

THE INFLUENCE OF BRAND PERSONALITY, BRAND TRUST ON NESCAFÉ COFFEE BRAND PREFERENCE IN CAN PACKAGING IN WARU, SIDOARJO

Ni Luh Sindra Dewi, Didit Darmawan

University of Sunan Giri Surabaya

ABSTRACT

Indonesia has a high number of people and their presence is spread across various islands so it is known that Indonesia has many inhabited and uninhabited islands. The many islands in Indonesia make Indonesia rich in natural resources obtained in each area of these islands. The natural resources obtained also vary due to the geographical location of each island being different. The results of natural resources which until now are in great demand and have many benefits, one of which is coffee. This study aims to determine the positive relationship between brand personality, brand trust and brand preference among consumers who drink canned Nescafé products in the Waru area, Sidoarjo. The population of this research is aimed at consumers or connoisseurs of Nescafé coffee in the Waru area, Sidoarjo. The sample in this study used 100 respondents and this research used quantitative research techniques and distributed questionnaires, and used multiple linear analysis techniques. In this study, researchers used 2 independent variables, 1 dependent variable, and it can be seen that in this study brand personality on brand preference has a significant influence on Nescafé products, in addition to the influence described on brand personality and brand preference, a significant or positive relationship is also found between trust brand on brand preference on Nescafé products.

Keywords: brand personality, brand trust, brand preference

Introduction

Indonesia is an archipelagic country, where Indonesia is one of the largest archipelagic countries in the world. Indonesia has more than 17,000 islands and only about 7,000 of them are inhabited. With so many islands that exist and can be seen stretching from Sabang to Merauke, and of the many islands in Indonesia itself, each region has various natural resources.

With this many natural resources, Indonesia has become one of the suppliers or importers of food goods, for example, spices, plantation products, then there are marine products, agriculture, and many others. A plantation product that is in great demand, easy to process, and has many benefits resulting from Indonesian plantations has long been coffee.

Since ancient times coffee has been very familiar and known by all people and is also popular throughout the world, when used as a thirst quenching drink coffee can also have a fitness effect, drowsiness will immediately disappear after drinking this coffee. These benefits are clearly visible to coffee connoisseurs, besides that coffee itself can also be processed into various kinds of processed products, for example, scrubs and body lotions.

The development of the times to date has caused people's needs for various things to be endless and increasing every time, people also have the right to assess each other in determining the choice of what they want. This has affected many coffee products that have sprung up in Indonesia, ranging from coffees made by ordinary rural people or old people in ancient times to coffee with a legendary name or brand. Of the many existing coffee brands, there are only a few coffees that still have a lot of fans, such as Kapal Api, Nescafé, Top Coffe, Good Day.

Nescafé is a product made in the 1930s, and at that time the amount of coffee production in Brazil exceeded the limit so Nestle took on the task of processing the coffee so that it could be marketed in the community and Nescafe was ready to be marketed after 8 years of processing. Nescafé continued to innovate and made soluble coffee variants, by roasting coffee beans and finding freeze dried coffee in 1967 and continued to develop it until it entered the world market.

Brand preference is stated as a fundamental and important reason for consumers to further strengthen their intention to buy a product and assume that this preference has a positive value for the uses that consumers want (Ebrahim et al., 2016). Brand preferences indicate that the buyer's or consumer's perception of brand choice leads to preferences or attitudes, which influence brand intentions and choices (Chomvilailuk & Butcher, 2010). Preferences themselves are usually applied by consumers when they are faced with a choice of brands, but they will still choose a brand that they have set in mind. So brand preference is very important in the world of product marketing because many consumers prefer products that are often used without wanting to think about new products that are exactly the same

as the products that have been used. Likewise, Nescafé fans will continue to choose this brand because they have fallen in love and really like this product.

