

ANALYZING THE DIMENSION OF BRAND EQUITY TOWARD REPURCHASE INTENTION OF KOPI KULO IN MANADO*MENGANALISIS DIMENSI EKUITAS MEREK TERHADAP NIAT PEMBELIAN KEMBALI KOPI KULO DI MANADO*

By:

Maesa Ryan Kalesaran¹
S. L. H. V. Joyce Lopian²
Regina T. Saerang³

^{1,2,3}International Business Administration Management Program
Faculty of Economics and Business
University of Sam Ratulangi Manado

Email:

[¹maesakalesaran@gmail.com](mailto:maesakalesaran@gmail.com)[²lopianjoyce@gmail.com](mailto:lopianjoyce@gmail.com)[³regina.saerang@unsrat.ac.id](mailto:regina.saerang@unsrat.ac.id)

Abstract: Enjoying coffee now has become a lifestyle. Unlike before, coffee now is consumed at various times by various walks of life, therefore many coffee brands are starting to emerge. Kopi Kulo is one of the brands that enter Manado that provides ready-to-drink coffee, and this research uses Kopi Kulo as a reference for its brand. A good brand preference can provide loyal customers. This goal of the research is to strengthen the company's reputation so that it will resist attacks from competitors. By using quantitative method, this study uses three independent variables of brand equity, namely Brand Awareness, Brand Image, and Brand Loyalty, and Repurchase Intention as the dependent variable. Through a questionnaire distributed to one hundred people who had consumed Kopi Kulo more than once, it was found that the three independent variables had an influence on the dependent variable but Brand Awareness as one of the independent variables did not have a significant effect on Repurchase Intention. And significantly Brand Image and Brand Loyalty partially influence the intention to repurchase. Based on the results of this study, the recommendation for Kopi Kulo is to improve their social media marketing strategy to attract customers, and Kopi Kulo needs to post interesting promotions on social media for their customers.

Keywords: brand equity

Abstrak: Menikmati kopi saat ini telah menjadi gaya hidup. Tidak seperti dahulu, saat ini kopi dikonsumsi di berbagai waktu oleh beragam lapisan masyarakat, oleh karenanya mulai banyak merek-merek kopi siap saji bermunculan. Kopi Kulo menjadi salah satu merek yang masuk ke Manado yang menyediakan kopi siap saji, dan penelitian ini menggunakan Kopi Kulo sebagai referensi mereknya. Preferensi merek yang baik dapat memberikan pelanggan yang setia. Tujuan penelitian ini adalah untuk memperkuat reputasi perusahaan sehingga akan menolak serangan dari pesaing. Dengan menggunakan metode kuantitatif, penelitian ini menggunakan tiga variabel independen dari ekuitas merek, yaitu Kesadaran Merek, Citra Merek, dan Loyalitas Merek, dan variabel Pembelian Kembali sebagai variabel dependennya. Melalui kuisioner yang dibagikan kepada seratus orang yang sudah pernah mengonsumsi Kopi Kulo lebih dari sekali, didapati ketiga variabel independen memiliki pengaruh terhadap variabel dependen akan tetapi Kesadaran Merek sebagai salah satu variabel independennya tidak memiliki pengaruh yang signifikan terhadap Niat Pembelian Kembali. Dan secara signifikan Citra Merek dan Loyalitas Merek secara parsial mempengaruhi Niat Pembelian Kembali. Berdasarkan hasil dari penelitian ini, Rekomendasi untuk Kopi Kulo adalah meningkatkan strategi pemasaran media sosial mereka untuk menarik pelanggan, dan Kopi Kulo perlu memposting promosi yang menarik di media sosial untuk para pelanggan mereka.

Kata kunci: ekuitas brand

Research Background

A coffee-drinking has become a new lifestyle of a lot of citizens of the world every day. Many people are always looking for a coffee of their waking up, during the day, until the evening. In Indonesia, the number of coffee drinkers continues to increase every year. The increase was also influenced by economic-growth that triggered an increase in the number of middle-class society. This middle-class society has a variety of lifestyles, one of which consumes coffee in coffee shops. Currently, the level of coffee consumption of Indonesian society grows around 5-6% per year. However, consumption growth is not balanced growth in coffee production, which is only 1-2% per annum.

