

ANALYSIS OF BRAND LOYALTY TOWARD NGOPI DOELOE'S CAFÉ IN BANDUNG USING BRAND EXPERIENCE

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Abstract Nowadays many cafés was established in Bandung. Competitiveness between café to get market also increases. However, for now, it is not just get the new market but how to maintain the customer. So, brand loyalty becomes so important for company to invest in the future. Therefore, brand loyalty will be analyzed in this study. In addition, in this research also discuss about brand experience, what is the most influential between the four-dimensions of brand experience (sensory, affective, intellectual and behavioral) toward brand loyalty. The research object that will be taken is Ngopi Doeloe's Café. Ngopi doeloe is one of the famous café in Bandung whereas this cafe recently established. The conceptual framework that used in this study is taken from Brakus (2009). It explains about the influence of brand experience (sensory, affective, intellectual and behavior) toward brand loyalty. The methodology that will use in this research is non-probability method by using questionnaire as equipment research to get the data. The questionnaire contains statements of brand loyalty and brand experience as variables in this study. Then, the method to take a sample is using judgment sampling with taking sample size 155 Bandung's people who ever consume coffee in Ngopi Doeloe. The data from questionnaire will be analyzed by multiple regression to know the influence brand experience toward brand loyalty. Meanwhile, the value of brand loyalty is determined by Ms. Excel. The conclusion showed that brand loyalty of Ngopi doeloe is low at 3,151 on a scale of 7. While the influence of the four dimensions of brand experience on brand loyalty are all positive and the results of multiple regression analysis showed that the most influential among the four dimensions of brand experience is behavioral experience.

Keyword : Brand loyalty, Brand experience, Ngopi Doeloe's café

Introduction

In the big cities in Indonesia, there are a lot of cafes , one of which is the city of Bandung . In this city a lot of college and teenagers , so it is reasonable that many cafes are standing and looking market in here . One of the famous cafe in Bandung is Ngopi Doeloe . Bandung people know that Ngopi Doeloe was established in September 2006 at the Purnawarman street. In business, there are always such things as competition. The company look for the way how to maintain competition in the business presence in the midst of society, competition to get a lot of profit, competition to become the first among others. In the world of marketing there is the term brand loyalty. Brand loyalty is loyalty to the brand that consumer have chosen. This term has become a topic of research and attract the attention of researchers in the field of marketing. It is due to brand loyalty can bring relationship that emphasizes establishing a long-term relationships between customers and businesses. This is greatly helps the company to face of business competition. In addition to searching for and getting target market, companies also need to focus on maintaining existing customers. Therefore, the brand loyalty has become the core of relationship between the customer with the brand.

Theoretical Foundation

Brand Loyalty

Based on Oliver (1999), Brand Loyalty is a deeply held commitment to buy back or become a customer return a product preferred in the future, thus causing repeated purchases a brand or a brand that is the same though the influence of situational and marketing efforts have the potential to cause a change in behavior. The concept of brand loyalty has been recognised as an important construct in the marketing literature for at least four decades (Howard and Sheth, 1969), and most researchers agree that brand loyalty can create firm benefits such as reduced marketing costs (Chaudhuri and Holbrook, 2001), positive word of mouth (Sutikno, 2011), business profitability (Kabiraj and Shanmugan, 2011), increased market share (Gounaris and Stathakopoulos, 2004) and a competitive advantage in the market (Iglesias et al, 2011). There are many ways to know or measure brand loyalty from the previous journal. One way to measure the brand loyalty is using brand experience. This is supported by Brakus's statement, it is also presumed that brand experience is a valid measure of brand loyalty, as it is more likely that consumer's who encounters a superior brand experience will prefer this brand in the future (Brakus et al., 2009).

Brand Experience

Experiences are a distinct economic offering, as distinct from services as services are from goods ' (Pine and Gilmore, 1998, p. 12). From the brand management viewpoint, an experience is a take away impression (Carbone and Haeckel, 1994) that is formed in the mind of the consumers as a result of the encounter with the holistic offer of a brand (Klaus and Maklan, 2007). In fact, Prahalad and Ramaswamy (2004) suggest an approach where the brand becomes the experience, an affirmation supported by other studies which also highlight the central role of experiences in the brand-building process .Brand experiences are actual sensations, feelings, cognitions, and behavioral responses. Thus, because brand experience differs from brand evaluations, involvement, attachment, and customer delight, brand experience is also distinct from brand personality (Brakus et al. 2009).

In the previous research also said that brand experience is about delivering the brand promise and providing consistent action (Dall ' Olmo Riley and de Chernatony, 2000 ; Brodie *et al* , 2009). Brands which are capable of delivering a superior brand experience can achieve preference over and differentiation from other brands and build brand loyalty and foster evangelism (Brakus *et al* , 2009).

