



From Beans to Business Brand: Revealing the Brand Loyalty in the Coffee Shop Industry

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Abstract

The aim of this research is to investigate the relationship between brand loyalty, brand image, and brand credibility in the coffee shop industry. In the highly competitive coffee shop industry, creating a strong brand is critical for attracting and retaining customers. The study was carried out by searching extensive and complete literature and distributing questionnaires. A total of 200 people were sampled. We found strong evidence through Structural Equation Modeling analysis that brand image and credibility have a significant impact on brand loyalty. In the highly competitive coffee market, these results emphasize the significance of developing unique brand identities and improving visual appeal in order to create long-term customer loyalty and strengthen brand confidence.

Keywords: Brand Loyalty, Brand Image, Brand Credibility, Coffee Shop

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INTRODUCTION

Globalization offers new opportunities for brands to expand their local and foreign markets; this creates fierce competition between brands in the coffee shop industry (Kayak, 2013; Ma et al., 2022). The number of coffee shops in Indonesia tripled from 1,083 outlets in 2016, to more than 2,937 outlets in 2019. In 2020-2021 there will be 5000 coffee shops. The coordinating minister for the economy said that in the last 10 years, the coffee industry in Indonesia experienced quite significant growth, namely 250%. Since Indonesia is one of the top coffee-producing countries in the world, there is a growing potential for the growth of coffee and coffee shops.

The coffee shop industry has become one of the most dynamic and competitive business sectors in the world. Rapid growth in the number of coffee shops and global coffee consumption has created an increasingly competitive environment, where leading brands compete to attract and retain loyal customers (Bianchi & Pike, 2011). In this environment, building and maintaining brand loyalty has become key to the industry's success.

Brand loyalty is defined as "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999, p.34). In the coffee shop industry, brand loyalty is considered one of the critical factors influencing the competitiveness and profitability of businesses (Bianchi & Pike, 2011; Sallam & Algamash, 2016).

Although brand loyalty has been a widely researched topic in various industries, research related to brand loyalty in the coffee shop industry remains limited. Most previous studies have focused on the general factors influencing brand loyalty, but have failed to consider the specific context of the coffee shop industry (Bianchi & Moulton, 2016; Sallam, 2014).

In the contemporary coffee shop market, where a plethora of options compete for the attention of consumers, cultivating brand loyalty is an essential strategic requirement. The ability to draw in and keep consumers over time is a key component of coffee shop businesses' success. Developing and sustaining a good brand image and credibility is essential for retention since these factors are critical in influencing consumer perceptions and behavior (Wang et al., 2021).

Consumers' persistent affinity for and purchasing habits towards a specific brand is known as brand loyalty, and it is a complex phenomenon influenced by several variables. Among these, credibility and brand image stand out as essential foundations around which loyalty is constructed. The perceptions, assumptions, and connections that customers have about a brand are all part of its image; they represent its character, principles, and place in the marketplace. On the other hand, brand credibility refers to how much customers believe a brand can keep its word and succeed in fulfilling its obligations (Kim et al, 2020).

For this reason, brand image and reputation are especially important in the coffee shop market, as customers are looking for experiences rather than just drinks. Coffee shops function as social hubs, cultural icons, and lifestyle markers for their patrons in addition to being suppliers of coffee. Thus, a coffee shop brand's reputation and the image it presents can have a significant impact on customers' attitudes and actions, including their likelihood to stick with the brand in the face of several alternatives (Kim et al, 2020).

The purpose of this paper is to examine the complex interactions that exist between brand loyalty, brand credibility, and brand image in the coffee shop sector. Our goal is to clarify the processes by which consumer views of and attachment to coffee shop brands are shaped by brand image and credibility through a thorough analysis of the body of current literature,

empirical research, and theoretical frameworks. Additionally, we strive to pinpoint crucial tactics and procedures that coffee shop owners may use to foster and strengthen brand loyalty by strategically managing their company's credibility and image.

