



Café-Relevant Value and Brand Awareness on Purchase Intention: Empirical Study of Local Brand Cafe

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ABSTRACT

The importance of this study is discussed to determine the intensity of purchases resulting from cafe-relevant value, as well as the impact of brand awareness through e-wom. Two hundred forty-six respondents were used as coffee lovers in cafes, most used questionnaires and interviews as data collection methodologies. This study analyzed data from e-WOM-mediated path analysis on purchase intention using SEM-PLS multiple path analysis. The research findings have a positive relationship between cafe relevant value and brand awareness in influencing e-wom and a direct positive contribution between café-relevant value and brand awareness on purchase intention. So, it is proven that e-wom has the potential to increase the intensity of coffee purchases in cafes.

Keywords: Café-relevant value, Brand Awareness, E-wom, Purchase Intention

1. Introduction

Creative economic growth provides opportunities for business actors to be more creative in delivering competitive advantage. The high demand for coffee drinks from certain consumer groups, regardless of age segment, lifestyle, or other criteria, makes the cafe market a trending business opportunity worldwide, especially in Indonesia. The research results reinforce this reality by Toffin (a company providing hotel, restaurant, and cafe business solutions), which shows that in 2016 there were only about a thousand stores. In 2019, there were 2,950 outlets. The Global Agricultural Information Network (2019) shows that Indonesia's coffee consumption data in 2019/2020 reached 294,000 tons, an increase of 13.9 percent compared to the previous year.

Cafe owners compete to present an appealing menu, quality service, price competition, and a distinctive display concept and offer an attractive menu, quality service, pricing competition, and a unique display concept. Increased purchase intent is also a result of competition, an essential aspect of marketing strategy. Theoretically, purchase intention describes the behavior of buyers who have a strong desire for a specific product or service. Purchase intention is a metric that indicates a consumer's willingness to acquire a product or service; the more significant the intention, the more eager the consumer is to buy that product or service (Jalil et al., 2016). So, based on the phenomena that have been presented, the urgency of the subject that you wish to investigate, namely, Do café-relevant values and brand awareness, brand image have a substantial impact on E-Wom?

The concept of purchase intention comes from psychological disciplines and is then widely used to study consumer behavior (Wang et al., 2019). Purchase intention is a consumer behavior tendency for actual purchase decisions (Zhu et al., 2019). This statement is then supported by Kytö et al. (2019), which state that purchase intention is a general measure usually used to assess the effectiveness of buying behavior. Purchase intention is determined by attitudes, subjective norms, and perceptions of behavioral control. These three factors predict intentions and subsequent predictive behavior (Choi & Johnson, 2019).

Business cafes are in a competitive market. Therefore they're attempting to figure out how to get the best position possible (Torlak et al., 2020). This is only achievable if cafes devote all of their resources to increasing customer pleasure through value creation (Lee et al., 2017). This means that cafes must include or profit from these products to maintain a sustained competitive advantage over competitors (Kusumawati & Rahayu, 2020; Silva & Guenther, 2018).

Electronic word-of-mouth (eWOM) has been demonstrated to be important in explaining customer purchase intentions in the previous study (Zhao et al., 2020). According to Tien et al. (2019), the better the electronic word of mouth consumers have, they are more likely to buy with more intensity. The term "electronic word-of-mouth" (eWOM) was used to describe a vocal type of non-commercial communication between community members (Erkan & Evans, 2016). The process of a customer discovering something new, odd,

humorous, or distinctive and then informing his friends or individuals he encounters about it is known as e-WOM (Nam et al., 2020). This word-of-mouth phenomenon has evolved into a new kind of communication known as eWOM communication. The downside of the word-of-mouth notion is that the message is lost as soon as it is said, whereas, under the eWOM concept, the message is saved in blogs, online reviews, social media posts, and notes put in online communities (Frempong et al., 2020).

The dominant approach, which is a component of brand loyalty attitude and consists of brand awareness, brand image, and brand community (S. Kim et al., 2014; S. M. Kumar & Jayasimha, 2019) is a brand attitude, which is comprised of brand awareness, brand image, and brand community. In Indonesia, particularly in Semarang City, a variety of brand business cafés are operating, resulting in the rise of more participants, more items, and more options, but with less time to choose.

