

The Role of Personal Branding and Customer Experience at Warung Kopi Asiang Pontianak

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ABSTRACT

Purpose: The purpose of this research is to analyze the role of personal branding and customer experience at Warung Kopi Asiang Pontianak.

Design/methodology/approach: The method used is a quantitative method using questionnaire to 100 respondents with convenience sampling technique.

Findings: The results showed that customer experience have a contribution in purchase decision at Warung Kopi Asiang Pontianak. However, personal branding that build based on Asiang as owner no give significant contribution in purchase decision.

Research limitations/implications: This research is limited to Warung Kopi Asiang in Pontianak.

Practical implications: This research can give a comprehensive perspective about personal branding and customer experience in heritage coffee shop.

Originality/value: This paper is original.

Paper type: Research paper.

Keyword: Customer Experience, Heritage, Warung Kopi Asiang, Personal Branding, Pontianak.

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I. INTRODUCTION

According to the Ministry of Industry Indonesia, coffee has become part of the lifestyle of the Indonesian people, especially among millennials (Kurniawan & Ridlo, 2017). One of them is the current trend of milk coffee which is the trigger in increasing domestic coffee consumption. Indonesia, which is one of the main coffee producing countries in the world, is now slowly developing into a coffee consuming country. The total amount of coffee consumption per capita in Indonesia is estimated at 1.5 kg per year (Kementrian Perindustrian Republik Indonesia, 2020).

The Ministry of Industry Indonesia informed that the export of processed coffee products had contributed to foreign exchange income of USD 610.89 million, an increase of 5.33% in 2019 compared to 2018. Exports of Indonesian processed coffee products were dominated by instant coffee-based products, extracts, essences, and concentrates. Coffee exported to major destination countries such as ASEAN, China, and the United Arab Emirates. In the midst of the Covid 19 pandemic, in the period January - June 2020, the trade balance for processed coffee products still experienced a surplus of USD 211.05 million. This is a quite encouraging achievement during the current pandemic (Kementrian Perindustrian Republik Indonesia, 2020). Even though in the midst of the Covid-19 pandemic, people's enthusiasm for coffee is still high and consuming coffee remains the main need of the community, especially people in urban areas.

This is also a challenge for coffee shop business people in maintaining the coffee shop business and its customers by strengthening personal branding. The coffee shop business trend always has a unique characteristic and has its own charm in attracting customers' attention, especially from brand loyalty to customer experience which is used by coffee shop businessmen to still be able to attract customers both on a large and small scale (Kim et al., 2016).

The success of a coffee shop business is influenced by how the strengths of personal branding, to creativity and innovation are used to attract customers to reach a wide reach. This can be seen from how the characteristics of a coffee shop become a strong image in permeating the minds of customers so that they can be known by the public easily. The need for strong personal branding in a business venture, especially for a coffee shop business, must have unique characteristics and also have a good reputation in the eyes of the public (Kucharska & Mikołajczak, 2018).

Customer experience also has an impact on coffee shop success. Customer experience is a service process, where there are various forms of interaction both in providing benefits, answering customer needs in the form of products and services received can improve or reduce customer experience. This makes the customer experience an important factor in the success of a business venture (Cunningham & De Meyer-Heydenrych, 2021).

Customer experience is formed when the interaction process occurs in the form of services or when making contact with employees, companies, or making purchases, either directly or indirectly. The process of customer experience is formed from various aspects, both from the website, social media, advertising, via telephone, corporate identity, and other things related to the company (Hermawan et al., 2020).

The city of Pontianak is famous for its coffee shops that have spread in various corners of the city, this also helps the economy of the people of Pontianak City, especially in the food and beverage culinary business sector (Dedi, 2019). One of them is Warung Kopi Asiang, which is known as a legendary coffee shop in Pontianak. Warung Kopi Asiang has been established since 1958 until now, where Asiang as the owner of this coffee shop has become one of the famous icons in Pontianak City. Warung Kopi Asiang, which is always crowded, is visited by customers from morning to night, both from the people of Pontianak City and outside the area (Asdhiana, 2016).

