

## The Impact of Brand Credibility on The Brand Reputation of Teh Botol Sosro Brand

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Article Information	Abstract
Article History: Received: February 2024 Accepted: March 2024 Published: March 2024	The focus of this study is to examine how brand credibility affects brand reputation using Teh Botol Sosro as a case study. Methods of quantitative description are used in this study. The research employed purposive sampling, whereby the participants were selected based on their knowledge of and past purchases of Teh Botol Sosro products, which were to be made between July 2023 and March 2024. In all, one hundred respondents took part in this study. Version 3.3.9 of Smart PLS analysis program is used to process partial least squares, which are employed in data analysis in research. Respondents were given a Google Form questionnaire with a scale from 1 to 4 that included the options for strongly disagree, disagree, agree, and highly agree. The study's findings indicate that brand reputation is influenced by brand credibility.
Keywords: Brand Credibility, Brand Reputation, Tea Product	
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### INTRODUCTION

Instead of coffee, tea is a refreshing option throughout the holiday season (Hassoun et al., 2024). More specifically, during the Covid-19 pandemic that lasted for about three years (2020–2023), Gatersleben et al. (2024) emphasized the importance of a healthy lifestyle for the general public, particularly through consuming less animal products that include natural ingredients. Chen et al. (2024) state that tea is one of the world's most popular drinks, and in addition, knowledge about the practices of tea consumption makes tea a commodity of national importance for Indonesia.

A product substitute for those who need to consume less caffeine is tea (Wei et al., 2024). Caffeine intolerance varies widely across people (Reddy et al., 2024). Whether a person has a caffeine intolerance, they may feel uneasy (Vézina-Im et al., 2024). Tea has a low caffeine level and antioxidants called polyphenols that help protect the body from damage caused by free radicals (Zhao, 2023). Deka & Goswami (2024) estimate that Indonesia is the sixth-largest tea exporter in the world. Indonesia has abundant land resources that are ideal for growing tea, and there is significant potential to increase land area and raise the amount and caliber of tea produced there (Suroso et al., 2024).

Along with Indonesia's population growth during 2015-2018 of 1.41% per year, tea consumption in Indonesia also experienced a significant increase, namely 2.92%. In Indonesia, the average level of tea consumption per capita during 2014-

2018 was still very low at 0.35 kg/year with growth of 1.47% per year. Production absorption for world tea consumption demand for five years has experienced stock dynamics that are always changing, sometimes experiencing surplus and shortfall years. In 2018, the national tea stock surplus was 88,000 tons (Kementerian Pertanian, 2021).

Global tea consumption is projected to increase by nearly 3% annually over the next decade (Grossman & Rachamim, 2024). Although Indonesia's domestic tea consumption has grown rapidly over the past decades, per capita tea consumption remains low (Indonesian Investment, 2015). Moreover, according to Soemantri (2023), Indonesia's urban middle class is increasingly developing a coffee consumption lifestyle. However, according to Archer (2024), consumption of cold tea drinks has grown strongly in recent years. Tea imports, although small in origin, have increased in the Reformation period (especially from Vietnam). Such imports are seen as a threat to the sales and profit margins of local producers and are therefore important for boosting tea production in Indonesia (Ahsan et al., 2024).

The hashtag Love Local Products continues to be echoed by the public as a step to encourage people in Indonesia to choose to consume domestic products rather than foreign products (Yuliana, 2022). In line with the development of this advanced era, Teh Botol Sosro continues to carry out various innovations so that it continues to develop, can compete with other brands and adapt to today's times by producing various product variants ranging from original, less sugar to plain to fresh packaging. so very interesting to see. This makes it still meaningful and will be very popular with various groups, from children to adults, from urban areas to rural areas. Now we can easily find Teh Botol Sosro products, from restaurants, minimarkets, supermarkets to stall sellers around us.

With its iconic presence, Teh Botol Sosro, with its glass, plastic and cardboard packaging and very distinctive logo, can be easily recognized by Indonesian people and has become part of the identity of tea drinks in Indonesia. Teh Botol Sosro also has a slogan, namely "Whatever the food, drink it is still Teh Botol Sosro" which until now this slogan has become embedded in Indonesian society. Justiana & Yuliana (2024) stated that when someone has an interest in buying, it can create a strong urge or motivation in the consumer's mind to move to meet their needs, so what they think will be actualized. Consumers choose based on quality, product material (conditioned by the demographics of a region), reviews from previous purchases, promotions circulating on social media and recommendations from the inner cycle (Yuliana, 2023).

