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The Influence of Brand Image, Satisfaction, and Brand Trust on Brand Loyalty Fore Coffee in Yogyakarta

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Abstract

This research aims to analyze the influence of Brand Image, Satisfaction, and Brand Trust on Brand Loyalty Fore Coffee in Yogyakarta. The sample in this study was 130 respondents who had purchased Fore Coffee at least once in Yogyakarta. The data collection method in this research uses a method with measurement tools in the form of questionnaires. The instrument test results stated that the data in this study was proven to be valid and reliable. The classical assumption test states that the data in this study are normally distributed and the regression model is free from heteroscedasticity and multicollinearity. The results of this research can be concluded that Brand Image has a positive and significant effect on Brand Loyalty. Satisfaction has a positive and significant effect on Brand Loyalty. Brand Trust has a negative effect on Loyalty and Coffee Brand. These results have implications for future researchers to study the factors that form brand loyalty. The findings of this research have implications for managers to pay attention to factors that can increase consumer trust in brands and other factors that influence brand loyalty.

Keywords

Brand Image, Satisfaction, Brand Trust, Brand Loyalty.

1. Introduction

After water and tea, most people throughout the world consume coffee (Cornelis, 2019). In a survey conducted by Snapcart (2023), it was revealed that more than 79% of the Indonesian population are coffee consumers, it is not surprising that the coffee market in Indonesia is a promising one. The large number of coffee consumers in Indonesia is the reason why so many coffee shops have sprung up. Nowadays coffee shops are not just a place to buy coffee and go, but now coffee shops are used as a place to relax, meet friends or family, do assignments, work, or meet colleagues. Coffee shops have now become a modern lifestyle (Prabawati & Handoyo, 2023). In various big cities or small towns, coffee shops have developed very rapidly and each city has different standards and market segments (Aryani et al., 2022). One of the cities in Indonesia that has the most coffee shops is Yogyakarta. By 2022, there will be more than 3000 coffee shops in Yogyakarta (Ayu, 2022). To be able to attract consumers and retain consumers so that consumers can continuously visit the coffee shop, management needs to consider many factors so that consumers can be loyal to the brand. Several factors that management needs to consider include the brand image created by the coffee shop, customer satisfaction with the coffee shop's services and products, as well as customer trust in the coffee shop brand (Hokky & Bernardo, 2021).

Currently there are two groups of coffee shops in Indonesia (Uripto & Lestari, 2023). The first is modern coffee shops, both local and foreign, including franchises. The second is a conventional coffee shop, a coffee shop that is managed conventionally and is a characteristic of a particular place/city (Pangestika & Khasanah, 2021). Generally, modern coffee shops are dominated by young people and adults. Meanwhile, conventional coffee shops are generally dominated by older people. Fore Coffee is a modern coffee shop that has opened many shops in various cities in Indonesia. Fore Coffee is a start-up business with a coffee shop model that was founded in 2018. Currently there are more than 135 Fore Coffee shops located in various cities in Indonesia. All Fore Coffee shops are designed with eco-friendly ideas and concepts that are environmentally friendly. In serving the menu, Fore Coffee uses materials that are environmentally friendly and can be recycled (Masdakaty, 2019). The eco-friendly concept that was built gives Fore Coffee its own image that other coffee brands don't have. A business certainly needs to pay attention to the image of the business it is building, this aims to form customer loyalty to the brand. Fore Coffee even pays attention to the quality of the coffee beans when they are still being farmed and even during the roasting process (Prajasantana et al., 2020).

