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Brand Personality and Brand Quality Rating in the Coffee Industry

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Abstract

The coffee industry is growing in Indonesia. Coffee consumption in Indonesia is very high. The phenomenon that occurs is that people then consider the brand when engaging coffee products. Brand personality will be necessary for consumers to notice. This study attempts to examine the impact of brand personality on brand quality ratings from the perspective of the coffee industry — data collected from students at PGRI University, Yogyakarta. The sample used was 66 people. The research method uses one way ANOVA and multiple regression analysis. The results showed that brand personality influences brand quality ratings.

Keywords: *Brand Personality, Brand Quality Rating, Third-Wave Coffee*

Introduction

The world started in the era of the third wave of coffee. The coffee began to appreciate, similar to art. Third-wave coffee is a trend that happens across the globe. Coffee addicts began to care about the origin, quality, and taste of the coffee. In Indonesia, this trend adapted and snowballed. Coffee shops that created enthusiasm for third-wave coffee grown in big cities like Jakarta, Bandung, Surabaya, and Yogyakarta. The community began to recognize how quality coffee is. There is an assumption from most of the third wave followers that first wave coffee is low-quality coffee. They claim that instant coffee is low-quality coffee. But the fact, instant coffee consumption was very high.

Instant coffee continuously excellent selling in the beverage industry, although people who have middle to upper economic capability now prefer coffee brands from the third wave coffee shop. They turn to brew coffee beans that roasted immediately by the coffee shop or coffee roaster. For this reason, it is essential to analyze whether there might be differences in evaluations about the quality of coffee from the first wave era and the third wave era.

Instant coffee producers will face the challenge that consumers will more educate with higher quality coffee in the future. The third wave of coffee shops that sell quality coffee beans also intensively educates consumers through their social media and workshop events. The impact is consumers will perceive coffee produced by instant coffee companies as low-quality coffee. It is undoubtedly a threat to instant coffee brands to be able to survive in the market.

The way to improve the perception of quality is to highlight the brand's personality. If the brand personality communicated, there are personality characteristics that held. The brand will have value for potential customers. This research will compare two coffee brands in Indonesia that represent coffee from the first wave era (T brand) and coffee from the third wave era (A brand). This study also wants to find out which dimensions of brand personality have the most influence on the brand quality appraisal. Knowing the aspects of brand personality implicit in the brand, marketers can highlight this character, so consumers do not ask the quality of the brand.

Brand Quality Rating

Quality is essential for consumers. Before they decide to make a purchase, perceived quality is one of the factors considered by potential customers. Consumers rate positively perceived quality when they believe in the benefits of the product and are satisfied with the service (Thongthip & Polyorat, 2015). Consumers will pay a higher price

if they feel the quality of the product is higher than other products (Sethuraman & Cole, 1999). Coffee products from the third wave are always more expensive than coffee from the first wave era. So marketers must ensure the highest quality to create value for customers (Snoj, Korda, & Mumel, 2004). In the coffee industry, the era of the first wave of coffee was a moment when instant coffee flooded the market. However, the world is rapidly changing, and consumers wish for coffee that has a high quality and taste characteristic. In the second wave era, coffee began to variation into drinks for young people with a type of additional flavoring syrups. The third wave era emerged when consumers began to turn to advanced coffee brewing techniques with manual brew equipment (slow coffee). A micro coffee roaster started to rise. The third wave of a coffee era remarked the beginning of many coffee shops that began roasting their coffee with a roasting machine. Some coffee shops, appreciated for their light to medium roast coffee profile. The new market segment likes the coffee profile. An underlying opinion for some people that instant coffee is coffee with a more inferior quality compared to coffee from the third wave coffee shop. For this reason, we arranged the first hypothesis.

Hypothesis 1: There is a difference in the assessment of brand quality rating between coffee brands from the first wave era and the third wave era.

