

Antecedent of Brand Attitude on Customers of Local Coffee Brand “Kopi Kenangan”

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Abstract— This study aims to analyze and prove the effect of brand innovativeness and brand experience on brand attitude through brand trust in a local coffee brand in Indonesia. This study is an Explanatory Research using Cross Sectional Method, the population is customers that consumed local coffee brand in Indonesia called “Kopi Kenangan” which was unknown number with a total sample of 112 respondents. The sampling technique is using Accidental Sampling. This study used a qualitative approach through distributing questionnaires and analyzed using quantitative methods using path analysis which was processed with IBM SPSS Statistics 23 and Structural Equation Modeling (SEM) with IBM SPSS AMOS 23 software. The scale of measurement uses a Likert scale 1-5. In this study using validity test, fit model test and hypothesis testing. Based on the structural model, it can be proven that brand innovativeness has a significant positive effect on brand trust and brand attitude, brand experience has an insignificant negative effect on brand trust and brand attitude and brand trust has a significant positive effect on brand attitude on a local coffee brand “Kopi Kenangan” in Samarinda.

Keywords— Brand Innovativeness, Brand Experience, Brand Trust, Brand Attitude.

I. INTRODUCTION

The culture of consuming coffee in the world has existed for centuries. Coffee is the second largest export commodity in the world. Therefore, coffee is an important type of drink for most people around the world, including in Indonesia. Indonesia is the 4th largest coffee producing commodity in the world after Brazil, Vietnam, and Colombia [1]. Based on data from the Badan Pusat Statistik (BPS), coffee production in Indonesia will reach 774.6 thousand tons in 2021. This value has increased by 2.75% from the previous year which amounted to 753.9 thousand tons, this means that the demand for coffee in Indonesia has also increased. [5]

The history of drinking coffee in Indonesia is usually done in a place with a traditional feel using wooden chairs and long tables which are usually referred to as “WarKop” or “Warung Kopi.” WarKop is a place for meeting, exchanging ideas or just watching football matches which are usually dominated by older people. However, along with the development of the era in which the coffee industry has also developed, the term WarKop has shifted to a more modern place or is now known as a coffee shop. The hallmark of a coffee shop is modern coffee with a place that has a unique and different concept. Many young people spend their time in coffee shops, whether it is just enjoying a cup of coffee or doing other activities such as interacting with friends, family, or the community, working or studying because usually coffee shops have wifi facilities

and so on. The term “coffee” has now become part of a modern lifestyle that is liked by many Indonesian people.

The development of the times has made many types of coffee to be offered to the public, businesspeople must understand what is currently trending in society or what coffee variants are currently in demand by most people. Businesspeople must also understand what kind of coffee shop can attract people's attention, because now there are many coffee shops that offer various coffee variants and other supporting facilities such as the availability of free wifi access, prayer rooms, or even motorbike or car washing in the coffee shop. Therefore, the more people who like coffee, the more competition between coffee companies will increase. With the increasing competition, companies must have a way to be able to win the market or maintain their market, one of which is by increasing brand attitude.

Brand attitude is a consumer attitude towards a brand whether people like it or not [6]. Brand attitude is very important for a company, because by creating a good attitude, people will like the brand that company have. This preference will later provide value to the community and can increase people's satisfaction with a brand which will eventually lead to people's loyalty to always use or consume that brand. If this has been done by the company, it can increase revenue which will lead to company profits. It is certain that profitable companies can always develop their business area both in terms of products and adequate facilities. Brand attitude can be increased through brand trust, namely public trust in a brand, increased brand trust can be influenced by brand innovativeness and brand experience.

Kopi Kenangan is one of Indonesia's local coffee brands that has many coffee variants and has coffee shops of up to 868 outlets in 64 cities in Indonesia [24]. Established in 2017, Kopi Kenangan manages to fill the gap between the expensive coffee served by international coffee retailers that is unaffordable for most Indonesians and the instant coffee sold by roadside stalls. Kopi Kenangan is a local coffee brand that provides various kinds of coffee and other non-coffee drinks at quite affordable prices, which range from IDR 15,000 to IDR 42,000 [24], with the target market being Millennials and gen Z. Kopi Kenangan is not just a coffee shop that only provides various coffee variants, but has an application with the same name is “Kopi Kenangan” which is available on the Playstore and Appstore as well. This strategy is one of the technological innovations implemented by Kopi Kenangan. This strategy can be said as a promotional media and as a tool to facilitate access to services and order coffee. This is done so that people

can see all the menus in this application. Apart from that, you can also place an order online where the coffee will be made later, and whether it is sent to the consumer or he picks it up himself at the nearest outlet. This technological innovation makes the Kopi Kenangan brand one step ahead of other brands. Because they apply technology in today's digital era which is dominated by Millennials and Gen Z who are aware of the presence of this technology

