A COMPARATIVE STUDY OF CONSUMER PREFERENCE BETWEEN *KOPI KENANGAN* AND *BLACK CUP COFFEE* CUSTOMERS

STUDI KOMPARATIF PREFERENSI KONSUMEN ANTARA PELANGGAN KOPI KENANGAN DAN BLACK CUP

By:
Andrea Kalesaran[1]
Paulus Kindangen[2]
Merinda H. C. Pandowo[3]

[123]Management Department Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:
[1]andreakalesarann@gmail.com
[2]kindangen_p@yahoo.co.id
[3]merindapandowo@unsrat.ac.id

Abstract: The presence of coffee house modern or coffee shop has given a change of culture in Indonesia, where it is no longer only a big fan of coffee who wants to go to a coffee shop because nowadays it is not only to fulfill the functional needs, but it leads to emotional needs. It became the part of modern lifestyle where some people need to consume coffee before they do their own activity. Consequently, coffee consumption in Indonesia continues to increase, and it also increase consumer demand for Coffee business. The aim of this research is to analyze consumer preferences of coffee shop between Kopi Kenagan and Black Cup Coffee in Manado measure by brand image, brand loyalty, perveived price and electronic word of mouth. This research is quantitative type of research, which uses primary data obtained through questionnaires and uses independent sample t-test as the analytical tool. The population of this research is peoples in Manado who has experience in Kopi Kenagan and Black Cup Coffee, where the sample size is taken from 130 respondents who also has experience with both stores. The result from this research found that there is no significant difference between Kopi Kenagan and Black Cup Coffee measured by brand image, brand loyalty, perceived price and electronic word of mouth. Kopi Kenagan and Black Cup Coffee should more considering and be more focus on these factors that influence the consumer buying behavior.

Keywords: brand image, brand loyalty, perceived price, e-wom, consumer preferences, coffee shop

Abstrak: *Hadirnya rumah kopi modern atau kedai kopi telah memberikan perubahan budaya di Indonesia, dimana tidak hanya penggemar berat kopi yang ingin pergi ke kedai kopi karena saat ini tidak hanya untuk memenuhi kebutuhan fungsional saja, tetapi itu mengarah pada kebutuhan emosional. Sudah menjadi bagian dari gaya hidup modern dimana sebagian orang perlu mengkonsumsi kopi sebelum melakukan aktivitasnya sendiri. Konsekuensinya, konsumsi kopi di Indonesia terus meningkat, dan juga meningkatkan permintaan konsumen terhadap bisnis Kopi. Tujuan dari penelitian ini adalah untuk menganalisis preferensi konsumen kedai kopi antara Kopi Kenagan dan Black Cup Coffee di Manado yang diukur berdasarkan citra merek, loyalitas merek, harga yang dirasakan dan pemasaran viral (e-wom). Penelitian ini merupakan jenis penelitian kuantitatif, yang menggunakan data primer yang diperoleh melalui kuesioner dan menggunakan independent sample t-test sebagai alat analisis. Populasi penelitian ini adalah masyarakat di Manado yang memiliki pengalaman di Kopi Kenagan dan Black Cup Coffee, dimana ukuran sampel diambil dari 130 responden yang juga memiliki pengalaman di kedua toko tersebut. Hasil dari penelitian ini menemukan bahwa tidak ada perbedaan yang signifikan antara Kopi Kenagan dan Black Cup Coffee yang diukur dari citra merek, loyalitas merek, harga yang dirasakan dan pemasaran viral (e-wom). Kopi Kenagan dan Black Cup Coffee harus lebih mempertimbangkan dan lebih fokus pada faktor-faktor yang mempengaruhi perilaku pembelian konsumen.*

Kata Kunci: *citra merek, loyalitas merek, harga yang dirasakan, e-wom, preferensi konsumen, kedai kopi*

INTRODUCTION

Research Background

With the development of movement and modern lifestyle especially in major Indonesian cities, the development of cafes also increased rapidly. Cafe or coffee shops can be a place for business partners, meetings and even discussions about young people. In fact, coffee has become identity of the existence and symbol of reputation for the business community (Kasali, 2001). Coffee no longer just to reduce sleepiness but also became

the part of the lifestyle, where the convenience of the shop itself is a very desirable place for people. This lifestyle is suitable for Indonesian characters who like to gather and socialize. This situation can certainly increase the amount of coffee and the development of the chain in Indonesia. The growth of the coffee business in Indonesia continue to increase, characterized by the majority of branded coffee and local coffee shops in Indonesia. Each coffee shop has a diverse drink menu, especially coffee, and facilities that can satisfy consumers. With the increasing number of branded coffee chains, the level of competition is higher.

