Enhancing consumer loyalty through brand preference and brand conviction

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Abstract

This study points to analyze and explain the Effect of Brand Preference and Brand Conviction on Consumer Loyalty of Excelso Multirasa Franchise in Samarinda City. The population in this study is the people of the city of Samarinda who are consumers of Cafe Excelso. The sampling technique in this study used a probability sampling technique with a simple random sampling methodwith a sample of 120 respondents. Data collection techniques used open and closed questionnaires. The analysis was carried out usingSPSS version 23. This research is quantitative. The results of this study indicate that: (1)Brand Preference positive and significant effect on Consumer Loyalty, (2) Brand Conviction positive and significant effect on Consumer Loyalty.

Key words: Brand preference; brand conviction; consumer loyalty

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INTRODUCTION

Indonesia is the best producer of coffee beans in the world. Therefore, drinking coffee has become a habit of society since the first until now. Because the age of coffee connoisseurs almost does not look at the age ranging from teenagers to adults and even seniors, so there are countless. For them, coffee is a daily beverage consumption. The development of the coffee shop business is currently growing very rapidly. So that the coffee shop as a business opportunity for business people by building a company image, having creativity in creating products and flavors of drinks sold to distinguish beverage products from other coffee shops.

The phenomenon experienced is the lifestyle of the Indonesian people who like to consume coffee which triggers the development of the coffee shop business which is growing very rapidly in Indonesia. Cafe Excelso is a coffee bean and cafe company that is known for providing customer satisfaction through its best food and beverage products and services. Excelso has a variety of coffee products ranging from local Indonesian coffee, not only providing coffee but also providing other menus such as fruit freeze, frappio, pasta, salad, dessert and snacks. Marketed coffee is made in the form of coffee beans and is available in supermarkets,

Business competition in the cafe industry has various ways to meet customer satisfaction. In the process of its business, Excelso is a cafe that is well known by many people because it has excellent product quality in order to increase the sales targets that have been set and have been achieved and continue to increase.

Preference means desire or alternative choice. Preference is above all the buying behavior tendencies of a brand that produce a product. So that brand preference is the attitude of consumers when faced with certain situations to choose one or more brands in the same product category. In this case, it means that the perception of the brand helps consumers in the process before making a purchase. Consumers can set a brand preference if the preferred brand choice is already known. Brand Conviction is the consumer's belief that the choice of a product in a brand has advantages over products from other brands, this is the stage that makes consumers buy the product.

When consumers have made brand preferences and brand convictions, loyal consumers will arise because consumers have made choices and are confident in the brand. Loyalty is consumer buying behavior for a brand and is done repeatedly. Consumer loyalty will be formed if the consumer is satisfied with the service or product provided. Customer loyalty can be obtained from consumers who are satisfied with the products of Cafe Excelso.

Table 1.
Research Gap Influence of Brand on Loyalty

Research Gap	Results	Researcher
There are differences in the results of research on the influence of Brand on Loyalty	Significantly Positive	(Warrauw 2020) (Arief, Dafiq, and Widiyanto 2016) (Amoako et al. 2017)
	Not Significantly Positive	(Ksatriyani 2019) (Ernawati & Prihandono, 2017) (Sondakh 2015)

It can be seen that the results of research on the influence of brands on loyalty also still give different results. So it can be concluded that based on the background, researchers are interested in conducting research with the title "The Effect of Brand Preference and Brand Conviction on Consumer Loyalty of Excelso "

Literature Review
Consumer Loyalty (Y1)

Consumer loyalty is a repeat purchase made by consumers because they are committed to a brand or company (Kotler and Keller 2016). Consumer loyalty reflects a favorable attitude towards a brand or company that is the result of consumer confidence. Consumer loyalty is identified as repeat purchase behavior and will actively promote the company's products and services to other consumers (Cheng, Wu, and Chen 2020). Loyalty is behavior for making decisions in continuous purchases of goods or

services from a selected company (Himmah 2020). Consumer loyalty greatly influences consumer behavior, meaning that if consumers are loyal, consumers will show buying behavior for products or services repeatedly for a long time and consumers do not want to move even though these products and services are scarce in the market.

