



Proposed Brand Awareness Increase on Buying Interest at Sumiko Coffee Shop

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Abstract. In Bandung, coffee has grown to be a way of life and is highly valued. Nestled in Pasir Kaliki Square, specifically on Pasir Kaliki Street, is the Bandung-born coffee shop known as Sumiko. Based on 20 interviews, it is known that 80% of people need to be made aware of Sumiko Coffee Shop; as a result, sales from January 2022 to December 2022 fell short of the objective. Low awareness is the reason behind the need for more sales. To raise brand recognition, efforts must be made. First, based on interviews and literature reviews, identify the elements that affect brand awareness—such as advertising, social media marketing campaigns, and word-of-mouth—in the following stages. Distributing questionnaires was the method used to collect data. SmartPLS4 software was then used to process the data from the questionnaire. According to the data processing results, advertising and word-of-mouth factors considerably impact brand awareness. Giving out flyers, making promotional boards, showcasing the uniqueness of the product, allowing reviews and comments, and setting up promotions where customers who bring in a certain number of friends receive a discount or other incentives are some examples of proposals that can be made.

Keywords: Brand Awareness, Coffee Shop Sumiko, PLS-SEM, Sales

INTRODUCTION

Bandung has a strong affinity for coffee, which has led to a sharp increase in the city's coffee shops. Adolescent children are also affected by this problem, which is not confined to the adult age group. A culture of life, or lifestyle as it is generally called, is growing around coffee drinks among these youngsters. A growing trend in sustainable coffee consumption has been noted by Mustinda (2016), who stated that millennials—those born between 1981 and 1996—seem to drink coffee more frequently than the preceding generation.

Coffee shops that members of Generation Y and Z dominate are a sign of shifting consumer tastes, according to Poerwanto (2019). According to the remark, coffee consumption is becoming more of a lifestyle for people of all ages, including youngsters. It is no longer only a trend for adults. Data indicates that Indonesia's coffee consumption is expected to increase by 5% between 2010 and 2021; there are many fans in the café and coffee shop industry, according to data from

DataIndonesia. Indonesian coffee consumption grew steadily between 2010 and 2021, barely declining. Promising commercial prospects begin to surface as a result of this ongoing progress. Opening coffee shops is one of the business chances that may be found; this venture can propel an increase in the number of coffee shops or coffee shops in Indonesia over time.

The action that can be taken is to open a coffee shop or coffee shop since this will likely have a good effect on the expansion of the Indonesian coffee market. Apart from offering a compelling substitute for coffee aficionados across the nation, coffee shop business chances might be a prudent step in tracking the trend of coffee consumption, which is known to rise periodically. This will ensure that employment, other economic opportunities, and coffee consumption continue to expand and grow. In light of Indonesia's increasing coffee consumption, it is possible to infer from this image that starting a coffee shop or coffee shop has a bright future.

Located on Jalan Pasir Kaliki, specifically in Pasir Kaliki Square, sometimes called Paskal, Coffee Shop Sumiko originated in Bandung City. A coffee shop called Sumiko sells specialty coffee, which is different from commercial coffee since specialty coffee is made with premium beans instead of regular coffee beans. Sumiko Coffee Shop uses exceptional and premium coffee beans, unlike other coffee shops that offer commercial coffee, because only beans in good condition are chosen. With a bustling campus and many offices, Coffee Shop Sumiko is situated in a highly advantageous position. Though the owner's discussions with customers indicate that monthly sales still need to be below target and not ideal, Sumiko Coffee Shop can grow its business in this busy neighborhood with various activities. The proprietor typically extends invitations to most customers who visit Sumiko Coffee Shop.

It is known that there is a lack of knowledge of the coffee shop's brand, thanks to the findings of interviews conducted with Coffee Shop Sumiko and cafe owners. Interviews were also held with twenty respondents. According to the survey results, 80% of respondents needed to be made aware of Sumiko Coffee Shop. According to Arianty and Andira (2021), brand awareness demonstrates customers' recall or perception of a brand's affiliation with a specific product category. Twenty participants who will be the coffee shop's target clientele were interviewed.