LITERATURE REVIEW

The coffee shop industry has evolved from a simple retail business selling beans and beverages to a dynamic sector characterized by strong brand identities and customer loyalty. In this highly competitive market, strategic brand management and effective marketing are not just tools but necessities for cultivating a loyal customer base. Successful coffee shops have moved beyond merely serving quality coffee; they have focused on developing a compelling brand image and establishing brand credibility, which in turn fosters customers' trust. This transformation involves creating a unique atmosphere and a consistent brand experience that resonates deeply with consumers. Understanding the interplay between marketing, brand loyalty, and the overall brand experience is essential for businesses aiming to thrive in this vibrant and rapidly changing landscape.

Marketing is about creating communications that meet personal and organizational goals (Sheth & Uslay, 2007). One of them is by using the right marketing strategy. In choosing an effective marketing strategy, knowledge of various existing marketing strategy alternatives is needed, and an understanding of how marketing can work in several situations and conditions in an organizational environment (Shaw, 2012). Building a strong brand is believed to be able to provide benefits for the company, such as competitive marketing actions, greater distance, cooperation, and greater brand expansion opportunities (Delgado-Ballester & Munuera-Alemán, 2005).

Strategic brand management is a process involving the design and implementation of marketing programs and activities to build, measure and manage Brand equity which has four main processes, namely: 1) Identify and establish Brand positioning and value starting with a clear understanding of the brand being promoted and how the brand is positioned among competitors; 2) Plan and implement brand marketing program This is done through three processes of selecting brand elements such as name, symbol, logo, symbol and slogan, integrating the brand into marketing activities, and exploiting secondary associations that are implicitly created for the brand; 3) Measure and interpret brand performance creating a brand asset measurement system with brand audit, brand tracking, and brand asset management system; 4) Grow and sustain brand equity is the final stage of strategic brand management, where as many brand equity perspectives as possible are taken in managing brand equity in company activities at this stage to understand how brand strategy reflects the company's interests. and how to do it correctly (Keller, 2015).

Brand loyalty in strategic brand management is discussed in the brand resonance model, which is the process of creating active loyalty in intense relationships with customers (Keller et al., 2015). Brand resonance is at the highest level, and the lowest level is Brand salience. Brand loyalty is included in the brand resonance stages, which is the core of any brand value, where brand loyalty has a concept that strengthens the size and intensity of each loyalty segment. A brand that has few customers but has a very loyal attitude is believed to have a significant influence on a brand (Aaker & Joachimsthaler, 2000).

Brands are product features that help consumers differentiate products by creating uniqueness in the consumer decision-making process (Chung et al., & Heath, 2013; Mimouni Chaabane & Pez, 2017; Topaloglu & Gokalp, 2018). Managing the right brand strategy is an important part of brand equity management (Keller, 2015). Brand equity is a strategy that helps brands protect themselves in the market (Sandeep Kumar & Sidheswar Patra, 2017). Brand loyalty is a key

factor in evaluating brand equity (Moisescu & Allen, 2010). Brand loyalty is also considered an important factor in a company's survival and prosperity, as it contributes to increased repurchases and better acquisitions (Giovanis, 2016).

According to Mabkhot et al. (2017), brand image refers to the view and belief that consumers hold, which is reflected in the associations that occur in consumer memory. The term "brand image" refers to the favorable perceptions that consumers have of a company's product brand that it has helped to ingrain in their brains. When selecting or evaluating a product that makes a good impression in its industry, such as one that is well-known, excellent, and easily recognizable, consumers take into account the brands associated with that product (Cheung et al., 2008; Luckyardi, S., Hurriyati, R., Disman, D., & Dirgantari, P. D., 2023). According to Mao et al. (2020), brand image refers to the impression that a product or service leaves on consumers and is retained in their recollections. Customers who exhibit positive brand behavior typically intend to make repeat purchases over an extended period of time, which can help the business or brand establish a positive reputation (Purwianti, L., & Zaman, M. B., 2017).