The use of sophisticated machines in Fore Coffee's operational processes and paying attention to the quality of the coffee beans aims to ensure that the coffee produced is of the best quality. This will certainly influence consumer satisfaction and trust in Fore Coffee. According to the research results of Bastian & Siwalankerto (2014); Brangsinga & Sukawati (2019), brand loyalty is significantly influenced by brand image. This shows that consumers will become loyal to the brand if the brand has a good image in the eyes of consumers. Noor (2014) in his research said that brand image does not have a significant effect on brand loyalty. Apart from that, research by Aji & Asep Hermawan (2023), show that satisfaction results have a positive and significant effect on brand loyalty. And also research by Dewi & Julian (2021); Sitohang et al. (2024), obtained the results that brand trust has a significant and positive effect on brand loyalty. Based on the explanation of the background and existing phenomena, researchers are therefore interested in conducting research on. Does brand image have a positive effect on Fore Coffee brand loyalty, does satisfaction have a positive effect on Fore Coffee brand loyalty, and does brand trust have a positive effect on Fore Coffee brand loyalty.

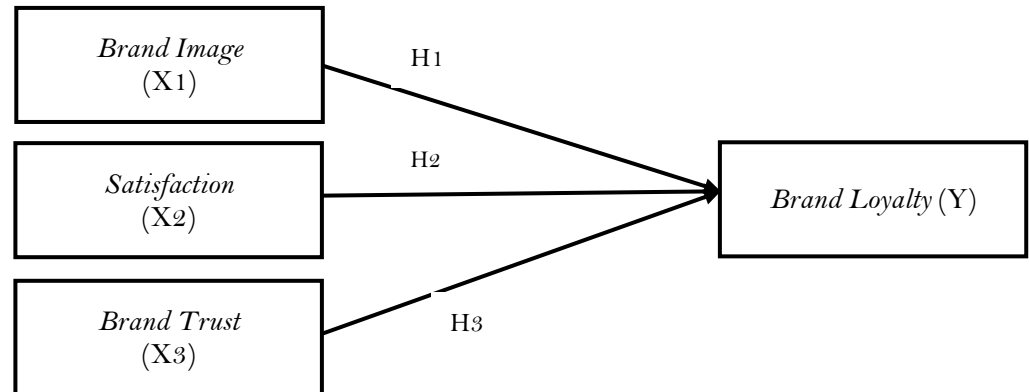


Figure 1. Research Framework

H1: *Brand Image has a significant effect on Brand Loyalty.*

H2: *Satisfaction has a significant effect on Brand Loyalty.*

H3: *Brand Trust has a significant effect on Brand Loyalty.*

2. Research Method

This research was carried out in the Special Region of Yogyakarta, from April to May 2024. Yogyakarta Special Region is a province with quite a lot of universities and has a sufficient number to be used as a research object. This research is a type of quantitative research using a survey method by distributing questionnaires. The population in this research is all Fore Coffee customers in the Special Region of Yogyakarta. The sample in this research is people who have at least once purchased Fore Coffee in Yogyakarta. The sampling method used in this research is non-probability sampling with a sampling technique using purposive sampling. According to Sugiyono (2019), the purposive sampling technique is a sampling technique with certain considerations or objectives (purposive). Due to the consumer population of Fore Coffee customers who make purchases at Yogyakarta outlets, the Hair formula was used to determine the sample size to estimate the sample size for this research. According to Hair et al. (2006), the sample is calculated from the number of indicators estimated at least 5 to 20 times. There are 26 questions in this research, if the number of sample questions must be multiplied by the number of indicators estimated so that the recommendations from the theory above are fulfilled, the number of sample questions is multiplied by 5 by the number of questions, or $5 \times 26 = 130$.

3. Result and Discussion

Results of reliability analysis of the three main variables Brand Image (X1), Satisfaction (X2), and Brand Trust (X3). The results of validity measurements using the Cronbach's alpha method show consistent numbers in each sub-item that describes each variable. For Brand Image (X1), the reliability values vary between 0.755 to 0.800, indicating consistency in measuring consumer perceptions of different brand images. Satisfaction (X2) also shows good consistency with values between 0.701 to 0.837, reflecting high agreement among respondents regarding their level of satisfaction with the product or service (Rizal, et al., 2024). Brand Trust (X3) shows high reliability values from 0.800 to 0.838, indicating consistent agreement in consumers' perceptions of their level of trust in the brand. These results indicate that the instruments used in this study can be relied on to measure these variables in this research. From the findings of the validity test above, it was

determined that the questions given to 100 respondents in this study were r-count \geq r-table which means valid.