According to Salvatore (1996;74-75), consumer preference is based on the theory of consumer behavior, where the behavior of consumer demand for goods and services will be influenced by several factors, including income, consumer tastes, and prices of goods while other conditions do not change. In other words, consumer attitudes are consumers' beliefs and preferences or choices for a brand. If consumers have a positive attitude towards a brand, it is likely that the consumer will make purchases on that brand, and vice versa. This study also supported by several variables that influence consumer preference such as brand image, where a strong brand image can influence the consumer to buy something, if the consumer does not know the brand or it has a bad image then the consumer do not want to buy products of the brand. Then there is brand loyalty, if the customer is loyal and has entered the attachment phase with high trust in the brand, then the consumer will always come back and buy from the brand again. That is why maintaining relationships with consumers is so important to every company. One loyal customer that buys a product from the company is far more valuable than five new customers. Because if consumers have reached a level of loyalty and trust in the product, they will share their experience about the product and recommend it to their relatives or through social networks.

The following variables are related to the coffee segment. Price, for premium coffee, the price offered is more expensive than other types of coffee, consumers should choose according to their income and needs. But there are consumers who are willing to pay dearly for just a cup of coffee because they not only want to drink coffee, but also want to experience the coffee. The other variable that can influence the consumer preference is word of mouth. Word of mouth have an important role to give some impact from the coffee shop through the consumer that have been try before. Different from traditional marketing, Word-of-Mouth would change the market point from the relationship between brand and individual customer to the interaction among customers. The impact that will be received by the other consumer can be a good impact or bad impact about the coffee shop depend on the product or services that offered from the coffee shop to the customer and if the product or services reach the customer expectation or not.

The rise of coffee shops in Indonesia, particularly in Manado, is an interesting topic because it reflects the country's evolving coffee culture and its impact on the local economy, social, and environmental landscape. First, coffee has been an important part of Indonesian culture for centuries, and the growth of coffee shops in Manado reflects the changing coffee culture in the country. Understanding this cultural evolution and how it is manifesting in the coffee shop industry can provide valuable insights into Indonesian society and culture. Second, the growth of coffee shops in Manado has had a significant economic impact, creating jobs and contributing to the growth of the local economy. This impact on the economy can be explored further, including the challenges faced by small businesses in the industry and the opportunities for further growth. Third, the rise of coffee shops in Manado reflects the changing preferences of consumers towards coffee, particularly the desire for unique and high-quality coffee blends.

With so many coffee shops in Manado, there is more competition among all of those businesses, of course it makes more and more ideas that appear to increase consumer comfort when visiting the coffee shop which of course cannot be separated from the many types of attributes both in terms of service facilities, presentation, menu variations, decorations and prices. Kopi Kenangan and Black Cup Coffee shop are two populars coffee shop in Manado. Black Cup coffee shop for a long time are well known and have a good reputation among coffee enthusiasts while Kopi Kenangan is a coffee shop brand that is well-known in Indonesia and has many branches in Indonesia. Both brands had the same segmentation that is middle and above and the type of coffee served is not much different. Researchers are interested in researching the consumer preferences of both Coffee Shop to see how the consumer prefer. The phenomenon described above makes it interesting for researchers to look at consumer preferences in Manado of both shops.

Research Objectives

The research objectives are:
1. To find out the differences in consumer preference based on brand image between Kopi Kenangan and Black Cup Coffee in Manado.
2. To find out the differences in consumer preference based on brand loyalty between Kopi Kenangan and Black Cup Coffee in Manado.
3. To find out the differences in consumer preference based on price between Kopi Kenangan and Black Cup

Coffee in Manado.

4. To find out the differences in consumer preference based on word of mouth between Kopi Kenangan and Black Cup Coffee in Manado.