To further better understand customers, it also creates pertinent and strategic models. We developed a marketing funnel model as our strategy model. Conscience, curiosity, thoughtfulness, and intention will make up the model. The degree of brand awareness funnel marketing model is shown in Figure 2. In order to draw customers in and inform them of the brand's existence, awareness-based efforts are made before proceeding with customer understanding. The objective of the following step, interest, is to pique customers' attention. Moving consumers toward the point

when they are seriously considering a brand's offerings is the goal of the deliberation stage, which comes next. Intent is the final factor, and its current goal is to influence consumers' intent to purchase goods from particular companies.

A literature search will be done to confirm the interview results after marketing funnel modeling and interviewing have taken place. Brand awareness-related factors are covered in several literature studies. Researchers Pebrianti (2020), Bilgin (2018), and Herdana (2016) found that social media marketing activities have an impact on brand awareness, word-of-mouth factors have a positive influence on brand awareness, and search engines have an impact on brand awareness.

LITERATURE

Firmansyah (2019) defines a *brand* as a name, symbol, sign, design, or mix of these used to identify a person, group, or business on things they own to set them apart from competing services and products. High brand association with a product, positive market perception, social recognition, and high customer loyalty indicate a powerfully built brand. As per Tjiptono's (2007) definition, a brand comprises a name, phrase, sign, or design, or a blend of these elements, that identifies the goods or services of an individual or group of sellers and differentiates them from items manufactured by rival vendors.

Firmansyah (2019) states that brand awareness, sometimes referred to as brand recognition, is the capacity of customers or potential customers to recall or identify that a brand belongs to a selected product category. The ability of a consumer to watch a specific brand or certain advertising on their initiative or in response to keywords is known as brand awareness, according to Rangkuti (Firmasyah, 2019). Brand awareness demonstrates customers' capacity to recall or identify a brand as belonging to a specific product category, according to Durianto et al. (Firmansyah, 2019). According to professional definitions, the overarching goal of marketing communications is to raise brand recognition. It is believed that when a category has to be filled, a brand with high awareness will come back to mind. This recollection will be considered when making decisions, such as whether to repurchase or date the same brand. Customers are aware of a brand, and brands are considered brand-conscious. There are various levels of brand awareness. The first is not knowing the brand or keeping it in your mind.

Figure 3 shows the actions of *brand awareness*. In the picture, there are 4 levels of *brand awareness*, starting from *unaware of brand*, *brand recognition*, *brand recall*, and *top of mind*. The following is an explanation of each level that is in *brand awareness*.

1. Unaware of brand is the lowest level in the brand awareness pyramid where consumers are unaware of a brand.
2. Brand recognition is a minimum level of brand awareness, where the recognition of a brand appears again after a reminder through the help of.
3. Brand recall is unaided brand recall.
4. Top of mind is a brand that is mentioned first by consumers or that first appears in the minds of consumers, or the brand is the main brand of various brands in the minds of consumers.

According to Keller (2012), *brand equity* or brand equity is the added value given to products and services. Brand equity can be reflected in the way the brand thinks, feels, and acts in relation to the brand, as well as the price, market share, and profitability that the brand provides to the Company. According to Firmansyah (2019), there are several functions and benefits of brand equity, the following are the functions and benefits of brand equity. Brand equity has several functions and benefits as follows:

- a) Loyalty allows repeat purchases/transactions to occur or if the consumer is a *committed buyer*, not only does it stop at repeat purchases, but the consumer can also recommend or recommend it to others.
- b) Allows companies to set higher prices (*premiums*), which means higher margins for the company.
- c) Give credibility to other products that use the brand.
- d) Allows *for higher* returns.
- e) Relative reference with clear, valuable and sustainable competitors.
- f) Allows clear internal focus.
- g) Creating consumer tolerance to product or company errors, through high loyalty to the brand.
- h) Become a factor that attracts quality employees, while retaining employees.
- i) Attract consumers to use only brand factors in purchasing decision making.