Previous research conducted by Yuliana et al. (2023) said that the Indomie brand as a leading instant noodle pioneer is widely known to the public. The public knows who the manufacturer is, the quality of the product, the characteristics of the packaging and its safety. With the credibility of the Indomie brand highlighted by PT Indofood CBP, the reputation of the Indomie brand is becoming better known to the public. With this credibility, the Indomie brand has become the public's favorite and occupies the highest position in the instant noodle category. It is stated that brand credibility, which refers to the trustworthiness of the product information contained in the brand. This will affect brand performance both directly and indirectly.

Rather et al. (2024) stated that Brand Reputation is recognition by other individuals based on certain characteristics and/or overall quality. This is the overall impression of how stakeholders think, feel, and talk about the brand (Khoiroh et al.,

2023) . A credible brand will minimize risks and increase consumer trust (Fauzan et al., 2023) . With strong Brand Credibility and good Brand Reputation, it helps develop company/brand performance, including consumer commitment and trust. when consumers are involved in purchasing decisions, they will remember brand specifications. Consumers' tendency to buy products is greatly influenced by their assessment of the quality or image of the product (Ningsih et al., 2023) .

## RESEARCH METHOD

The research flow that the author (Yuliana, 2020) will be studying is briefly explained by the research design. Methods of quantitative description are used in this study. The research employed purposive sampling, whereby the participants were selected based on their knowledge of and past purchases of Teh Botol Sosro goods, which were to be made between July 2023 and March 2024. In all, one hundred respondents took part in this study. Version 3.3.9 of the Smart PLS analysis program is used to process partial least squares, which are employed in data analysis in research. Respondents were given a Google Form questionnaire with a scale from 1 to 4 that included the options for strongly disagree, disagree, agree, and highly agree. With the exception of the first section, every section of the study questionnaire is a closed statement form. Mustikasari et al. (2022) define closed-ended questions as those to which the possible replies have been restricted to create a more organized response.

## RESULTS AND DISCUSSION

The study's respondents, who range in age from 15 to 45, are residents of Indonesia and buyers of products under Teh Botol Sosro brand. Data from 100 respondents were gathered and distributed via a Google form questionnaire. General information on the respondents, including their gender, age, educational background, place of residence, occupation, and origin for learning about Teh Botol Sosro items. Jabodetabek is home to 63% of the study's respondents. Of the respondents, 37% are Sumatra residents. The age group of 15–25 years old made up the biggest percentage of respondents (55%), followed by 26–35 year olds (29%), 36–45 year olds (14%), and responders 45 years of age (2%). In this survey, female respondents made up 55% of the sample, while male respondents made up 45%. Regarding educational background, the responses with the highest percentages are D4/S1 at 33%, D3 at 6%, Masters at 1%, and high school grads at 60%. According to the nature of their jobs, the majority of respondents (46%), were private employees, (30%) were students, 12% were not employed, 7% were housewives, 3% were lecturers/teachers, and 2% were freelancers. Twenty respondents learnt about the Teh Botol Sosro product from kiosks, twenty respondents from restaurants, seven respondents from social media, and three respondents from friends. A total of forty-seven respondents learned about the Teh Botol Sosro product from advertisements.

### Validity Test Results

To ascertain whether a questionnaire is valid for each variable, validity testing is required (Marianti et al., 2023). Testing for convergent validity involves comparing alternative measures to measurements that exhibit positive correlations from related constructs (Saputri et al., 2024). In order to satisfy the value, the outer loading value

and average variance extracted (AVE) are needed (Sherlyta et al., 2024). The processing of study data yields the following values:

**Table 1. Validity Test**

Variables	Indicators	Loading Factor
Brand Credibility	BC1	0.863
	BC2	0.845
	BC3	0.85
	BC4	0.843
Brand Reputation	BR1	0.732
	BR3	0.747
	BR4	0.789
	BR5	0.807
	BR6	0.773
	BR7	0.775
	BR8	0.777
	BR9	0.805

Source: Processed data (2024)

The construction's outer loading value with the highest value may suggest that the associated indicators are quite similar (Saksono & Yuliana, 2024). In addition, the determined provisions can be demonstrated by at least 5% of the variance indicator's considerable share being explained by a hidden variable. According to Utoyo et al. (2023) the optimal outer loading value is 0.7 or larger, although the normal value is 0.5 or greater.

