

FACTORS AFFECTING BRAND LOYALTY IN THE INDONESIAN COFFEE SHOP INDUSTRY (A CASE OF MAXX COFFEE)

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Abstract

The purpose of this study is to examine the positive effect of experiential marketing on brand image, as well as to examine the positive effect of experiential marketing, and brand image on brand loyalty amongst Maxx Coffee consumers in Jakarta-Bogor-Depok-Tangerang-Bekasi or JABODETAEK area in Indonesia. The data was obtained through the distribution of questionnaire through Google forms. The number of samples collected was 210 respondents. Purposive sampling was applied to obtain the sample. Data analysis method by implementing the partial least square- structural equation modelling (PLS-SEM) approach. The results revealed that experiential marketing, and brand image have a positive effect on brand loyalty. Likewise, experiential marketing has a positive effect on brand image.

Keywords: Experiential Marketing, Brand Image, Brand Loyalty

1. INTRODUCTION

As time progresses, customers are getting more analytical towards how they responded towards advertising and how they choose with their purchase decision (Jenn et al., 2020). If the business cannot attract its potential customers and retain its existing ones, there is a good probability that the business cannot sustain in the long run. Thus, organisations must find a creative solution to stand out from the crowd and win the hearts of consumers. Conducting marketing activities and promotions are a must to survive and thrive in a competitive environment. When a business executes their promotion campaign properly, customers are willing to purchase and have loyalty towards the brand or the organization over the competitors (Anshari et al., 2019). The loyalty of consumers will lead to a recurring revenue that contributes to the growth and dominance of an organization (Hoe & Masonri, 2018).

Food and beverage industry in Indonesia is one of the most important industries in the country as it provided millions of jobs and billions of dollars of contribution towards Indonesia's gross domestic products (Saryatmo & Sukhotu, 2021). Coffee industry remained as an important contributor towards the overall food and beverage industry in Indonesia (Sarirahayu & Aprianingsih, 2018). Being enriched with fertile land all over the archipelago, Indonesia is one of the largest coffee producers in the world (Sedana & Astawa, 2019). In addition to the massive number of coffee productions, the number of coffee consumption in Indonesian is trending upwards (The Iconomics, 2021).

Drinking coffee is part of Indonesian culture where cafes has been an essential spot for a place where people meet their friends, business associates or even work in the Indonesian community (Rahma et al, 2019). Based on the growth of the coffee consumption and the Indonesian' consumer behavior towards café establishments, opening a café has been a lucrative business which attracts local and foreign investors.

In 2017, there was a disruption in the coffee industry in Indonesia where there was a new business model of “to-go” affordable coffee shops which resulted on a creation of these coffee brands such as Kopi Kenangan, Kopi Janji Jiwa, Kedai Kopi Kulo , etc. As this new disruption created enthusiasm in the eyes of the Indonesian community, foreign investors such as venture capital and private equity firms started to take notice and then invest in these new business model

Maxx Coffee is a coffee franchise chain that was established by Lippo Group in 2015. The concept of Maxx Coffee was inspired by Starbucks offering similar products and experiences while charging 10-15% less than their primary competitor (Rahmah et al., 2018). After their launch to the market, Maxx Coffee has been growing into a well-known café brand in the country.

Han et al. (2018) contends that market share in the coffee industry can be calculated based on the amount of stores that each franchises have. Even though Maxx Coffee has been growing since they launched to the market, their market share was still the lowest amongst based on the Figure 1.3 above. Saputra et al (2020) concluded that Maxx Coffee has the lowest number of market shares due to the new disruption of business model of coffee shops which is their indirect competitors (affordable & “to-go”) and their direct competitors establishing earlier than them. When consumers are given plenty of choices in the market, it becomes difficult for a business to retain its customers and achieve brand loyalty as there are plenty of alternatives (Thomke, 2020). As Indonesian consumers are having plenty of choices at their disposal, a business likes Maxx Coffee are faced with the threats of their direct/indirect competitors. While having the lowest amount of market shares by number of outlets, it is increasingly difficult for Maxx Coffee to obtain a brand loyal customer when there is a market saturation. Thus, a proper marketing strategy needs to be put in place in order to put in place.