THEORETICAL FRAMEWORK

Consumer Preferences

According to Sumarwan (2011;88) factors that can affect consumer preferences are divided into two, namely individual preferences where cognitive science allows the selection of goals from one individual and social preferences where it is a matter of sharing something between and others.

Brand Image

According to Park, Jaworski, and Maclnnis (1986), the construction and maintenance of the brand image is important to the brand management. Theoretically, all products and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established.

Electronic-Word of Mouth

According to Krishnan and Nene (2018: 182) Word of Mouth marketing strategy can be defined as oral or person to person communication between a receiver and a communicator who the receiver perceives as noncommercial concerning a brand, a product, or a service. It is well proven fact that traditional marketing is weaker compared to Word of Mouth marketing it is because of the controlled elements within the traditional marketing

Previous Research

Sihombing, Massie, and Pandowo (2022) aimed to determine the effect of brand image and service quality in purchasing decisions at the J&T Express Company during the Covid-19 pandemic on J&T Express consumers in Manado. This type of research is a descriptive analysis approach. By using quantitative research methods. The sample taken for this study involved 100 respondents. The sampling method used was purposive sampling technique and instrument data collection in the form of a questionnaire that was run through Google Forms and the use of the Multiple Linear Regression method. Furthermore, testing and data analysis was carried out using SPSS 26 software. The results found in this study showed simultaneously Brand Image ($X1$) and Service Quality ($X2$) have a significant positive effect on the level of Purchase Decision (Y) with a value of 93,046. In addition, Brand Image and Service Quality partially have a positive and significant influence on Purchase Decisions. The value of Adjusted R Square obtained from the test results of the coefficient of determination ($R2$) of 0.650 explains that 65% of Purchase Decisions can be influenced by Brand Image and Service Quality. While the remaining 35% is explained by other variables not examined in this study.

Abu-Alhaija et al. (2018) discussed the influence of religion on customers' attitudes and behaviors mainly through religiosity and religious affiliation as important religious factors can provide a further understanding to existing research models. The challenges and limitations of religiosity and religious affiliation have also been deliberated. This study highlights the significance of describing and understanding the religious influences in terms of a specific religion as this procedure may assist in recognizing the real and deep influences of religion. It was advised that proper religious measurements be developed based on the research settings and goals. Researchers are directed to properly operationalize the religiosity construct in order to measure its influences consistently.

Kereh and Pangemanan analyzed consumer preferences of coffee shop between Starbucks and Excelso in Manado measure by brand image, brand loyalty, price and word of mouth. This research is quantitative type of research, which uses primary data obtained through questionnaires and uses independent sample t-test as the analytical tool. The population of this research is peoples in Manado who has experience in Starbucks and Excelso coffee shop, where the sample size is taken from 100 respondents who also has experience with both stores. The result from this research found that there is no significant difference between Starbucks and Excelso coffee shop measured by brand image, brand loyalty, price and word of mouth.

Conceptual Framework
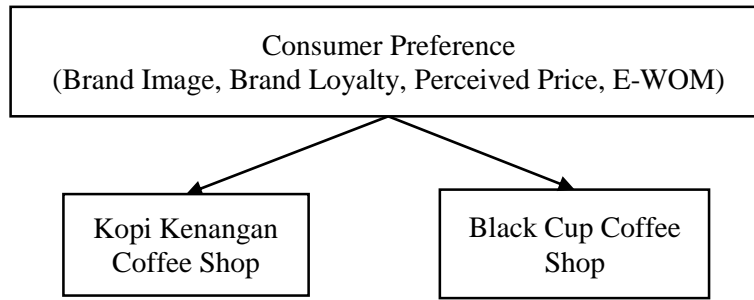
Figure 2. Conceptual Framework
Source: Literature Review (2022)

Research Hypothesis
H1: There is a significant difference in Consumer Preference based on Brand Image between Kopi Kenangan and Black Cup Coffee in Manado.
H2: There is a significant difference in Consumer Preference based on Brand Loyalty between Kopi Kenangan and Black Cup Coffee in Manado.
H3: There is a significant difference in Consumer Preference based on Price between Kopi Kenangan and Black Cup Coffee in Manado.
H4: There is a significant difference in Consumer Preference based on Word of Mouth between Kopi Kenangan and Black Cup Coffee in Manado.