**Table 2. Average Variance Extracted**

	Average Variance Extracted (AVE)
Brand Credibility	0.723
Brand Reputation	0.578

Source: Processed data (2024)

Average Variance Extracted (AVE) is a substantial average value of the squared loadings of construction-related indicators. A value of at least 0.50 is required for AVE. This demonstrates that over half of the indicator variance can be explained by the average construct. Since the BR2 loading factor's value is less than 0.7, the validity test does not include it. The Average Variance Extracted (AVE) value can then be used to test convergent validity. Since each variable's value is more than 0.5 according to the data processing findings of the AVE values collected, these variables can be deemed legitimate. The brand credibility variable had the highest AVE value, measuring 0.863, while the brand reputation variable had the lowest AVE value, measuring 0.685.

**Reliability Test Results**

Reliability testing is the next stage of instrument testing using SmartPLS 3.3.9 and the PLS-Algorithm procedure. The Cronbach Alpha and composite reliability

values obtained were used to test the reliability of each variable which is presented in Table 3.

**Table 3. Reliability Test**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>
Brand credibility	0.872	0.873	0.923
Brand Reputation	0.912	0.914	0.927

Source: Processed data (2024)

The instrument in this research is reliable, because the results of the answers from the respondents can be stated to be consistent.

**Hypothesis Test Results**

Based on the hypothesis results contained in table 4, it states that the overall results of hypothesis testing are supported.

**Table 4. Hypothesis Testing**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics (O/STDE)</b>	<b>P Values</b>	<b>Hypothesis Results</b>
Brand credibility -> Brand reputation	0.787	0.796	0.045	17,519	0	Supported

Source: Processed data (2024)

A detailed discussion of each hypothesis based on the table above is explained as follows:

This research shows that the *brand credibility variable* has a positive and significant effect on *brand reputation* ( $\beta=0.787$ ;  $p=0$ ). The path coefficient value shows a unidirectional relationship between the two variables. Apart from that, the p value is  $<0.05$  which concludes that *brand credibility* has a significant impact on *brand reputation*. This description shows that the hypothesis is supported.

The first hypothesis shows that there is an influence of Brand Credibility on Brand Reputation. This hypothesis supports previous research conducted by Yuliana et al. (2023) . This is in line with the view of Rather et al. (2024) where Brand Reputation is recognition by other individuals based on certain characteristics and/or overall quality. With strong Brand Credibility and good Brand Reputation, it helps develop company/brand performance, including consumer commitment and trust.

Teh Botol Sosro is a ready-to-drink tea brand product and this drink is very popular in Indonesia. Since PT. Sinar Sosro first introduced Teh Botol Sosro in 1969, it has grown to be a well-known and iconic component of packaged tea drinks that are still enjoyed by most Indonesians. Genuine tea leaves from their own plantations are used as raw materials by Teh Botol Sosro. Teh Botol Sosro's popularity can be attributed to its unique and fresh flavor as well as to its highly successful marketing approach and significant place in Indonesian society's tea-drinking behaviors. People that drink tea aren't really aware of when, how, or under what circumstances they can consume this tea according to culture. Tea is frequently the beverage of choice,

especially after a meal. Tea aficionados will always remember the Teh Botol Sosro brand. The credibility and repute of the Teh Botol Sosro brand are unquestionable.

## CONCLUSION

It was discovered that there was a relationship between Brand Reputation and Brand Credibility based on the research findings and conclusions presented above. The research's management implication is that Teh Botol Sosro items have a short shelf life. Given the short shelf life of food goods, this makes sense. It can be argued that the product uses fewer preservatives due to its short shelf life. After that, Teh Botol Sosro needs to be able to hold onto its credibility and reputation in order to develop into a beverage product brand that consumers can trust going forward. This research has limitations. Firstly, allow us to examine the factors employed in this case study: brand reputation and brand credibility. Second, due to a lack of study time, the number of respondents we could include was restricted to just 100. Third, we restricted our investigation to Teh Botol Sosro, the only brand designated as a case study. Suggestions for further research are to conduct research on the influence of Brand Credibility and Brand Reputation on Brand Performance simultaneously.

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