Brand credibility can be defined as the value of the consumer trust that a brand should maintain. Brand credibility is a phase in the brand resonance model that is included in brand judgment, which is the customer's subjective opinion about the confidence that the customer has in a good assessment, so that it is already at the level of having confidence in a brand.

The brand credibility theory used in this research adopts and modifies several definitions explained by experts, which reveal that brand credibility is a credible brand indicating their product positioning; customers see less risk and collect less information during the decision-making process. The trust given by a product contained in a brand is in the form of information. Brand credibility is perhaps the most important of all brand characteristics that influence customer choice and brand trustworthiness. (K. L. Keller & Swaminathan, 2020).

Customers' trust in the quality of a product can grow with brand credibility. Clients will make an effort to learn more about a brand, particularly if there are gaps in the market's information (not asymmetrical). In these kinds of circumstances, the brand may serve as a signal or symbol, which needs to be reliable or believable. Because it fosters consumer trust in the company's product promises, perceived brand credibility reduces risk (Erdem, T., & Swait, J., 2004).

According to Faisal (2015), clients who see a brand as credible can also save money on information gathering by using it as a source of expertise, hence lowering management expenses. Credible brands reduce the likelihood of negative risks and help save money during the communication process. Customers' opinions of a product's quality may rise when a brand is seen as credible (Erdem, T., & Swait/2004). Consumers are apt to seek out information about a brand, particularly in cases when the market knowledge is incomplete or unequal. The brand can serve as a signal or symbol in circumstances such as these, but it needs to be reliable or believable. Customers are more likely to believe a company's product claims when they perceive the brand to be credible, which lowers risk (Erdem, T., & Swait, 2004).

METHODOLOGY

The data is obtained through the use of questionnaires. There are two types of variables employed in this study: exogenous and endogenous. Brand loyalty (Y) is an endogenous variable, while brand image (X1) and brand credibility (X2) are exogenous factors.

The population of this research is the use of the Coffee Shop hashtag in Indonesia in Instagram posts, with as many as 204.5 thousand users. As for the sample that can serve as a population

representative for this study, it is based on Kelloway's [35] assertion that a minimum of 200 samples are needed for the structural equation model (SEM).

The Brand Image (BI) dimensions used in this study are Uniqueness, Favorable, Reputation. Dimensions for Brand Credibility (BC) used include (1) Trustworthiness, (2) Expertise, and (3) Attractiveness. Then the dimensions of Brand Loyalty consist of (1) Cognitive loyalty, (2) Affective loyalty, (3) Conative loyalty, and (4) Behavioral loyalty. The complete research model is shown in Figure 1.

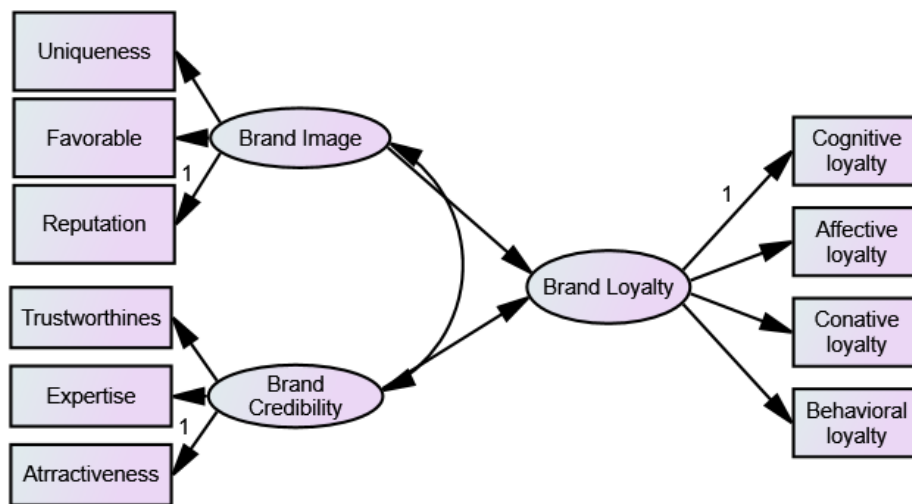


Fig. 1: The Research Model

DISCUSSION

From the survey results, most of the respondents who participated were women (59.8%). Meanwhile, the age group that participated the most was the 21 - 25 years age group (46.23%). The details are presented in Figure 2.

