

The Impact of Inclusive Service Experience on Social Identity and Brand Loyalty: Empirical Study of Inclusive Cafés in Urban Indonesia

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ABSTRACT

This study examines the influence of inclusive service experiences on the formation of social identity and consumer brand loyalty at the inclusive cafe Sunyi Coffee in the context of urban Indonesian society. Based on Social Identity Theory and the concept of inclusive service, this study uses a descriptive qualitative approach with an interpretative paradigm. Data were collected through bold semi-structured interviews with seven participants consisting of customers and members of the disabled community, selected using a snowball sampling technique until data saturation was achieved. Data analysis was conducted using NVivo 12 through the stages of open coding, axial coding, and selective coding, and supported by visualizations in the form of word clouds, cluster analysis, tree maps, and matrix coding. The results identified six main themes: inclusive service systems (recruitment of staff with disabilities and use of sign language), service experiences (educational and reflective), cafe appeal, interest in inclusive concepts, social impact, and social values (equality and empathy). The findings indicate that inclusive service experiences encourage the formation of pro-inclusion social identities and increase value-based brand loyalty through social resonance, not solely functional aspects. Theoretically, this research enriches the literature on inclusive services with the Indonesian narrative context; practically, it offers guidance for social businesses to integrate inclusivity into socio-economic shift strategies.

KATA KUNCI

Pengalaman Layanan Inklusif, Identitas Sosial, Loyalitas Merek, Kafè Inklusif, Analisis Kualitatif

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ABSTRAK

Penelitian ini menelaah pengaruh pengalaman layanan inklusif terhadap pembentukan identitas sosial dan loyalitas merek konsumen di kafe inklusif Sunyi Coffee pada konteks masyarakat urban Indonesia. Berlandaskan Teori Identitas Sosial dan konsep layanan inklusi, penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma interpretatif. Data dikumpulkan melalui wawancara semi-terstruktur berani terhadap tujuh partisipan yang terdiri atas pelanggan dan anggota komunitas penyandang disabilitas, dipilih menggunakan teknik *snowball sampling* hingga mencapai saturasi data. Analisis data dilakukan dengan NVivo 12 melalui tahapan *open coding*, *axial coding*, dan *selective coding*, serta didukung visualisasi berupa *word cloud*, *cluster analysis*, *tree map*, dan *matriks coding*. Hasil penelitian mengidentifikasi enam tema utama: sistem layanan inklusif (rekrutmen staf difabel dan penggunaan bahasa isyarat), pengalaman layanan (edukatif dan reflektif), daya tarik kafe, minat terhadap konsep inklusif, dampak sosial, serta nilai sosial (kesetaraan dan empati). Temuan menunjukkan bahwa pengalaman layanan inklusif mendorong terbentuknya identitas sosial pro-inklusi dan meningkatkan loyalitas merek berbasis nilai (*value-based loyalitas*) melalui resonansi sosial, bukan semata-mata aspek fungsional. Secara teoritis, penelitian ini memperkaya literatur tentang layanan inklusif dengan konteks naratif Indonesia; secara praktis, menawarkan panduan bagi bisnis sosial untuk mengintegrasikan inklusivitas ke dalam strategi perpindahan sosial-ekonomi.

1. Introduction

Inclusive service experiences are increasingly recognized as strategic imperatives in fostering consumer well-being and brand loyalty, particularly when the service provider's core identity and values are seamlessly aligned with the brand persona and the physical retail environment [1]. Viewed through the

theoretical lens of Social Identity Theory, consumers construct and validate their social identities when they perceive a robust congruence between a brand's values, its operational credibility, and their own self-concept or reference groups. This value congruence subsequently catalyzes brand identification and enduring loyalty [2]. Furthermore, advancing the paradigm of transformative service inclusion, operational systems designed to

ensure equitable access, fair treatment, and equal opportunities for all consumers, including individuals with disabilities, are fundamental prerequisites for consumer welfare and meaningful participation in public service domains such as cafes [3]. When disability identities are explicitly acknowledged and proactively facilitated within retail encounters, it engenders a profound sense of agency and inclusion. This dynamic is particularly salient for inclusive enterprises like Sunyi Coffee, which deliberately employs and serves the disabled community [4].