METHOD

According to Hair, Tomas, Christian, and Marko (2017), a multivariate analytic method is SEM. Indirectly measurable variables can be tested and analyzed using this method. In addition, measurement errors in the variables under study can be analyzed using this approach. According to Haironly Requiresianfewko (2017), an approach that only requires a few assumptions is the

PLS-SEM approach. The data utilized in the study do not need to be regularly distributed, nor does this method require a sizable sample. Known by its common name, the path model is utilized in PLS-SEM. Exogenous latent variables, endogenous latent variables, and research hypotheses are all included in this model.

DISCUSSION

The study and evaluation of the outer model will be covered in this chapter. The outer model must be evaluated to ascertain the relationship between each variable and its indicators. Convergent validity, internal consistency, and discriminant validity are the three domains that are examined in the examination of the outer model. Based on the book by Hair et al. (2017), the assessment was conducted. Convergent validity analysis aims to determine the positive correlation between variables and indicators. A few values need to be observed, including the Average Variance Extracted (AVE) value, to observe the positive connection between the variables and the indicators.

The value of the outer loadings must be examined before turning to the AVE value. Knowing the value of the outer loadings calculation results aims to determine whether the variable's indicator can accurately represent the variable. A2 and SM1 are eliminated, considering AVE values that are more lucrative or higher when both indicators are removed. This is based on the calculation of outer loadings, which indicates two indicators with values between 0.4 and 0.7. These values can be taken into consideration. According to the computation findings, every variable has an AVE value of more than 0.5, indicating that all indicators can accurately represent the variables.

Finding the research model's reliability is accomplished through internal consistency. Data that can be deemed legitimate and trustworthy can be obtained by using reliability as a tool. Internal consistency is evaluated using Cronbach's alpha value, revealing that the value is legitimate. A variable's Cronbach's alpha value is based on the assumption that each of its indicators is comparable, according to Hair et al. (2017). Alternative methods can be utilized, such as examining the value of composite reliability, as PLS-SEM prioritizes indicators based on individual dependability and is not equal. A value above 0.7 indicates that the data is considered reliable according to the composite reliability measurement. As all of the variables in this study's composite reliability calculation have values over 0.7, it can be concluded that their dependability is all good.

In order to distinguish between variables, discriminant validity is employed; some variables are not described by discriminant validity and are instead unknown. When considering all indicators with variables from these indicators, the value of cross-loadings, which already has the

most significant value, shows the difference. As a consequence of all indicators having the highest cross-loading value with the indicator variable, the cross-loading calculation results demonstrate the validity of all data. The next step is to look at the value of the Fornell-Lacker criterion, where all related variables have a higher value than other variables. According to the findings of the Fornell-Lacker criterion, all variables are unique and not identical to other variables.

The examination of the inner model assessment will be covered in this chapter. Establishing the relationship between the variables in this study is the goal of the inner model evaluation analysis. The inner model evaluation is done in phases. The first step is to compute the collinearity assessment to determine if more than two variables exhibit multicollinearity. The Variance Inflation Factor (VIF) value is utilized to ascertain this. In order to have multicollinearity, the VIF value computation has a maximum value of 5. There is no multicollinearity issue because, according to the VIF value computation findings, all values are less than 5.

Finding the degree to which the independent variable influences the dependent variable is the goal of the structural model path coefficient evaluation, which comes next. Determining which independent factors positively or negatively influence dependent variables is the second goal of calculating the structural model path coefficient. P-values, t-statistics, and path coefficients will be used to perform the evaluation. Since there is no direction in the hypothesis and a significance level of 5%, the t-statistics computation employs a two-tailed test. The figure of 5% is chosen for the significance value since it is a commonly used value in research and indicates a low error value.

With a significance level of 5% and a two-tailed test, the t-table value is 1.96, according to Hair et al. (2017). The hypothesis can only be accepted if the t statistics calculation falls within the t table value. Therefore, it should not be below the value. The p-values will then be used to determine the hypothesis's cutoff point. Additionally, the computation of the total effect is evident; some aspects of social media marketing activities are known to not affect purchase intention, while other variables, such as variable advertising and word-of-mouth (WOM), have an impact. One hypothesis—social media marketing activities—is rejected based on the structural model path coefficient evaluation calculation. Put another way, this means that while other variables indicate that they have an impact on the dependent variable, the variable with no effect on brand awareness is the one that is rejected.