II. LITERATURE REVIEW

A. Brand Theory

A brand is a name, color, font, tag line, sign, design, symbol, or a combination thereof which is related to the identification of a product or service that differentiates it from competitors' products and services. [18]

Branding helps customers in many ways. Brand names help consumers identify products that may benefit them. The brand also speaks for product quality and consistency. Trademarks also serve as legal protection for a company against imitation by competitors [18]. A good branding strategy can increase a loyal consumers of Kopi Kenangan, one of them is using technology to facilitate a ease of transactions, a loyal consumers are people who have obtained the same features, benefits, and quality from each of the same products and services on an ongoing basis.

Brands can protect customers for products or services that appear identical but in fact are imitations products. From the customer's point of view, a brand is a total accumulation of experiences when in contact with a product. [16]

Furthermore, it is explained that a brand is not only to distinguish one product from another, but is a complex symbol that represents various ideas and attributes of products and services. This further explains to consumers that the brand has a broader meaning than just a differentiator of the brand's attributes. [16]

B. Brand Innovativeness

Brand Innovativeness is a brand innovation defined as consumer perceptions of a company's ability to last a long time and produce new products, ideas and solutions that are creative and have an impact on the market [22]. Brand innovation operationally stated brand as a story to be the key to drive the logic that builds a continuity and association to have every new consumer, add to the benefits of the brand and make the brand live in people's hearts. [13]

Brand innovation is consumer perception of a brand's track record which is marked by product innovation, level of creativity, and the potential to continue this innovation in the future [22]. Brand innovation refers to the extent to which consumers perceive a brand as an innovation [4]. Furthermore, brand innovation can also be defined as the perceived brand ability of consumers for new or useful products for consumer needs [10]. The perceptions of brand innovation in Kopi Kenangan is a renewal in the field of innovation technology, which is brand has a special application for online ordering.

H1: Brand innovativeness has a significant effect on brand trust

H2: Brand innovativeness has a significant effect on brand attitude

C. Brand Experience

According to [7] brand experience is consumers through their perceptions (sensations, feelings, cognitions, and responses) generated by brand stimuli which are part of brand design and identity, packaging, communication, and the environment.

Brand experience is a series of interactions, between customers and products that cause consumer reactions to the brand in question [19]. Brand experience is also defined as the extent to which consumers use the brand, talk to others about the brand, seek brand information, and other things [3]. The perceptions of brand experience by consumers of Kopi Kenangan are those who have experienced events both physically and visually to obtain information from a brand as a whole.

H3: Brand experience has a significant effect on brand trust

H4: Brand experience has a significant effect on brand attitude

D. Brand Trust

Brand Trust can be interpreted as consumer perceptions of trust, brand trust is consumer trust in a brand and their willingness to rely on the brand's ability to perform its functions [8]. Brand trust is the consumer's willingness to depend on a brand where he has beliefs regarding brand reliability, honesty, and altruism. [20]

Furthermore [9], state that brand trust is consumer belief in the reliability or honesty of the brand of a product or service. Brand trust can then be built through transactions or good relations between consumers and brands and implies a trust. [15]

Trust can be defined as the extent to which consumers believe that certain brands are believed to be able to satisfy their desires [25]. The perceptions of brand trust in Kopi Kenangan brand's is those who believe on the application called "Kopi Kenangan."

H5: Brand trust has a significant effect on brand attitude

E. Brand Attitude

Brand Attitude or attitude towards a brand is defined as the overall evaluation of consumers towards a brand [6]. In [17] considers brand attitude as a consumer's overall evaluation of a brand that reflects how consumers respond to a brand. From the definition of [2] says about brand attitude as a consumer evaluative assessment of a brand based on brand beliefs.

Attitude towards a brand is a belief about attributes that are not related to products and symbolic benefits. Presumed attitude refers to consumers' overall evaluation of a brand with regard to its capacity to fulfill relevant current engagement/motivation, that is, brand attitude is contingent on currently acceptable engagement/motivation. [21]

Provides a consumer preference that attitudes towards a brand cover the whole of a brand, which symbolizes likes or dislikes [23]. Attitude towards a brand as a longstanding public evaluation of people, objects, advertisements, or whatever. In fact, attitude is a gradual evaluation of something more or less objectively and permanently carried out by consumers. [12]

The perceptions on brand attitude is defined as an assessment or evaluation of the brand as a whole carried out by consumers of Kopi Kenangan as a form of reciprocity to the company to be able to continue to develop the results of the evaluation, so that the company of Kopi Kenangan is able to improve the performance and effectiveness of a brand.