RESEARCH METHOD

Research Approach
This study uses a comparative research design to compares the consumer preferences between Kopi Kenangan and Black Cup Coffee. According to Pickvance (2005), comparative analysis is conducted mainly to explain and gain a better understanding of the causal processes involved in the creation of an event, feature or relationship usually by bringing together variations in the explanatory variable or variables. Comparative research can be traced to a long history that has gained much attention in current research due to globalization, technological advances, etc. This research is conducted by using a quantitative data. Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2006). The population of this research is peoples in Manado who has experience on Kopi Kenangan and Black Cup Coffee. According to Sugiarto (2001), sample is part of the population selected by using certain procedures in order to be able represents the population. This research is conducted by distributing questionnaires to 130 respondents which proves that sample size used in this research is more than the minimum or required respondents. In this research sampling technique was used to take sample is purposive sampling.

Data Collection Method
Data collection techniques are the most strategic step in research, because the main purpose of the research is to obtain data, according to Sugiyono (2015). Data collection techniques used in this study are questionnaires that have been equipped with levels of answers as respondents; choice in answering questions

Operational Definition of Research Variables
Table 1. Operational Definition and Indicator of Research Variables

Variable	Dimension	Definition	Indicator
Consumer Preferences	Brand Image	Brand image is a determinant of consumer attitudes in looking at a brand. In other words, the view of consumers towards a brand is determined by the brand image of the product.	1. Recognition 2. Reputation 3. Affinity 4. Domain

Brand Loyalty	Brand loyalty is the attitude of consumers who consistently from time to time and make purchases on brand products or services of the same.	1. Buying the same brand continuously when you need it. 2. Recommending to others 3. Immunity to other brand 4. Being satisfied with the benefits provided
Perceived Price	Price is the value given to a product or service and is the result of a complex series of calculations, research, understanding and risk taking.	1. Price Affordability 2. Price match with product quality 3. Price match with benefits 4. Price according to ability or price competitiveness
Electronic Word of Mouth	E-Wom is any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the internet.	1. Talking about positive things 2. Recommending 3. Encourage and persuade

Sources: Journals and articles 2022

Validity and Reliability

This sub-section will be used to determine if the validity level from this current research is valid or not. This testing can be conducted by comparing correlation index Validity test is need for a research to test the validity of the data gathered. According to (Sekaran, 2006), a test of validity described how the questionnaire (question or item) are truly able to measure what is measured, based on theories and experts. Reliability test conducted to make sure that there no repetition. According to (Sekaran, 2006), the reliability of a measure is achieved when it consistently, and without bias, measure the concepts it is supposed to measure.

Normality Test

Normality test data is a common thing to do before a statistical method. Purpose Of normality test is to determine whether the distribution of the data follow a normal distribution or close to, the distribution of data with normal distribution pattern (data distribution is not skewed to the left or right).

Independent Samples T-test

According to Sekaran and Bougie (2016), one sample t-test is used to test the hypothesis that the mean of the population from which a sample is drawn is equal to a comparison standard. As according to Ghozali (2015: 44), the purpose of the Independent Sample T-Test is to be able to compare the averages of the two groups that are not related to each other. Independent sample t-test evaluates the difference between the means of two independent or unrelated groups. This evaluate whether the means for two independent groups are significantly different from each other. When the participants in each group are independent from each other and actually comprise two separate groups of individuals, who do not have any linkages to particular members of the other group (in contrast to dependent samples).

RESULT AND DISCUSSION

Result
Validity and Reliability Tests

The instrument in this study is valid cause less than 0.05 and is reliable since the value of Alpha Cronbach is 0.830.

Normality Test

Normality test result shows the distribution of the data follow a normal distribution.