How much the independent variable influences the dependent variable is what the coefficient of determination attempts to quantify. R-squared and R-squared adjusted values are used to compute the coefficient of determination. This research will examine the adjusted r-squared value since variables related to brand awareness affect some other variables. A strong association

exists if the value of the r-squared adjusted is over 0.75; a relationship is neither high nor low if the value is between 0.5 and 0.75. A weak relationship exists if the value is below 0.5.

According to the study's findings, there needs to be more correlation between WOM, advertising, and brand awareness. This is because the independent variable's influence on brand awareness is 44.2%, meaning that 55.8% of variables outside the study could have an impact. The r-squared adjusted value of 0.442 further supports this theory. The purchase intention variable may be affected by variables outside the scope of the study by 41.2%. However, the relationship between the brand awareness variable and purchase intention has a value of 0.528, indicating that it has a relationship that is neither low nor high. In other words, the brand awareness variable gives an influence of 52.8%.

Evaluation of Proposed Brand Awareness Increase

After making proposals for each research variable that has an influence on *brand awareness*, then an evaluation of all proposals that have been made is carried out. The evaluation is carried out by showing the proposal that has been made to the owner of *Coffee Shop Sumiko*. All proposals will be approved if approved and considered if the owner wishes to consider first. The following is a table evaluating proposed improvements.

Table Evaluation of Proposed Improvements

No	Proposal	Conclusion
1	Install a whiteboard that is not too big to write the menu and promos in front of <i>Sumiko Coffee Shop</i>	Approved
2	Distributing flyers in culinary areas and areas with high activity about <i>Sumiko Coffee Shop</i>	Considered
3	Showing the uniqueness of <i>Sumiko Coffee Shop</i> which can show the uniqueness of the product compared to products from other coffee shops	Approved
4	Provide a means to leave reviews and comments	Approved
5	Creating a promo when consumers refer friends for a specified amount will get a discount or other offer	Approved

Based on Table IV.4, it is known that the proposal approved and considered by the owner of *Coffee Shop Sumiko*. The proposal to distribute *flyers* in culinary areas and areas with high activity regarding *Sumiko Coffee Shop* is considered by the owner because the owner has limited employees and if necessary to distribute *flyers*, the owner considers adding employees. Other proposals were liked by the owner and approved.

Tabel 1. Composite Reliability

	Composite reliability
Advertising	0.866
Brand Awareness	0.834
Purchase Intention	0.811
Social Media Marketing Activities	0.844
WOM	0.831

Source: Research Data

Tabel 2. Outer Loading

	Advertising	Brand Awareness	Purchase Intention	Social Media Marketing Activities	WOM
A1	0.778				
A2	0.529				
A3	0.825				
A4	0.791				
A5	0.811				
BA1		0.844			
BA2		0.743			
BA3		0.786			
PI1			0.755		
PI2			0.722		
PI3			0.822		
SM1				0.552	
SM2				0.736	
SM3				0.899	
SM4				0.821	
WOM1					0.796
WOM2					0.714
WOM3					0.85

Source: Research Data

Tabel 3. Average Variance Extracted

	AVE Sebelum	AVE Sesudah
Advertising	0.57	0.645
Brand Awareness	0.628	0.627
Purchase Intention	0.59	0.589
Social Media Marketing Activities	0.582	0.707
WOM	0.622	0.622

Source: Research Data

Tabel 4. Cross Loadings

	Advertising	Brand Awareness	Purchase Intention	Social Media Marketing Activities	WOM
A1	0.76	0.418	0.499	0.438	0.254
A3	0.822	0.45	0.465	0.523	0.32
A4	0.803	0.548	0.432	0.474	0.401

A5	0.827	0.489	0.455	0.423	0.389
BA1	0.532	0.842	0.608	0.484	0.517
BA2	0.508	0.747	0.579	0.405	0.323
BA3	0.371	0.784	0.546	0.318	0.443
PI1	0.401	0.472	0.755	0.239	0.366
PI2	0.514	0.623	0.723	0.571	0.504
PI3	0.386	0.562	0.822	0.317	0.446
SM2	0.461	0.328	0.319	0.726	0.404
SM3	0.565	0.499	0.458	0.93	0.587
SM4	0.432	0.448	0.491	0.853	0.553
WOM1	0.364	0.353	0.397	0.531	0.796
WOM2	0.17	0.291	0.385	0.323	0.713
WOM3	0.424	0.562	0.551	0.566	0.85