The need to stand out from the competition and establish a distinct brand identity in customers' minds. Strong attitudinal brand loyalty (brand awareness, brand imagery, and brand community) is the principal method used to increase the effectiveness of electronic word-of-mouth and purchase intention (Graciola et al., 2020). Although some organizations still dispute the importance of brands for commercial power, attention to brands is growing in practically all sectors and all types of businesses. Consumer preferences and habits have changed dramatically in recent years due to economic, social, and cultural developments, and customers are increasingly expecting high-quality items (Cheng et al., 2019; Elia et al., 2020).

Café-relevant value is the next most important factor influencing eWOM and purchasing intent. Consumers communicate information extensively connected to the products and services they receive, assuming that the services consumed are relevant to the self-values that cannot be separated from consumers, according to (Donghee Kim et al., 2015), the reason of the consumer sharing the wider information is regarding the product and service that they were accepted. This study investigates consumer behavior about eWOM, which stems from quality and service and considers self-relevant value (consumer self-value) (Vakulenko et al., 2019), which develops into a café-relevant value which is a description of the café's quality at the price level. Certain. Although few studies look at the relationship between café-relevant value, eWOM, and purchase intent, the importance of this research cannot be overstated.

1.1. Café-Relevant Value

Marketers can look into and point satisfied customers toward eWOM initiatives. Even when consumers are happy with the product's quality, a favorable rating of a service or product is not enough to generate positive e-WOM, according to a prior study by Verma & Yadav, (2021). When consumers are motivated, they are more likely to put up the effort required for eWOM behavior (Pyle et al., 2021). As a result, this research shows how consumers develop eWOM. This research focuses on the impact of café-relevant value on consumers' willingness to participate in eWOM.

Zhao et al., (2020) further indicate that consumers appreciate products with personal and social value more than products rated solely for their utility. Consumers are more likely to give favorable eWOM when the consumption experience or development is perceived as subjectively significant, according to Hussain et al., (2018) While the notion of e-WOM explains relevant values about oneself and functions as a self-presentation tool, e-WOM about a product or service does not deliver the same social advantages to consumers. In the context of this study, self-relevant consumption allows consumers to share information about themselves with others via e-WOM.

With digitization, customers may now present their self-image using digital references rather than physical ones. This research looks into the use of digitization as a means of self-expression. Consumers are more likely to engage in eWOM when consumption is viewed as self-relevant, such as making a good impression on others, conspicuous consumption, or self-image congruence, according to this study (Hwang & Zhang, 2018; Krishnamurthy & Kumar, 2018; Previte et al., 2019; Septianto & Chiew, 2018).

1.2. Attitudinal Brand Loyalty

Understanding the concepts that determine brand image is critical because they influence consumer decision-making. Examples include brands (Dohee Kim et al., 2020), brand buying behavior (Mrad & Cui, 2020), brand preferences (Kronrod & Huber, 2019), and customer loyalty (Li et al., 2020). Customer engagement has been identified as a critical factor in determining brand loyalty. On the other hand, customers' psychological mechanisms are rarely adequately investigated. As a result, this study examines how brand attachment and consumer trust influence the relationship between brand loyalty and customer engagement.

Measuring brand image based on customer perception assists businesses in identifying and diagnosing strengths and problems in their company image, product or company brand image, and market position. It's also crucial to realize that a brand has a lot of ideas, which are usually in the form of brand attributes and brand benefits. A strategic strategy to assess the strength of brand quality and the meanings consumers associate with the brand is to analyze customer perceptions of these brand qualities and advantages (F. F. Cheng et al., 2020; S. (Sam) Kim et al., 2018).

1.3. Electronic Word-of-Mouth (eWOM)

Any good or negative statement made by a potential, actual, or past consumer about a product or company available to many individuals and institutions and disseminated via the internet is referred to as electronic word-of-mouth communication (eWOM). The notion of eWOM is directly related to the deployment of user-generated material in digital advertising mixes, according to Anggraeni et al., (2020), and the definition

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of eWOM typically overlaps to include viral ads. When consumers exchange content in online brand communities, user-generated content becomes e-WOM (Zhao et al., 2020).

Marketers utilize a variety of strategies to cause e-WOM intentionally. They use UGC to achieve advertising goals, be a part of the communication process, and involve consumers (Erkan & Evans, 2016). Consumer purchase decisions are heavily influenced by eWOM. This method is known as 'eWOM Advertising,' when a company allows customers to post product evaluations (both good and bad) to help other customers make purchasing decisions (Nam et al., 2020).