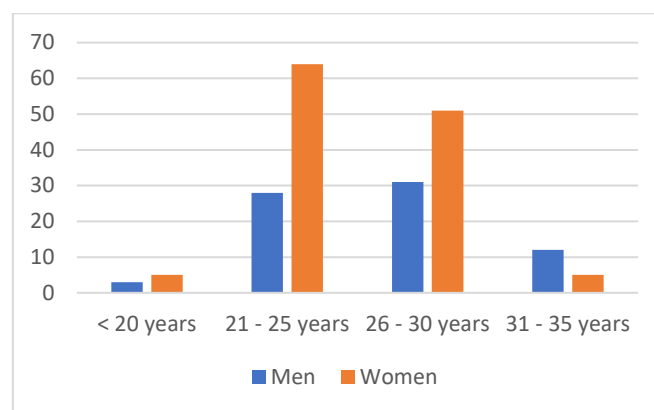


Fig. 2: Respondents' demographics

According to the results of our study, uniqueness is the most important dimension influencing brand image in the coffee shop sector. Coffee brands that provided unique experiences—whether via artisanal brewing techniques, specialty blends, or immersive ambiance—attracted the attention of consumers. Not only did these brands command premium pricing and higher levels of client loyalty, but they also successfully communicated their uniqueness. For coffee

shop enterprises looking to establish a distinctive identity and build a devoted loyal consumer base, promoting and highlighting distinctiveness can therefore be a powerful strategy. The results of the current study are consistent with those of Rahmawati (2020) that Brand uniqueness significantly impacts the decision to purchase Kopilogi, reflecting the consumer's perception of the coffee's uniqueness. The score results for each dimension for the brand image variable can be seen in Figure 3.