This phenomenal Coffee Shop has a unique characteristic in terms of presentation where Asiang as a coffee shop business owner who does not wear clothes when brewing and pours a cup of coffee for customers and also Warung Kopi Asiang has a distinctive taste of delicious coffee and never has changed since the establishment of this coffee shop (Taylor, 2017). Asiang uses the Hainanese-style method which makes the distinctive aroma of the coffee more fragrant.

Researchers carrying out the role of personal branding and customer experience on coffee purchasing decisions at Warung Kopi Asiang. The personal branding used in this research process is the owner of the coffee shop, Asiang. Customer experience, which in this case is observed from the experience of customers in visiting the Warung Kopi Asiang to buy coffee at the Warung Kopi Asiang.

II. METHODOLOGY

This study uses quantitative research methods with convenience sampling technique, data collection use questionnaires to Warung Kopi Asiang's customers. Sample in this study are all customers who have visited and bought coffee products at Warung Kopi Asiang. The number of customers who come to buy coffee at within one week is calculated from the total number of cups and plastic cups used as many as 3,500. The sample used by the author to calculate the number of customers is 3,500 glasses. The author uses the Slovin formula method to measure the total population that will be used as a sample and obtained 100 samples.

III. RESULTS AND DISCUSSION

The majority customers of Warung Kopi Asiang are male (67%), aged 15 – 24 years (55%), unmarried (79%), profession as a student (36%), high school senior education level (58%), the level of income per month is less than 2,500,000 IDR (47%), when visiting in the morning (36%), and the number of visits in the last 3 months is 2-3 times (58%).

Table 1. Demographic Profile of Respondents

<i>Demographic Profile</i>	<i>Majority</i>	<i>Percentage</i>
<i>Gender</i>	<i>Male</i>	<i>67%</i>

<i>Age</i>	<i>15 – 24 years old</i>	<i>55%</i>
<i>Marital Status</i>	<i>Not Marriage</i>	<i>79%</i>
<i>Occupation</i>	<i>Student</i>	<i>36%</i>
<i>Education Level</i>	<i>Senior High School</i>	<i>58%</i>
<i>Income per Month</i>	<i>Less than 2.500.000 IDR</i>	<i>47%</i>
<i>Visiting Time</i>	<i>Morning</i>	<i>36%</i>
<i>Number of Visit in last 3 months</i>	<i>2 – 3 times</i>	<i>58%</i>

Based on the results of data analysis using SPSS 22, the results of the regression equation are obtained from the following formula:

$$Y = 628 + 0,521(X1) + 0,971(X2)$$

Information:

Y = purchase decision variable

a = constant value

b1 = first regression coefficient

b2 = second regression coefficient

X1 = personal branding variable

X2 = customer experience variable

Table 2. Multiple Linear Regression Test

<i>Coefficients^a</i>					
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>
<i>1</i>	<i>(Constant)</i>	.628	9.567		.066
	<i>Personal_Branding_(X1)</i>	.521	.292	.167	1.783
	<i>Customer_Experience_(X2)</i>	.971	.150	.606	6.458

a. Dependent Variable: Purchase_Decision_(Y)

The results of the regression equation are based on Table 2. can be concluded as follows:

1. The constant value is 628, which shows the average score of the dependent variable (Y) for purchasing decisions if the independent variable personal branding (X1) and customer experience (X2) is zero or has not changed.
2. The value of the regression coefficient for the personal branding variable (X1) is 0.521 which indicates the average change in the purchasing decision score that is influenced by personal branding, the positive number results indicate that there is an influence that occurs in the same direction, which means that with the assumption that each increase is 1 (units) and other independent variables are held constant, then the purchase decision will increase by 0.521 units.

3. The value of the regression coefficient for the customer experience variable (X2) is 0.971 which indicates a large change in the average purchase decision score that is influenced by customer experience, the positive number results indicate an influence that occurs in the same direction, which means that with the assumption that each increase is 1 (units) and other independent variables are held constant, then the purchase decision will increase by 0.971 units.

