The Influence of Brand Signature and Brand Reputation on Brand Performance

Hartobela Simbolon[*], Raka Rizki Pratama, Lingga Yuliana

Universitas Paramadina, Jakarta, Indonesia

Article Information	Abstract
	This study uses the Kopi Kenangan brand as a case study to examine how brand signature and reputation affect brand performance. The study used a quantitative research design. Purposive sampling was the method of sampling. This survey comprised 214 respondents in total. Respondents are Indonesian-domiciled men and women between 17 and 55 who drink Kopi Kenangan and adhere to our criteria of following the most recent coffee news. Using Google Forms to distribute questionnaires, the data source employs primary data. This study uses closed-ended questions with a Likert scale with response categories of strongly disagree, disagree, agree, and highly agree. Partial Least Square is the data analysis method that makes use of the SmartPLS tool version 4.1.0.0. The study's findings support the first hypothesis, which states that brand signature influences brand performance. Conversely, the second hypothesis demonstrates that brand reputation influences brand performance.

INTRODUCTION

According to Suryana et al., (2024), Indonesia—one of the world's major producers and consumers of coffee—has seen a notable expansion in the coffee sector. Vietnam is the top coffee grower in Asia and Oceania, with Indonesia coming in second, and output of coffee is still growing, according to data from the World Coffee Organization (ICO) published by Saputera (2021). Indonesia produced 12 million bags of coffee in the 2022–2023 coffee year, a 2.4 percent increase (A. Kurniawan & Noviyanti, 2023). Ashardiono & Trihartono (2024) claim that this increase happened in Indonesia not just in the production sector but also in the country's level of coffee consumption. Over the ten-year period from October 2008 to September 2019, there was a notable 44 percent growth in coffee consumption. Numerous cafe and coffee shop enterprises have emerged as a result of this phenomena; the majority of these businesses cater to and are driven by the youth market (S. S. Kurniawan, 2023).

By 2023, there will be 10,000 coffee shops in Indonesia, and the industry is expected to generate IDR 80 trillion in sales, according to Ernanto (2023) the Indonesian Coffee and Chocolate Entrepreneurs Association. Kopi Kenangan, a well-known participant in this market, has successfully drawn customers in with its ideas and offerings.

Table 1. Indonesia's Coffee Shop Count

Brand Name	Total Stores Distributed Throughout Indonesia
Janji Djiwa	500
Starbucks	421
Kulo	300
Jco Donut & Coffee	273
Dunkin	200
Kopi Kenangan	175

Source: Aditya (2021)

Macca et al., (2024) state that there is currently intense competition in the food and beverage market. Customers have many options thanks to the abundance of brands on the market (Nire & Matsubayashi, 2024). According to the data in Table 1, Kopi Kenangan is among the brands with the sixth-highest number of coffee shops in Indonesia. However, it is not yet a brand with the largest outlets in Indonesia. According to Carrillo et al., (2024) customers will favor a product more when making purchasing selections if it is easy to find on the market. Product innovation and successful marketing tactics are critical components of a company's success in a period of intensifying commercial competition (Theoharakis et al., 2024). Along with shifting consumer habits and technological advancements, the beverage industry—particularly the coffee industry—continues to grow quickly (Sharma et al., 2024).

Brand reputation is impacted by brand signature. powerful consumers' perceptions of a brand will undoubtedly be impacted by a powerful brand signature. According to Wu (2015) a strategic asset that promotes successful performance is brand reputation. For businesses to establish long-term advantages over their rivals, a strong brand reputation is crucial (Ryan & Casidy, 2018). Using a case study of the Ms. Glow brand, Khoiroh et al., (2023) tested the partial association between brand signature and brand reputation. It was discovered that there was a relationship between brand signature and brand reputation.