A contemporary marketing strategy that can be used for Maxx Coffee is experiential marketing. As there are indirect and direct competitors which are threatening Maxx Coffee, this research was conducted to measure whether experiential marketing activities impacts the brand image and the brand loyalty of Maxx Coffee consumers.

2. LITERATURE REVIEW AND HYPOTHESIS

Relationship between Experiential Marketing and Brand Loyalty

Experiential marketing is defined as a marketing activity where it unifies the consumer live interaction with the whole brand experience (Schmitt, 2011). Experiential marketing is a marketing strategy where it accentuates consumers’ live engagement when they interact with the brand. Thus, to conduct experiential marketing, the brand must convey their messages and imagine into a live interaction between consumers and the brand. It is argued that experiential marketing is an effective marketing strategy as it focuses on emotional connection between the brand that conducts it with the consumers who interact live with the brand.

Shieh & Lai (2017) on their research concluded that experiential marketing increases brand loyalty as experiential marketing focuses on live interaction and direct communication with the consumer. When consumers have a direct communication with the brand, customers will have a stronger emotional connection with the brand, resulting in brand loyalty (Jun & Yi, 2020). Experiential marketing is also a marketing strategy where it emphasizes giving the most amount of value to customers (Gunawan, 2022). During experiential marketing activity, brand is trying to offer as many values to customers, resulting in an increase in perceived value towards the customers (Yu & Lee, 2019). Hypothesis that may be proposed:

H1: Experiential Marketing positively impacts Brand Loyalty

Relationship between Experiential Marketing and Brand Image

Brand image is defined as consumers perception and preconceived thoughts regarding a particular brand based on the interaction that consumers have with the brand itself (Ozuem et al., 2021). When looking at a particular brand, customers will associate the brand with their preconceived notions based on their knowledge and interactions that they previously had (Lappeman et al., 2022). As customers will have a preconceived notions, Xia et al. (2020) contend that brand must have a good first impression to build a good brand image in the eyes of the consumer .It is argued that building a positive brand image can be the most important objective of every brand in the world

Schmitt (2011) argues that experiential marketing campaigns must integrate brand messaging into a live interaction. Kim & Chao (2019) on their research concluded that experiential marketing is an effective strategy to build a brand image. As experiential marketing is trying to convey what the whole brand messaging is, customers will get the idea of their message through live interaction. As brand image is built based on previous interactions (Shanahan et al., 2019), experiential marketing is a great strategy to create interaction which builds brand image. Hypothesis that may be proposed:

H2: Experiential Marketing positively impacts Brand Image

Relationship between Experiential Marketing and Brand Loyalty

Brand loyalty is defined as an emotional commitment between a customer and a brand that the customer will pick their favorite brand and discourage other brands and their offer (Dapena-Baron et al., 2020). As brand loyalty is a commitment, commitment is built based on previous positive interactions that the customers had (Kurdi et al., 2020). Brand loyalty is arguably one of the most important and most desirable objectives in marketing as brand loyalty brings continuous streams of revenues towards the business which can help business thrive in a long run (Basari & Shamsudin, 2020). Thus, a brand or an organisation must have a strategy in place to build brand loyalty.

Yaseen and Mazahir (2019) contend that brand image contributes positively to build brand loyalty. Brand image is built based on schemas of previous interactions causing a constructed understanding of what the brand messaging is (Cao & Fu, 2019). As customer is familiar with the brand through positive previous interaction, customer will stay with the brand because of familiarity and positive previous interactions (Yunpeng & Khan, 2021). Hypothesis that may be proposed:

H3: Brand Image positively impacts Brand Loyalty

CONCEPTUAL FRAMEWORK

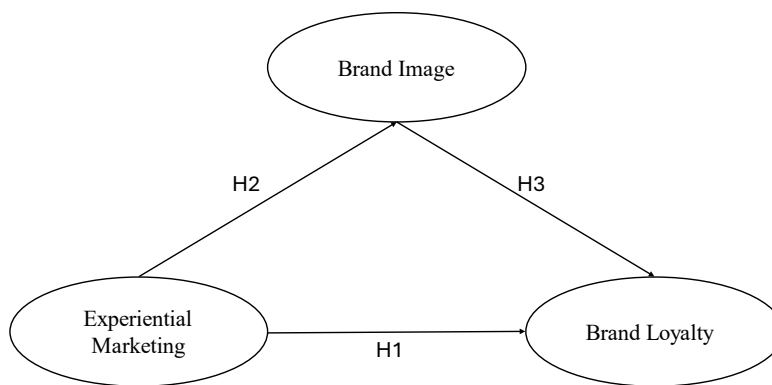


Figure 4. Research Model
Source: Chang (2020)