E-WOM was a verbal type of non-commercial interpersonal contact between acquaintances (J. Kumar & Nayak, 2019). It is the earliest known form of offline product and service promotion. A consumer, for example, discovers something new, odd, hilarious, or relevant and tells his friends or strangers about it. It emphasizes one-on-one contact, but if the message is strong, it can grow viral on the internet (E. Kim et al., 2014). This classic WOM phenomenon has evolved into eWOM communication, a new kind of communication.

1.4. Purchase Intention

The Theory of Planned Behavior (TPB) model, which is proven to be successful in predicting individual behavioral intentions, is applied in this study to predict consumer buying intentions for food or beverages (Jalil et al., 2016). This research is necessary because current research can show that psychological theories such as TPB can be applied to consumer eating behavior. This study suggests marketing strategies for building industrial cafes by promoting the importance of the food and beverage industry and providing rational reasons for consumers to visit cafes (Chang & Chen, 2015).

According to Kim et al., (2015), there is a significant association between consumer intentions to consume fruits and vegetables and attitudes, subjective norms, and perceptions of behavioral control. The TPB was used by Vakulenko et al., (2019) to investigate customer purchasing intentions for halal cuisine in Malaysia. According to Kim et al., (2015), attitudes and societal norms substantially impact halal food buying intention. Purchase intention for genetically modified foods is influenced by self-identity, subjective norms, perceived behavioral control, and attitudes

1.5. Hypothesis Development

The following hypothesis is employed based on the phrasing of the problem and study objectives, as well as the conceptual framework that has been proposed:

1. eWOM is significantly influenced by the café-relevant value and brand awareness.
2. The café-relevant value and brand awareness influence purchase intention.
3. e-WOM has a strong influence on purchase intention.

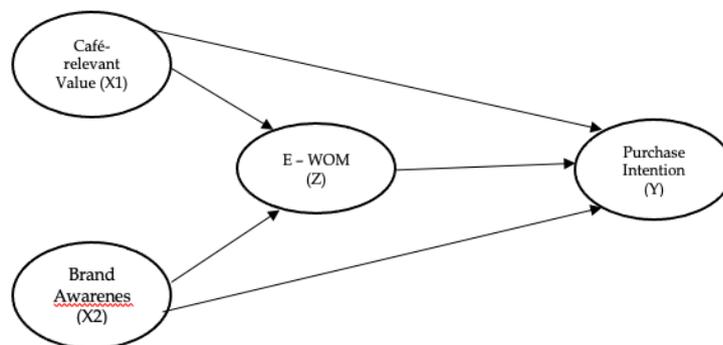


Figure 1. Conceptual Model

2. Research Method

The effect of specific factors is investigated using an explanatory technique in this study. Cafe-relevant value, brand awareness, and e-wom are the independent variables. The purchase intention is the dependent variable. Table 1 shows the operational definitions of independent, dependent, and mediating variables. A Likert-Point-5 scale is used for all variables (1 = strongly disagree, 5 = strongly agree).

Table 1. Variable Measurement Instruments

| Variabel/Dimension | Dimension | Sources |
|--------------------------|--|---|
| Café-relevant value (X1) | Reflected Appraisal of self (X1.1) Conspicuous value (X1.2) Café quality (X1.3) Price fairness (X1.4) | Donghee Kim et al., (2015); Vakulenko et al., (2019) |

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| | | |
|------------------------|---|---|
| Brand Awareness (X2) | The ability to remember brands at the top of mine control (X2.1) The ability to recognize brands (X2.2) The ability of consumers to recall the brand (X2.3) Characterized (X2.4) | Hwang & Zhang, (2018); Zhang et al., (2017) |
| E-Wom (Z) | Intensity (Z.1) Valence of opinion (Z.3) Content (Z.4) | Erkan & Evans, (2016); Pyle et al., (2021) |
| Purchase Intention (Y) | The brand evokes a sense of buying attitude (Y1.1) Sill choose the brand even though there are other brands with the same quality (Y1.2) Always buy and use the brand (Y1.3) The desire to have a product (Y1.4) | Anggraeni et al., (2020); Erkan & Evans, (2016); Zhu et al., (2019) |