Within the socio-cultural fabric of urban Indonesia, inclusive service encounters possess the strategic potential to significantly shape consumer satisfaction, perceived value, and long-term brand loyalty. This is primarily orchestrated through the quality of interpersonal service interactions, the atmospheric dimensions of the establishment, and the profound emotional and social resonance experienced by the patrons [4], [5], [6]. Extant empirical studies across various coffee shop typologies in Indonesia corroborate that holistic sensory, emotional, and social experiences, coupled with superior service quality, exert a determinative influence on customer loyalty. This behavioral outcome is notably amplified when such services are perceived as socially meaningful and seamlessly integrate with contemporary urban lifestyles [5], [6], [7]. The interplay between the servicescape and brand image within the highly competitive coffee shop sector elucidates that spatial design, brand equity, and employee-customer interactions are pivotal antecedents to satisfaction and loyalty. Consequently, these structural and relational elements function as critical conduits for constructing the consumers' social identity anchored around the brand narrative [8], [9], [10].

Contextualizing this within the realm of disability inclusion, Sunyi Coffee is strategically positioned as a pioneering inclusive enterprise. By providing tangible employment opportunities for individuals with disabilities and actively dismantling systemic social stigmas, the enterprise effectively cultivates a brand identity characterized as a hospitable, equitable, and empowering spatial domain [11], [12], [13]. The operationalization of reciprocal communication strategies and inclusive service practices at Sunyi Coffee, most notably the integration of sign language and the cultivation of an unconditionally welcoming atmosphere, significantly contribute to the formation of a consumer social identity rooted in an advocacy community. Patrons increasingly perceive themselves as active participants in a collective movement championing equality, which reciprocally fortifies their trust and solidifies value-based loyalty toward the inclusive brand [12], [13], [14]. Consequently, understanding the nuanced mechanisms by which these inclusive encounters translate into social identity

formation and loyalty within an emerging market context remains a critical imperative for both advancing marketing literature and informing social entrepreneurship practices. This study examines how inclusive service experiences at Sunyi Coffee as an inclusive cafe in Indonesia shape consumers' social identity and ultimately strengthen brand loyalty based on values of equality, empathy, and social participation, thereby not only increasing transactional satisfaction but also building long-term emotional-moral attachments between customers and the inclusive cafe brand.

The concept of 'inclusive service experience' delineates customer encounters wherein the service architecture actively dismantles structural and relational barriers, thereby guaranteeing equitable, dignified access, utilization, and enjoyment for all individuals, particularly those from vulnerable or marginalized cohorts [15]. Contextualized within the domain of inclusive cafes, this construct translates into the holistic customer journey encompassing interactions with the physical servicescape, operational service processes, and interpersonal dynamics meticulously designed to ensure that all patrons, irrespective of their socio-economic backgrounds or physical abilities, achieve parity of access, are treated with profound respect, and cultivate a genuine sense of community belonging [16]. While the extant literature concerning the Indonesian coffee shop industry predominantly accentuates the dyadic relationship between general service experiences and brand loyalty [4], [9], empirical investigations directly exploring the intersectional dimensions of inclusivity and social identity remain remarkably nascent.

Social Identity Theory posits that individuals systematically construct their self-concept derived from their membership within meaningful social groups [2], [17]. Transposed into the realm of brand management, brand identification defined as the degree to which a consumer perceives a cognitive and emotional oneness with a brand has been empirically proven to significantly amplify brand advocacy, emotional attachment, and long-term brand loyalty [2], [18]. Robustly affirm that brand experience, value congruence, and brand credibility function as positive antecedents to brand identification, which subsequently fortifies customer advocacy and loyalty behaviors [2]. Furthermore, a study highlight that specific service elements such as communal group experiences, shared rituals, physical amenities, and established traditions can profoundly reinforce social identification with the brand, thereby driving brand equity and enduring commitment [19].

The theory of collective brand personification asserts that a cohesive alignment among the service provider's identity, the overarching brand persona, and the atmospheric qualities of the cafe environment

significantly enhances patrons' sense of belonging, perceived authenticity, and consequent loyalty [1]. Specifically, within inclusive cafes, the visible diversity of the workforce and the intentionally cultivated atmosphere serve to solidify an "in-group" sentiment among patrons. Additionally, the concept of 'experience identification' indicates that consumers can vicariously associate themselves with a service encounter through cognitive imagination and engagement with online communities prior to actual consumption. This anticipatory identification exerts a positive influence on subsequent loyalty and word-of-mouth (WOM) intentions [20].

Concurrently, a supportive internal service climate not only projects a positive external brand image but also fosters pro brand behaviors among employees. This internal dynamic is crucial for embedding and

reinforcing the core values of diversity and accessibility within the organizational culture [21]. Investigating transformative service inclusion for consumers with disabilities within the retail fashion sector, identified five distinct manifestations of identity: the authentic unique, the integrated, the community, the expressive, and the practical self [22], [23]. Crucially, when service environments actively support the expression of these identities through robust accessibility measures and non-stigmatizing treatment. It cultivates a profound sense of consumer agency and inclusion. These findings are highly transferable to the context of inclusive cafes, suggesting that the institutional recognition and validation of marginalized customer identities can significantly strengthen their social bonds with the brand [23], [24].