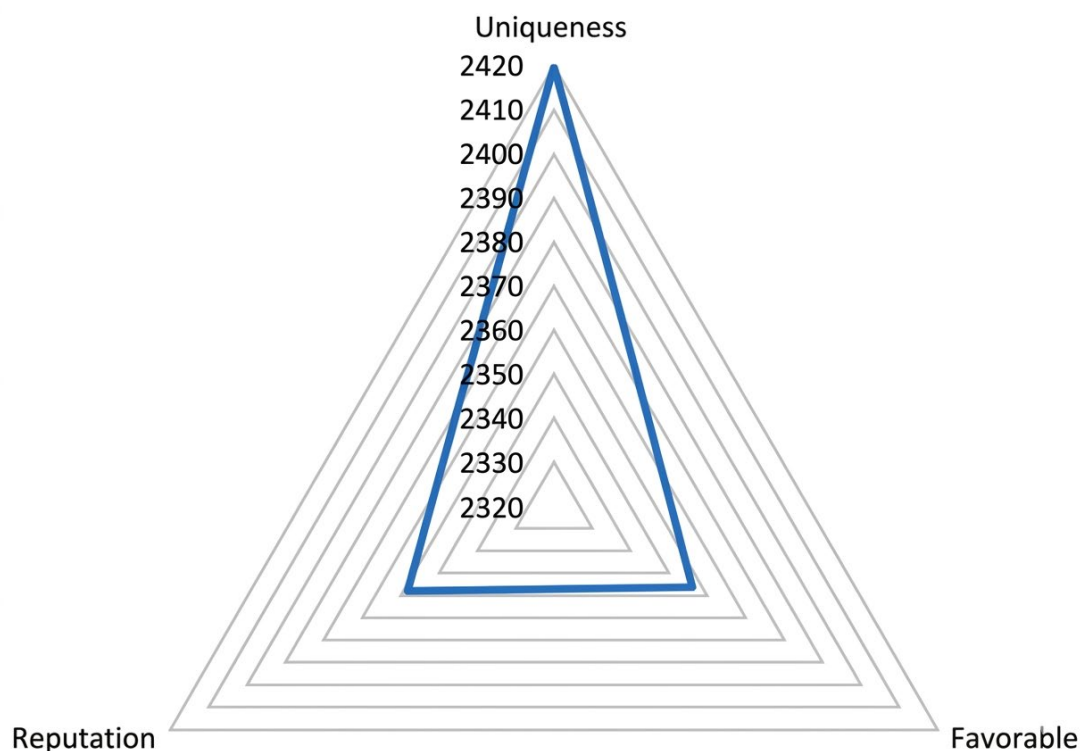


Fig. 3: The dimension of brand image results

The study's conclusions highlight the strong relationship that exists between attractiveness and brand credibility in the coffee shop sector, with attractiveness being the most important component. After a thorough investigation, it was determined that physically appealing, emotionally engaging, and aesthetically pleasing companies are perceived by customers as having greater credibility. Convincing packaging, eye-catching retail designs, or compelling marketing initiatives—a coffee brand's appeal is crucial in determining how credible consumers believe it to be. This implies that investing in methods to increase brand attractiveness can be a powerful instrument for establishing and reiterating credibility in a competitive market where trust is crucial. This will ultimately lead to deeper relationships with customers and increased brand loyalty. These results match those observed in earlier studies by Wang & Scheinbaum (2017) that Attractiveness and trustworthiness of celebrity endorsers lift brand attitude, brand credibility, and purchase intention. The score results for each dimension for the brand credibility variable can be seen in Figure 4.