Techniques for Data and Sample Collection

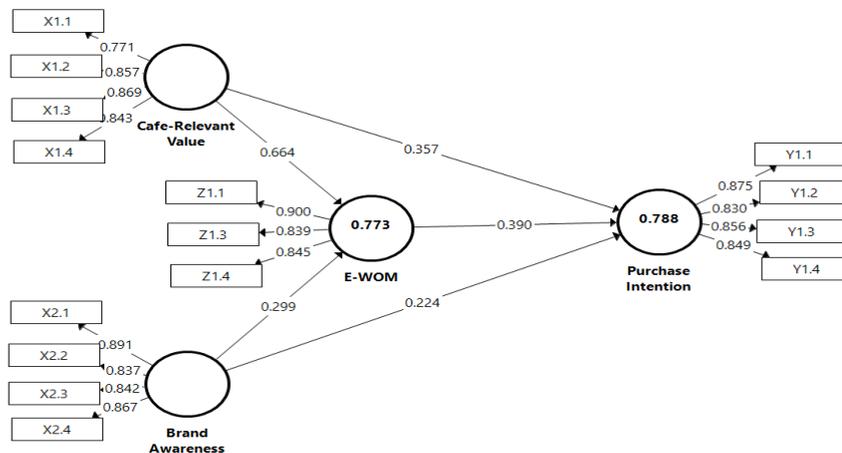
The primary research instrument was questionnaires. We conducted trials, validity testing, and reliability tests to confirm the instrument's quality. The author double-checked the original English questionnaire and the Indonesian translation to ensure that the author kept the original meaning of the questionnaire. The participants in this study are coffee drinkers who frequent cafes in Central Java. According to (J. F Hair, 2014), the sample size in this investigation should be at least 45 to obtain significant statistical power (for five independent variables). As a result, the overall sample size for this study was 246 people. During February and March 2022, a structured survey was used to disseminate the questionnaires.

Table 2. Summary of Demographic Profile of Respondents

| No. | Characteristics | Total | % |
|-----|---------------------------------|-------|--------|
| 1. | Sex | | |
| | Male | 135 | 54.9 % |
| | Female | 111 | 45.1 % |
| 2. | Education | | |
| | Senior High School | 35 | 14,2 % |
| | Bachelor Degree | 157 | 63.8 % |
| | Master Degree | 22 | 8.9 % |
| | Doctoral Degree | 20 | 8.1 % |
| | Others | 12 | 4.9 % |
| 3. | Occupation | | |
| | Student | 84 | 34.1 % |
| | Entrepreneur | 87 | 26.4 % |
| | Employee | 65 | 4.1 % |
| | Others | 10 | 2.8 % |
| 4. | Average Income /month | | |
| | < 5 Million | 98 | 39.8 % |
| | > 5 Million – 10 Million | 112 | 45.5 % |
| | > Rp 10 Million – Rp 15 Million | 24 | 9.8 % |
| | > Rp 15 Million – Rp 20 Million | 12 | 4.9 % |

Source: Primary Data processed, February – April 2022

3. Results and Discussion



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Figure 3. Full Structural Model

3.1 Evaluation of Validity and Reliability Test

To test the model of the relationship between variables, this study uses the SEM-PLS structural equation engineering model with Smart - PLS 3.0 software. The SEM technique is used because it can solve several equations simultaneously as in our model, compared to ordinary regression analysis. Moreover, SEM can test the mediating effect simultaneously. The data of 246 respondents were analyzed in full model to measure the validity and reliability of our research instruments, as presented in Table 2 and Table 3, followed by testing the relationship between the variables that we built, as shown in Figure 1. As illustrated in Table 2, all variables have a positive factor loading with a p-value of 0.05, indicating a significant factor loading value that is acceptable to reflect the latent variable. All variables are measured and reflected with adequate regression weighting because they contain positive factors with a significant probability value of 0.05 (Arbuckle, 2016), indicating good acceptance of the indicators of all related variables. The concurrent validity index for the variable shows a measure of adequacy by taking into account the common value of the loading factor. The result is that all variables have an acceptable level of a cut-off value of 0.50-0.70 (J. F. Hair et al., 2010), indicating convergent validity is well accepted, Average Variance Extracted (AVE) measurement on cafe-relevant value (0.685), brand awareness (0.739), e-wom (0.743), purchase intention (0.727). All AVE criteria are above the cut-off value of 0.50, which indicates that the instrument's validity has been accepted. The four latent variables have good reliability as measured by the construct reliability index (CRI) of 0.70 (J. F. Hair et al., 2010), 0.897 for cafe-relevant values; 0.919 for brand awareness; 0.896 for e-wom; and 0.914 for purchase intention.

Furthermore, Table 3 shows the discriminant validity index based on the Fornell-Larcker criterion value. The result is the square root value of AVE 0.80; and more than the correlation value between variables (Fornell & Larcker, 1981). Because the validity and reliability of our data instruments have met the minimum required value (cut-off), we proceed to test the relationship model between variables.