The growth of coffee consumption in the country by 5-6% does not necessarily affect the absorption of Indonesian coffee production. Of the 300,000 tons of coffee consumed by the Indonesian community, only about 40% of which comes from processed Indonesian coffee. According to the survey of the International Coffee Organization (ICO) in 2015, Indonesia ranks fourth in producing and exporting coffee beans in the world.

Coffee from Indonesia has also been acclaimed by the world, such as Java Arabica, Mandheling Sumatra, Sulawesi Toraja, and Kopi Luwak being the most expensive coffee in the world. While, Indonesia's coffee plantations cover a total area of approximately 1.24 million hectares, 933 hectares of robusta plantations and 307 hectares of arabica plantations. More than 90 percent of total plantations are cultivated by small-scale growers.

Coffee also has a classification, such as specialty coffee and regular coffee. Regular coffee is also commonly called commercial coffee; the difference between the two is the packaging: Commercial coffee comes in little bottles of instant or is already ground and packed in a tin or a collapsed, plastic-encased brick. Specialty coffee is stored or delivered as whole beans, either in one-pound bags or in bulk, and needs to be ground before it is brewed.

Commercial coffee is usually roasted and packed in large plants, under nationally advertised brand names. Specialty coffee is usually roasted in small stores or factories, using traditional methods and technology, and is often sold where it has been roasted. Commercial coffees offer only a very limited selection of blend and roast, and little possibility of buying single-origin, unblended coffees.

Local people in Manado have a tradition and its own way of drinking coffee. The majority of the public was already familiar with the coffee served with cooked and filtered. Jarod (Jalan Roda), has been around since the Dutch colonial era in Indonesia long before the outbreak of World War I and II, when the city of Manado is still called Wenang This is where people from the inland Minahasa when it was called the mountain, interacting with the citizens who inhabit the city of Manado include various tribes and ethnic groups of that era with interacted accompanied by cups of coffee. Coffee is enjoyed generally mixed with sugar, milk and cocoa and consumed all circles. Regarding traditional coffee culture that originated from a place not far from the zero point forty five of this region which makes this way be adapted to almost every coffee house in Manado.

Brands is an industrial product group that have become an important focus of this discussion. When a brand is able to attract the attention and interest of customers, there is a process of formulation of innovation strategies in brand recognition. If the brand is already known by consumers, it is not difficult for the brand to continue to develop the equity that it already has. Brands that have been built strongly can be said to have brand equity.

Companies need to make efforts to improve brand equity, because brand equity is very important to strengthen the company's reputation. Companies that are able to develop brand preferences will be able to resist attacks from competitors. The best brand preference can provide quality assurance for consumers.

The interest in repurchasing is considered as a fundamental aspect that determines consumer behavior towards a brand. The interest in repurchasing is the design of someone in the future to actually make actual repurchases. Some studies suggest that purchases that are based on high repurchase interests usually lead to the attitude of consumers who do not care whether the brand is expensive or cheap and of course it is very profitable for the brand in question. In general, repurchasing interest comes when consumers initially only try to buy some products, and when they feel they will get a consistent or better brand image and quality, they will make a repeat purchase.

But in reality there are still few studies that assume that brand equity is a combination that affects the purchase interest. Therefore this research will be very important in building brand equity, especially for Kopi Kulo who still categorized new brand in Manado so that in the future the brands can continue to show existence and compete in the market

Research Objectives

Based on the research problems, the objective of this research are

1. To analyze the effect of Brand Awareness, Brand Image and Brand Loyalty to Repurchase Intention on Kopi Kulo Customers in Manado simultaneously.
2. To analyze the effect of Brand Awareness to Repurchase Intention on Kopi Kulo Customers in Manado partially.
3. To analyze the effect of Brand Image to Repurchase Intention on Kopi Kulo Customers in Manado partially.
4. To analyze the effect of Brand Loyalty to Repurchase Intention on Kopi Kulo Customers in Manado partially.

