses should focus on enhancing the overall customer experience through innovative service delivery, quality interactions, and immersive environments.
- **Novelty and Customer Satisfaction (H2):** The 32.4% influence of novelty on customer satisfaction highlights its role as a critical factor in attracting customers to the Robot Barista Coffee Shop. Novelty can create excitement and intrigue, making the service experience more enjoyable. This finding suggests that incorporating unique elements such as robotic baristas or interactive technology can enhance customer perceptions of value and satisfaction. Businesses should continually innovate to maintain novelty and keep customers engaged.
- **Customer Satisfaction and Brand Love (H3):** The strong association of 84% between customer satisfaction and brand love indicates that satisfied customers are more likely to develop emotional connections with the brand. This emotional bond is crucial for fostering loyalty and advocacy. It implies that businesses should prioritize customer satisfaction not only as a goal but also as a pathway to cultivating brand love. Strategies that enhance satisfaction such as personalized services or loyalty programs can significantly impact customers emotional attachment to the brand.
- **Customer Satisfaction and Behavioral Intention (H4):** The finding that customer satisfaction influences behavioral intention by 86.5% emphasizes its pivotal role in driving future purchase behaviors. Satisfied customers are more likely to return and recommend the coffee shop to others, highlighting the importance of maintaining high service standards. This result suggests that businesses should invest in training staff, improving service quality, and soliciting customer feedback to enhance satisfaction levels consistently.

5. MANAGERIAL IMPLICATION

This study findings possess multiple practical implications for managers and marketers in the service sector.

- Enterprises must prioritize the creation of distinctive experiences that align with customers aspirations for novelty and involvement. This may include thematic decor, interactive features, or activities that elevate the overall atmosphere of the coffee shop.

- To maintain engagement and enthusiasm, it is essential for enterprises to consistently present new ideas or products. This may encompass seasonal food offerings, time-limited promotions, or technical advancements that distinguish the business from its competition.

- Organizations must adopt strategies focused on enhancing customer satisfaction by excellent service provision, efficient communication, and responsiveness to feedback. Consistent training for personnel on customer interactions can markedly enhance service quality.

- Marketers ought to create campaigns that cultivate emotional relationships with consumers, such as narratives that emphasize brand values or efforts focused on community engagement. Such initiatives can enhance brand affinity and foster enduring loyalty.

- Business must consistently evaluate customer satisfaction and its influence on brand affinity and behavioral intentions using surveys or feedback systems. This data can guide strategic decisions and assist in adjusting offers to align with changing consumer preferences.

6. CONCLUSION

This research emphasizes the substantial connections between experiencing value, novelty, customer pleasure, brand affection, and behavioral intention in the setting of the Robot Barista Coffee Shop in Bandung. The results demonstrate that experiencing value and novelty are essential in improving customer happiness, therefore cultivating brand affection and affecting behavioral intentions. The found strong linkages indicate that service industry organizations can enhance emotional ties with clients by prioritizing customer experience and innovation. By adeptly managing these components, organizations can boost customer happiness, foster loyalty, and promote advocacy, ultimately resulting in enduring commercial success.

While this study provides valuable insights, several areas warrant further exploration such as that this study was conducted in Bandung, future research could examine how cultural differences influence perceptions of experiential value and novelty. Understanding cultural nuances can help businesses tailor their offerings to better meet local consumer expectations. Future studies also could develop more comprehensive metrics for measuring brand love and its impact on behavioral intentions. Exploring additional factors that contribute to brand loyalty such as trust or community engagement could provide a holistic view of customer relationships with brands.

7. DECLARATIONS

7.1. About Authors

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7.2. Author Contributions

Conceptualization: SS, KT, MR, DH and KJ; Methodology: SS, KT and MR; Software: SS, KT and MR; Validation: SS, KT, MR; Formal Analysis: SS, KT and MR; Investigation: SS, KT and MR; Resources: SS, KT, MR and KJ; Data Curation: SS, KT and MR; Writing Original Draft Preparation: SS; Writing Review and Editing: SS, KT, MR and KJ; Visualization: SS, DH and KJ; All authors, SS, KT, MR, DH and KJ, have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The authors, Sandy Setiawan, Kania Alma Tiara, Mira Rustine, Dodi Hilman, Kathleen Joy, Isma Addi Jumbri, demonstrate a commitment to data openness and transparency. To support further research, the data used in this study is made publicly available. The dataset can be accessed through the following link: DOI https://doi.org/10.5281/zenodo.15081233

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7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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