Brand personality

Brand personality can separate into five dimensions, i.e., sincerity, excitement, competence, sophistication, and ruggedness (Aaker, Benet-Martinez, & Garolera, 2001). Brands have personalities similar to human characteristics. According to previous research, the competency dimension has the most significant impact on brand quality assessment compared to sincerity (Ling, Ariff, & Tajudin, 2014). For an effective marketing campaign, marketers can create brands with personalities that are related to the target buyers they want. For example, companies can strengthen the dimensions of competence in their products. Competence can also be highlighted by how brands can engage in the community. Brands can be psychologically accepted and earn the trust of society.

For consumers, when they decide to buy a product, they consider the perceived value, costs to be paid, and brand personality (Thongthip & Polyorat, 2015). Brand personality creates an identity for the brand. Brand personality is the differentiator of one brand to another brand. People compare one product to another when deciding to buy a product. If a brand has a personality, it will make the brand reach out compared to other brands. Brand personality makes consumers better recognize the strength given by a product so they can make selections. Brand personality also determines coffee consumer loyalty (Bambang, Lubis, & Darsono, 2017). Regarding brand personality, prospective buyers will buy products that are fit for them or not because they do not accept (Siregar, Kaffah, & Febrilia, 2018). This research attempts to examine the influence of brand personality between coffee brands from the first wave of the coffee era (local coffee brand T) and coffee brands from the third wave coffee era (local coffee shop brand A). We present hypothesis 2 and hypothesis 3.

Hypothesis 2: The dimensions of brand personality simultaneously affect the brand quality rating of the first wave coffee

Hypothesis 3: The dimensions of brand personality simultaneously affect the brand quality rating of the third wave copy

Method

The subjects in this study were management program students at PGRI University. The sampling technique used was purposive sampling with the criteria of these students understanding the coffee brand T and coffee brand A. The number of samples was 66 respondents.

Research variable

In this study, there are two variables studied, i.e., the dependent and independent variables. The dependent variable in this study is the brand quality rating, while the independent variable or group factor examined is the brand personality of the T coffee brand and the A coffee brand. The brand quality rating variable indicates the respondents' assessment of brand quality. In this study, the researchers asked respondents to rate 1-10 on brand quality (Sethuraman & Cole, 1999). The higher the rating given, the higher the respondents' assessment of the quality of the brand. In the brand personality variable, respondents answered 15 questions in the form of questionnaires about the dimensions of brand personality: sincerity (simple, honest, wholesome), excitement (cheerful, brave, passionate, imaginative), competence (up to date, reliable, intelligent), sophistication (success, upper class, charming), and ruggedness (masculine, tough) (Aaker et al., 2001).

Data Analysis and Hypothesis Testing

The steps of the research method are instrument analysis and continued with the hypothesis test. The instrument test on 66 respondent sample data. The instrument testing was a validity and reliability test. A validity test uses a correlation test. Each question item is considered to be valid if it has a positive and significant correlation. Whereas the reliability test used Cronbach Alpha with the criteria supposed to be reliable if the Cronbach Alpha value was above 0.6. The first hypothesis testing uses one way ANOVA tests; the second and third hypothesis testing uses multiple linear regression analysis.

Results and Discussion

The table below is data that shows the demographic characteristics of respondents based on gender and age.

Table 1. Demographic Data

Demographic Data		Total
Sex	Men	18
	Women	48
Age	17-19	10
	19-21	45
	21-23	11

The number of samples used in the validity and reliability test was 66 respondents. It is the result of the validity and reliability test.

Table 2. Validity and Reliability T Brand

Variable	Dimension	Item	R table	Sig	
<i>Brand Personality T brand</i>	Sincerity	1	0.545	0.000	Valid
		2	0.666	0.000	Valid
		3	0.653	0.000	Valid
		4	0.763	0.000	Valid
	Excitement	1	0.779	0.000	Valid
		2	0.837	0.000	Valid
		3	0.783	0.000	Valid
	Competence	1	0.841	0.000	Valid
		2	0.846	0.000	Valid
		3	0.785	0.000	Valid
	Sophistication	1	0.799	0.000	Valid
		2	0.856	0.000	Valid
3		0.878	0.000	Valid	
Ruggedness	1	0.915	0.000	Valid	
	2	0.934	0.000	Valid	
<i>Cronbach Alpha</i>			0.859		

Based on the table, all question items on the brand personality variable T brand mean valid. The r table value shows a positive correlation. Cronbach's alpha value of 0.859 is higher than 0.6, and it is supposed to be reliable.