Table 1. Validity test results

Variable	Question item	R count	R table	information
Brand Image (X1)	X1.1	0.800	0.1986	Valid
	X1.2	0.766	0.1986	Valid
	X1.3	0.771	0.1986	Valid
	X1.4	0.755	0.1986	Valid
	X1.5	0.794	0.1986	Valid
	X1.6	0.771	0.1986	Valid
Satisfaction (X2)	X2.1	0.778	0.1986	Valid
	X2.2	0.751	0.1986	Valid
	X2.3	0.701	0.1986	Valid
	X2.4	0.777	0.1986	Valid
	X2.5	0.837	0.1986	Valid
	X2.6	0.829	0.1986	Valid
Brand Trust (X3)	X3.1	0.800	0.1986	Valid
	X3.2	0.830	0.1986	Valid
	X3.3	0.838	0.1986	Valid

Reliability analysis results for four main variables: Brand Image (X1), Satisfaction (X2), Brand Trust (X3), and Brand Loyalty (Y). The measurement results using the Cronbach's alpha method show a high level of reliability for each variable. For Brand Image (X1), reliability reached 0.862 from six questions, indicating strong consistency in measuring consumer perceptions of brand image. The Satisfaction variable (X2) also shows high reliability of 0.868 from the six questions, reflecting stable agreement among respondents regarding their level of satisfaction with the product or service offered. Brand Trust (X3), with five questions, has a reliability of 0.820, indicating consistency in consumers' perceptions of their level of trust in the brand. In addition, Brand Loyalty (Y) shows a very high reliability of 0.944 from nine questions, showing excellent consistency in measuring the level of consumer loyalty to a particular brand. These results confirm that the instruments used in this study are reliable for measuring these variables. Variables including brand image, satisfaction, brand trust and brand loyalty show reliable results, this can be seen from the Cronbach alpha value \geq 0.6.

Table 2. Reliability Test

Variable	Question items (N)	Cronbach Alpha	information
Brand Image (X1)	6	0.862	Reliable
Satisfaction (X2)	6	0.868	Reliable
Brand Trust (X3)	5	0.820	Reliable
Brand Loyalty (Y)	9	0.944	Reliable

Kolmogorov-Smirnov test results for samples with size $N=130$. The test results show that the test statistic value is 0.070 with an asymptotic significance value (2-tailed) of 0.197. This test aims to test the extent to which the observed data distribution matches the normal distribution. In this context, because the significance value (0.197) is greater than the commonly used significance level (usually 0.05), there is not enough evidence to reject the null hypothesis that the data follows a normal distribution. More technically, the test

statistic value (0.070) shows that the most extreme difference between the empirical data distribution and the normal distribution is 0.070, which is also relatively small. Based on the results of the Kolmogorov-Smirnov test, it can be concluded that the observed data can be considered to approach a normal distribution well. From the analysis of the Kolmogorov – Smirnov statistical test above, it is found that the Unstandardized Residual value has an Asymp value. Sig 0.197 > 0.05, which means the data in this study is normally distributed.

Table 3. Kolmogorov-Smirnov Test

N	130
Normal parameters Mean	0.0000000
Normal parameters Std. Deviation	3.94537278
Most Extreme Differences Absolute	0.070
Most Extreme Differences Positive	0.070
Most Extreme Differences Negative	-0.070
Statistical Tests	0.070
Asymp. Sig. (2-tailed)	0.197