Brand Performance Is Affected by Reputation. Customers perceive, evaluate, and trust a brand based on quality/safety information on the product label or packaging, such as product origin, quality claims, and safety certificates (Ngo et al., 2020). This is known as brand credibility, which is defined as having faith in the brand's product information (Kim et al., 2020). Brand reputation is a significant component that also plays a role in the development of brand trust. According to Rather et al., (2021) brand reputation is the way that consumers perceive and value a brand. It may be built through a variety of strategies, such as public relations campaigns, advertising, and high-quality products. With the Indomie brand as a case study, Yuliana et al., (2023) carried out a partial test between brand reputation and brand performance. The study's findings indicated that there was a relationship between brand performance and reputation.

This study uses the Kopi Kenangan brand as a case study to examine how brand signature and reputation affect brand performance. The study's findings are anticipated to make a substantial contribution to our understanding of Indonesia's coffee industry's brands and offer Kopi Kenangan and other coffee industry participants useful advice for enhancing their commercial plans.
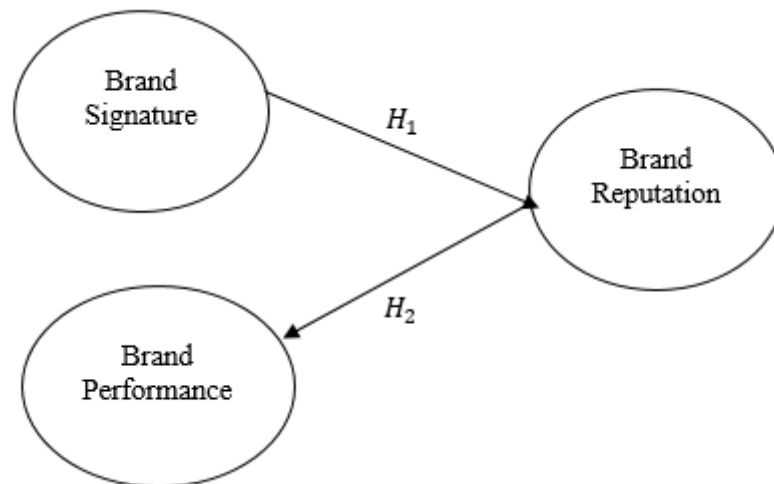
Figure 1. Research Hypothesis

RESEARCH METHOD

The overall research design will be explained by the research flow (Alfian et al., 2024). Research design, according to Slamet & Yuliana (2024) is a method for gathering and analyzing data in order to provide findings in the form of responses to study-related queries. The study used a quantitative research design. Purposive sampling is used in the sampling procedure. This survey comprised 214 respondents in total. The respondents, who range in age from 17 to 55 and who live in Indonesia, are both men and women who drink Kopi Kenangan and who use our criteria of being up to date on coffee news. By using Google Forms to distribute questionnaires, the data source employs primary data. This study uses closed-ended questions with a Likert scale and four possible answers: strongly disagree, disagree, agree, and highly agree. Data analysis techniques using Partial Least Square (PLS). Using the SmartPLS tool version 4.1.0.0, the partial least square data analysis technique is employed.

Table 2. Research Construct

Variable	Indicator	References
Brand Signature	BS1 = Kopi Kenangan is easy to remember	(Khoiroh et al., 2023; Sherlyta et al., 2024)
	BS2 = Kopi Kenangan is very contemporary	
	BS3 = Kopi Kenangan is more interesting than its competitors' coffee	
	BS4 = Kopi Kenangan has explained a lot about its company and the advantages and quality of its products	
	BS5 = Kopi Kenangan is very concise and simple	
	BS6 = Kopi Kenangan is very interesting to hear and say	
	BS7 = Kopi Kenangan can be promoted and advertised	
	BS8 = Kopi Kenangan is easy to recognize	
	BS9 = I like the Kopi Kenangan that I consume	
	BS9 = I like the Kopi Kenangan that I consume	
Brand Reputation	BR1 = Kopi Kenangan can be relied on for future performance based on customer experience	(Yuliana, et al., 2023; Yuliana et al., 2024)
	BR2 = Kopi Kenangan has reliable product durability	
	BR3 = Kopi Kenangan continues to strive to improve its services and products to better satisfy its consumers	
	BR4 = Kopi Kenangan updates its services and products to meet	