3. RESEARCH METHODOLOGY

This research paper is a quantitative research paper which means the results of data analysis will be the conclusion of the findings. As this research is trying to measure the impact of experiential marketing towards brand image and brand loyalty amongst Maxx Coffee consumers in JABODETABEK, the data that will be used is primary data that the researcher obtained through the distribution of questionnaire towards Maxx Coffee consumers in JABODETABEK who frequently visiting Maxx Coffee (two or more visits per month) are. The sampling method for this research method is purposive sampling.

To determine the sample size, there are a few rules of thumb that will be used. Etikan and Babtpe (2019) contend that the minimum of 200 samples should be conducted in order to get varied and optimum results. Another rule of thumb that is used was argued by Rahi et al. (2019) that the number of respondents should be a minimum of 10 times of questionnaires or indicators that are being asked. Based on the two rule of thumbs that was presented by scholars above, the researcher obtained 210 respondents who are Maxx Coffee consumers in JABODETABEK. To increase the efficiency of the respondents answering and data analysis process, a Likert scale between 1 to 5 will be used with scale 1 being strongly disagree to 5 which is strongly agree. Thus, using the Likert scale, the respondents can efficiently answer whether they agreed with the questionnaires under the variables.

After the data is obtained from the respondents, the data will be further processed and analyzed using the PLS-SEM with the SMARTPLS 3.2.9 software. With this method, it allows the researcher to analyze the validity and reliability of each construct and its relationship with each other.

4. RESULTS AND DISCUSSION

There were 210 respondents who are frequent Maxx Coffee Consumers in JABODETABEK who answered the questionnaires through Google Forms. Those respondents answered with statements that represent each variable which are experiential marketing, brand image and brand loyalty. Below is the respondents' profile.

Table 1. Respondents Profiles

Questions	Total	Percentage
<u>Genders</u>		
• Male	96	45.7%
• Female	114	54.3%
<u>Age</u>		
• 15-18	5	2.4%
• 19-23	78	37.1%
• 24-30	88	41.9%
• 31-40	37	17.6%
• 40+	2	1%
<u>Occupation</u>		
• Students	67	31.9%
• Self-Employed	51	24.3%
• Private Sector Employees	37	17.6%
• Government Employees	49	23.3%
• Not Working	6	2.9%
<u>Highest Level of Education</u>		
• High School	74	35.2%
• Bachelor's Degree	107	51%
• Masters Degree	21	10%
• Doctorate Degree	8	3.8%
<u>Places of Domiciled</u>		
• Jakarta	77	36.7%
• Bogor	58	27.6%
• Depok	26	12.4%
• Tangerang	26	12.4%
• Bekasi	23	11%
<u>Average Monthly Spending to go to café</u>		
• Rp.100.000-Rp.250.000	104	49.5%
• Rp.250.000-Rp500.000	84	40%
• Rp.500.000-Rp.1.000.000	18	8.6%
• >Rp 1.000.000	4	1.9%
<u>Frequency of Monthly Visits to Maxx Coffee</u>		
• 2 Times	113	53.8%
• >2 Times	97	46.2%

Outer Model

The first analysis that must be done is the outer model. The outer model in PLS-SEM is defined as testing that measures constructs (indicators) and its variable. There is multiple test that needs

to be conducted which are convergent validity testing, discriminant validity, and reliability testing.