THEORETICAL FRAMEWORK**Marketing**

Defined marketing by Kotler & Keller in 2012, "Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "meeting needs profitably". Marketing is to identify and satisfy human needs and social. One good definition and a brief of marketing is meet the needs in a profitable way. Every companies and organization really needs the profit, but they also have to consider about the value that customer get in their product or services. Marketing is a process of planning and executing the perception, pricing, promoting and distribution of ideas, good and services to create exchange that satisfy individual and organizational goals. Marketing is the process by which company create value for customers and build strong customer relationships in order to capture value from customers in return.

It argue that marketing is activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, client, partners, and society at large. They said marketing involves more than just activities performed by a group of people in defined area or department."Marketing is a process of planning and implementation of the conception, pricing, promotion, and distribution of ideas, goods, and services to review the exchange creates That Satisfy individual objectives and the organization as well. Kotler and Armstrong in 2010 goal of marketing is to attract new costumer by promising superior value and to keep and grow current customers by delivering satisfaction. Marketing is the process by which companies create value for customer and build strong customer relationships in order to capture value from customer in return.

Burns and Bush in 2007 defined marketing as "an organizational function, not a group of person or separate entity within the firm. It is also a set of processes and tactic such as creating and end-aisle display. The processes create, communication, deliver value to the customers. Marketing is not trying to sell customers something; rather, it is providing customers with something they value.

Brand

Brands are omnipresent; they penetrate almost every aspect of our life: economic, social, cultural, sporting, even religion .Due to its tendency to pervade everywhere they have come under growing criticism. In post-modern societies where individuals wants to give name to their consumption, brands can and should be analyzed through various perspectives: macroeconomics; microeconomics, sociology, anthropology, history, semiotics, philosophy and so on. (Kapferer, 2004)

Though the concept of brand and branding has been debated recently as a major topic of study in marketing discipline (Moore and Reid, 2008) but they are almost as old as civilization. Old civilization of Mesopotamia and Greek used marks and names to identify or indicate their offerings - predominantly of wines, ointments, pots or metals (Sarkar and Singh, 2005). The word brand is derived from Old Norse word brandr, which means "to burn" (an identifying mark burned on livestock with a heated iron) as brands were and still are the means by which owners of livestock mark their animals to identify them. Due to lack of a common understanding on brand complexity increases in brand interpretation as well as its management. Therefore, it becomes very necessary to understand the very nature of brand for creating, developing and protecting brands and business in general.

Brands are a direct consequence of the strategy of market segmentation and product differentiation. Branding means more than just giving name and signaling to the outside world that such a product or service has been stamped with the mark and imprint of an organization. Branding consists in transforming the product category; it requires a corporate long term involvement, a high level of resources and skills (Kapferer, 2004).

Brand Equity

According to Lassar, Mittal, and Sharma, in 1995, there are three distinctive view points; financial perspective, customer base perspective and a combined perspective: The financial perspective indicates that favourable financial performances, together with shareholder value creation, are constructive attributes of brand equity. In addition, indicate financial markets include the value of a brand as an asset when on the balance sheet when evaluating a company value. Further, the authors state that the financial perspective takes into account the financial market value-based technique when determining a firm's brand equity. This measurement is undermined due to the fact that the brand merely reflects the intangible asset value for the firm which mitigates other intangible assets, such as human capital. It also only measures equity for corporate brands and not as product/brand extensions. It confirm that strong brands positively influence return on investment, and further conclude brand equity is positively associated with favourable accounting profits.

The customer base perspective incorporates binary dimensional theories of brand value and brand strength. Strong brands denote brand strength within the market place which enhances sustainable and resilient competitive advantages. Brand value, indicates that by attaching a set of brand assets and liabilities to the brand, the name or the symbol, it enriches the brand value. Such enrichment to the brand can add or deduct from the value of the product or service to the customer. For any brand to become influential and commanding in the market, it need to acquire a strong brand equity which will bolster brand awareness, brand loyalty, brand association and a strong perceived quality. Furthermore, brand equity contributes to generating a positiveness in the customer's assessment and decision making of a brand.