Brand Preference (X1)

Brand preferenceoften found as a variable that directly affects consumer desire to buy. Brand preference is a behavioral tendency that reflects consumer attitudes towards a brand, meaning that this attitude affects the intentions and choices of the brand(Ebrahim et al. 2016). Brand preference is often found as a variable that directly affects consumers' desire to buy. Brand preference is a behavioral tendency that reflects consumer attitudes towards a brand, meaning that this attitude affects the intentions and choices of the brand(Ebrahim et al. 2016). Brand preference is defined as a relative preference for choosing or using a brand. Preference is very important for consumers to consider a brand that they want to buy(Chomvilailuk and Butcher 2010).

Brand Conviction (X2)

Brand Convitctionis that consumers make purchases showing attitudes of consumer behavior that believe in a product in the brand. Brand belief is the stage that makes consumers buy the product. Confidence is the target market that places the product in an important position and makes the product the right choice and has the confidence to buy the product(Kairupan et al. 2013). The importance of the quality of consumer relations on brand beliefs is very influential, confidence as a stage of consideration felt by consumers, meaning that belief is a supporter of consumers in making purchases of these products (Retnawati, Ardyan, and Farida 2018). Consumers who are convinced and satisfied with the product, the company will automatically benefit, namely free promos through word of mouth from consumers. Benefits of brand convitction for brand strength, positive brand equity and beneficial associations for both consumers and companies(Wolter et al. 2017).

METHOD

The research used in this research is quantitative research. The population in this study is the people of the city of Samarinda who are consumers of Cafe Excelso. The sampling technique in this study used a probability sampling technique with a simple random sampling method, namely random sampling without regard to the existing strata in the population (Ferdinand, 2014). Respondents in this study were consumers of Café Excelso.This study uses a sample size where the number of sample members is at least 10 times the number of variables to be studied. The minimum number of respondents used is in accordance with the indicators in the questionnaire assuming nx5 to nx10 (Sugiyono 2015). In this study the number of indicators for all variables amounted to 12 indicators = 120 Samples.

The analytical tool applied in this study is the SPSS version 23 application. Instrument Testing Techniques Tests performed on instrument testing: Validity test is done by comparing the value with , if > then the questionnaire is declared valid. The minimum requirement for a data instrument is considered valid if the value of the validity index is 0.3 or when the value of t count > t table.$r_{hitung} r_{tabel} r_{hitung} r_{tabel}$. The reliability test used in this study is Internal Consistency Reliability using the Cronbach Alpha coefficient. This is in accordance with the purpose of testing the consistency of the value of this research instrument. The data can be said to be reliable if Cronbach Alpha > 0.6.

Tests carried out on hypothesis testing: The R test (Correlation Coefficient) was used to answer how closely the linear relationship between the independent variable (X) and the dependent variable (Y) Coefficient of determination (R^2)for multiple regression is a number that states the proportion (percentage) of variation in changes in the values of the dependent variable (Y) which is determined by the variation of changes in the values of all independent variables (X). The coefficient of determination is basically used to measure how far the accuracy of the model that includes , and , together is compared to the variation of Y.$(R^2) X_1 X_2$. Model Accuracy Test (F-Test) or Goodnes of Fit Test is a model feasibility test. A feasible model is a model that can be used to estimate the population. The regression model is said to be feasible if the F value of a model meets the criteria that have been set. Relationship variables can be declared influential if the significance of a < 0.05 or if > .$F_{Hitung} F_{Tabel}$. Partial Significance Test (t-test) The method used to test the reality level of the influence of the independent variable on the dependent variable is to use the t test (t test).

