

The effect of consumer emotional brand attachment with Kopi Kenangan's Brand Towards Consumer-Based Brand Equity = Dampak emotional brand attachment konsumen dengan Kopi Kenangan terhadap Consumer-Based Brand Equity

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Abstrak

Konsumsi kopi di Indonesia naik empat kali lipat sejak tahun 1990 dan generasi muda seperti milenial dan Gen-Z di Indonesia mulai berpindah dari mengonsumsi teh ke mengonsumsi kopi. Peristiwa ini telah menyebabkan revolusi industri kopi di Indonesia dengan bermunculannya berbagai macam merek kopi grab-n-go. Penelitian ini fokus kepada satu merek kopi grab-n-go yaitu Kopi Kenangan. Penelitian ini bertujuan untuk menganalisis dampak dari keterikatan emosional konsumen Indonesia dengan Kopi Kenangan terhadap consumer-based brand equity dari Kopi Kenangan. Penelitian ini menggunakan model penelitian yang menggambarkan hubungan antara keterikatan emosional konsumen terhadap berbagai layanan media sosial dan consumer-based brand equity melalui kredibilitas merek dan kepuasan konsumen. Sebanyak 150 responden valid berhasil dikumpulkan melalui metode convenience sampling. Hasil dari penelitian ini membuktikan hubungan dari keterikatan emosional konsumen dengan sebuah merek terhadap consumer-based brand equity yang di mediasi oleh kredibilitas merek dan kepuasan konsumen dengan menganalisis data menggunakan PLS-SEM. Penelitian ini mengimplikasikan dan memberikan saran kepada merek kopi grab-n-go lainnya untuk meningkatkan consumer-based brand equity mereka dengan memperbesar kredibilitas merek, kepuasan konsumen, dan keterikatan emosional dengan sebuah merek.

.....Coffee consumption in Indonesia have quadrupled since 1990 and younger generations like millennials and Gen-Z are increasingly switching from tea to coffee consumption. This has led to the revolution of the coffee industry in Indonesia with the emergence of the so-called “grab-n-go” coffee shops. This research focuses one brand of grab-n-go coffee which is Kopi Kenangan. The purpose of this research is to investigate the effect of Indonesian consumers’ emotional brand attachment with Kopi Kenangan towards the consumer-base brand equity of the brand. This research utilizes the framework that depicts the relationship between consumers’ emotional attachment to social media brands and its consumer-based brand equity through brand credibility and consumer satisfaction. A total of 150 valid respondents were collected through a convenience sampling method. The result of this research proves the relationship between emotional brand attachment and consumer-based brand equity but is significantly mediated by brand credibility and consumer satisfaction by analyzing the data using PLS-SEM. This study implies and makes suggestions for other grab-n-go coffee brands to improve their consumer-based brand equity by enhancing brand credibility, consumer satisfaction, and emotional brand attachment.