



Brand Equity Cooffe Shop Kulo in The City of Padang

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Abstract

This study originated from the observation of researchers at coffee shop Kulo, researchers found several problems related to brand equity where consumer awareness of the brand of coffee shop Kulo, the brand of coffee shop Kulo is not well-known enough in Indonesia. The problem is the poor perception of consumers about service quality and the brand association of coffee shop Kulo. Lack of variety in the menu offered to consumers, thus making consumers disloyal. The purpose of this research is to find out and describe the analysis of brand equity coffee shop Kulo Padang. The type of research used is descriptive with quantitative data. The variable used in this research is brand equity. The population in this study were consumers who visited the Kulo Coffee Shop, with a total sample of 98 respondents. The data analysis technique used is descriptive quantitative to obtain an overview of the frequency distribution of the data which includes the maximum, minimum, mean, median, and standard deviation values with the help of Microsoft Excel and SPSS.

Based on the results of data processing from 98 samples, which have been tested for validity and reliability using SPSS. It is known that consumers' assessment of the brand equity overall of 39.8% in the range of $58.67 \geq 73.33$ in the good category. Brand equity in coffee shop Kulo can be seen from 4 indicators, namely (1) brand awareness of 25.4% with a fairly good category, (2) perceived quality of 28.6% in a fairly good category, (3) brand association of 24, 5% with good enough category, (4) indicator brand loyalty of 33.7% with bad category.

Keywords: *Brand Equity, Copffe Shop*

INTRODUCTION

The tourism industry that has a fairly good income at this time is a coffee shop or cafe. Coffee Shop is considered a cafe that is usually located in urban areas. Coffee Shop is currently also a place of choice to carry out activities such as making assignments which are supported by Wifi facilities and a comfortable and clean atmosphere so that it can arouse positive feelings from consumers. Coffee Shop is "a small cafe that usually sell coffee and sometimes non-alcoholic drinks, dessert or snacks, with supporting facilities on-site".[1] Coffee Shop is "a place that is identical with neatly arranged tables and chairs as well as comfortable sofas, selling various variants of coffee and snacks as a support".[2] This is what makes the West Sumatra area have lots of cafes and coffee shops that are the result of their natural wealth. One of them is the city of Padang.

Coffee Shops in Padang City not only provide coffee menu variants but also many Coffee Shops in Padang City provide snacks to accompany consumers to drink coffee. In the city of Padang, there are many coffee shops, to see the brand of a coffee shop, it must be viewed from the brand equity point of view. Brand equity is "added value given to products and services". [3] Brand equity can be reflected in the way consumers think, feel, and act about the brand, as well as the price, market share, and profitability that brands provide to companies. The indicators of brand equity are brand awareness, perceived quality, brand association, and brand loyalty.[4]

One of the Coffee Shops in Padang City that is currently developing its brand is Kulo Kopi which was founded in 2018. "Kedai Kopi" Kulo is a culinary company engaged in the beverage sector. The company which is under the auspices of the Kulo Group was founded by Clement Mathias as the founder of "Kedai Kopi Kulo". The beginning of the establishment of the Kulo Coffee Shop was based on the founder's love for coffee which then made him interested in establishing his own business in the culinary field, especially coffee. The existence of Kedai Kopi Kulo has finally made the founder of the Kulo Group have a place to develop his love for coffee by creating various unique variants in serving coffee.

Based on the results of the pre-research that the researchers did at Kedai Kopi Kulo, the researchers found several problems related to brand equity, namely based on the results of interviews with 20 consumers of whom knew about the brand, but some of them said they were still not aware of brand the Kulo coffee shop which is one of the brands. famous coffee shop in Indonesia. One of the consumers named John said that the service at the Kulo coffee shop was not good and an error occurred when making the customer's order, this made the consumer's perception of the overall quality (perceived quality) at the Kulo coffee shop bad. The brand image of the Kulo coffee shop has decreased due to the inappropriate service provided, resulting in a bad association of the Kulo coffee shop brand in the eyes of consumers. There are also problems related to consumer loyalty to the kulo coffee shop brand because the taste of the coffee served does not match consumer expectations.