Table 3. Validity and Reliability A Brand

Variable	Dimension	Item	R table	Sig	
<i>Brand Personality A brand</i>	Sincerity	1	0.710	0.000	Valid
		2	0.803	0.000	Valid
		3	0.768	0.000	Valid
		4	0.597	0.000	Valid
	Excitement	1	0.875	0.000	Valid
		2	0.936	0.000	Valid
		3	0.839	0.000	Valid
	Competence	1	0.899	0.000	Valid
		2	0.880	0.000	Valid
		3	0.894	0.000	Valid
	Sophistication	1	0.823	0.000	Valid
		2	0.887	0.000	Valid
		3	0.908	0.000	Valid
	Ruggedness	1	0.940	0.000	Valid
		2	0.914	0.000	Valid
	<i>Cronbach Alpha</i>			0.912	

Based on the table, all question items on the brand personality variable A brand mean valid. The r table value shows a positive correlation. Cronbach's alpha value of .0912 is higher than 0.6, and it is supposed to be reliable.

Homogeneity Test

Homogeneity of variances test is applied to test whether variance between groups is homogeneous. If the significance value is above 0.05, the variant of the group is homogenous. The table below shows the homogeneity of variances test results. Based on the table, each factor or group (quality rating scale T brand and brand A) has a significant level of more than 0.05, which indicates that the group data is homogeneous.

Table 4. Test of Homogeneity of Variances

Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Quality Rating Scale	0.147	1	130	0.702

First Hypothesis Testing

Before testing the first hypothesis, this is a descriptive statistic that shows the average between the quality rating scale of the T brand and A brand. Based on the data in the table below, the A brand has an average quality rating scale that is higher than the T brand.

Table 5. Data Description Based on Coffee Brands

Brand	N	Mean	Std. Deviation	Minimum	Maximum
T brand	66	6.6818	1.42677	2.00	10.00
A brand	66	7.6515	1.41956	4.00	10.00
Total	132	7.1667	1.49894	2.00	10.00

One-Way ANOVA test is used to test if there is a difference in the quality rating scale between the T brand and the A brand. Based on the ANOVA explains that there is a significant difference in the quality rating scale between the T brand and the A brand, which is shown by a significance value of 0,000 less than 0.05. Thus the first hypothesis is accepted. Here are the results in the first hypothesis:

Table 6. First Hypothesis Test Results

One Way ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.030	1	31.030	15.321	.000
Within Groups	263.303	130	2.025		
Total	294.333	131			

Second Hypothesis Testing

The second hypothesis testing uses multiple linear regression analysis. From the results of the t-test, it can see that in the T brand, the dimensions of brand personality (sophistication) have a positive and significant effect on brand quality rating. It indicated by a significance value of 0.001, which is smaller than 0.05.

Table 7. T test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,992	,837		2,380	,021
	Sincerity	,064	,043	,159	1,484	,143
	Excitement	,027	,064	,061	,429	,669
	Competence	,013	,069	,030	,187	,852
	Sophistication	,197	,058	,502	3,410	,001
	Ruggedness	,061	,063	,110	,972	,335

a. Dependent Variable: Quality

To find out the simultaneous influence of brand personality dimensions on brand quality rating can be determined using the F test.

Table 8. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61,462	5	12,292	10,409	,000 ^b
	Residual	70,857	60	1,181		
	Total	132,318	65			

a. Dependent Variable: Quality

b. Predictors: (Constant), Ruggedness, Sincerity, Competence, Excitement, Sophistication

The significance value obtained is 0,000, which means that the five dimensions of brand personality have a simultaneous and significant effect on the brand quality rating of the T brand. Thus the second hypothesis is accepted

Third Hypothesis Testing

The third hypothesis testing uses multiple linear regression analysis. From the results of the t-test, the dimensions of brand personality (sincerity) have a positive and significant effect on brand quality rating. It indicated by the significance value of 0.012, which is smaller than 0.05. The sophistication dimension also had a positive and significant effect on brand quality rating. Shown by a significance value of 0,000, which is lower than 0.05.