Lastly, combined perspective integrates the financial and customer base perspectives. This view includes the inadequacies when only one perspective is adopted. Itsuggest that an economically associated value can be attributed to customer base equity of brand images, brand strength and brand value. Further, it proposed that universal brand equity assessments are made up of brand equity from both marketing and financial perspectives.

Repurchase Intention

Hellier, Geursen, Carr, and Rickard (2003) suggest that customer satisfaction stems from a customer's desires, demands and expectations of a product being met, which is an indicator of future customers' behaviour and repurchase intention. According to customer satisfaction drives brand loyalty and brand loyalty comprises customer attitudes and behaviours, which is reflective of the long term profitability for the company and the brand. Customer attitudes are representative of views, such as repurchase intentions, inclination to recommend the brand or company to others and by doing so, it represents a commitment to resist switching to a competitor. The behavioural component is represented by the above-mentioned, however, it is actionable and may signify repurchase intention.

Previous Research

The first article is Brand Equity as a Predictor of Repurchase Intention of Male Branded Cosmetic Products in South Africa by Praveshni Pather. The cosmetic industry over the years has proven to be one of the fastest growing and most profitable industries globally. In the male cosmetic industry, male grooming, metrosexual and dapper trends have rapidly expanded across global communities and, in recent years, have become a leading trend amongst South African men. These emerging trends subsequently shaped the way businesses and companies expanded product lines and developed marketing strategies. It is imperative that we understand what marketing capabilities companies require to stay abreast of local trends in order to gain a market share and strong brand presence in these expanding categories. Companies invest significant financial resources on marketing in order to have a compelling value proposition against competitors. Understanding the customer and what aspects of brand equity resonate with customers would ensure that companies have a streamlined customer centric marketing plan that meets the customers' needs and addresses the accurate emotional touch points to capture the customer and encourage resilient repurchase intention. Four hypotheses are posited and in order to empirically test them a sample data set of 208 was collected in South Africa. The results indicate that brand loyalty, brand awareness, perceived quality and brand association positively influences repurchase intention of male branded cosmetic products in South Africa in a significant way. Drawing from the study's findings, managerial implications are discussed and limitations and future research directions are suggested.

The second article is Effects of Brand Love and Brand Equity on Repurchase Intentions of Young Consumers by María Cristina Otero Gómez, Wilson Giraldo Pérez. This article aims to validate a measurement of the effects that brand love has on brand equity in order to verify if brand equity influences repurchase intentions from the perspective of young consumers. The contrast of hypotheses was made from a sample of 306 university

students aged between 16 and 24. The results indicate that there is a positive relationship between brand love and brand equity and that consumers perceive the general impressions of the brand in a favorable manner, which increases the chances of repeating the purchase.

The third article is Brand Equity and Current Use as the New Horizon for Repurchase Intention of Smartphone by Jamil Bojei, Wong Chee Hoo. Malaysian Government is targeting a 75% household broadband penetration by the year 2015. As everyone owns on average one handphone, the adoption of broadband through handphone or more popularly known as smartphone would be the natural path to take. Past literatures had suggested that branding do contribute towards the acceptance of Information Technology, however its effect on repurchase intention had been scarce. As such, this study attempts to examine these relationships. The results of the study indicated that brand equity dimensions, namely brand awareness, brand association, perceived quality and brand loyalty have positive influence on the use of smartphone and it's future repurchase intention. Current use was also found to have positive relationship with the intention to repurchase. The study also found that current use has partially mediated the relationship between brand equity dimensions and future's purchase intention, which leads to prove the importance of current use in technology adoption. Therefore, it is imperative that for the smartphone manufacturing companies and the Government to implement marketing programs by acknowledging that brands too play an important role in the adoption of latest Information Technology products. Relevant parties should consider brand equity as the next domain empowering the usage and repeat use of high technology products and services.