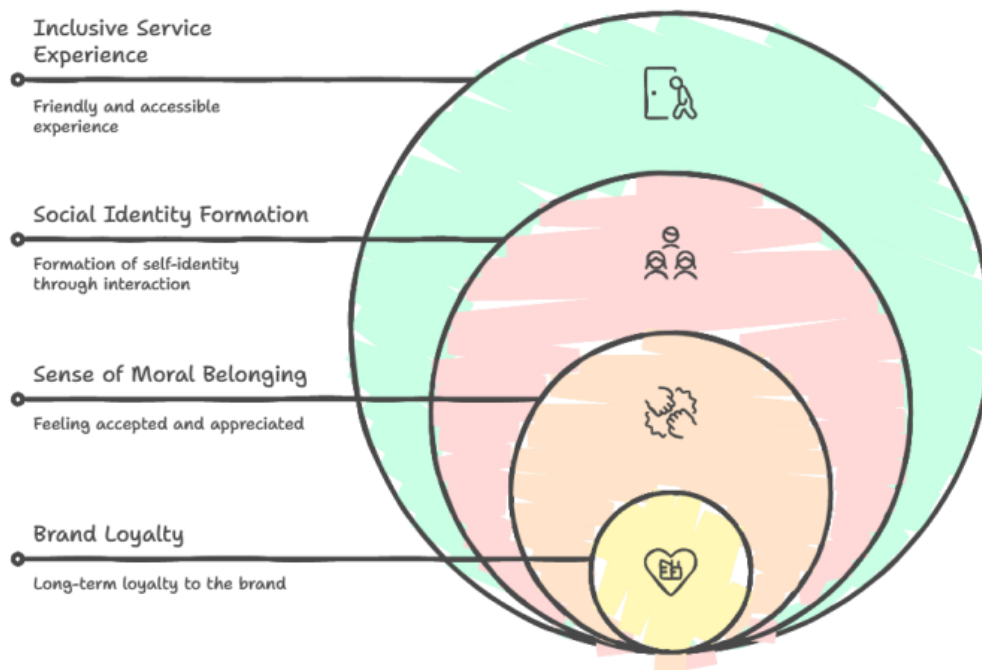


Figure 1. Conceptual Framework

In synthesis, this theoretical framework elucidates that inclusive service experiences characterized by hospitality, accessibility, and a proactive appreciation for diversity catalyze the formation of a positive social identity among patrons, driven by a profound sense of institutional recognition and community involvement. This psychological process subsequently reinforces a sense of moral acceptance; the consumer's perception that their intrinsic values and very existence are validated and esteemed by the organization. Ultimately, the synergistic interplay of these inclusive encounters, a robust social identity, and profound moral acceptance crystallizes into enduring brand loyalty. This loyalty manifests behaviorally through sustained commitment, repetitive patronage

preferences, and an enthusiastic willingness to advocate for the brand within broader social networks.

The cafe industry in urban Indonesia is growing rapidly, but efforts to create an inclusive service experience that provides equal space for various customer groups have not been widely studied, especially regarding its impact on the formation of customer social identity and brand loyalty. Based on these conditions, the main problem in this study is how inclusive service experiences are realized in inclusive cafes in urban Indonesia, to what extent these experiences contribute to the formation of customer social identity, and how the relationship between the formed social identity and brand loyalty to the inclusive cafe.

In line with the formulation of the problem, this study aims to: analyze how inclusive service experiences in inclusive cafes in urban areas of Indonesia are formed and experienced by customers; test the influence of inclusive service experiences on the formation of customer social identity; and test the influence of social identity on brand loyalty towards these inclusive cafes, thereby providing empirical understanding for cafe managers regarding effective inclusive service strategies to build and maintain brand loyalty.

2. Research Method

2.1. Research Design and Approach

This study adopts a descriptive qualitative approach anchored within an interpretative paradigm. The primary objective is to acquire a profound understanding of how inclusive service experiences are construed and how they subsequently catalyze the formation of social identity and brand loyalty among consumers in urban Indonesian inclusive cafes. A qualitative methodology was deliberately selected for its proven efficacy in unearthing the nuanced emotional, social, and moral dimensions intricately embedded within interpersonal service interactions.

2.2. Research Context

The empirical setting for this research is Sunyi Coffee, a prominent inclusive enterprise operating within an urban Indonesian context. The establishment is widely recognized for its pioneering inclusive service practices, specifically operationalized through the empowerment of individuals with disabilities and the integration of sign language in daily service encounters. Sunyi Coffee was purposively selected as the research context because it represents an authentic, operational model of inclusivity within a multicultural and inherently collectivist urban society. Consequently, it provides a highly relevant ecosystem to investigate the theoretical nexus among inclusive service experiences, social identity construct, and brand loyalty.