Tabel 2. Validity and Reliability Testing

Variables and items	Outer Loading
<i>Experiential Marketing (AVE=0.734; CR=0.951)</i>	
The products that Maxx Coffee sells taste good	0.858
I think Maxx Coffee gives good value/benefits compare to the prices that they charge	0.831
The ambiance in Maxx Coffee makes me comfortable	0.832
I think Maxx Coffee offers a great promotion that intrigues my purchase decision.	0.857
I had a good experience when being in Maxx coffee outlet.	0.893
I feel that Maxx coffee match with my lifestyle.	0.865
I am happy being in Maxx coffee.	0.862
<i>Brand Image (AVE=0.617; CR=0.905)</i>	
Maxx Coffee has high quality products	0.746
Maxx Coffee has a brand image that is high quality	0.710
I am satisfied with the quality of Maxx Coffee products	0.635
I feel proud visiting Maxx Coffee outlets	0.833
I feel proud consuming Maxx Coffee products	0.887
I feel proud being a Maxx Coffee consumer	0.871
<i>Brand Loyalty (AVE= 0.662; CR=0.932)</i>	
I only buy Maxx Coffee when I want to drink coffee	0.826
I will always pick Maxx Coffee over any other competitors regardless	0.835
I will recommend Maxx Coffee to my friends and family	0.671
I am not interested in buying any other coffee brands except Maxx Coffee	0.812
I will always buy Maxx Coffee Products even if they increase the prices	0.820
I will buy Maxx Coffee products even if competitors offer lower prices	0.849
I am a loyal customer of Maxx Coffee	0.865
<i>Notes: CR= Composite Reliability; AVE= average variance extracted; *Significant (one-tailed test, p<0.05)</i>	

To pass the validity test, an outer loading must be above 0.70 and AVE above 0.50 for an indicator to be considered valid (Hair et al., 2020). As for experiential marketing, all indicators have an outer loading above 0.70 and AVE above 0.50. While for brand image, there is one construct/indicator that has an outer loading below 0.70 which is "I am satisfied with Maxx the quality of Maxx Coffee products" that has an outer loading of 0.635. However, a construct can be used if the outer loading is above 0.40 and the AVE is above 0.50 (Lee et al., 2022). For brand image, six out of seven constructs have an outer loading of above 0.70 except for "I will recommend Maxx Coffee to my friends and family" which has an outer loading of 0.614. As Lee et al. (2022) argued, an outer loading above 0.40 and AVE 0.50 can be considered valid. Thus, all constructs and its variable passed the validity test.

To pass the reliability test, Cronbach's alpha and the composite reliability must be above 0.70 (Purwanto & Sudargini, 2022). Experiential marketing has a composite reliability of 0.905 and Cronbach's alpha of 0.940. Brand image has a composite reliability of 0.905 and Cronbach's alpha of 0.872. Lastly, composite reliability and Cronbach's alpha of brand loyalty

is 0.932 and 0.914. Thus, based on the criteria that was explained by scholar’s above, the variables are reliable.

Tabel 4. Heterotrait Monotrait (HTMT) Ratio

Variable	Experiential Marketing	Brand Image	Brand Loyalty
Experiential Marketing		0.578	0.497
Brand Image			
Brand Loyalty		0.517	

Beyari and Abareshi (2018) contend that to pass discriminant validity testing through HTMT, the score must be below 0.90. As the score of each variable towards each other is below 0.90, discriminant validity is established through HTMT testing.

Inner Model

Inner model or structural model is described as a testing method where it calculates the significance of the relationship between each variable and the model as a whole (Hair et al., 2019). For inner model, the calculation that will be done is the coefficient determination (R²) and collinearity assessment (VIF).

Table 5. Collinearity Assessment

Variables	Brand Image	Brand Loyalty
Experiential Marketing	1	1.391
Brand Image		1.391

Liu et al. (2022) contend that in order for variables to not have a multicollinearity issue, the VIF number must be below 5.00. For all the variables above, the VIF results are below 5.00 which means that the structural model does not have multicollinearity issue.

Table 6 Coefficient of Determination

Variable	R-Square
Brand Image	0.281
Brand Loyalty	0.282

Coefficient of determination testing predicts the amount of significance between independent and dependent variables (Kumari & Yadav, 2018). Hair et al. (2017) classified the results of the coefficient determination into three categories which are the values between 0.50 to 0.75 to be considered substantial, 0.25 to 0.50 to be considered moderate and below 0.25 to be considered weak significance.