Table 3. Measurement of Validity and Reliability

| Variable | Indicator | STD - Loading | P-Values ≤ 0.05 | Status |
|--|-----------|---------------|-----------------|--------|
| Café-relevant Value (X1) Convergent validity (AVE) = 0.685 Construct reliability (CRI) = 0.897 | X1.1 | 0.771 | 0.000 | Valid |
| | X1.2 | 0.857 | 0.000 | Valid |
| | X1.3 | 0.869 | 0.000 | Valid |
| | X1.4 | 0.843 | 0.000 | Valid |
| Brand Awareness (X2) AVE = 0.739 CRI = 0.919 | X2.1 | 0.891 | 0.000 | Valid |
| | X2.2 | 0.837 | 0.000 | Valid |
| | X2.3 | 0.842 | 0.000 | Valid |
| | X2.4 | 0.867 | 0.000 | Valid |
| Purchase Intention (Y1) AVE = 0.727 CRI = 0.914 | Y1.1 | 0.875 | 0.000 | Valid |
| | Y1.2 | 0.830 | 0.000 | Valid |
| | Y1.3 | 0.856 | 0.000 | Valid |
| | Y1.4 | 0.849 | 0.000 | Valid |
| Electronic-Word of Mouth (Z) AVE = 0.743 CRI = 0.896 | Z.1 | 0.900 | 0.000 | Valid |
| | Z.2 | 0.839 | 0.000 | Valid |
| | Z.3 | deleted | - | - |
| | Z.4 | 0.845 | 0.000 | Valid |

Source: Primary Data processed, February – April 2022

Table 5. R – Square and Adjusted R – Square

| Variabel | R Square | Adjusted R Square |
|-------------------------|----------|-------------------|
| E-WOM (Y) | 0,773 | 0,771 |
| Purchase Intention (Z1) | 0,788 | 0,785 |

Source: Primary Data processed, February – April 2022

The R square value of the influence between café-relevant value and brand awareness is 0.788. This suggests that café-relevant values and brand awareness can explain e-wom protection. Other variables not evaluated account for the remaining 22.2 %. The influence of café-relevant value, brand awareness, and e-wom on purchase intent (Y1) yields an R square of 0.773. Other variables not evaluated account for the remaining 22.7 %.

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Table 3. Measurement of Discriminant Validity

| Variable | Brand Awareness | Café-Relevant Value | E-WOM | Purchase Intention |
|---------------------|-----------------|---------------------|--------------|--------------------|
| Brand Awareness | 0.838 | | | |
| Café-Relevant Value | 0.579 | 0.836 | | |
| E-Wom | 0.812 | 0.847 | 0.862 | |
| Purchase Intention | 0.836 | 0.825 | 0.851 | 0.853 |

Source: Primary Data processed, February – April 2022

The Result of Structural Equation Model (SEM-PLS)

The Smart-PLS 3.0 software structural equation model is used to test the relationship model between related variables to test the relationship between variables. Table 4 and Figure 1 show the final results. We got the following effects based on the relationship between variables test procedure with SmartPLS 3.0 as described in the preceding section of this article, testing correlations between direct and indirect influence variables. As shown in Figure 1, the probability value (p-value) for all regression models is less than 0.01 or 1% (Joe F. Hair et al., 2011), indicating that the variable relationship is substantial and generally accepted.

Table 4. Structural Model Estimate for Direct and Indirect Effect

| Relationship Between Variables | Estimate | T-Values | P-Values | Conclusion |
|---|----------|----------|----------|-------------|
| Café Relevant Value (X1) → E-WOM (Z) | 0.299 | 9.837 | 0.000 | Significant |
| Brand Awareness (X2) → E-WOM (Z) | 0.224 | 4.971 | 0.000 | Significant |
| Café Relevant Value (X1) → Purchase Intention (Y) | 0.664 | 4.558 | 0.000 | Significant |
| Brand Awareness (X2) → Purchase intention (Y) | 0.357 | | 0.000 | Significant |
| E-WOM → Purchase Intention | 0.390 | 3.626 | | |
| Café Relevant Value (X1) → E-WOM (Z) → Purcahse Intention (Y) | 0.259 | 4.051 | 0.000 | Significant |
| Brand Awareness (X2) → E-WOM (Z) → Purcahse Intention (Y) | 0.117 | 4.187 | 0.000 | Significant |