Conceptual Framework

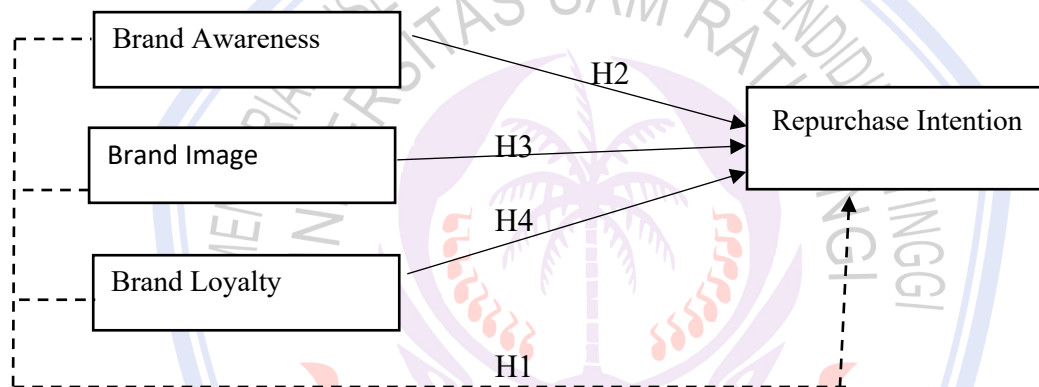


Figure 1. Conceptual Framework

Source: Theoretical Review, 2018

RESEARCH METHOD

Type of Research

This research will use causal type of research with Quantitative method. As an analysis tool this research will use multiple linear regression method. The factorial design focuses on two or more categories with the independent variables as compared to the dependent variable

Population and Sample

Ehlers (2009) referring the population as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. The population in this research is all of the total people who have purchased and consumed Kopi Kulo more than one time.

Data Collection Method

Primary data is the data obtained directly from the original source, specifically the primary data collected by researchers to answer the research questions. The primary data of this study gets from the results of questionnaires. The questionnaires are distributed to respondents so they can respond directly on the questionnaires. There were two sections in the questionnaires that should be filled in by respondents. The first section asked about respondents' identities and the second section asked about things that related with the variables.

Operational Definition of Research Variable

The definition of research variables are:

1. Repurchase Intention (Y) Customer statement about the intention to purchase again to the same seller.
2. Brand Awareness (X1) brand awareness measures the ability of the prospective customer to recognise or recall a brand when faced with a purchase decision
3. Brand Image (X2) brand perception reflected in the brand association in costumers' memory
4. Brand Loyalty (X3) positive mind set associated with a particular brand that influences repetitive purchases over a period

Data Analysis Method

Descriptive analysis was employed to describe characteristics of respondents based on factors of age, education and work duration. Validity test was conducted to analyse of whether all questions used for variables in the questionnaire were valid or not, based on correlation between each question to the total questions. Pearson Product Moment was used for this test. A question was categorized as valid question if the value of Pearson correlation was positive and the significance value below 0.05 to the total questions of variables. Reliability test was established by testing for both consistency and stability of the answers of questions. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. A variable is categorized as reliable valuable if value of Cronbach's Alpha is above 0.60.

Classical Assumption Test

Four assumptions including normality, no multicollinearity, homoscedasticity and no auto-correlation were analysed to make multiple linear regression. Normality was checked by plotting residual values on a histogram with a fitted normal curve. No multicollinearity was tested by the Variance Inflation Factor (VIF) statistic. Another way to think of co-linearity is "co-dependence" of variable. Intellectus Statistics plot the standardized residuals verses the predicted Y' values can show whether points are equally distributed across all values of the independent variables or not. According to Sekaran and Bougie (2009), homoscedasticity occurs if the one residual observation to other observation is fixed, otherwise it is called heteroscedasticity. The multiple linear regression model was checked for autocorrelation with the Durbin Watson test.