In this regard, there are the four dimensions of brand experience suggested by Brakus et al. (2009). Sensory, affective, behaviour and intellectual brand experiences are subjective, internal responses, representing the sensations, feeling and cognition a consumer has toward stimuli related to the brand. These dimensions are supported by scholars such as Ismail et al (2011), Zarantonello and Schmitt (2010), Iglesias et al (2011), and Hultén (2011). This, in addition to the fact that the four dimensions were tested across over 30 different brands in various industries, means that the dimensions are considered to be both valid and reliable (Maheshwari Lodorfes&Jacobsen, 2014)

The Dimension of Brand Experience

Affective

According to Keller (2008), affection or feelings are customer's emotional responses and reactions to the brand. Affective also relate to the social currency evoked by the brand. These affection can be mild or intense and can be positive or negative. The emotions evoked by a brand can become so strongly associated that they are accessible during product consumption or use. Keller identifies the six important types of building affection :

1. Warmth
The brand evokes soothing types of feelings and makes consumers feel a sense of calm or peacefulness. Consumers may feel sentimental, warmhearted, or affectionate about the brand.
2. Fun
Upbeat types of feelings make consumers feel amused, lighthearted, joyous, playful, cheerful, and so on.
3. Excitement
The brand makes consumers feel energized and get experiences to be something special. Brands that evoke excitement may generate a sense of elation, of "being alive," or being cool, sexy, or so on.
4. Security
The brand produce a feeling safety, comfort, and self-assurance.
5. Social approval
Consumers feel that others look favorably on their appearance, behavior, and so on. This approval may be a result of direct acknowledgement of the consumer's use of the brand by others or may be less overt and a result of attribution of product use to consume.
6. Self-respect
The brand makes consumers feel better about themselves. Consumers feel a sense of pride, accomplishment, or fulfillment.

Intellectual

The Intellectual dimension involves a customer's creative thinking and the ways of reproducing the things in a different manner (Brakus et al., 2009; Shamim&But Mohsin, 2013; Schmitt, 1999; Zarantonello and Schmitt, 2010). The same definition also stated by Wu &Tseng (2014) that intelectual dimensions inspire consumers to have creative thinking and reevaluate the brand.

Behavior

The behavioral dimension refers to customer's life targeting physical experiences (Brakus et al.,2009; Shamim&But Mohsin, 2013; Schmitt, 1999; Zarantonello and Schmitt, 2010). In the previous research also say that In this dimension involve how consumer behavior, life style and interaction with the brand (Wu&Tseng, 2013).

Sensory

Sensory dimensions of brand experience focus on consumers' senses of vision, smell, taste and touch (Brakus et al.,2009; Shamim&But Mohsin, 2013; Schmitt, 1999; Zarantonello and Schmitt, 2010). Based on the previous journal of Hulten(2009), he defines the indicators of sensory :

Table 2.3.4 Indicators of sensory

Sensors	Sensations	Sensory expression
Smell sensors	Atmosphere	Product congruence, intensity and sex atmosphere, advertency and theme scent brand and signature scent.
Sound sensors	Auditory	Jingle, voice and music atmosphere, attentiveness, and theme signature sound and sound brand.
Sight sensors	Visual	Design, packaging and style color, light and theme graphic, exterior and interior.
Taste sensors	Gastronomic	Interplay, symbiosis and synergies name, presentation and environment knowledge, and delight and lifestyle.
Touch sensors	Tactile	Material and surface temperature and weight form and steadiness.

Methodology

Based on Brakus (2009), brand experience has a positive influence to brand loyalty, so the conceptual framework like picture below :

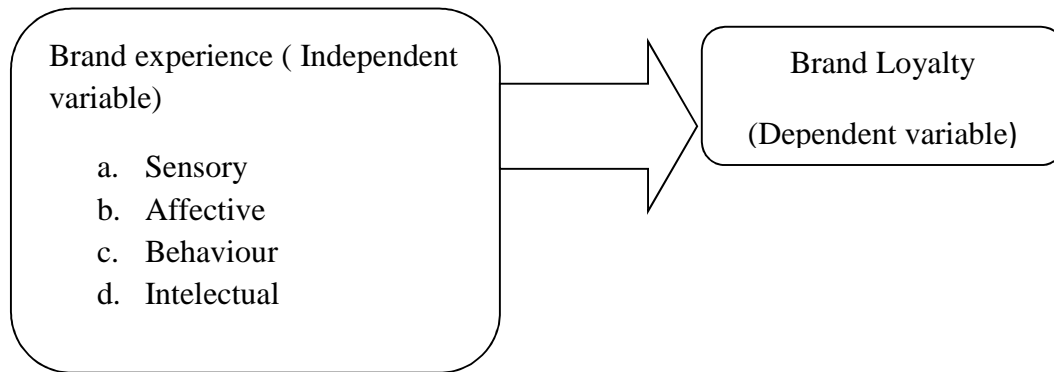


Figure 3.2 Conceptual Framework

The target respondent for this research are people who is living in Bandung. This research used non probability, that is judgmental sampling in selecting respondent to fill this questionnaire. The respondent's criteria are determined in judgmental sampling : people who ever purchasing in Ngopi Doeloe's cafe Bandung. Place that would be taken for this research is in Ngopi Doeloe's cafe Bandung. The sample size that will be collected for this study is 155 people (Solvin, 1976).