Source: Primary Data processed, February – April 2022

The E-wom variable was chosen as a mediator between cafe-relevant value and brand awareness on purchase intention to fill the research gap on the impact of cafe-relevant value and brand awareness that are not by purchase intensity. Mediation testing is needed to fill the research gap on the effects of cafe-relevant value and brand awareness that are not by purchase intensity. The test results showed that cafe-relevant deal had a more negligible impact on purchase intention (from = 0.299 to = 0.259) and was signed with a probability value of less than 0.01 ($t = 4.051$), indicating a partial mediating effect e-wom. Furthermore, the impact of brand awareness on purchase intensity was lower (= 0.224 to = 0.117) and significant ($t = 4.187$), indicating a partial mediation effect from e-wom. These outcomes have triumphed.

The impact of cafe-relevant value and brand awareness on e-wom and its role in increasing purchase intention are examined in this study. The findings of this study can help resolve contradictions in previous research and provide helpful information for MSMEs, especially in Java, in visiting to make purchases. This study accepts all hypotheses. The following is a summary of the research results

According to Donghee Kim et al., (2015), the relevant cafe values are given, such as coffee quality, have a favorable and significant influence on e-wom. Still, the quality of service in the cafe relevance value has no significant effect. The value of a café that can attract customers as a means of self-expression or a symbol of the desired lifestyle is also influenced by its relevant value (D. H. Kim & Jang, 2014). Furthermore, the quality of restaurant cuisine leads customers to distribute positive e-wom, which is motivated by their desire to assist eateries (Jeong & Jang, 2011). The higher the e-wom, the better the café-relevant value supplied by the café owner. As a result, the outcomes.

Brand awareness is not enough to generate purchase intensity. To increase brand awareness in building brand value for consumers, association, loyalty, and perceived quality are needed (Azzari & Pelissari, 2020). Increasing e-wom, according to Boonsiritomachai & Sud-On, (2020), to raise awareness, mobile applications are essential to creating value through virtual interactivity. In line with the findings, there are Rubalcava de León et al., (2019) positive and significant effect of information quality on brand awareness and direct impact of brand awareness on e-wom to attract new customers. Perceived brand awareness comes from the brand value offered from the quality and experience of consumer satisfaction when trying it for the first time. This, of course, will permanently be embedded in the minds of consumers to keep in mind what has been received

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and felt. From this experience, consumers will indirectly market their confidence to tell others. So, the high level of brand awareness felt by consumers certainly positively impacts e-wom.

The indicator of the relevant value of a cafe that attracts consumers to visit again is caused by several factors, such as reasonable prices, cafe-quality, unique value, and personal reflection. The rationality of prices presented by coffee shops can be judged depending on the quality perceived by consumers (M. S. Choi et al., 2017). In addition to price propriety, physical environment elements that give rise to consumers follow environmental stereotypes that can cause a person to influence environmental habits (Banasiewicz, 2017). Brand trust in perceived quality, which affects money. The value of money has a positive influence on purchase intention. Perceived risk hurts purchase intention, while it does not affect the importance of money (Ramkumar & Liang, 2020). So, the positive direct relationship of increasing the value relevance of cafes and brand awareness can directly contribute to increasing consumer purchases.

4. Conclusion

The goal of this research is to develop a conceptual model for determining the values of relevance and brand recognition that can be used to boost purchase intent through e-wom. Our proposed conceptual model's findings make two significant additions to our understanding of cafe-relevant value and brand awareness in order to boost purchase intention. First, purchase intent as a metric for enhancing the value of a cafe's relevance. Higher cafe-relevant value has been shown to increase e-wom as a means of promoting cafe products in order to increase purchasing intensity. Second, brand awareness can promote a positive impression of a coffee shop, allowing it to compete on the basis of positive awareness of a pleasant experience that encourages customers to return to the shop. The practical implications for individual or MSME managers are, of course, measuring the intensity of customer purchases from the proactive contribution of e-wom, or, in other words, the higher the value of cafe relevance, the higher the promotion of e-wom, which contributes to increasing the intensity of customer purchases. Similarly, the pleasant impression that the café brand leaves on customers, whether positive or negative, will constantly be in their minds, increasing the intensity of purchases made through e-wom. From a conceptual standpoint, this research model was successful in resolving the importance of purchase intention based on the implications of e-wom as a mediator and the direct or indirect link of cafe-relevant value, particularly among cafe owners. An further contribution

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