Multiple Linear Regression

In this research, multiple regression analysis was employed to analyse the effect of job satisfaction and perceived availability on job alternatives on turnover intention. In general, the equation of multiple linear regression is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where, X1, X2, X3, are independent variables and Y is dependent variable. To test simultaneous effect of independent variables (job satisfaction and job alternatives) to dependent variable (turnover intention), Ftest was used. Aftest as any statistical test in which the test statistical has an F-distribution if the null hypothesis is true. If Fcount is greater than Ftable, H0 is rejected and H1 is accepted. Accepting H1 means that all consumption values has an effect on consumer purchase decision at certain significant level used. To testpartial effect of each independent variable ttest was used (5 %, $\alpha = 0.05$). Statistically, this test has a t distributionif the null hypothesis is true. In this test, t count is compared to t table. If t count is greater than t table H0 is rejected and H1 is accepted. Accepting H1 means that a single independent variable has an effect on dependent variable. Goodness of Fit Test through Coefficient of Correlation (R) and Coefficient of Determination (R2) was applied in this research. "Coefficient of determination is used to show the percentage of variability in Y that can be explained by regression equation". Meanwhile, "Coefficient of Multiple Correlation is used to measure the strength of relationship between Y (dependent variables) and X (independent variables)" (Newbold and Thorne, 2003). The following considerations are used to classify the strength of correlation: > 0.70 (very strong positive correlation), 0.50 – 0.69 (substantial positive correlation), 0.30 to 0.49 (moderate positive correlation), 0.10 to 0.29 (low positive correlation), 0.00 (no correlation), - 0.01 to - 0.09 (means a negligible negative correlation), - 0.10 to - 0.29 (low negative correlation), - 0.30 to - 0.49 (moderate negative Correlation), - 0.50 to - 0.69 (substantial negative correlation), < - 0.70 (very strong negative correlation).

RESULT AND DISCUSSION**Result**

The data used of this research is collected by distributing questionnaires to the target. The following is description about the characteristic of the respondents consists of characteristic based on gender and age.

Characteristic of Respondents

Based on gender shows that 67% of respondents are male (20 people) and the rest 33% is female (10 people). Based on age shows that Most of respondent in this research are >40 years old (70%), followed by 30% with 26 – 40 years old.

Validity Test**Table 1. Validity Test Result**

		BRAND AWARENES S	BRAND IMAGE	BRAND LOYALTY
Brand Awareness	Pearson Correlation	1	-.110	.580**
	Sig. (2-tailed)		.277	.000
	N	30	30	30
Brand Image	Pearson Correlation	-.110	1	.097
	Sig. (2-tailed)	.277		.337
	N	30	30	30
Brand Loyalty	Pearson Correlation	.580**	.097	1
	Sig. (2-tailed)	.000	.337	
	N	30	30	30
	N	30	30	30

Source: SPSS Output, 2019

Table 1. Shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reliability Test**Table 2. Reliability Test Result**

Cronbach's Alpha	N of Items
.738	3

Source: SPSS Output, 2019

Table 2. Shows that Alpha Cronbach is 0.833 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Multiple Regression Analysis**Table 3. Multiple Linear Analysis Output**

Model	Unstandardized Coefficients		Standardize d Coefficients		Sig.
	B	Std. Error	Beta	T	
1 (Constant)	10.375	2.756		3.764	.000
Brand Awareness	.251	.109	.247	2.290	.025
Brand Image	.251	.109	.247	2.290	.025
Brand Loyalty	.255	.086	.318	2.950	.004

Source: Data processed, 2019

Discussion

Variable Brand Awareness (X1) has no significant influence for Repurchase Intention, that can be seen at table 4.8, the value of t_{count} (-3.033) is smaller than the value of t_{table} (1.660). It shows that variable Brand Awareness does not influence Repurchase Intention of Kopi Kulo customer in Manado.

Brand Awareness in Kopi Kulo represents the way that consumers realize about the brand itself. Kopi Kulo has a unique concept of take and go coffee shop. In each front of the kulo coffee shop there are two sizable windows, this indicates that the concept carried by the Kulo Coffee Shop is take and go. This concept is widely applied by a number of restaurants, especially fast food restaurants, but for the coffee shop this concept is the first time, by that means Kopi Kulo has a concept that attach for the brand to be aware by public easily.