Table 9. T test

		Coefficients ^a		Standardized		
		Unstandardized Coefficients		Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2,901	,700		4,142	,000
	Sincerity	,086	,033	,247	2,580	,012
	Excitement	-,082	,053	-,192	-1,559	,124
	Competence	-,079	,069	-,194	-1,145	,257
	Sophistication	,299	,070	,753	4,249	,000
	Ruggedness	,111	,066	,198	1,687	,097

a. Dependent Variable: Quality

To find out the simultaneous influence of brand personality dimensions on brand quality rating can be determined using the F test.

Table 10. F test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74,155	5	14,831	15,659	,000 ^b
	Residual	56,829	60	,947		
	Total	130,985	65			

a. Dependent Variable: Quality
b. Predictors: (Constant), Ruggedness, Sincerity, Excitement, Competence, Sophistication

The significance value obtained is 0,000, which means that the five dimensions of brand personality have a simultaneous and significant effect on the brand quality rating of the A brand. Thus the third hypothesis is accepted.

Conclusion

In this study, consumers' assessment of the quality of the first wave coffee and the third wave coffee provided significant differences. According to respondents, the third wave coffee is believed to be superior to the first wave coffee. The results of this study show that there are differences in the quality of the first wave of coffee and third-wave coffee. The third wave coffee is recognized to have a higher quality than the first wave coffee.

Bambang et al., (2017) said that brand personality impacts brand love. Dimensions of brand personality together affect the assessment of quality in both the T brand and A brand. The sophistication dimension has a positive and significant effect on the quality assessment of the T coffee brand, which represents the first wave. The dimension of sincerity and sophistication has a positive and significant effect on the quality assessment of A brand, which represents the third wave coffee.

Promoting coffee shops must have interactional experience because brand personality influences prestige (Choi, Ok, & Hyun, 2017). If the brand has a personality, suddenly, consumers will think that the quality of the brand is high (Beldona & Wysong, 2007). In the first and third-wave coffee brands, the greatest influence on brand quality assessment is the dimension of sophistication (success, upper class, charming). The coffee company's marketing campaign need to deliver sophistication dimension. Sophistication dimension has a significant effect because today, coffee is a genuinely prestigious product in society. Drinking coffee is a lifestyle that symbolizes success because of the influence of famous coffee shop franchise brands that are expanding into Indonesia. Young people think that coffee is a "cool" drink now.

The dimension of sincerity has a significant effect because the third wave coffee shop sets a lot of intimacy between the baristas and cafe visitors. Barista makes a personal style of communication. It makes that the dimension of sincerity is essential for the coffee shop industry in the third wave. Expensive espresso machines generally owned by third-wave coffee shops, and that is a kind of sophistication dimension. The dimension of sophistication can be a marketing campaign that shows the impression of luxury and premium service. Sophistication is also related to new technology that the customer never imagined before. When adopting new technologies in the production process, companies that are engaged in the coffee industry should communicate this as a form of advertising strategy.

According to Thongthip & Polyorat (2015), the dimensions of brand personality that influence the perceived quality and perceived service value are sincerity, competence, and sophistication. The competency dimension has a tremendous impact on the quality of the product or brand. In line with the results of this study, sincerity and sophistication are aspects of brand personality that have a positive and significant effect on brand quality rating. Based on the results of this study, related to the sincerity dimension, marketers can manifest with symbols or signs that can communicate their brand has an honest character — for example, hospitality, smile, willingness to serve, and price fairness.

Recommendations

Developing the right marketing strategy, which can highlight the dimensions of brand personality, will be very helpful for a company's marketing campaign. When marketers can build a good brand personality, there will be an improvement in consumer loyalty. Furthermore, consumer expectation reaches if marketers can highlight the sincerity and sophistication of brand personality.

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