Independen Sample T-Test

A t-test is any statistical hypothesis test in which the test statistic follows a student's t distribution, if the

null hypothesis is supported. It is most commonly appliedwhen the test statistic would follow a normal distribution if the value of a scaling termin the test statistic were known. When the scaling term is unknown and is replaced byan estimate based on the data, the best statistic (under certain conditions) follows a student's t distribution. This t-test is to analyze the difference in Customer Preferencesbetween Kopi Kenangan and Black Cup customers. The criteria of the t-test as follows:

Independent Samples Test
Table 2. Independen Sample T-Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Brand Image	Equal variances assumed	.131	.717	1.443	128	.151
	Equal variances not assumed			1.443	126.928	.151
Brand Loyalty	Equal variances assumed	.947	.332	-.355	128	.723
	Equal variances not assumed			-.355	124.023	.723
Price	Equal variances assumed	2.768	.099	-.300	128	.765
	Equal variances not assumed			-.300	121.656	.765
E-WOM	Equal variances assumed	2.201	.140	-.249	128	.804
	Equal variances not assumed			-.249	123.328	.804

Source: Data Processed 2022

Independent Sample T-Test: Brand Image Kopi Kenangan and Black Cup

The interpretation of Brand Image: Normality test results shows that both groups of subjects in the study had a normal distribution. Based on the table above the average perception of Brand Image of Kopi Kenangan at 19.29 and perception ofBrand Image of Black Cup at 18.61, It shows that there are differences in the average perception of a significant, means more positive perception of consumerpreferences of Brand Image on Kopi Kenangan than Black Cup. In the table abovecan be seen that the value t=1.443 with a significance of p=0.151 (p > 0.05) indicates that H0 is accepted which means there is no significant difference in consumer preference based on Brand Image between Kopi Kenangan and Black Cup Coffee.

Independent Sample T-Test: Brand Loyalty Kopi Kenangan and Black Cup

The interpretation of Brand Loyalty: Normality test results shows that both groups of subjects in the study had a normal distribution. Based on the table above the average perception of Brand Loyalty of Kopi Kenangan at 18.10 and perception of Brand Loyalty of Black Cup at 18.30, It shows that there are no differences inthe average perception. In the table above can be seen that the value t= -0.355 with a significance of p= 0.723 (p>0.05) indicates that H0 is accepted which means there is no significant difference in consumer preference based on Brand Loyalty between Kopi Kenangan and Black Cup Coffee.

Independent Sample T-Test: Perceived Price Kopi Kenangan and BlackCup

The interpretation of Price: Normality test results shows that bothgroups of subjects in the study had a normal distribution. Based on the table above the average perception of Price of Kopi Kenangan at 18.53 and perception of Price of Black Cup at 18.70, it shows that there are differences in the average perception of a significant, means more positive perception of consumer preferences of Price on Kopi Kenangan than Black Cup. In the table above can be seen that the value t=-0.300 with a significance of p=0.765 (p>0.05) indicates that H0 is accepted which means there is no significant difference in consumer preference based on Price between Kopi Kenangan and Black Cup Coffee.

Independent Sample T-Test: E-Wom Kopi Kenangan and BlackCup

The interpretation of Price: Normality test results shows that bothgroups of subjects in the study had a normal distribution. Based on the table above the average perception of Price of Kopi Kenangan at 13.70 and perception of Price ofBlack Cup at 13.81, it shows that there are differences in the average perception of a significant, means more positive perception of consumer preferences of Price on Kopi Kenangan than Black Cup. In the table above can be seen that the value t=-0.249 with a significance of p=0.804 (p>0.05) indicates that H0 is

accepted which means there is no significant difference in consumer preference based on Word of Mouth between Kopi Kenangan and Black Cup Coffee.

Discussion
Consumer Preference between Kopi Kenangan and Black Cup Measured By Brand Image