Based on the table 6 above, brand image has a coefficient determination of 0.281 which can be considered moderate significance. It can be interpreted as experiential marketing influences 28.1 % of brand image while 71.9% is influenced by factors outside this research. While brand loyalty has a coefficient determination of 0.282 which can be considered moderate significance. It can be interpreted as experiential marketing influences 28.2% of brand loyalty while 71.8% is influenced by factors outside this research.

Hypothesis Testing

The last testing that needs to be conducted is the hypothesis testing which can be argued to be the most important one to prove whether the hypothesis that was stated is accepted or not. For a hypothesis to be accepted and significant, the p value must be below 0.05 and t statistics above 1.96 (Purwanto, 2021).

Table 7. Hypothesis Testing

Hypothesis	Standardized Path Coefficient	t-stat	p-values	Decision
H1: Experiential marketing positively impacts brand loyalty.	0.303	3.306	0.000	Accepted
H2: Experiential Marketing positively impacts brand image.	0.530	7.454	0.000	Accepted
H3: Brand Image positively impacts brand loyalty.	0.304	3.353	0.000	Accepted

For the first hypothesis which stated that experiential marketing positively impacts brand loyalty has a p value of 0.000 and t statistics of 3.306 which can be considered as significant. The second hypothesis which stated experiential marketing positively impacts brand image has a p value of 0.000 and t statistics of 7.454 which can be considered as significant. The third hypothesis which stated brand image positively impacts brand loyalty has a p value 0.000 of and t statistics of 3.353 which can be considered as significant. Thus, all 3 hypotheses are accepted and significant.

The data analysis process proved that experiential marketing that Maxx Coffee conducts positively impacts brand loyalty to its customers. The result was in line with the previous study from Chang (2020). Mostafa & Kasamani (2020) argued that as there are elements of experiential marketing such as good product quality and building a positive emotional connection with consumers, it increases customer satisfaction. Thus, customer satisfaction that was from experiential marketing will lead to brand loyalty (Gunawan, 2022). In terms of Maxx Coffee, they must continuously improve their product quality, store ambience as these factors is a part of experiential marketing which then leads to its customers coming back to their outlets.

The data analysis process proved that experiential marketing that Maxx Coffee conducts positively impacts brand image to its customers. The result was in line with the previous study from Chang (2020). As brand image is a preconceived perception that customers had, experiential marketing can be a tool to build brand image (Osterle et al., 2018). Experiential marketing is a way to integrate the whole brand experience into a customers' live interaction (Rather, 2020). Koivisto & Mattila (2020) in their study concluded that during the execution of experiential marketing campaign, the whole messaging is conducted through live experience, which is proven to build schemas which was the foundation of brand image. In terms of Maxx Coffee, they must continuously improve their experiential marketing to build brand image in the eyes of customers.

The data analysis process proved that brand image that Maxx coffee has positively impacts its brand loyalty to its customers. The result was in line with the previous study from Chang (2020). Another study conducted by Bilgin (2018) also stated that a positive brand image in the eyes of the consumers will lead to brand loyalty to its consumers. A positive brand image and brand loyalty has the same root which is a positive experience (Mohammad, 2017). In terms of Maxx Coffee, the positive experience that they give to consumers will also lead to

a good brand image to the eyes of consumers. When they have a positive brand image, brand loyalty will increase (Dam & Dam, 2021).

5. CONCLUSION

This research was to measure does experiential marketing positively impacts brand loyalty, does experiential marketing positively impacts brand image and does brand image impacts brand loyalty. Based on the data analysis the conclusion of this study is:

1. Experiential marketing positively impacts brand loyalty.
2. Experiential marketing positively impacts brand image.
3. Brand image positively impacts brand loyalty.

RESEARCH LIMITATION

This research was conducted in JABODETABEK, which can be considered the most prosperous area of the country. The income level in JABODETABEK is the highest in the country which means that they have disposable income to spend (Viana et al., 2021). Further research can be implemented in larger areas where Maxx Coffee conduct business which might cause variety of answers. The size of the respondents can also be increased as larger respondents' size might strengthen the hypothesis or weaken them.

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