Source: Research Data

Tabel 5. Fornell-Larcker Criterion

	Advertising	Brand Awareness	Purchase Intention	Social Media Marketing Activities	WOM
Advertising	0.803				
Brand Awareness	0.599	0.792			
Purchase Intention	0.573	0.73	0.768		
Social Media Marketing Activities	0.578	0.514	0.51	0.841	
WOM	0.431	0.544	0.581	0.62	0.789

Source: Research Data

Tabel 6. Variance Inflation Factor

	Advertising	Brand Awareness	Purchase Intention	Social Media Marketing Activities	WOM
Advertising		1.52			
Brand Awareness			1		
Purchase Intention					
Social Media Marketing Activities		2.013			
WOM		1.647			

Source: Research Data

Tabel 7. Structural Model Path Coefficient

	T statistics	P values	Path Coefficient	Hipotesis
Advertising -> Brand Awareness	3.458	0.001	0.419	Gagal Tolak
Brand Awareness -> Purchase Intention	11.942	0	0.73	Gagal Tolak
Social Media Marketing Activities -> Brand Awareness	0.692	0.489	0.076	Tolak
WOM -> Brand Awareness	3.004	0.003	0.316	Gagal Tolak

Source: Research Data

Tabel 8. Total Effects

	T statistics	P values	Total effects
Advertising -> Brand Awareness	3.458	0.001	0.419
Advertising -> Purchase Intention	3.178	0.001	0.306
Brand Awareness -> Purchase Intention	11.942	0	0.73
Social Media Marketing Activities -> Brand Awareness	0.692	0.489	0.076
Social Media Marketing Activities -> Purchase Intention	0.685	0.493	0.055
WOM -> Brand Awareness	3.004	0.003	0.316
WOM -> Purchase Intention	2.983	0.003	0.231

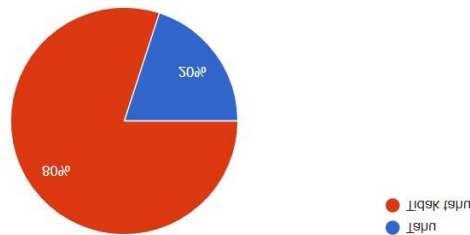
Source: Research Data

Tabel 9. R-Square

	R-square	R-square adjusted
Brand Awareness	0.461	0.442
Purchase Intention	0.534	0.528

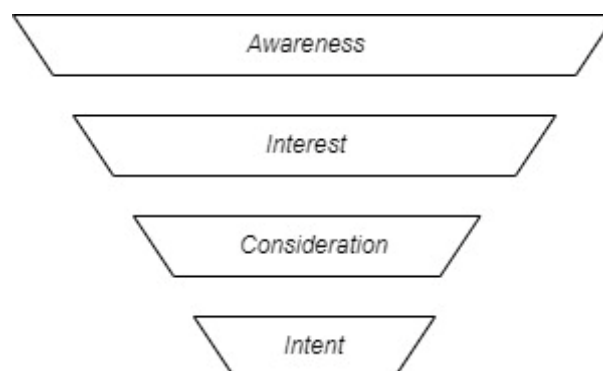
Source: Research Data

Picture



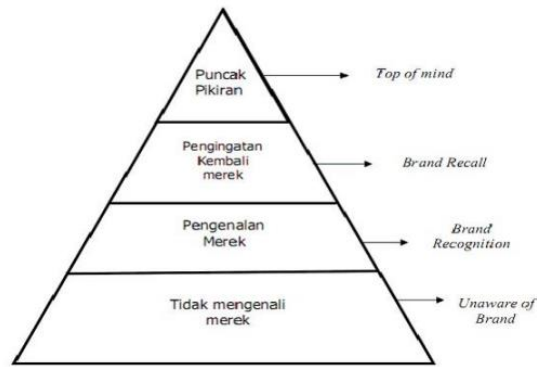
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Figure 1. Interview Results