This research can also be used to have a better understanding of consumers and help develop future economic and business strategies to obtain customer buying behavior to expand business. The brand image they give to their customers is so unique by applying a vintage atmosphere and seems simple but feels more comfortable to drink coffee with friends and relatives, in contrast to Kopi Kenangan where they use a concept that is more modern but still relaxed to drink coffee. The average perception of Kopi Kenangan Brand Image shows that there is a difference in average perception, meaning that there are more positive perceptions of consumer preferences for Kopi Kenangan Brand Image compared to Black Cup. This indicates that the brand image between the two coffee shops is the same. The average comparison of Kopi Kenangan and Black Cup shows that there is no significant difference between groups. Kopi Kenangan and Black Cup customers answer preferences based on their previous experiences. As we all know that Kopi Kenangan has always excelled in providing excellent service to its customers compared to Black Cup, it is not surprising that customers choose Kopi Kenangan because their brand image in society is better than Black Cup. This is because Kopi Kenangan has more staff who can help them with things that can raise the quality of their brand. That way the brand image of Kopi Kenangan will be better than before. From entering the outlet to leaving, customers will never be disappointed if they choose Kopi Kenangan, because of their great way of conveying Brand Image to Customers. Also, Kopi Kenangan and Black Cup have different standard operating procedure (SOP). It is not that Black Cup is not good, but because Kopi Kenangan has become a ¨corporate brand¨ in this business, they know how to handle people in many ways compared to Black Cup. This can be used as a lesson for Black Cup so they can think of ways to develop their brand image so that they can develop even more. The researcher already distributed a questionnaire for the respondent to answer according to their past experience and their preference to see the result which for the brand image, the respondent tend to agree about the statement that says "this coffee shop brand has a good reputation about the product" for Kopi Kenangan. For this statement, it is safe to say that Kopi Kenangan already have a good reputation about their product and they successfully make their customer happy for their brand image. It is so important for a company to maintain their product so even though they already have so many outlets spread in Indonesia, the quality of their product will not change. The company will still grow with this kind of attitude that it is important to give a good reputation of the product and also for the brand image. With the results of this study showing that there is no significant difference seen from the 4 indicators namely Brand Image, Brand Loyalty, Price, and E-WOM from these two coffee shops namely Kopi Kenangan and Black Cup. meanwhile, these results have same result to previous research by Kereh and Pangemanan (2018) that there is no significant difference between Starbucks and Excelso coffee shop measured by brand image, brand loyalty, price and word of mouth. Starbucks and Excelso coffee shop should more considering on the factors that influence the consumer buying behavior.

Consumer Preference between Kopi Kenangan and Black Cup Measured By Brand Loyalty.

In brand loyalty, the company should learn that in business industry loyalty is so important to keep the company safe and successful. Customer should be given something that can make them come back to the company. There should be something that the company over to get a loyal customer for example company should have a good quality product with the best price to over to the customer. In terms of loyalty, black cup is no less competitive with kopi kenangan even though black cup has a place that is a bit far from the city center but they have their own strategy by choosing to open their coffee shop in the neighborhood near the school where the area is crowded with students and teachers and also other workers whose offices where they work are close to the place of the black cup itself. So that even though kopi kenangan has their coffee place in the city center and also in a shopping center but black cup itself has customers who are loyal to them. Comparing mean of Kopi Kenangan and Black Cup show that there are no difference between them. Kopi Kenangan and Black Cup customers are answering the preference based on their past experience. Seems that Brand Loyalty as their preference is almost the same on Kopi Kenangan and BlackCup, it shows that there is no significant difference perception of Brand Loyalty as Consumer Preference. This compare means does not have proven by different between Kopi Kenangan and Black Cup, means both of these groups are no different. Therefore, there is no significant difference in consumer preference between Kopi Kenangan and Black Cup customers measured by Brand Loyalty. The researcher distributed questionnaire for the respondent to answer based on their past experience according to their preference for both Kopi Kenangan and Black Cup, the respondent tend to agree about the statement that says "this coffee shop brand is recommended from a friend or coworker" for Black Cup. This statement is about people

who already tried and love the product of Black Cup and they also repurchase the product of Black Cup. That is why the consumer recommend the product to their relative and friend for them to try. With the consumer who already like our product and recommend it to other that is mean that Black Cup already have a potential customer who want to try their product based on other recommendation. With the results of this study showing that there is no significant difference seen from the 4 indicators namely Brand Image, Brand Loyalty, Price, and E-WOM from these two coffee shops namely Kopi Kenangan and Black Cup. Meanwhile, these results have same result to previous research by Kereh and Pangemanan (2018) that there is no significant difference between Starbucks and Excelso coffee shop measured by brand image, brand loyalty, price and word of mouth. Starbucks and Excelso coffee shop should more considering on the factors that influence the consumer buying behavior.