The independent variable in this study has a tolerance value above 0.10 and a VIF value below 10. Thus, it can be stated that the regression model in this study does not have multicollinearity. From the results of the T test above, it can be seen the magnitude of the influence of the independent variables partially on the dependent variable. The influence of brand image (X1) on brand trust (Y). The brand image variable has a t-count value of $5.707 \geq t\text{-table } 1.979$ and a significance value of $0.000 \leq 0.05$. This means that the brand image variable has a partial and significant positive effect on brand loyalty. The influence of satisfaction (X2) on brand trust (Y). The satisfaction variable has a t-count value of $6.018 \geq t\text{-table } 1.979$ and a significance value of $0.000 \leq 0.05$. This means that the satisfaction variable has a partial and significant positive effect on brand loyalty. The influence of brand trust (X3) on brand trust (Y) The brand trust variable has a t value of $1.097 < t\text{ table } 1.979$ and a significance value of $0.275 > 0.05$. This means that the brand trust variable has a partially negative effect on brand loyalty.

Table 4. T test

Model	Unst. Coef. B	Unst. Coef. Std. Error	Std. Coef. Beta	t	Sig.	Tolerance	VIF
Constant	-14.993	3.107		-4.826	0.000		
X1	0.744	0.130	0.356	5.7707	0.000	0.570	1.753
X2	1.031	0.171	0.504	6.018	0.000	0.317	3.156
X3	0.239	0.218	0.083	1.0997	0.275	0.389	2.571

From the results of this research, it can be seen that the brand image variable has a t-count value of $5.707 \geq t\text{-table } 1.979$ and a significance value of $0.000 \leq 0.05$. This means that the brand image variable has a partial and significant positive effect on Fore Coffee brand loyalty in Yogyakarta. The results of this research are supported by research by Bastian & Siwalankerto (2014); Brangsinga & Sukawati (2019), who say there is a positive and significant influence between brand image and brand loyalty. These results show that the better the image that Fore Coffee builds through its ideas and concepts, this will help build consumer loyalty to Fore Coffee. From the results of this research, it can be seen that the satisfaction variable has a t-count value of $6.018 \geq t\text{-table } 1.979$ and a significance value of $0.000 \leq 0.05$. This means that the satisfaction variable has a partial and significant positive effect on Fore Coffee brand loyalty in Yogyakarta.

The results of this research are supported by research by Aji & Hermawan (2023), shows that the results show that there is a positive and significant influence between the satisfaction and brand loyalty variables. This means, through service quality and product quality, Fore Coffee has succeeded in making consumers loyal to Fore Coffee. From the results of this research, it can be seen that the brand trust variable has a T value of $1.097 < T \text{ table } 1.979$ and a significance value of $0.275 > 0.05$. This means that the brand trust variable has a partially negative effect on Fore Coffee brand loyalty in Yogyakarta. Another research conducted by Prawira & Setiawan (2021), the results of this research show that brand trust does not have a positive effect on brand loyalty. These results indicate that Fore Coffee buyers may not necessarily be able to put consumers' trust in Fore Coffee, so this will not form loyalty from Fore Coffee consumers.

4. Conclusion

Based on the results of research regarding the influence of brand image, satisfaction and brand trust on Fore Coffee brand loyalty in Yogyakarta, it can be concluded that brand image and satisfaction positively and significantly influence brand loyalty. The analysis results show that brand image has a significant influence with a calculated t value of 6.018, which exceeds the t table value of 1.979 with a significance level of 0.000 which is much smaller than 0.05. This indicates that a good brand image can significantly increase the level of consumer loyalty towards Fore Coffee in Yogyakarta. Likewise with satisfaction, which also has a positive and significant influence on brand loyalty with a calculated t value that is in accordance with accepted statistical criteria. Brand trust shows different results, with a negative influence on Fore Coffee brand loyalty in Yogyakarta. Even though it is not statistically significant with a calculated t value of 1.097 which is smaller than the critical t table value of 1.979, the analysis shows that brand trust does not have a significant impact on the level of consumer loyalty. These results indicate that, although trust can be important in consumer perceptions of a brand, in the context of this research, this factor is not the dominant factor in influencing the level of consumer loyalty towards Fore Coffee in Yogyakarta. These conclusions provide a clear picture of the factors influencing brand loyalty in the coffee industry, which is important for future marketing and brand management strategies.

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