Nescafé coffee is closely related to a brand personality and brand preferences (Kim et al., 2011). Talking about brand personality, Nescafé itself is a well-known coffee brand and has penetrated the international market. Brand personality is a phenomenon between a brand or product that they appear in order to attract consumers so that consumers are interested in and familiar with a product (Aaker, 1997). This brand personality is often associated with several things that can trigger consumers' minds with a particular product or brand, whether in the form of taste, attractive packaging logos, relatively cheap or moderate prices and many others. This product is a flagship product and a top product that has good selling points in the market. Brand personality is an activity formed from communication between a product and its consumers (Akin, 2017). So that many Nescafé connoisseurs are very familiar with the characteristics formed by this product because of the taste and also the characteristics that Nescafé has built from the past until now.

Talking about brand personality with brand preferences besides that there is brand trust that influences a brand preference (Dam, 2020). Brand trust is a process that consumers have gone through in recognizing and trusting a brand before they make the choice to buy a product so that it becomes their flagship brand or product (Chaudhuri & Holbrook, 2001). Brand trust can be said to be a consumer's knowledge about a brand that is firmly attached to the consumer's mind and the brand is considered good and trustworthy (Delgado-Ballester et al., 2003). So that consumers can judge for themselves which products they will use or buy, Nescafé has succeeded in building trust between its products and consumers. Therefore this coffee is very popular and trusted by existing coffee lovers.

From this research it can be said that the aim of the research explained is the importance of knowing and seeing the influence of brand personality, brand trust on brand preferences.

Research Methods

using elements of calculation or commonly called numerical data using special statistical techniques to answer questions in a problem that has been presented in the study. In this quantitative study, the target population is

consumers who consume Nescafé in the Waru area, Sidoarjo with a total of 100 respondents.

Brand personality is a phenomenon between a brand or product that they appear in order to attract consumers so that consumers are interested in and familiar with a product (Aaker, 1997). The indicators used in Brand Personality according to Aaker (1997) are as follows: 1) sincerity; 2) joy; 3) competence; 4) sophistication; 5) toughness.

Brand trust is a process that consumers have gone through in recognizing and trusting a brand before they make the choice to buy a product so that it becomes their flagship brand or product (Chaudhuri and Holbrook, 2001). In addition, brand trust is also interpreted as a consumer's thoughts about trust that will continue to be applied in using a product or brand (Delgado-Ballester et al., 2003). The indicators used in Brand Trust according to (Shin et al., 2019) are as follows: 1) credibility; 2) integrity; 3) virtue.

This brand preference is usually interpreted by consumers who only choose certain products that have influenced consumer minds or are commonly called thought stimuli in products or brands (Dam, 2020). Brand preferences indicate that the buyer's or consumer's perception of brand choice leads to preferences or attitudes, which influence brand intentions and choices (Chomvilailuk & Butcher, 2010). The indicators used in brand preference according to Jin and Weber (2013) are: 1) Attitude towards future presence; 2) Preference for various brand components.

From each indicator will be explained in the statement presented in the distributed questionnaire, the answers from the questionnaire are measured with a Likert scale value of 1-5. This data was analyzed using multiple linear regression analysis techniques and previously tested using validity, reliability, classical assumptions.

Results and Discussion

This study distributed 120 questionnaires to Nescafe consumers in Waru, Sidoarjo. There were 100 people who responded. Most of the respondents in this study were female with a total of 55 respondents, while the number of male respondents was 45 respondents. Based on age, the majority of respondents were in the age range of 20-29 years with a total of 52 respondents. Most of the respondents' jobs were private employees with a total of 51 respondents.

A good regression model requires no multicollinearity problem. Multicollinearity can also be seen from (1) the tolerance value and its counterpart (2) the variance inflation factor (VIF). From the results of the analysis, it was found that the four independent variables in this study had VIF values below 10 and tolerance values > 0.1 . So there is no multicollinearity between the independent variables. Thus, it can be concluded that the independent variables meet the classical requirements for multicollinearity.