METHODOLOGY

The type of research used is descriptive with quantitative data. Descriptive is "Research conducted to determine the existence of the value of an independent variable, either one or more (independent) variables without making comparisons or connecting with other variables". [5] The variable used in this study is an independent variable, namely brand equity. The population in this study were consumers who visited the Kulo Coffee Shop, with a total sample of 98 respondents. The data analysis technique used is a description to obtain an overview of the frequency distribution of the data that includes the maximum, minimum, mean, median, and standard deviation values with the help of Microsoft Excel and SPSS. Classification scores using 5 categories to see the level of achievement of respondents. [6].

RESULT AND DISCUSSION

Results

Variable Brand Equity consists of 22 statement items that have been tested for validity and reliability. The data obtained from the research results to know the description of brand equity in “Kedai Kopi Kulo” can be seen in the following table:

Table 1. Description Of Variable Data Brand Equity

Category	Class Interval	Frequency	(%)
Very Good	$\geq 87,99$	17	17,3
Good	$73,33 - < 87,99$	9	9,2
Fairly Good	$58,67 - < 73,33$	39	39,8
Poor	$44,01 - < 58,67$	17	17,3
Very Bad	$< 44,01$	16	16,4
Total		98	100

Source; Data Processing Results, SPSS 20.00 (2021)

From the categorization of scores and the average score of the statistical research results, it can be seen that the consumer's assessment of the brand equity of “Kedai Kopi Kulo” Padang is 39.8% in the range of 58.67 73.33 with a fairly good category.

1. Indicator Brand Awareness

Data on indicators brand awareness from respondents who have been processed with SPSS version 20.00 can be seen in the following table:

Table 2. Description Of Variable Data Brand Awareness

Category	Class Interval	Frequency	(%)
Very Good	$\geq 19,99$	21	21,3
Good	$16,66 - < 19,99$	18	18,7
Fairly Good	$13,34 - < 16,66$	25	25,4
Poor	$10,01 - < 13,34$	23	23,4
Very Bad	$< 10,01$	11	11,2
Total		98	100

Source : Data Processing Results, SPSS 20.00 (2021)

From the categorization of scores and the average score in the statistics of the research results, it can be seen that the consumer's assessment of the indicator is brand awareness 25.4% in the range of $13.34 < 16.66$ with a fairly good category.

2. Indicator Perceived Quality

Data on indicators perceived quality from respondents who have been processed with SPSS version 20.00 can be seen in the following table: Indikator *Perceived Quality*

Table 3. Description Of Variable Data Perceived Quality

Category	Class Interval	Frequency	(%)
Very Good	≥ 24	10	10,2
Good	$20 - < 24$	20	20,4
Fairly Good	$16 - < 20$	28	28,6
Poor	$12 - < 16$	23	23,5
Very Bad	< 12	17	17,3
Total		100	100

Source: Data Processing Results, SPSS 20.00 (2021)

Based on the categorization of scores and average values in the statistics of the research results, it can be seen that consumer ratings regarding indicators are perceived quality 28.6% in the range 16 < 20 quite good categories.

3. Indicator Brand Association

Data on the indicator brand association from respondents who have been processed with SPSS version 20.00 can be seen in the following table:

Table 4. Description Of Variable Data *Brand Association*

Category	Class Interval	Frequency	(%)
Very Good	$\geq 19,99$	10	10,2
Good	16,66 - < 19,99	19	19,4
Fairly Good	13,34 - < 16,66	24	24,5
Poor	10,01 - < 13,34	30	30,6
Very Bad	< 10,01	15	15,3
Total		98	100

Source: Data Processing Results, SPSS 20.00 (2021)

From the categorization of scores and the average score in the statistics of the research results, that the consumer's assessment of the indicator is brand 24.5% in the range of 13.34 < 16.66 quite good category.

4. Indicator Brand Loyalty

Data indicators brand loyalty from respondents who have been processed with SPSS version 20.00 can be seen in the following table:

Tabel 5 Description Of Variable Data *Brand Loyalty*

Category	Class Interval	Frequency	(%)
Very Good	≥ 24	15	15,3
Good	20 - < 24	13	13,2
Fairly Good	16 - < 20	23	23,5
Poor	12 - < 16	33	33,7
Very Bad	< 12	14	14,3
Total		98	100

Source: Data Processing Results, SPSS 20.00 (2021)

Based on the categorization of scores and average values in the statistics of the research results, it can be seen that consumer ratings regarding indicators are brand loyalty 33.7% in the range 12 < 16 with bad category.