RESULTS AND DISCUSSION

Validity test

Table 2.
Validity Test Results

Variable	Indicator	r count	r table	Information
Brand Preference (X1)	Advantage product	0.821	0.1793	valid
	Competitive Price	0.845	0.1793	valid
	Easy	0.756	0.1793	valid
	Good image	0.816	0.1793	valid
	Packaging Attractiveness	0.862	0.1793	valid
Brand Conviction (X2)	Consistency to buying	0.873	0.1793	valid
	Conviction to buying	0.933	0.1793	valid
	Trust to buying	0.893	0.1793	valid
Consumer Loyalty (Y1)	Long term commitment	0.823	0.1793	valid
	First Impression	0.849	0.1793	valid
	Give recommendation	0.795	0.1793	valid
	Always loyalty	0.763	0.1793	valid

From the results of the validity test on the total rows X1, X2, and Y where the Sig2-tailed value is smaller than the critical value a = 0.05 (5%). Thus, it can be said that all items are valid, from the results above, it can be concluded that all questionnaire questions on the variables of brand preference (X1), brand conviction (X2) and consumer loyalty (Y) are declared valid because the calculated R values are all above r table, which is 0 ,1793 indicates that all items used in variables X1, X2 and Y are valid.

Table 3.
Reliability Test Results

Variable	Cronbach Alpha	Limit Value	Information
Brand Preference (X1)	0.878	0.6	Reliable
Brand Conviction (X2)	0.881	0.6	Reliable
Consumer Loyalty (Y)	0.821	0.6	Reliable

From table data 3 based on the results of the reliability test using Cronbach Alpha (α), it shows that Cronbach Alpha > 0.60, namely the brand preference variable (X1) 0.878 > 0.60, brand conviction variable (X2) 0.881 > 0.60, and consumer loyalty variable (Y) 0.821 > 0.60. It shows reliable or consistent.

Table 4.
Multiple Regression Analysis Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.023	.893		3.384	.001
	Brand Preference X1	.221	.096	.281	2.318	.022
	Brand Conviction X2	.650	.152	.519	4.288	.000

Based on the results of the regression equation above, it shows that there is a positive attraction between brand preference, brand conviction on consumer loyalty, meaning that every increase and addition to the independent variable has an impact on increasing and adding to the dependent variable which can be explained as follows: Constant (a) = 3.023. The constant is a fixed value where this value is not affected by the regression coefficient. The constant shows a result of 3.023 which means, if Brand Preference (X1), Brand Conviction (X2) are not considered, then Consumer Loyalty will increase by 3.023%. Regression Coefficient (X1) = 0.221. The magnitude of the coefficient of Brand Preference (X1) is 0.221, meaning that every positive increase in Brand Preference by 1% will increase Consumer Loyalty by 0.221% if other variables are constant. Regression Coefficient (X2) = 0.650. The magnitude of the Brand Conviction coefficient (X2) is 0.650, meaning that each positive increase in Brand Conviction by 1% will increase Consumer Loyalty by 0.650% if other variables are constant.

Table 5.
Results of the Correlation Coefficient Test Questionnaire (R)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777a	.604	.598	1,771

The correlation coefficient is used to determine the strength of attraction between the dependent variable and the independent variable. Based on the results of the analysis of table 4.35 above, it shows that the value of the correlation coefficient (R) is 0.777. This means that there is a close relationship between Brand Preference, Brand Conviction and Consumer Loyalty of Excelso, which has a strong appeal because it is in the interval 0.700 – 1,000 as described in the guideline table for interpretation of the correlation coefficient.

Table 6.
Coefficient of Determination Test (R2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777a	.604	.598	1,771

The coefficient of determination is used to measure the magnitude of attraction between two or more variables. Based on the results of data analysis in table 4.9 above, it is known that the coefficient of determination (R2) is 0.604. This shows that the proportion that can be explained by the independent variable is 60.4% while the remaining 39.6% is influenced by other variables not included in this study, this means that there is a close relationship between Brand Preference, Brand Conviction and Loyalty. Excelso Multirasa Franchise Consumers.