2.3. Participants and Sampling Procedure

The study's participants comprised individuals with direct experiential knowledge of Sunyi Coffee's services, encompassing both regular patrons and members of the disability community who have engaged with the cafe's inclusive environment. Participant recruitment was executed utilizing a snowball sampling technique. The process commenced with initial seed informants who met stringent inclusion criteria: prior consumption of Sunyi Coffee's services, a comprehensive understanding of the implemented inclusive practices, and the cognitive capacity to deeply reflect upon these experiential encounters. Leveraging referrals from these initial contacts, the researchers successfully recruited a total of seven informants, which included four regular

customers. The sampling procedure was iteratively conducted until theoretical data saturation was unequivocally achieved, defined as the juncture where subsequent interviews yielded no new substantive themes or informational insights.

2.4. Data Collection Methods

Primary data were elicited through semi-structured, synchronous online interviews conducted via the Zoom platform. Each session lasted between 15 to 30 minutes and was audio-recorded, strictly contingent upon the acquisition of explicit ethical consent from the respondents. The interview protocol was designed with inherent flexibility to systematically explore three core dimensions: the phenomenological experience of inclusive services, the mechanics of social identity formation (conceptually grounded in Tajfel and Turner, 1979), and the subsequent manifestation of brand loyalty.

2.5. Data Analysis and Trustworthiness

The qualitative data were subjected to a rigorous, iterative analytical process facilitated by NVivo 12 software. The analysis progressed systematically through three coding phases: open coding (to identify emergent thematic nodes such as "comfort" and "equality"), axial coding (to delineate the conceptual interrelationships between these emergent themes), and selective coding (to construct a cohesive causal model illustrating the pathway from inclusive services to identity and, ultimately, loyalty). This thematic categorization was analytically substantiated utilizing advanced qualitative data visualization tools, including word clouds, cluster analyses, tree maps, and matrix coding queries. To ensure methodological rigor and the absolute trustworthiness of the findings, the researchers employed member checking procedures and engaged in peer debriefing sessions with two independent qualitative researchers.

3. Result and Discussion

3.1. Results

This section delineates the empirical findings and subsequent discussion regarding the impact of inclusive service experiences at Sunyi Coffee on the formation of consumers' social identity and the reinforcement of brand loyalty. The analysis was conducted utilizing a qualitative approach, facilitated by NVivo 12 software, within the context of an inclusive cafe operating in urban Indonesia.

3.1.1. Qualitative Data Visualization

Lexical Frequency Analysis (Word Cloud): The word cloud visualization, derived from the qualitative data processing via NVivo 12, which can be seen on Figure 2, reveals that the terms "Sunyi" and "coffee" manifest with the most dominant spatial footprint. This indicates that respondents consistently anchor their cognitive

recall to Sunyi Coffee's brand identity as an inclusive establishment. Furthermore, the prevalence of terms such as "disability," "sign language," "comfortable," and "friend" suggests that the inclusive service experience is fundamentally perceived through proximity to employees with disabilities, the utilization of sign language during interactions, and the

cultivation of a welcoming atmosphere. This lexical pattern substantiates the premise that inclusive service encounters significantly contribute to shaping the consumers' social identity as advocates for equality, which inherently propels brand loyalty toward the establishment.



Figure 2. Lexical Frequency Analysis

Thematic Clustering (Cluster Analysis): The cluster analysis exhibits the thematic agglomeration of core constructs such as customer loyalty, social values, inclusive resources, social impact, affinity for inclusive concepts, cafe attraction, inclusive service experience, and spatial comfort, based on lexical similarity within the respondents' narratives. The spatial proximity of

these clusters from Figure 3 elucidates that customer loyalty is intricately tethered to social values and inclusive resources. Concurrently, inclusive service experiences, spatial comfort, and the inclusive service architecture mutually reinforce one another in cultivating a positive social identity and a profound attraction to the inclusive cafe model.