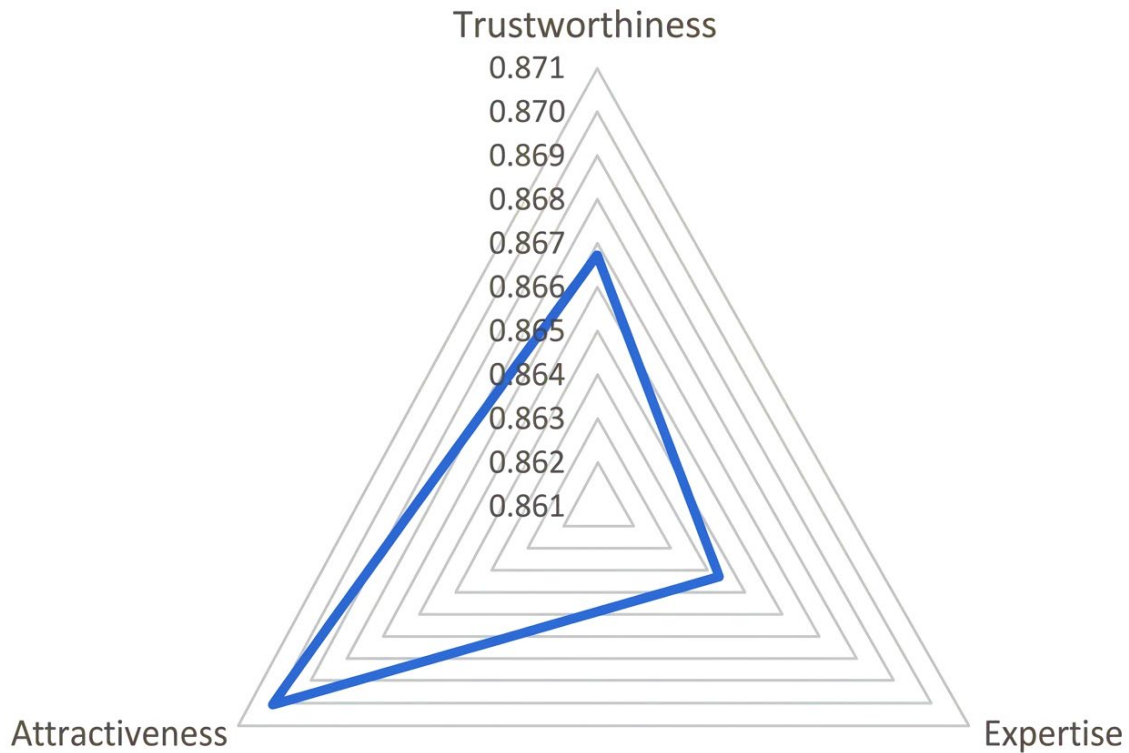


Fig. 4: The dimension of brand credibility results

Building brand loyalty from the perspective of coffee shop customers in Indonesia can be done through brand image and brand credibility. Figure 5 shows the SEM results, which show that the brand image variable has a significant effect on the brand loyalty variable with a standardized loading factor of 0.20. The Brand Credibility variable has a significant influence on the brand loyalty variable, with the standardized loading factor of 1.27. The results of this study are in line with research conducted by Han et al. (2018).

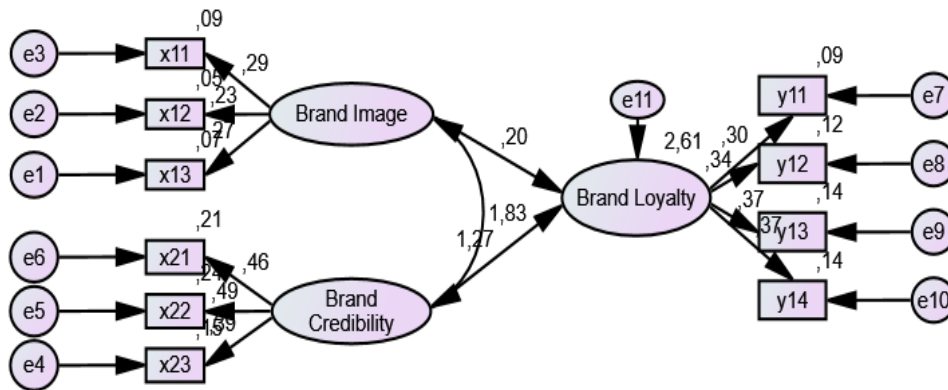


Fig. 5: The Structural model results

A test of the fit between the model and the data is called goodness of fit. The goodness of fit test results are displayed in Table 1, where the values of AGFI, GFI, CFI, NFI, and TLI are all greater than 0.90, and the values of Cmin/df < 2.00 and RMSEA < 0.08. This indicates that the measurement model and the data are compatible.

Table 1. Goodness of fit

Index	Criteria	Results	Fit/Not Fit
χ^2		101.211	
df		32	
Cmin/df	<2.00	1.771	Fit
RMSEA	<.08	0.075	Fit
GFI	>.90	0.928	Fit
AGFI	>.80	0.876	Fit
NFI	>.80	0.947	Fit
PNFI	>.05	0.531	Fit
IFI	>.50	0.822	Fit
TLI	>.90	0.939	Fit
CFI	>.90	0.914	Fit

Based on the results of the standardized loading estimate significance test shown in table 2, objective information is obtained that all indicators provide a significant standardized loading estimate value ($p < 0.05$).