Consumer Preference between Kopi Kenangan and Black Cup Measured By Perceived Price

When customers feel the benefits of the product are less than the money spent, customers will think that the product is expensive and they will think twice about making repeat order. Consumer that wants to buy the product from the company would think if the product that they are going are worth or not. That is why company should consider make the product that have a good quality but have an affordable price. Comparing mean of Kopi Kenangan and Black Cup show there are difference between the groups. Kopi Kenangan and Black Cup customers are answering the preference based on their past experience. Seems that the price as their preference is better at Black Cup than Kopi Kenangan. This compare means does proven there is no significant different between Kopi Kenangan and Black Cup. Therefore, there is no significant difference in consumer preference between Kopi Kenangan and Black Cup customers measured by Price. The researcher distributed questionnaire for the respondent to answer based on their past experience according to their preference for both Kopi Kenangan and Black Cup, the respondent tend to agree about the statement that says "the price at this coffee shop matches the benefits we receive" for Black Cup. Consumer who prefers Black Cup because the quality of the product and the price are equal and worth the money. However, both Kopi Kenangan and Black Cup range of price is not that different. The range for their price is still accessible for all range of people. With the results of this study showing that there is no significant difference seen from the 4 indicators namely Brand Image, Brand Loyalty, Price, and E-WOM from these two coffee shops namely Kopi Kenangan and Black Cup. meanwhile, these results have same result to previous research by Kereh and Pangemanan (2018) that there is no significant difference between Starbucks and Excelso coffee shop measured by brand image, brand loyalty, price and word of mouth. Starbucks and Excelso coffee shop should more considering on the factors that influence the consumer buying behavior.

Consumer Preference between Kopi Kenangan and Black Cup Measured By E-Wom.

Nowadays, e-wom become the trend for the company to promote and spread awareness for their company and the product. With the easy access, company can use the social media platform to promote if there would be a special price for both Kopi Kenangan and Black Cup. If there will be an announcement then the company can do it through the social media. For example, if there are special promo that can only apply for couple then they could use the social media. Comparing mean of Kopi Kenangan and Black Cup show there are no significant difference between the groups. Kopi Kenangan and Black Cup customers are answering the preference based on their past experience. It shows that there is no difference perception of WOM as Consumer Preference. This compare means does not have proven by significant different between Kopi Kenangan and Black Cup. Therefore, there is no significant difference in consumer preference between Kopi Kenangan and Black Cup customers measured by WOM. The researcher distributed questionnaire for the respondent to answer based on their past experience according to their preference for both Kopi Kenangan and Black Cup, the respondent tend to agree about the statement that says "this coffee shop brand makes us recommend to others" for Black Cup. With the results of this study showing that there is no significant difference seen from the 4 indicators namely Brand Image, Brand Loyalty, Price, and E-WOM from these two coffee shops namely Kopi Kenangan and Black Cup. meanwhile, these results have same result to previous research by Kereh and Pangemanan (2018) that there is no significant difference between Starbucks and Excelso coffee shop measured by brand image, brand loyalty, price and word of mouth. Starbucks and Excelso coffee shop should more considering on the factors that influence the consumer buying behavior.

CONCLUSION AND RECOMMENDATION

Conclusions
1. There is no significant differences in consumer preference based on brand image between Kopi Kenangan and Black Cup Coffe in Manado.

2. There is no significant differences in consumer preference based on brand loyalty between Kopi Kenangan and Black Cup Coffee in Manado.

3. There is no significant differences in consumer preference based on perceived price between Kopi Kenangan and Black Cup Coffee in Manado.

4. There is no significant differences in consumer preference based on word of mouth between Kopi Kenangan and Black Cup Coffee in Manado.

Recommendations

1. Kopi Kenangan coffee shop and Black Cup coffee shop should more considering on the factors that influence the consumer preferences. So both Coffee Shop should continue to carry their rare and unique variety of coffee. New and different combination should be introduced to keep a good brand image from consumer and deliver the best result in order to create brand loyalty. Both store should have developed their promotion also with special price in order to deliver the information and attract more customer consumer and create the positive impact for the customer to share by using E- WOM.

2. Competitors or companies engaged in the same field is necessary to pay attention to from this both of coffee shop. Based on the results of this study indicate that there is a positive and significant from this 4 main indicator which are Brand Image, Brand Loyalty, Price, and E-Wom that can affect the consumer preferences.

3. Researchers and further developments can add other independent variables and indicator that can affect the cutomer.

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