III. METHODOLOGY

In this study, using quantitative research by distributing questionnaires to people who live in Samarinda and have consumed Kopi Kenangan. In the questionnaire there are 16 indicators with 16 statements that are measured with a scale of 1 with a value of strongly disagree to a scale of 5 with a value of strongly agree. The size of a sample for the SEM (Structural Equation Modeling) analysis tool is between 100-200 respondents with the aim that it can be used in estimating interpretations with SEM performed on the IBM AMOS 23 software [14]. In this study using a sample of 112 respondents from a total of 223 data that has been sorted.

A. Validity Test

Several tests were conducted in this study, according to loading factor values with a range of ±0.30 to ±0.40 are considered to meet the minimum value for building structures. To be able to find out whether the loading factor value in this study meets the requirements, a structure is built for each variable so that a measurement is obtained. [14]

TABLE I. Construct Indicator

Variable	Indicator	Notation
Brand Innovativeness	Creates Market Trends	INV1
	New Product Leader	INV2
	Very Innovative	INV3
	Brings New Idea	INV4
Brand Experience	Cognitive	EXP1
	Emotional	EXP2
	Sensorial	EXP3
	Lifestyle	EXP4
Brand Trust	Trustworthy	TR1
	Competent	TR2
	Honest	TR3
	Confident	TR4
Brand Attitude	Good Reputation	ATT1
	Attractive	ATT2
	Interesting	ATT3
	Appealing	ATT4

B. Fit Model Test

To test the model and hypothesis, test it using the Structural Equation Modeling (SEM) analysis tool. The condition is that there are seven steps that need to be achieved according to [11] that 1) Development of a theory-based model. 2) Development of path diagrams. 3) Convert path diagrams into equations. 4) Selection of the input matrix and model estimation. 5) Assess the problem identification. 6) Evaluate the criteria of goodness-of fit.

In fulfilling the requirements of the goodness-of fit index criteria in testing the fit model [11]. 1) Chi-square statistics provided that the smaller the Chi-Square the better. 2) RMSEA (The Root Mean Square Error of Approximation) with a smaller value criterion of 0.08. 3) GFI (Goodness of fit Index) with standards to meet the requirements which have a

range of values between 0 (poor fit) to 1 (perfect fit). A high value on the index indicates a 'better fit' and a model can be said to be very good if the GFI value is greater than or equal to 0.90. 4) AGFI (Adjusted Goodness of Fit Index) with a cut of value of more than or equal to 0.95. 5) CMIN/DF (The Minimum Sample Discrepancy Function Divided with degree of Freedom), this requirement is usually the easiest to achieve in model fit testing, provided the number is below 2 thus hat it can be interpreted that the model is fit with the existing data. This test is the magnitude of the result between the statistic-chi-square value divided by the DF value. 6) TLI (Tucker Lewis Index) is stated to be eligible if the number/value is close to 1 or above 0.95. 7) CFI (Comparative Fit Index) with the same value as the TLI requirement, which is above 0.95 so that it can be said to be good fit.

C. Hypothesis Test

According to [11] to carry out hypothesis testing, it can be significant when the t-value or in IBM AMOS 23 is referred to as the Critical Ratio (CR) with a value above 1.96, with a probability level of 0.05. Therefore if the hypothesis relationship that has been tested meets these requirements it can be said to be significant.

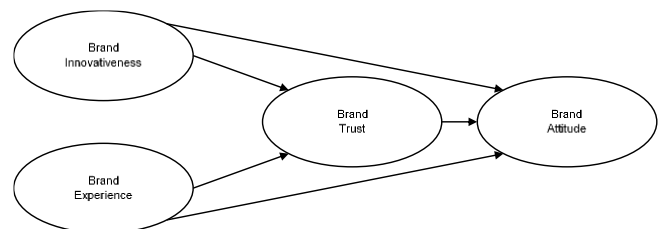


Fig. 1. Conceptual Models.