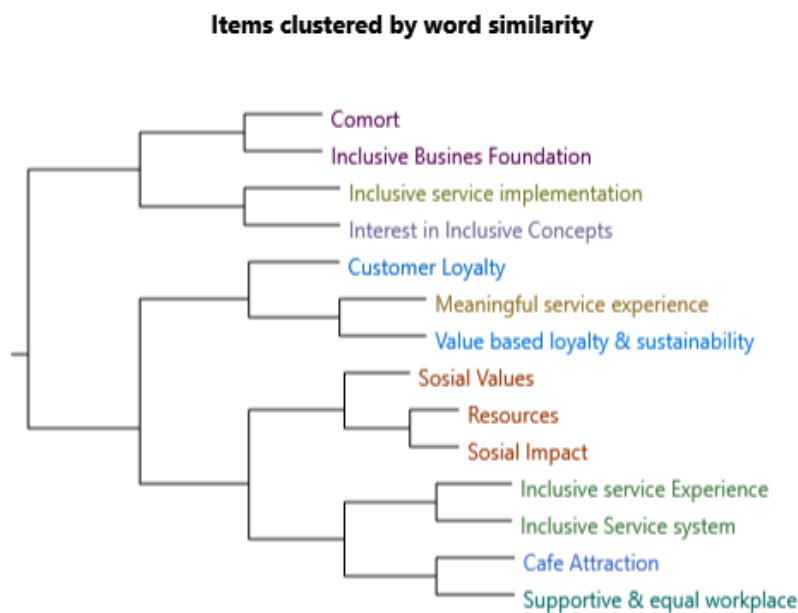


Figure 3. Thematic Clustering

Hierarchical Mapping (Tree Map): The hierarchical mapping on Figure 4 demonstrates that inclusive service experience, customer loyalty, and social values constitute the most dominant dimensions necessitating strategic prioritization. Conversely, elements

encompassing resources, inclusive service systems, interest in inclusion, comfort, cafe attraction, and social impact operate as vital supportive antecedents that synergistically fortify the overall efficacy of the inclusive service model.

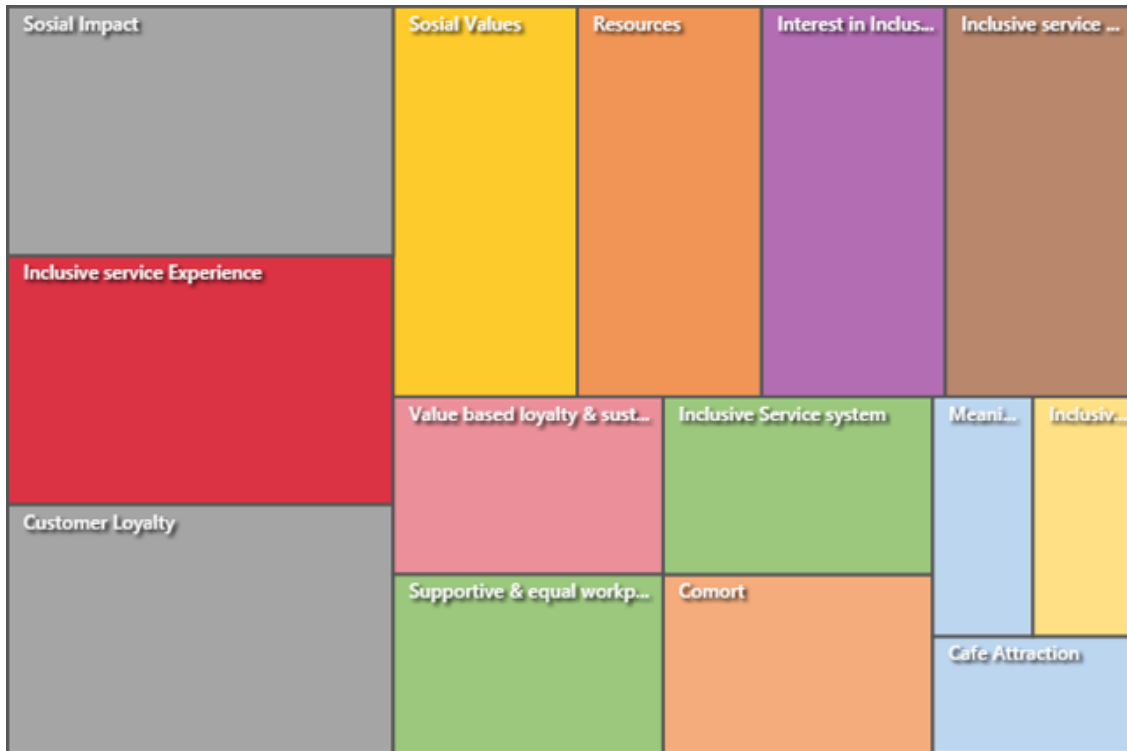


Figure 4. Hierarchical Mapping

Relational Construct Mapping (Concept Map): This relational map, which can be seen on Figure 5, illustrates that the foundational bedrock of Sunyi Coffee is an inclusive business paradigm that centralizes equality as both a core value and the brand's primary identity. As articulated by the establishment's owner, "Sunyi Coffee was established with the objective of creating an equitable workspace for individuals with disabilities" (O1). This inclusivity is tangibly operationalized through structural policies, such as the recruitment of baristas with disabilities and the implementation of Indonesian Sign Language alongside visual aids during service encounters ("We

utilize Indonesian Sign Language and visual media" [K1]). Consequently, these practices are inherently structural rather than merely symbolic. Such service modalities catalyze a paradigm shift among employees toward more empathetic and human-centric service delivery ("The service becomes more humane and meaningful" [K2]). Ultimately, these inclusive encounters generate a positive social impact and cultivate customer loyalty that is propelled not solely by product quality, but by the resonance of the social values championed by the brand ("Their loyalty is driven not only by the product but also by the social values we carry" [O1]).