Variable	Indicator	References
	customer expectations	
	BR5 = Kopi Kenangan responds quickly	
	BR6 = Kopi Kenangan that I use is very wise	
	BR7 = Kopi Kenangan that I use treats customers with respect in responding to complaints	
	BR8 = Kopi Kenangan prioritizes customers as the main thing	
	BR9 = Kopi Kenangan really cares about customers	
Brand Performance	BP1 = I am very loyal to Kopi Kenangan	(Yuliana, et al., 2023; Yuliana et al., 2024)
	BP2 = I will not buy other Coffee products if Kopi Kenangan is available in the market	
	BP3 = I am willing to pay a high price for this Kopi Kenangan product	
	BP4 = I believe that the Kopi Kenangan I use has credibility	
	BP5 = I like the Kopi Kenangan product that I consume	
	BP6 = This Kopi Kenangan is a priority for me	
	BP7 = Kopi Kenangan is a top priority compared to other brands	
	BP8 = I have a strong desire to repurchase the Kopi Kenangan product	
	BP9 = I have a strong desire to repurchase the Kopi Kenangan product in the long term	
	BP10 = I will give a positive testimonial for the Kopi Kenangan that I consume	
	BP11 = I will recommend others to buy the Kopi Kenangan	
	BP12= I will recommend my family to buy Kopi Kenangan	

Source: Processed data (2024)

RESULTS AND DISCUSSION
Results by Demographic

Male and female respondents in the age range of 17 to 55 made up the study's demographics. A Google Form was used to distribute the questionnaire, and 214 respondents provided data for it. The study's respondents were all Indonesian citizens, with 13 of them residing in Bali, 86 in Jabodetabek, 50 in Java, 12 in Kalimantan, 1 in Maluku, 1 in each of West Nusa Tenggara and East Nusa Tenggara, 2 in Papua, 18 in Sulawesi, and 30 in Sumatra. According to the most recent educational background, 133 people had a high school education, 10 had a Diploma Degree education, 66 had a Bachelor education, 3 had a Master education, and 2 had a Doctoral education. There are four teachers and lecturers, twenty-six freelancers, thirty-four private employees, and one hundred fifty students, depending on the nature of employment.

Table 3. Demographic Respondents

Respondents Criteria	Number of Respondents
According to Residence	
Bali	13
Jabodetabek	86
Java	50
Kalimantan	12
Maluku	1
West Nusa Tenggara	1

Respondents Criteria	Number of Respondents
East Nusa Tenggara	1
Papua	2
Sulawesi	18
Sumatra	30
According to Education	
Senior High School	133
Diploma Degree	10
Bachelor	66
Master	3
Doctoral	2
According to Type of Employment	
Teachers and Lecturers	4
Private Employee	34
Freelancer	26
Students	150

Source: Processed data (2024)

Validity Test

To observe measures that have a positive correlation from similar constructs utilizing alternate methods, Ramadhani & Yuliana (2023) said that convergent validity testing is crucial in quantitative research. Consequently, to meet the value, the outer loading and average variance extracted (AVE) values are acquired (Saputri et al., 2024); (Mustikasari et al., 2022). The values derived from the validity test processing outcomes indicated in Table 4 below are as follows:

Table 4. Validity Test

Variable	Indicator	Loading Factor
	BP1	0.749
	BP2	0.703
	BP3	0.733
	BP5	0.785
	BP6	0.805
Brand Performance	BP7	0.839
	BP8	0.808
	BP9	0.835
	BP10	0.783
	BP11	0.789
	BP12	0.771
	BR3	0.749
	BR6	0.703
Brand Reputation	BR7	0.733
	BR8	0.611
	BR9	0.785
	BS1	0.728
Brand Signature	BS2	0.770
	BS3	0.718