The research will be using quantitative data techniques by spread questionnaire to collect the primary data. Respondents are selected by non-probability method of accidental or convenience. The technique do sample collection based on right time, right situation and right place. Form of questions in questionnaire is the statement that be answered using 7-point Likert scale (1 = strongly disagree to 7 = strongly agree). After that, the data will be analyzed by Multiple Regression.

Result of Analysis

Brand Loyalty of Ngopi Doeloe

Based on the table 4.3 below, it can be known that the results of the questionnaire for brand loyalty, a variable that has the highest mean value is "I feel Ngopi Doeloe is an option for the cafe". But the overall value to brand loyalty show less due to from the scale of 7, the value of brand loyalty Ngopi Doeloe Bandung cafe just 3,151 of 7-scale, it means the brand loyalty of Ngopi doeloe's café is low.

Table 4.4 Brand Loyalty's Analysis Of Ngopi Doeloe

No	Statement of Brand Loyalty	Mean average
1	I loyal to the Ngopi Doeloe	2.994
2	I always visit to Ngopi Doeloe if there is a chance	3.265
3	I often visit to Ngopi doeloe	3.265
4	I feel Ngopi Doeloe is an option for café	3.677
5	If not able to Ngopi doeloe, I do not mind to visit another cafe.	2.555
	Total	3.151

Summary Result of Brand Experience

a. Sensory of Brand Experience

For this dimension, the attribute that has a good impression according to respondent are sight sensory, taste sensory (both of coffee ad food) and touch sensory. Meanwhile, the attribute that has bad impression are smell sensory and sound sensory.

b. Affection of Brand Experience

For this dimension, the attribute that has a good impression according to respondent are fun feeling, safety and comfort, warmth feeling, sense of pride. Then, the attribute that has a bad impression according to respondent are social approval and excitement.

c. Intelligence of Brand Experience

For this dimension, the attribute that has a good impression according to respondent are easy for doing the task in ngopi doeloe, easy for booking system in ngopi doeloe, easy to hangout longer in ngopi doeloe. Meanwhile, the attribute that has a bad impression in respondent's mind is easy of internet access in ngopi doeloe.

d. Behavior of Brand Experience

For this dimension, the attribute that has a good impression according to respondent are tendency to spend more time, tendency to meet friends, tendency to drink coffee, and tendency to do task in ngopi doeloe. Then, the attribute that has a bad impression is tendency to get internet access.

Result of Multiple Linear Regression Analysis

The analysis technique that used in this research is multiple linear regression analysis technique. Multiple linear regression analysis was used as statistical analysis for this study to examine the variables that influence of the independent variable on the dependent variable.

To determine the regression equation it can be seen in the following table:

Table 4.7 The Result of Multiple Linear Regression Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.054	.300	.179	.858	-.443	.550
	S	.039	.026	.114	1.495	-.004	.082
	A	.115	.041	.183	2.840	.048	.182
	I	.023	.076	.022	.298	-.104	.149
	B	.461	.059	.545	7.842	.363	.558
a. Dependent Variable: LOYALTY							

Based on Coefficient table 4.7 can be obtained the equation by multiple linear regression as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Description :

Y = Brand Loyalty

X₁ = Sensory

X₂ = Affection

X₃ = Intellectual

X₄ = Behaviour

Then, the formed regression model is:

$$\text{Brand loyalty} = 0.054 + 0.039 \text{ Sensory} + 0.115 \text{ Affection} + 0.023 \text{ Intellectual} + 0.461 \text{ Behavior}$$

From the result, it can be known that all types of brand experience has a positive value. It means that brand experience has influence toward brand loyalty. This result is appropriate with the theory before that positive brand experience can significantly increase brand loyalty (Biedenbach&Marell, 2010; Mogan Thomas&Veloutsou, 2013). In addition, the result shows that sensory gets 0.039, affection gets 0.115, intellectual gets 0.023 and the last behavior gets 0.461. From this, it can be concluded that the most influence of brand experience toward brand loyalty is behavior. So, motivation of respondent for brand loyalty strongly influences by behavior experience.

Conclusion

This research aims to determine the brand loyalty of consumers to Ngopi Doeloe's cafe and from the dimensions of brand experience, which is the most influential. This study took a sample size 155 respondents. Based on data analysis has been performed using multiple regression, it can be concluded as follows:

1. Based on data questionnaire that has been deployed, the results showed that brand loyalty consumers toward ngopi doeloe cafe. Measurements were made using the average value of the data questionnaire from five brand loyalty indicator. The mean value is 3,151 of 7-Likert scale. The results of this value is far from the number 7 so that it can be concluded the value of brand loyalty for a ngopi doeloe's cafe is low.
2. Based on the data analysis has been done shows that simultaneously influence purchasing decisions significantly by 51.5%, while the remaining 50.9% is explained by other variables that are not rigorous in this study. In addition, multiple regression analysis can be concluded that all the sub-variable (sensory, affective, intellectual and behavior) have a positive effect on brand loyalty. Sensory effect by 3.9%, affective effect by 11.6%, intellectual impact of 2.3% while for the behavior has influence of 46.1%. So it can be concluded that the behavioral variable of brand experience has the most influence of brand loyalty of ngopi doeloe. While the other variables of brand experience has a positive influence but less significant.