IV. RESULT AND DISCUSSION

TABLE II. Respondent's Profile

Criteria	Demographic Profile	Frequency	Percentage
Gender	Man	48	40%
	Woman	72	60%
Age	<21 Years Old	30	25%
	21-30 Years Old	77	64%
	31-40 Years Old	12	10%
	41-50 Years Old	1	0,8%

After distributing the data and obtaining the required sample, it can be identified that in this study processed using the IBM SPSS 23 application, it can be identified that Kopi Kenangan enthusiasts are actually in demand by women. This, of course, collides with the public's view of drinking coffee, which is characterized as a drink for men. This proves that the discovery of Kopi Kenangan, which collided with the public's view, was a success. The characteristics of the respondents in this study were also dominated by respondents aged 21-30 years who at this age are very fond of drinking coffee today. It can be said that if the present does not know coffee or cannot drink coffee, it is said that it is not up to date.

After knowing the characteristics of the respondents, validity testing is then carried out to find out how strong the instrument is in measuring indicators that reflect variables. In order to test the validity, it can be seen in the output of IBM AMOS 23, seen from the value of the loading factor.

TABLE III. Validity Result

Variable	Indicator	Coefficient Correlation	Description
Brand Innovativeness	Creates Market Trends	0,620	VALID
	New Product Leader	0,612	VALID
	Very Innovative	0,656	VALID
	Brings New Idea	0,621	VALID
Brand Experience	Cognitive	0,480	VALID
	Emotional	0,759	VALID
	Sensorial	0,636	VALID
	Lifestyle	0,733	VALID
Brand Trust	Trustworthy	0,654	VALID
	Competent	0,480	VALID
	Honest	0,579	VALID
	Confident	0,674	VALID
Brand Attitude	Good Reputation	0,725	VALID
	Attractive	0,639	VALID
	Interesting	0,656	VALID
	Appealing	0,702	VALID

TABLE IV. Fit Model Result

Goodness of Fit Index	Model Result	Description
Chi-square	121,105	FIT
Significancy Probability	0,057	FIT
RMSEA	0,046	FIT
GFI	0,877	Marginal FIT
AGFI	0,830	Marginal FIT
CMIN/DF	1,236	FIT
TLI	0,949	FIT

TABLE V. Hypothesis Result

Relationship Path	P-Value	Standardized Path Coefficient	Description*
H1 (BI – BT)	0,011	0,503	Significant
H2 (BI – BA)	0,034	0,418	Significant
H3 (BE – BT)	0,205	-0,403	Insignificant
H4 (BE – BA)	0,653	-0,122	Insignificant
H5 (BT – BA)	0,002	1, 420	Significant

*Noted: Standard Error (SE); P-Value < 0,05 is Significant

Based on the table, can see that of the five relationships, three of them are significant. To find out whether the relationship is stated to be significant is to look at the p-value which has a value of less than 0.05. Then to calculate the trend is to look at the estimated coefficient value and to measure how big the influence is to look at the standardized estimated coefficient value.

H1 which is the relationship between brand innovativeness and brand trust with a p-value of 0.011 means that to increase consumer confidence in products is to increase brand innovation because both have a strong influence. Then H2, which is the effect of brand innovativeness on brand attitude also has a significant effect with a p-value of 0.034 so that brand innovativeness has a significant effect on consumer attitudes towards brands.

Then there are 2 relationships that are declared insignificant, namely H3 and H4 because both the effect of brand experience on brand trust and brand attitude have a p-value above the condition, which is 0.05. And the last relationship is H5 with a p-value of 0.002, which means that the influence between the intervening variables and the endogenous variables in this study has a strong influence, so the intervening variables deserve to be used as intervening variables.

V. CONCLUSION

Brand innovativeness has a significant effect on brand trust in Kopi Kenangan consumers in Samarinda. Therefore it can be interpreted that the innovation from Kopi Kenangan is being able to bring a very innovative idea. That idea as to build brand trust by creating a sense of comfort when consuming Kopi Kenangan. Brand innovativeness has a significant effect on the brand attitude of Kopi Kenangan consumers in Samarinda. It can be meaning of this influence is that brand innovation by bringing innovative ideas, it can be improve the reputation of the Kopi Kenangan brand.

Brand experience has a negative and insignificant impact on Samarinda's Kopi Kenangan consumers' brand trust. In other words, the emotionally driven brand experience does not determine the consumer's comfortable attitude. Brand experience has a negligible negative impact on how Samarinda's Kopi Kenangan consumers' attitudes toward the brand. Therefore, it can be interpreted that the consumer experience of kopi kenangan shapes emotions but does not determine consumer attitudes towards kopi kenangan. Percentage of consumers who have not actually determined the reputation of the Kopi Kenangan brand.

Brand trust has a significant effect on consumer brand attitudes at Kopi Kenangan in Samarinda. The results of this explanation can be interpreted as consumer trust in the brand, which can increase consumer attitudes towards the brand and lead to an increase in the popularity of the Kopi Kenangan brand.

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