Variable	Indicator	Loading Factor
	BS4	0.789
	BS5	0.819
	BS6	0.813
	BS7	0.784
	BS8	0.802
	BS9	0.749

Source: Processed data (2024)

A construction's outer loading with the highest value may suggest that related indicators are highly similar, and that provisions have been made to explain a significant portion of each variant indicator using latent variables with a minimum of 5% (Fauzan et al., 2023; Saksono & Yuliana, 2024). The Average Variance Extracted (AVE) value requirement is 0.5 or more, and the squared load of the construction-related indicators has a big average value (Yuliana et al., 2023; K. D. Saputri et al., 2024). This suggests that the average construct can explain over half of the variance of its indicators (Sherlyta et al., 2023). BP4, BR1, BR2, BR 4, and BR 5 were among the markers that were eliminated when their values fell below 0.7 (Hamdani & Yuliana, 2024; Ningsih et al., 2023).

The Average Variance Extracted (AVE) value should be checked as the next convergent validity test, according to Utoyo et al., (2023). Every variable is deemed invalid if its value exceeds 0.5, as indicated by the obtained AVE value. With a score of 0.601, the brand signature variable has the highest AVE value. At 0.529, the brand repute variable has the lowest AVE value.

AVE and Reliability Test Results

Following a test of the research instrument utilizing SmartPLS 4.1.0.0 and the PLS-Algorithm process, reliability testing is the following step (Marianti et al., 2023; Justiana & Yuliana, 2024). Table 5 presents the findings of the reliability tests conducted on each variable using the Cronbach's Alpha and Composite Reliability values.

Table 5. Reliability Test and AVE

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Brand Performance	0.937	0.940	0.946	0.593
Brand Reputation	0.889	0.892	0.910	0.529
Brand Signature	0.917	0.919	0.931	0.601

Source: Processed data (2024)

The instruments in this research are reliable because the respondents' answers are consistent with reliability value criteria above 0.7 (Mustikasari et al., 2022).

Hypothesis Test Results

Based on the hypothesis results, the overall results of the hypothesis testing are supported, as presented in Table 6.

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Table 6. Hypothesis Testing

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		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis Results
Brand Signature	-> Brand Reputation	0.755	0.757	0.044	16.974	0.000	Supported
Brand Reputation	-> Brand Performance	0.766	0.769	0.035	21.757	0.000	Supported

Source: Processed data (2024)

A thorough explanation will be provided for each hypothesis based on Table 6 above:

This study shows a substantial positive correlation between brand signature and the brand reputation variable. There is a one-way relationship between the two variables, as indicated by the path coefficient value. Furthermore, the conclusion that brand signature significantly affects brand reputation is given by the p-value <0.05. It is clear from this explanation that Hypothesis 1 is validated.

This study demonstrates the highly significant positive relationship between brand reputation and performance. The two variables have a unidirectional relationship, as the route coefficient value indicates. Furthermore, the conclusion that brand reputation significantly influences brand performance is supported by the p-value of less than 0.05. It is clear from this explanation that Hypothesis 2 is validated.
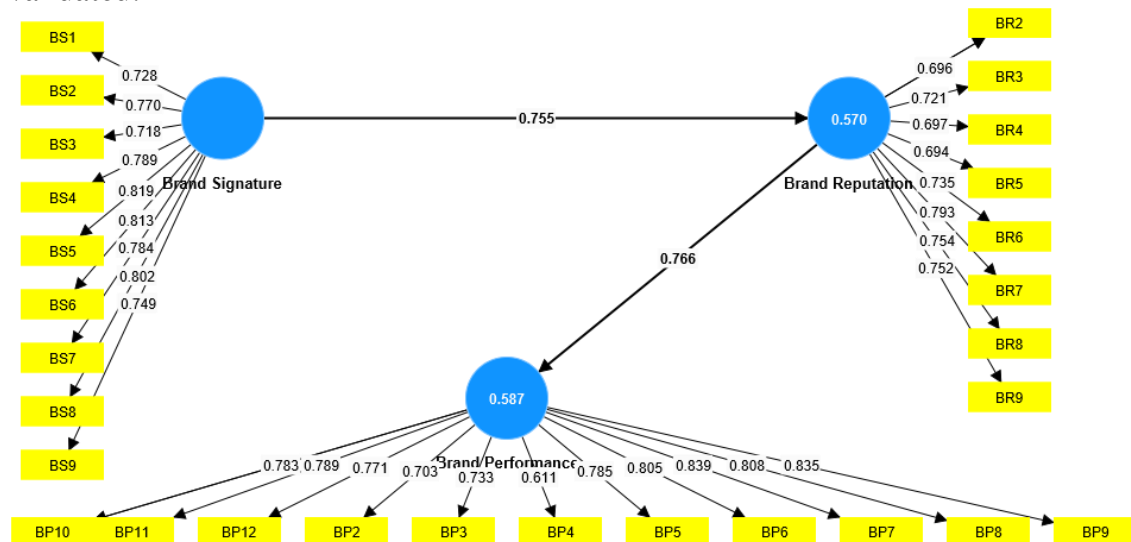