The Normality Test can be seen from the distribution of data following the diagonal line on the P Plot graph as follows:

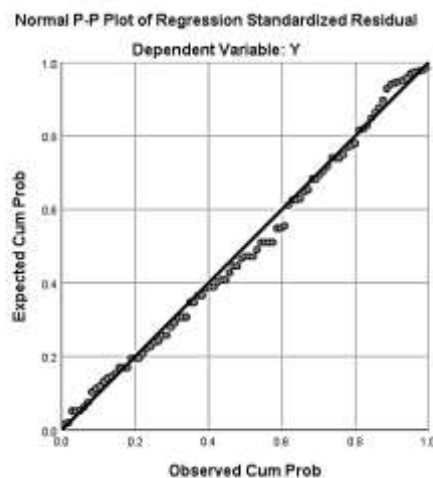


Figure 1. Normality Test

The picture above is the result of the data normality test for all independent variables simultaneously on the consumer repurchase intention variable. It can be seen that the points are spread around the diagonal line and the distribution follows the direction of the diagonal line, which means that the residual values are normally distributed, so the regression model is suitable to be used to predict brand preferences. To see the influence of brand personality and trust on the repurchase intention of Nescafe consumers in Sidoarjo, multiple linear regression analysis was used.

Table 1. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40.073	3.247		12.344	.000

	X.1	2.431	.463	.455	5.253	.000
	X.2	1.373	.391	.304	3.513	.001

From the data above, a multiple regression equation can be created as follows: $Y = 40.073 + (2.431)X_1 + (1.373)X_2 + e$. From this equation it can be concluded that: 1) from the model equation it is known that the multiple linear regression above shows that the constant value is 40.073 which means that without the influence of brand personality variables and brand trust, brand preference has reached 40.073. 2) the brand personality regression coefficient is 2.431. This means that there is a positive influence of brand personality on brand preference, if brand personality increases by a unit, then consumer brand preferences will increase in each unit assuming other variables do not change or are constant. 3) brand trust regression coefficient is 1.373. This means that there is a positive influence of brand trust on brand preference, if brand trust increases by a unit, brand preference will decrease by an amount in each unit assuming other variables do not change or are constant.

The t test basically shows how much influence an explanatory/independent variable individually has in explaining the dependent variable. The significant level used is 0.05 with the test criteria, if the significant value of each independent variable is <0.05 then H_0 is accepted, meaning that the independent variables have a significant effect on the dependent variable. From the results of the study, the results of the t test can be seen that: First, Hypothesis (H_0) 1 is accepted, because a significant value is obtained of $0.000 < 0.05$, thus it can be concluded that brand personality has a significant effect on Nescafe brand preference. Second, a significant value of $0.001 > 0.05$ H_0 is accepted, thus it can be concluded that brand trust has a significant effect on Nescafe brand preference.

Table 2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	827.238	2	413.619	27.526	.000 ^b
	Residual	1352.375	90	15.026		
	Total	2179.613	92			

The F statistical test aims to find out whether all the independent variables included in the model have a joint influence on the dependent variable. The F test has a significance level of 0.05. Get the result that the probability value F (Sig) is $0.000 < 0.05$, thus it can be concluded that there is a significant

influence of brand personality and brand trust simultaneously and significantly on Nescafé brand preference.

Table 3. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.616 ^a	.380	.366	3.876	.889

The coefficient of determination (R²) essentially measures how far the model's ability to explain the dependent variable is. The value of the determinant coefficient (R²) lies between 0 and 1. By criteria, if the R² value is small it means that the ability of the independent variables to explain variations in the dependent variable is very limited and if R² is close to 1 it means that the independent variables almost provide all the information needed to predict dependent variation. In the table above, an R square of 0.380 is obtained, meaning that 38% of the brand personality and brand trust variables can explain the brand preference variable, while the remaining 62% is explained by other variables outside the research variables.

Previous research states that brand personality has a significant influence on brand preference. In research, Kim et al., (2011) stated their assumption that the brand personality of a product influences brand preferences in every complexity. This brand personality is used to see how influential a product is for consumers. Apart from that, brand personality is also defined as the character that a product or brand builds to attract consumers (Hee Jung & Myung Soo, 2013). In addition, brand personality is formed by consumers who are happy and always memorize the products they will buy or continue to buy and use (Akin, 2017). So consumers also look in terms of brand personality every time they express their decision on which brand they want to choose. The managerial application is that a product will be more attractive to consumers when a company increases the advantages of a product in terms of brand personality, thereby giving rise to its own characteristics in a product so that consumers can decide on brand preferences for the Nescafé brand.