Table 2. Regression weight

			Estimate	S.E.	C.R.	P
Y	<---	X1	,199	,174	1,144	,***
Y	<---	X2	,895	,240	3,736	***
x13	<---	X1	1,000			
x12	<---	X1	,720	,189	3,814	***
x11	<---	X1	,972	,235	4,131	***
x23	<---	X2	1,000			
x22	<---	X2	,935	,203	4,605	***
x21	<---	X2	,838	,186	4,514	***
y11	<---	Y	1,000			
y12	<---	Y	1,171	,269	4,358	***
y13	<---	Y	1,048	,242	4,327	***
y14	<---	Y	1,272	,288	4,420	***

Although all indicator variables are significant, however, some indicator variables have standardized loading factor values below 0.50, as shown in Table 3. This indicates that there are indicator variables that are less reliable in measuring latent variables.

Table 3. Standardized Regression weight

			Estimate
Y	<---	X1	,203
Y	<---	X2	1,274
x13	<---	X1	,269
x12	<---	X1	,231
x11	<---	X1	,294
x23	<---	X2	,392
x22	<---	X2	,491
x21	<---	X2	,456
y11	<---	Y	,302
y12	<---	Y	,342
y13	<---	Y	,368
y14	<---	Y	,372

Bastian (2014) emphasizes that a brand's image plays a significant part in shaping public opinion, which in turn affects consumer trust and fosters a valuable customer connection known as loyalty. Research (Kim, R. B., & Chao, Y., 2019) explains that brand image has a positive effect on brand loyalty because companies that utilize brand image have more effective and efficient loyalty opportunities. Brand image is a collection of consumer perceptions about a brand that creates an impression based on experiences, feelings, and attitudes obtained by consumers. This is thought to be very important in encouraging brand loyalty (Lin et al., 2021; Świtłała et al., 2018). A brand that has a strong reputation in the marketplace can attract more loyal customers and strengthen its position in the industry (Dewi Dirgantari, P., et al, 2022).

This research finds that brand credibility has a significant effect on brand loyalty. These results are in line with previous research, which states that there is a significant and positive influence between brand credibility and brand loyalty (Saajidah, A., Herdilawati, W. L., & Bakaruddin, B., 2024; Putra, A. R. P., & Nasir, M., 2024). According to Keller & Swaminathan (2020), brand credibility is involved in creating brand resonance, which is included in brand judgment, which is a customer's personal opinion regarding trust, showing that consumers have good judgment so that they are at the stage of having trust in the brand, so it can be said that brand credibility is a value. The trust of consumers must be firmly maintained by the brand so that active engagement will emerge in the form of brand loyalty. A credible brand can save communication process costs and reduce the possibility of adverse risks, thereby increasing brand loyalty for customers.

CONCLUSION AND RECOMMENDATIONS

In this study, we examined the complex interactions that exist in the coffee shop business between brand loyalty, brand image, and brand credibility. After conducting a thorough study

and empirical inquiry, we have found strong evidence that highlights the important role that brand image and brand credibility have in developing and maintaining brand loyalty among consumers of coffee shops.

The significance of brand image in influencing consumers' attitudes and perceptions of coffee shop brands has been highlighted by our research. It was noted that coffee lovers frequently develop strong emotional bonds with companies that present a unique and appealing image that includes attributes like innovation, quality, and authenticity. Furthermore, our study showed that people want to identify with brands that have a favorable reputation since it draws in customers and fosters long-term loyalty. Additionally, our research emphasized the critical role that brand credibility plays in fostering and strengthening brand loyalty in the highly competitive coffee shop industry.

As a result, our research emphasizes how closely related brand image, brand credibility, and brand loyalty are in the coffee shop sector. Coffee brands may succeed in a highly competitive market and build lasting relationships with their customers by identifying and utilizing the power of these interrelated variables. This will ensure their long-term success and sustainability in the ever-changing coffee shop industry.

In conclusion, the journey from beans to a well-established business brand in the coffee shop industry is a multifaceted process. It requires a deep understanding of consumer preferences and the strategic cultivation of a positive brand image and credibility. By focusing on these aspects, coffee shops can not only attract but also retain a loyal customer base, ensuring sustained growth and success in the market.

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