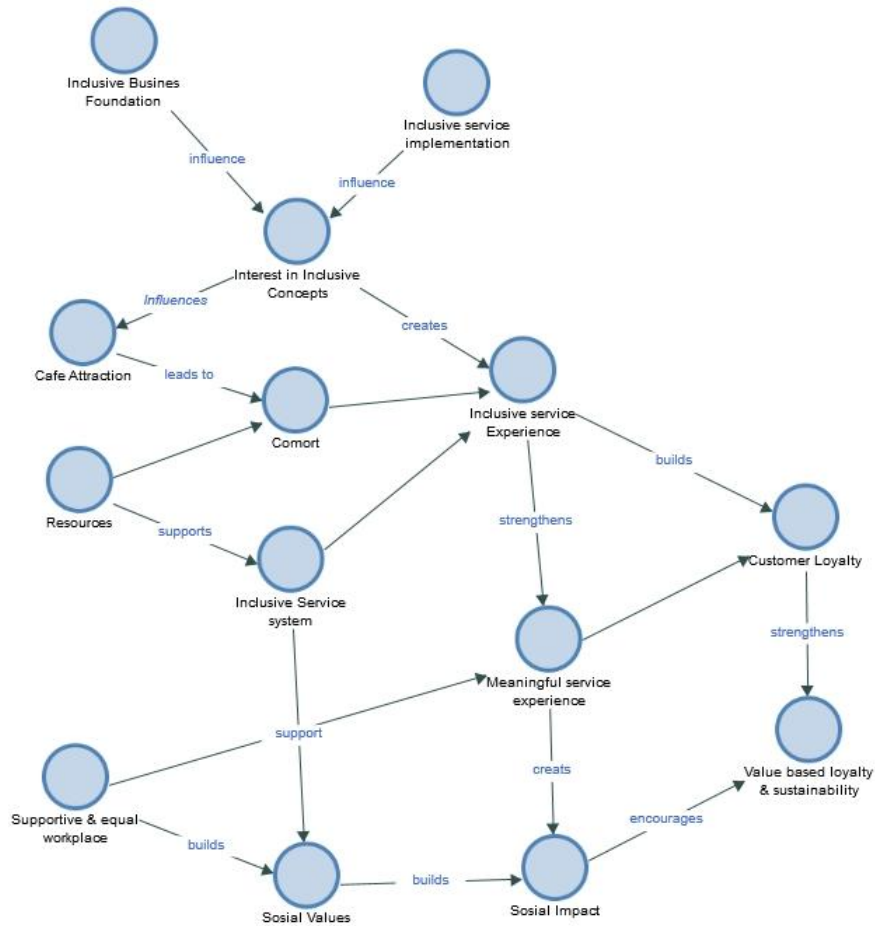


Figure 5. Relational Construct Mapping

Inter-Thematic Intersection (Matrix Coding): The matrix coding analysis reveals that the nodes representing an interest in inclusive concepts and inclusive service experiences are the most empirically dominant categories across the interviews. This underscores that patrons are not merely attracted to the tangible product but consciously value the cafe's intrinsic inclusivity as an integral component of their consumption journey. Additionally, the elevated frequency within the social values and social impact

categories signifies that the inclusive cafe's existence provides significant social meaning for its patrons, particularly concerning notions of justice, acceptance, and contributions to vulnerable demographics. Collectively, these findings validate that inclusive service encounters transcend mere functional satisfaction; they are instrumental in forging value-based loyalty, wherein customer attachment is predicated upon a profound alignment of social values between the self and the brand.