In this research, it was concluded that brand trust has a significant effect on Brand Preference. It can be seen from research conducted by Dam (2020) that there is a significant influence of brand trust on brand preference, strengthening the evidence that brand trust has an effect on brand preference. This brand trust indicates that consumers continuously believe in one particular product or brand (Kimpakorn & Tocquer, 2010). Consumers will trust a product or brand when they have often used the

product and the product is able to provide whatever consumers want. It can be assessed that a brand trust or commonly known as a particular brand that is already known to consumers and used as a reference for purchasing also influences a Brand Preference. Managerial implementation that can be stated by the company that creates or produces Nescafé products must maintain the taste and quality so that a product remains trusted by Nescafé coffee lovers so that it does not reduce consumer interest so that consumers continue to choose this brand.

Conclusion

Berdasarkan penelitian ini dapat disimpulkan bahwa Kepribadian Merek terhadap Preferensi merek memiliki pengaruh yang signifikan pada produk Nescafé, selain pengaruh yang dijelaskan pada kepribadian merek dan preferensi merek terdapat juga hubungan yang signifikan antara kepercayaan merek terhadap preferensi merek pada produk Nescafé. Berdasarkan hasil penelitian ini peneliti menyatakan sebuah saran yang dapat dijadikan acuan untuk pembenahan atau perbaikan. Maka saran yang dapat diberikan adalah produk Top Coffe harus lebih meningkatkan sebuah kualitas sebuah produknya agar kepribadian merek, kepercayaan merek dari Nescafé sendiri lebih dapat dipersaingkan dengan produk-produk kopi lainnya. Agar antar satu produk dengan produk lain lebih didominasi oleh produk Nescafé sendiri sehingga dapat dikatakan bahwa preferensi merek konsumen tetap pada produk Nescafé.

References

- Aaker, J.L. 1997. Dimensions of brand personality. *Journal of Marketing Researc.* 34(3). 347-356.
- Akin, M. 2017. The Impacts of Brand Personality on Brand Loyalty: A Research on Automobile Brands in Turkey , *International Journal of Marketing Studies*, 9(2), 134-145.
- Chaudhuri, A. & M. B. Holbrook.2001. The Chain Of Effects From Brand Trust And Brand Affect To Brand Performance:The Role Of Brand Loyalty. *Journal of Marketing*, 65, 81-93.
- Chomvilailuk, R. & K. Butcher. 2010.Enhancing brand preference through corporate social responsibility initiatives in the Thai banking sector. *Asia Pacific Journal of Marketing and Logistic*, 22(3), 397-418.

- Dam, T. C.2020. Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. Journal of Asian Finance, Economics and Business, 7(10), 939–947.
- Ebrahim,R., A. Ghoneim., Z. Irani & Y. Fan. 2016. A brand preference and repurchase intention model: the role of consumer experience, Journal of Marketing Management, 32(13-14), 1230-1259.
- Hee Jung, Lee, & Myung Soo, Kang. 2013. The Effect Of Brand Personality On Brand Relationship, Attitude And Purchase Intention With A Focus On Brand Community. Academy of Marketing Studies Journal, 17(2), 85-97.
- Jin, X & K. Weber. 2013. Developing and testing a model of exhibition brand preference: The exhibitors' perspective, Tourism Management ,38, 94-104.
- Kim, D., V. P. Magnini., & M. Singal, (2011). The effects of customers' perceptions of brand personality in casual theme restaurants. International Journal of Hospitality Management, 30(2), 448–458.
- Kimpakorn, N & G. Tocquer. 2010. Service Brand Equity and Employee Brand Commitment. Journal of Services Marketin, 24(5), 378–388.
- Munuera-Aleman, J. L., E. Delgado-Ballester., & M. J. Yague-Guillen, 2003. Development and Validation of a Brand Trust Scale. International Journal of Market Research, 45(1), 1–18.
- Shin, S. K. S., F. E. Amenuvor., R. Basilisco., & K. Owusu-Antwi. 2019. Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. Current Journal of Applied Science and Technology, 38(4), 1-17.