This F test is a hypothesis to determine the relationship between three or more variables. With k stating that the number of dependent variables and the number of independent variables and n = statistical sample size F is distributed by taking dk, taking d and dk the denominator = (n − k) that is (120 − 3 = 117). To obtain the results of this F test, it can be seen from table 4.10 below:

Table 7.
F . Test Results
ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	560.869	2	280,434	89,379	.000b
	Residual	367,098	117	3.138		
	Total	927,967	119			

From the Anova table, the probability value (Sig) is 0.000. Because the value of Sig < 0.05 (0.000 < 0.05), the decision is that H0 is rejected and Ha is accepted. The conclusion is significant, meaning that brand preference and brand conviction together have a significant effect on consumer loyalty.

As for another way of looking at this F test, it can compare between Fcount and Ftable. The trick is to determine the value of degrees of freedom (df) for the numerator (df1) with the formula df1 = k-1. Then determine the degree of freedom(df) for the denominator or df2 with the formula df2 with the formula df2 = n − k. where k is the number of variables (independent + bound) and n is the number of data. In this study, the value of k = 3 and n = 120. Then the value of df1 in this study is df1 = 3 − 1 = 2 and df2 = 120 − 3 = 117, so by looking at the values in Ftable with df1 = 2 and df2 = 117 we get Ftable value is 3.07. Furthermore, comparing the value of Fcount with Ftable from the table above, it is known that the value of Fcount is 89.379 So it can be concluded that Fcount > Ftable (89.379 > 3.07).

Table 8.
T . Test Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.023	.893		3.384	.001
	Brand Preference (X1)	.221	.096	.281	2.318	.022
	Brand Conviction (X2)	.650	.152	.519	4.288	.000

Based on the results of data analysis using the SPSS program with a significance level of 0.05 in table 4.38 above, it shows that it is obtained at 1.981 ((df 2 = 120 – 3 = 117). So that each variable can be explained as follows: The Attractiveness of Brand Preference to Consumer Loyalty. The results of the T test on the Brand Preference variable obtained a Sig probability number of 0.022 because the Sig value <0.05 then the decision is H0 is rejected, and Ha is accepted. The value on Brand Preference (X1) is 2.318 when compared to the value of 1.981 (2.318 > 1.981). So, with these results it can be concluded that Brand Preference has a positive and significant attraction to Excelso Multirasa Franchise Consumer Loyalty. The attractiveness of Brand Conviction to Purchase Decisions.The results of the T test on the Brand Conviction variable obtained a Sig probability number of 0.000 because the Sig value <0.05, the decision is H0 is rejected, and Ha is accepted. The value on Brand Conviction (X2) is 4.288 when compared to the value of 1.981 (4.288 > 1.981). So, with these results it can be concluded that Brand Conviction has a positive and significant appeal to Excelso Multirasa Franchise Consumer Loyalty.

Discussion

The results of the analysis show that brand preference has a positive and significant influence on consumer loyalty Excelso Multirasa Franchise in Samarinda City, this is the higher the brand preference, the higher consumer loyalty Excelso Multirasa Franchise in Samarinda City. The highest indicator or that dominates the brand preference variable is social psychology where consumers like a brand whose brand is an image that can reflect itself.

The lowest indicator on the brand preference variable is the price of a brand. The results of the analysis show that the brand preference variable on social psychology indicators is that consumers enjoy and like a brand such as the aroma in the coffee which can create a sense of taste in themselves, the indicator is able to have a dominating influence on consumer loyalty. This means that consumers experience a positive influence after buying products at Excelso Multirasa Franchise,

The packaging indicators of the brand are enough to give an influence on consumer loyalty. This means that consumers are satisfied with the Excelso Multirasa Franchise packaging in Samarinda City because the packaging is neatly arranged and makes it easier for consumers to be more practical and most importantly not easily damaged or leaked (for beverage products). The indicators of product availability in brands have been able to have an influence on consumer loyalty, because many products are available in several places such as supermarkets, Café Excelso outlets and also in applications via grab, gofood or member applications.