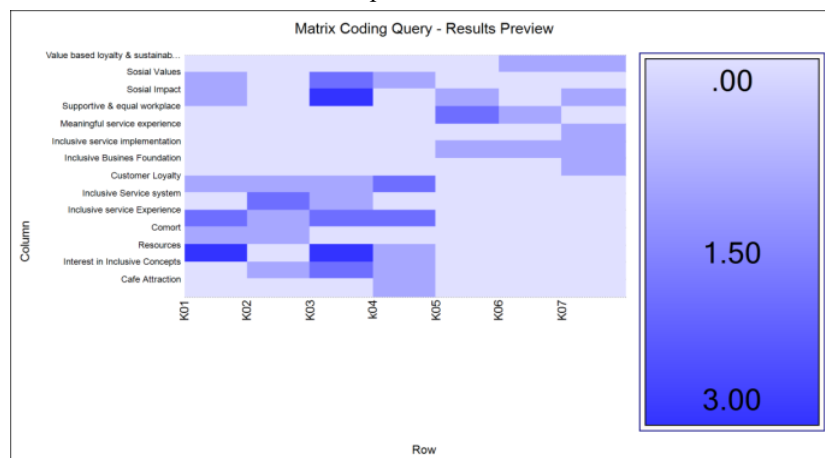


Figure 6. Inter-Thematic Intersection

3.1.2. Node Analysis

The interview data were rigorously analyzed utilizing NVivo software, progressing through systematic phases of open coding, axial coding, and selective coding to identify the salient themes emerging from the informants' phenomenological experiences.

- a. **Inclusive Service System:** This node encapsulates the operationalization of inclusivity principles as an integral component of Sunyi Coffee's daily framework. Informants articulated that inclusivity transcends mere marketing rhetoric; it is tangibly actualized through diurnal work practices and service delivery. A primary manifestation of this commitment is the deliberate empowerment of individuals with disabilities within the workforce. As one informant noted, "Sunyi Coffee possesses a distinct uniqueness because it employs individuals with disabilities and manifests the value of inclusivity in a tangible manner" (Informant 1, interview, November 22, 2025). This practice not only engenders an equitable workplace but also unequivocally solidifies inclusivity as the paramount identity within the business model. Another participant emphasized the importance of sustained value consistency, stating, "I hope Sunyi Coffee remains consistent in safeguarding its inclusive concept" (Informant 2, interview, November 22, 2025). These insights indicate that an inclusive service architecture functions as the cornerstone for optimizing the customer experience while simultaneously fortifying the enterprise's reputation for social justice.
- b. **Inclusive Service Experience:** This node highlights the consumers' direct encounters within the inclusive environment. This experience transcends transactional consumption, offering a platform for social learning through meaningful interactions with the disability community. One participant expressed, "Visitors can learn sign language, engage with the disability community, and observe content creators advocating for disability issues, which renders the atmosphere incredibly positive" (Informant 3, interview, November 21, 2025). Such interpersonal engagements transform the patron's visit into an educative and reflective journey, thereby broadening their socio-cognitive understanding of inclusivity and diversity.
- c. **Café Attraction:** This construct delineates the specific attributes that render the café appealing. Informants explicated that while the establishment operates functionally akin to conventional coffee shops, its underlying social values furnish a distinct supplementary allure. As articulated by a respondent, "The taste is comparable to other coffee shops, yet it is significantly more unique and socially meaningful" (Informant 2, interview, November 22, 2025). This distinctive paradigm generates both emotional and social differentiation. Consequently, the venue evolves into a spatial domain where patrons can profoundly experience the social significance of humanitarian-oriented business practices.
- d. **Social Impact:** This node portrays the informants' perceptions regarding the café's broader societal contributions. The establishment is widely regarded as a catalyst for micro-level social change, effectively heightening public consciousness regarding disability issues. "Sunyi Coffee provides an opportunity for everyone, irrespective of their limitations, to work and create. That represents a remarkably potent social value" (Informant 3, interview, November 21, 2025). Furthermore, it is perceived as a testament to the viability of harmonizing commercial operations with positive social externalities. "Sunyi Coffee also serves as an inspiration that a business can remain operational while concurrently generating a positive social impact" (Informant 2, interview, November 22, 2025).
- e. **Social Values:** This node represents the ethical principles crystallizing from the customer journey, notably encompassing equality, empathy, and the unconditional acceptance of diversity. Informants reported that their experiential encounters fundamentally recalibrated their cognitive perspectives. "Disability is no longer viewed as a limitation, but rather as an alternative mode of communication" (Informant 2, interview, November 22, 2025). Moreover, patrons perceive their visits as possessing a profound social depth that eclipses standard consumption behaviors. "Frequenting Sunyi Coffee feels substantially more meaningful on a social level" (Informant 4, interview, December 1, 2025).

3.1.3. Synthesis of Qualitative Findings

Based on the analytical synthesis of these core nodes, it is empirically evident that Sunyi Coffee's inclusive operations are not exclusively profit-driven; rather, they architect extensive social value. The deployment of an inclusive service system undeniably constructs an educative and reflective customer experience while cementing the enterprise's stature as a vanguard of equitable commerce. Core values such as equality, empathy, and diversity function as the bedrock for reshaping positive consumer perceptions regarding disabilities. Consequently, the brand successfully demonstrates that the symbiotic integration of inclusivity and commercial activity can engender an inspiring model of social sustainability.