Figure 3. Results of data processing using the SmartPLS analysis tool
Source: Processed data (2024)

The first hypothesis is that brand signature and reputation are influenced by each other. This is consistent with earlier studies by Khoiroh et al., (2023). Kopi Kenangan uses its brand trademark as a verbal and visual synopsis of its core values. A distinct brand identity can be developed and reinforced in consumers' perceptions by utilizing the idea of a powerful and dependable signature. Ultimately, it can enhance brand

reputation by forging a consistent and identifiable identity. A distinctive and eye-catching signature in a congested market can help a company stand out. One distinctive feature distinguishing Kopi Kenangan from its rivals is the incorporation of the concept of "memories" and emotions into the names of its products. By making the brand more memorable and recognized, the theory is that this differentiation will enhance the brand's reputation.

Kopi Kenangan has introduced a new product called "Kopi Kenangan Hanya Untukmu" in a bottle as part of its ongoing attempt to broaden its product line and diversify. This innovation broadens the market and enhances the customer experience, in addition to altering how people enjoy coffee. The company's attempts to forge a distinctive brand identity and enhance its standing in the marketplace are reflected in this approach.

The second hypothesis illustrates that brand reputation influences brand performance. This is consistent with earlier studies carried out by Yuliana et al. (2023). Kopi Kenangan's branding and reputation can significantly impact brand performance. Increased consumer loyalty and trust are typically associated with a strong and positive brand. Purchase decisions may be influenced by the range of meals that Kopi Kenangan offers, particularly for customers who appreciate innovation and choice.

Established in 2017, Kopi Kenangan is a food and beverage company providing premium grab-and-go drinks. Edward Tirtanata is the founder and owner of the business. Being the first F&B New Retail firm in Southeast Asia to reach unicorn status in 2021 is a testament to the company's success. With 600 locations around Indonesian cities and sales projected to reach 30 million cups by 2020, Kopi Kenangan has become a significant participant in the country's coffee market.

CONCLUSION

Based on the research and discussion results, it was found that the first hypothesis, according to the study and discussion above, is that Brand Signature influences Brand Performance. Conversely, the second hypothesis demonstrates that brand reputation influences brand performance. The study's managerial implications include that brand owners should prioritize the product's selling price when buying and developing new goods and services. If the price increases, customers will decide to cut their purchase price or move to a competitor's product. Indonesian consumers choose to purchase coffee at a reasonable price because numerous coffee brands are available, each with unique offerings and competitive rates. For the same quality, consumers are hesitant to pay a high price. Additionally, this discourages customers from prioritizing a specific brand while purchasing because consumers will search for novel products and discover them in other brands.

This research is restricted to examining brand performance, reputation, and signature. Some recommendations for future investigation include using comparable case studies on brand awareness, brand loyalty, and perceived quality.

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