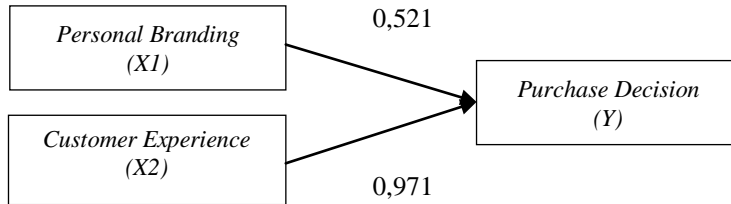


Figure 1. Research Model

The t test or partial test is a test in which each independent variable is used to determine how much influence each independent variable has on the dependent variable with conditions. If t count is greater than t table then H0 is rejected, whereas if t count is smaller than t table then H0 is accepted.

Table 3. t Test

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	.628	9.567		.066	.948
	Personal_Branding_(X1)	.521	.292	.167	1.783	.078
	Customer_Experience_(X2)	.971	.150	.606	6.458	.000

a. Dependent Variable: Purchase_Decision_(Y)

Based on Table 3. can be explained as follows:

A. The Influence of Personal Branding on Purchase Decisions

The personal branding variable (X1) has no significant effect on purchasing decisions at the Warung Kopi Asiang. This can be seen from the significant personal branding (X1) $0.78 > 0.05$. Based on Table 3. above with a significance level (α) of 5% and degrees of freedom (df) $n-(k+1) =$

The value of t table = $t(\alpha/2; (n - k - 1))$

= $t(0.05/2; 100 - 2 - 1)$

= $(0.025; 97)$

= 1.98472

The value for t table is 1.98472

The t-count results are based on Table 3. shows the t-count result of 1.783, where the t-count result is smaller than the t-table of 1.98472, then H0 is accepted and H1 is rejected. The relationship between the independent variable personal branding (X1) has no significant effect on the dependent variable on purchasing decisions (Y).

B. The Influence of Customer Experience on Purchase Decisions

The customer experience variable (X2) has a significant effect on purchasing decisions at the Warung Kopi Asiung. This can be seen from the significant customer experience (X2) $0.00 < 0.05$. Based on Table 3. above with a significance level (α) of 5% and degrees of freedom (df) $n-(k+1) =$

The value of t table = $t(\alpha/2; (n - k - 1))$

= $t(0.05/2; 100 - 2 - 1)$

= $(0.025; 97)$

= 1.98472

The value for t table is 1.98472

Based on Table 3. The t-count result above shows the t-count result of 6.458 where the t-count result is greater than the t-table of 1.98472, then H_0 is rejected and H_1 is accepted. The relationship of the independent variable customer experience (X2) has a significant effect on the dependent variable on purchasing decisions (Y).

Table 4. F Test

ANOVA ^a						
	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	4427.575	2	2213.787	55.274	.000 ^b
	<i>Residual</i>	3884.935	97	40.051		
	<i>Total</i>	8312.510	99			

a. Dependent Variable: Purchase_Decision_(Y)

b. Predictors: (Constant), Customer_Experience_(X2), Personal_Branding_(X1)

The F test is used to see whether the existing regression model is feasible or not. Eligible means that the existing regression model can be used to explain the effect of the independent variables (personal branding and customer experience) on the dependent (purchase decisions). Through the ANOVA table, the regression model is declared feasible if the calculated F value (Sig.) is less than 0.05. The formula to compare the significance of the calculated f value $> f$ table:

$f = (k;n - k)$

$f = (2;100 - 2)$

f table = $(2; 98)$

f table = 3.09 with an error rate of 5%

Based on Table 4. The results of the model feasibility test (F test) show that the significance value is 0.000, which means it is smaller than 0.05 where the calculated f value $(55.274) > f$ table (3.09). This value shows a significance value that is less than 0.05 (Ghozali, 2018). These results can be concluded that the personal branding variable does not have a significant effect on the dependent variable purchasing decisions (Y) while the independent variable customer experience (X2) has a significant influence on the dependent variable purchasing decisions (Y).

Table 5. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.533	.523	6.32858

a. Predictors: (Constant), Customer_Experience_(X2), Personal_Branding_(X1)

Based on Table 5. the R value of Adjusted Square is 0.523. These results indicate that personal branding and customer experience have an influence on purchasing decisions at Warung Kopi Asiang by 52.3%, the remaining 47.7% purchasing decisions at Warung Kopi Asiang are influenced by other factors not discussed in this study.