By leveraging NVivo 12 to comprehensively map the interrelationships among inclusive service experiences, social identity, and brand loyalty within an urban

Indonesian context, this research offers profound insights. Through the triangulated application of lexical frequency analysis, word clouds, and similarity-based thematic clustering, the study isolates key themes and elucidates how these constructs intertwine to forge a pro-inclusion social identity among consumers. This narrative-driven qualitative methodology substantially enriches extant literature by profoundly excavating the psychological mechanisms of exactly how inclusive service encounters are internalized as a facet of the self, subsequently driving brand loyalty toward inclusive spaces acting as platforms for disability advocacy.

3.2. Discussion

This study demonstrates that inclusive service practices operate as core institutional mechanisms for cultivating a pro-inclusion social identity among patrons, rather than merely functioning as superficial promotional differentiators. The intentional recruitment of employees with disabilities, the systematic integration of sign language, and the meticulously curated hospitable atmosphere collectively prompt consumers to conceptualize their visits as socially impactful experiences that transcend routine coffee purchases. Congruent with Social Identity Theory, these findings indicate that patrons do not merely consume a tangible product; they symbolically affirm their membership within a morally principled group that actively champions disability inclusion.

The qualitative analysis, particularly the software-derived lexical visualizations and thematic clustering, robustly corroborates this interpretation by highlighting the salience of specific, community-oriented terminologies. These linguistic patterns reveal that loyalty toward the brand is predominantly value-driven. Patrons maintain their allegiance because the brand intimately aligns with their personal and moral commitments, not merely because it fulfills functional expectations. The core thematic constructs collectively articulate a coherent mechanistic pathway linking inclusive service encounters to value-based loyalty. Within this framework, structural inclusion embedded in daily operations is metamorphosed into emotionally and morally profound service encounters. The thematic intersection of cafe attraction, affinity for inclusive concepts, and social values signifies that the establishment adeptly satisfies conventional consumer expectations regarding product quality and spatial ambiance, while simultaneously offering a credible "identity resource" that patrons utilize to articulate their self-concept and sociopolitical stances. Participants acknowledged that while the coffee and atmosphere are commensurate with industry standards, the underlying inclusive paradigm renders each visit significantly more socially meaningful and personally rewarding. In this capacity, the cafe functions as a highly experiential pedagogical space that is navigated, normalized, and

ultimately co-opted by patrons as an integral component of their identity projects as responsible, socially conscious urban consumers.

The dimension of social impact further situates the cafe as a potent agent of micro-level social transformation that actively disrupts deficit-based conceptualizations of disability by providing empirical evidence of equal capability when equitable opportunities are provisioned. Reframing disability from a perceived limitation to an alternative mode of communication fundamentally nurtures empathy, perceived justice, and a profound sense of shared humanity. These psychological outcomes are subsequently operationalized through repetitive patronage, positive word-of-mouth advocacy, and an enduring commitment to the brand. Theoretically, these findings expand the extant literature on coffee shop consumption and servicescapes by accentuating the emotional, collective, and moral dimensions of consumer behavior. Methodologically, the study demonstrates the critical utility of software-assisted narrative analysis in decrypting the nuanced processes through which inclusive service experiences are internalized into the consumer's self-concept. Practically, the findings offer a strategic imperative: structurally embedded inclusivity can be leveraged to forge resilient, inimitable customer relationships. However, the single-site design and relatively small sample size inherent in this study necessitate future mixed-methods and comparative research to rigorously validate and refine the proposed mechanisms across more diverse contextual settings.

4. Conclusion

This study investigated how inclusive service experiences within an inclusive cafe environment shape consumers' social identity and brand loyalty in an urban Indonesian context. The findings reveal that structurally embedded inclusive practices, specifically the employment of staff with disabilities, the systematic utilization of sign language, and the cultivation of a profoundly welcoming atmosphere, do not merely differentiate the enterprise in a competitive market. Rather, they actively facilitate the construction of a pro-inclusion social identity among patrons. In this capacity, Sunyi Coffee transcends its traditional function as a mere site of commercial consumption, emerging instead as a transformative social space where core humanistic values of equality, empathy, and acceptance are experientially realized and normalized. Six interconnected themes (inclusive service systems, inclusive service experiences, cafe attraction, affinity for inclusive concepts, social impact, and social values) elucidate the mechanistic pathway through which inclusive encounters translate into value-based brand loyalty. Customer attachment to the brand is propelled less by functional product attributes and significantly more by social and moral

resonance. Patrons develop enduring loyalty because they perceive a profound congruence between their intrinsic personal values and the cafe's overarching inclusive mission.

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