DISCUSSION

1. Brand Equity

from the results of data processing from 98 samples, using SPSS version 20.00. It is known that the variable brand equity overall indicates the percentage of 39.8% in the range of $58.67 \geq 73.33$ in the good category. Thus, it can be concluded that the brand equity in "Kedai Kopi Kulo" as a whole has made consumers feel quite good. Brand equity is "brand value that results in high brand awareness and strong, preferred and possibly unique brand associations that consumers remember about a particular brand".[7] This means that the quality of a brand from the Kulo coffee shop must be improved so that consumers feel comfortable, happy, and easy to remember the Kulo brand so that the brand from the Kulo coffee shop is better known to many people.

2. Brand Awareness

from the categorization of scores and the average score of the statistical research results, it can be seen that consumers' assessments indicators are brand awareness 25.4% in the range $13.34 < 16.66$ quite good categories. Brand awareness (name awareness) is the ability of a buyer to recognize or recall that a brand is part of a certain product category.[8] This means that the consumers of "Kopi Kulo" are quite good at remembering the brand of "Kopi Kulo", so it is necessary to improve services and products so that consumers always remember the brand of "Kopi Kulo".

3. Perceived Quality

Based on the categorization of scores and average values on the statistics of the research results, it can be seen that consumers' assessments indicators are perceived quality 28.6% in the range $16 < 20$ quite good categories. Perceived quality (perceived quality) is the consumer's perception of the overall quality or superiority of a product or service to the consumer's expected intentions.[8] Perceptions of the overall quality of a product or service can determine the value of the product or service and have a direct effect on purchasing decisions and consumer loyalty to a brand. This means that it is necessary to improve the quality of the Kopi Kulo brand such as service quality, product quality, and other qualities so that consumers feel satisfied with the Kopi Kulo brand.

4. Brand Association

From the categorization of scores and the average score of the statistical research results that consumer's assessment of the indicator is brand association 24.5% in the range of $13.34 < 16.66$ quite a good category. Brand association (brand association) is all impressions that appear and are related to consumer memories of a brand.[8] Brand association reflects the image of a brand against a certain impression about habits, lifestyle, benefits, attributes, products, geography, prices, competitors, celebrities, and others. An established brand will certainly have a more prominent position than competitors if it is supported by a strong association. This means that the brand "Kopi Kulo" must has a product that stands out from other brands , to increase the association brand "Kopi Kulo" in the mind of consumers.

5. Brand Loyalty

From the categorization of scores and the average score of the statistical research results, it can be seen that consumer ratings regarding indicators are brand loyalty 33.7% in the range $12 < 16$ with bad category. Brand loyalty is a measure of proximity/customer to a brand. This measure describes whether or not consumers may switch to another brand, especially if the brand changes in terms of price or other attributes.[8] This means that consumers of the brand are Kopi Kulo not loyal to the brand "Kopi Kulo", because loyal consumers, in general, will continue to use the brand, even though they are faced with many alternative brands of competing products that offer superior product characteristics. So in this case it is necessary to increase the brand so that consumers are loyal to the brand "Kopi Kulo".

This is in line with [9] research entitled "Analysis Brand Equity For Coffee". The results showed positive results for brand equity for coffee as measured by four variables, namely brand awareness, brand association, perceived quality, and brand loyalty. [9] entitled "brand image of fast-food restaurants for teenagers in the city of Padang" . [10] said that associations represent perceptions that can reflect objective reality or not. The image formed from this association is the basis for buying decisions and even brand loyalty from consumers.

CONCLUSION

1. From the categorization scores and average value on statistical research shows that consumers' assessment of the brand equity overall of 39.8% in the range of $58.67 \geq 73.33$ in the good category.
2. From the categorization of scores and the average value of the statistical research results, it can be seen that the consumer's assessment of the indicator is brand awareness 25.4% with a fairly good category.
3. From the categorization of scores and the average value of the statistical research results, it can be seen that the consumer's assessment of the indicator is perceived quality 28.6% with a fairly good category.
4. From the categorization of scores and the average value of the statistical research results, it can be seen that the consumer's assessment of the indicator is brand association 24.5% with a fairly good category.
5. From the categorization of scores and the average value of the statistical research results, it can be seen that the consumer's assessment of the indicator is brand loyalty 33.7% in the bad category.

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