C. The Role of Personal Branding at Warung Kopi Asiang

Personal branding describes someone from their ability, talent or uniqueness in marketing their identity to the public so that it can be known in general (Kucharska & Mikołajczak, 2018). Personal branding measured by 3 dimensions namely distinctive, relevant, and consistent. Findings in this research show that personal branding give no significant effect on purchase decision at Warung Kopi Asiang.

Researchers address several issues regarding this result. First, respondents who visit the Asian Coffee Shop are people who live around the city of Pontianak and its surroundings, so that personal branding which is measured by 3 dimensions, namely characteristic, relevant, and consistent does not attract them. The personal branding that they see in general will become an ordinary thing that no longer has the uniqueness and difference between one coffee shop and another.

It is possible that the results of this personal branding itself will be different when the respondents from this study are given to people who have just visited Pontianak and enjoy the dishes at the Warung Kopi Asiang. They will see Asiang personal branding as part of the consumption of the product itself. It is also possible that they will document their moments to provide information to others on social media about their impressions and messages while at the Warung Kopi Asiang. Supported by (Pawar, 2016) findings that personal branding has a very significant impact on business in the digital era.

Second, personal branding can have a positive or negative impact on business continuity. Businesses that depend on their owner's personal branding have the potential to experience a decline in turnover or recognition when the owner or the main character who is considered iconic no longer participates in the business. This is a note for businesses with very strong icons that need to consider the uniqueness that can be passed down from generation to generation when continued by the next generation (Astrachan & Astrachan, 2015). Keeping heritage branding alive is a challenge for businesses that are more than 50 years old to maintain their existence in an increasingly dynamic and sophisticated market.

D. The Role of Customer Experience at Warung Kopi Asiang

A customer experience is defined as originating from a set of interactions between the customer and the product, company, or part of the organization, which elicit a reaction. This experience is completely personal and implies customer involvement on different levels (rational, emotional, sensory, physical and spiritual). In this study, consumer experience has a significant effect on purchasing decisions at the Warung Kopi Asiang. This can be viewed from 5 dimensions, namely experience in product, experience in environment, experience in loyalty communication, experience in customer service and social exchange, and experience in events.

Based on the research results, there are 2 main issues related to customer experience. First, the customer experience is related to the atmosphere that the business builds. Warung Kopi Asiang still maintains the characteristic uses the Hainanese-style method which makes the distinctive aroma of the coffee more fragrant and is processed directly by the owner. This particularity in maintaining traditional recipes needs to be maintained and maintained as one element of the consumer experience that customers want to taste again in line with research by Zocchi et al. (2021). While this method can be said to be out of date compared to the typical modern coffee shop with state-of-the-art equipment, it is this authentic distinction that makes for an unforgettable customer experience.

Second, Warung Kopi Asiang offers typical Pontianak Peranakan dishes with traditional recipes that have been passed down from generation to generation and served as is. Not infrequently customers feel like they are at home with perfunctory tables and chairs without modern facilities and focus more on hanging out or gathering atmosphere than playing gadgets. This warmth in dialogue and quality time with friends and family is an important part of the customer experience that is inseparable from the Warung Kopi Asiang itself. Supported by Kristanti et al. (2018), the pleasant local consumption experience influences the purchasing decisions of local tourists in making purchases at the Warung Kopi Asiang as Pontianak's authentic coffee shop.

IV. CONCLUSION

Personal branding and customer experience are two important elements in a business that must be managed and considered to make purchasing decisions. In this case, Warung Kopi Asiang is not influenced by personal branding from Asiang as the owner. This is because the majority of respondents are from Pontianak and its surroundings, who may regularly see him while serving coffee to customers. The results of the study may be different when the respondents who are given the questionnaire are tourists from outside Pontianak who are tasting coffee for the first time at the Warung Kopi Asiang and will see the uniqueness of Asiang personal branding.

Customer experience plays a significant role in the purchasing decision process. This can be seen from the authenticity and consumption experience that is not obtained anywhere else. While other businesses are implementing modernization in various aspects of their business, Warung Kopi Asiang still maintains the traditions that have been developed by the previous generation, so that it becomes a distinctive culinary that can become Pontianak's identity. In addition, the home-like atmosphere and the closeness that exists due to the absence of modern facilities, such as Wi-Fi, chargers, and so on make this coffee place a comfortable hangout place for respondents.

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