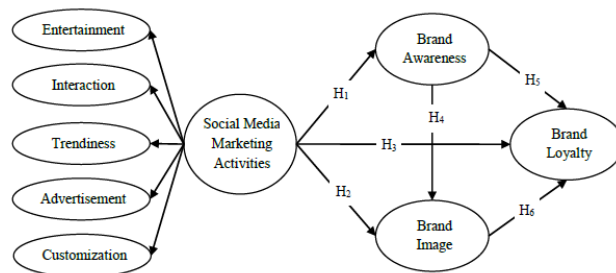
Source: Research images

Figure 2. Marketing Funnel



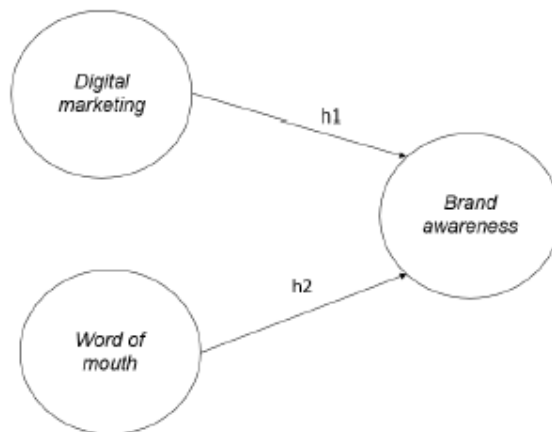
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Figure 3. Piramida Brand Awareness



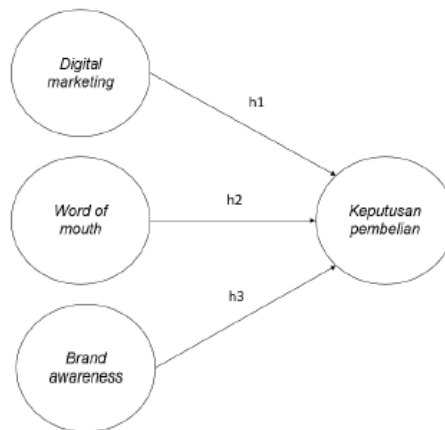
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Figure 4. Model Penelitian Yusuf Bilgin



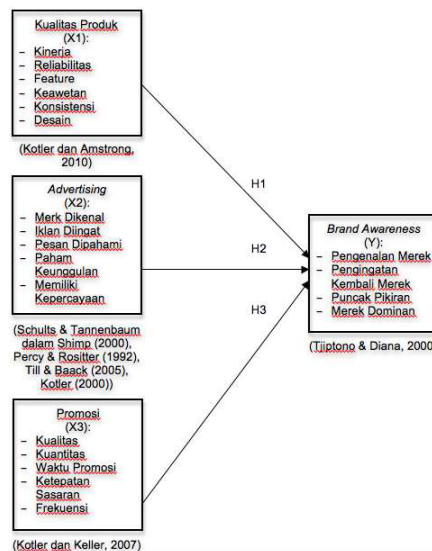
Source: Research images.

Figure 5. Sub Struktur 1 Penelitian Wenny Pebrianti



Source: Research images.

Figure 6. Sub Struktur 2 Penelitian Wenny Pebrianti



Source: Research images.

Figure 7. Model Penelitian Auditya Herdana

CONCLUSION

The conclusions that can be drawn are the results based on data processing. The following is the conclusion of this study.

1. Based on the results of data processing and hypothesis testing, it is known that from 3 hypotheses, there are 2 factors that have a significant influence on *brand awareness*. Factors that affect *brand awareness* are *advertising* and *WOM*.

2. *Brand awareness* has an influence on *purchase intention*. Based on the results of the study, it is known that the greater *consumer awareness* will result in an increase in *purchase intention*.
3. Recommended proposals for *Sumiko Coffee Shop* in order to increase *brand awareness* are creating and placing promotional boards, creating and distributing *flyers* in areas with high activity, showing product uniqueness to distinguish products, providing a means to receive consumer reviews and comments, and creating promos when consumers refer friends with a specified amount will get a discount or other offers.

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