The product quality indicators on the brand are sufficient to have an influence on consumer loyalty, using quality ingredients in favorite products such as Kalosi Toraja coffee, Avocado Coffee and various frappio beverage products which are fancy coffee and Excelso products have many advantages that are well known to teenagers and adults. . The product price indicator on the brand can influence consumer loyalty but is not dominant, this shows that the price is in accordance with the quality of the product and service at Café Excelso. It means that brand preference and consumer loyalty have a very close relationship when consumers have an image of taste after buying products at Café Excelso which is influenced by the practical packaging,

This result is in line with (Arief, Dafiq, and Widiyanto 2016)which states that if consumers already have a choice of a brand, then consumers have a desire to have a product issued by the brand. The consumer's choice of the brand makes the consumer satisfaction of the brand. The results of this study also support previous research conducted by(Amoako et al. 2017), the results of his research stated that brand preference had a significant effect on consumer loyalty.

The Effect of Brand Conviction on Consumer Loyalty

The results of the analysis show that brand conviction has a positive and significant influence on Excelso Multirasa Franchise consumer loyalty, this is the higher the brand conviction, the higher the Excelso Multirasa Franchise consumer loyalty. With the highest indicator or that dominates the brand conviction variable is consumer perception, which means that consumer confidence in choosing the Excelso brand is one of the important factors and greatly affects consumer loyalty in buying products at Excelso Multirasa Franchise in. The lowest indicator on the brand conviction variable is emotional commitment, which means that consumers are confident and always consistently buy products at Excelso that can affect consumer loyalty but do not dominate the level of consumer loyalty at Excelso Multirasa Franchise.

The results of the analysis show that the brand conviction variable on the consumer perception indicator has been able to have an influence on consumer loyalty. This means that consumers have gotten tangible results such as a pretty good presentation, service, a place that makes them feel comfortable after buying products at Café Excelso. The indicators of cognitive elaboration are sufficient to have an influence on consumer loyalty. This means that consumers get information on social media that provides education about Excelso products. The indicators of emotional commitment have been able to have an influence on consumer loyalty but are not dominant, this shows that not all consumers consider it consistent to buy products at Café Excelso.

This is in line with (Wolter et al. 2017)The existence of consumer confidence in the brand can be seen from the attitude of loyalty in buying products. Loyalty to a brand that can be maintained for a long time can create customer satisfaction. The results of this study also support previous research conducted by(Retnawati, Ardyan, and Farida 2018) the results of his research stated that brand conviction had a significant effect on consumer loyalty.

CONCLUSIONS

The conclusion of this research problem is based on the findings of the problems identified and arranged in the research problem formulation. This study aims to determine the effect of brand preference and brand conviction on consumer loyalty Excelso Multirasa Franchise in Samarinda City. In analyzing the relationship between these variables, this study uses SPSS version 23. Based on the explanation of the results of the research analysis and discussion, the following conclusions can be drawn: Based on the results of research that has been done that brand preference has a positive and significant effect on consumer loyalty. So that the results of this study are in accordance with the hypothesis which states that brand preference affects consumer loyalty, then the hypothesis is accepted. This means that the higher the brand preference, the higher the consumer loyalty with the most dominant indicator being social psychology where consumers like a brand whose brand is an image that can reflect itself and the lowest is the price of a brand.

Based on the results of research that has been done that brand conviction has a positive and significant effect on consumer loyalty. So that the results of this study are in accordance with the hypothesis which states that brand conviction affects consumer loyalty, then the hypothesis is accepted. This means that the higher the brand conviction, the higher the consumer loyalty with the most dominant indicator is consumer perception, which means consumer confidence in choosing a brand and the lowest is emotional commitment.

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