In terms of Kopi Kulo signature drinks, they serve a unique product such as Avocatto, a coffee with a mix of avocado fruit and Coffenade, a coffee with a hint of a lemonade. But also, there are many signature drinks by local coffee shop that proven to be more delicious than Kopi Kulo's product, that what makes the product of Kopi Kulo did not make the brand being known well by the public.

Brand awareness measures the ability of the prospective customer to recognise or recall a brand when faced with a purchase decision. It seems like based by result, Kopi Kulo did not make a very good impact for customers in Manado. Kopi Kulo does not had many customers and in fact most of Kopi Kulo places spotted empty with no customers.

The result is very similar similar with the previous research conducted by Darda, Jusoh, and Rasli, they said thus, it obviously shows that Brand Awareness is negatively associated with Repurchase Intention. Practically, the ideal scenario would result in a significant negative relationship between Brand Awareness and Repurchase Intention, but the outcome of the data presented the trend, which is vice versa.

Brand Image (X2) has significant influence for Organizational Citizenship Behavior, that can be seen at table 4.8, the value of t_{count} (8.904) is bigger than the value of t_{table} (1.660). It shows that variable Brand Image (X2) does influence Repurchase Intention. Based on the result of the data obtained from questionnaire, most of employee give the point "5" (strongly agree) about the influence of Brand Image.

Even though Kedai Kopi Kulo did not build a great awareness for their brand, but they manage to build a good image for a coffee to go concept shop. When Kulo first enter Manado, it seems like everyone get interested for the concept, and also because they are the first one who bring the concept to Manado.

Because they manage to did that first, the impression of it makes a great image building for Manado people. They also the first one that introduce the concept of signature coffee drink that makes people in Manado knows that there are a whole lot of thing to taste in Coffee.

Brand image is a brand perception reflected in the brand association in costumers' memory, where brand association becomes information linked to a person's memory implying a brand. Up until now, Kulo still hold their image well even though there are many more competitor that hold the same concept arises each day, that what makes the image intact within people in Manado.

Brand Loyalty (X3) has significant influence for Repurchase Intention (Y), that can be seen at table 4.8, the value of t_{count} (2.875) is bigger than the value of t_{table} (1.660). It shows that variable Brand Loyalty (X3) does influence Repurchase Intention. Based on the result of the data obtained from questionnaire, most of employee give the point "5" (strongly agree) about the influence of Brand Loyalty.

Kopi Kulo still arises up until this day even though there are many competitors nowadays is because of their regular customers. There are people that still enjoy drinks made by Kopi Kulo.

It works well with the repurchase intention since they still buys product from Kopi Kulo through delivery or in the spot itself. Kopi Kulo also still giving promos for their products so that they can keep their regular customer for not going to the other places and still buys their products.

Other people that being recommended for the product also had a chance to like the product, most likely the first-taster and get hooked by the products. Loyalty can be defined as a positive mind set associated with a particular brand that influences repetitive purchases over a period, that what makes their regular customers keep their repeat buying in Kopi Kulo.

CONCLUSION AND RECOMMENDATION**Conclusion**

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. The independent variable which are Brand Awareness, Brand Image and Brand Loyalty simultaneously affect consumer purchase decision as the dependent variable.
2. Brand Awareness as one of independent variables does not have a significant effect on Repurchase Intention.
3. Brand Image as one of independent variables partially affects Repurchase Intention significantly.
4. Brand Loyalty as one of independent variables partially affects Repurchase Intention significantly.

Recommendation

Based on the analysis and conclusions from overall result in this research regarding effect of research variables:

1. Kopi Kulo needs to redesign their social media marketing strategies on to avoid rejection.
2. Kopi Kulo needs to improve their social media marketing strategies in order to attract the customer intention to make purchase.
3. Kopi Kulo need to make event to gathered the consumers to have direct communication.
4. Kopi Kuloneed to post their promotion on social media at users prime time.

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