The Influence Of Brand Characteristics And Emotional Branding On Purchasing Decisions At Coffee Shop Bengkulu

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ABSTRACT

A coffee shop is a place that serves food and drinks, but mainly sells coffee. Generally, what is called a coffee shop is a coffee shop whose place is attractively designed and provides many coffee menus. The purpose of this study was to determine the effect of brand characteristics and emotional branding on purchasing decisions at Bengkulu coffee shops. In this study, the data used is quantitative data, namely data obtained from distributing questionnaires to service users at Coffee Shop Bengkulu. In this study the data used is quantitative data, namely data obtained from distributing questionnaires to consumers at Coffee Shop Bengkulu. Based on the results of the study, there is an influence of brand characteristics (X1) on purchasing decisions (Y) Coffee Shop Janji Jiwa with a tsig value < α (0.000 < 0.05) and a tcount> ttable value (5.749> 1.68195) thus Ho is rejected and Ha is accepted. From the significance value obtained that variable X1 has a positive effect on purchasing decisions (Y). There is an effect of emotional branding (X2) on purchasing decisions (Y) Coffee Shop Janji Jiwa with a tsig value < α (0.000 < 0.05) and a tcount> ttable value (4.346> 1.68195) thus Ho is rejected and Ha is accepted. From the significance value obtained that the X2 variable has a positive effect on purchasing decisions (Y).

INTRODUCTION

Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one among them. The result of this integration process is a choice that is cognitively presented as the consumer's desire. Purchasing decisions are the actions of consumers whether they want to buy or not a product. A purchasing decision is a person's decision where he chooses one of several alternative options available (Kotler, 2015).

Brand Characteristics is a representation of the overall response to a brand and is formed from information and past experiences with that brand. The characteristics of a brand are related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand are more likely to make purchases (Nita, 2017).

If consumers have no experience with a product, they are less likely to trust a preferred or well-known brand (Schiffman and Kanuk 2018). This is the reason that encourages companies to strengthen their brand position in order to create a positive brand character that is firmly embedded in the minds of consumers because through brand character, consumers are able to recognize a product, evaluate quality, reduce purchasing risks, and gain experience and satisfaction from certain product differentiation (Lin, Nan-Hong, and Bih-Syah, 2017).

Furthermore, according to (Tjiptono, 2022), there is emotional branding or creating brands with emotional nuances, which is a concept for creating a brand image which aims to establish a deep emotional relationship between brands and consumers through creative and innovative approaches. The strategy used is to focus the implementation of the strategy on the most urgent aspects of human character, the desire to obtain material satisfaction, and experience emotional fulfillment, so as to create a brand that can arouse consumer feelings and emotions, make the brand come alive for consumers and form a strong relationship. deep and long lasting.

Emotional branding plays an important role in determining consumer decisions in trusting a brand and must still be controlled directly by the company. Consumer considerations in selecting a brand will determine whether consumers will build a relationship with that brand (Lau and Lee, 2016).A coffee shop is a place that provides food and drinks, but mainly sells coffee. Generally, what is called a coffee shop is a coffee shop whose place is attractively designed and provides a large coffee menu.

LITERATURE REVIEW

Brand Chracteristic

Before explaining the meaning of brand characteristics, we will first explain the meaning of brand. Every product sold in the market certainly has a brand, where the brand is a differentiator between one product and another. Brand Characteristic is a representation of the overall response to the brand and is formed from information and past experiences with the brand. The characteristics that exist towards brands are related to attitudes in the form of beliefs and preferences for a brand. Described in his book (Kotler, 2015)) defines brand characteristic as a set of beliefs, ideas and impressions that a person has of a brand. Therefore, consumer attitudes and actions towards a brand are determined by brand characteristics, which are the conditions for a strong brand. Meanwhile, (Durianto, Sugiarto and Sitinjak, 2019), stated that brand characteristics are interconnected brand associations and create a series in consumers' memories. Brand characteristics that are formed in the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency with brand characteristics. Brand characteristics are related to associations with brands because when brand impressions that appear in consumers' memories increase due to the increasing number of consumer experiences in consuming or buying the brand. Consumers buy products with well-known brands more often because they feel more comfortable with familiar things, there is an assumption that well-known brands are more reliable, always available and easy to find, and have undoubted quality, so that better-known brands are more often chosen by consumers than non-famous brands (Aaker, 2021).In essence, a brand is the use of attributes to distinguish producers in terms of what they offer to consumers. The use of these attributes aims to make their products recognisable by consumers until finally the product can be remembered.

 Brand Characteristic is a representation of the overall response to the brand and is formed from information and past experiences with the brand. The characteristics that exist

towards brands are related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make purchases (Setiadi, 2018). Brand characteristics are related to associations with brands because when brand impressions that appear in consumers' memories increase due to the increasing number of consumer experiences in consuming or buying the brand. Consumers more often buy products with well-known brands because they feel more comfortable with familiar things, there is an assumption that well-known brands are more reliable, always available and easy to find, and have undoubted quality, so that better-known brands are more often chosen by consumers than non-famous brands (Aaker, 2021).

Emotional Branding

Emotional branding is a tool to create a ''personal dialogue'' with consumers. Today's consumers expect the brands they choose to understand them deeply and individually, with a full understanding of their needs and cultural orientation. Gobe (2015) states that emotional branding is the concept of creating a brand image that aims to establish a deep emotional connection between brands and consumers through creative and innovative approaches. A brand is brought to life for consumers through the personality of the company behind it and the company's commitment to reach consumers at an emotional level from this new paradigm that is brought to life by emotions, consumers are expected to think more using their hearts than their heads when choosing a product. The realm of emotions is becoming an increasingly important part of today's purchasing routines, where many products offer the same quality and face the danger of becoming just another commodity in a market filled with competitors. Emotional branding provides a tool and methodology to connect a product to consumers emotionally in a powerful way (Gobe, 2015). Emotional branding is a tool to create a "personal dialogue" with consumers. Today's consumers expect the brands they choose to understand them deeply and individually, with a complete understanding of their needs and cultural orientation. another differentiator that is more unique and difficult to imitate (Tjiptono, 2022).Gobe (2015) states that the future of branding is to listen carefully to consumers, in order to build strong relationships with them, by bringing fun and lifestyle-enhancing solutions into their world.
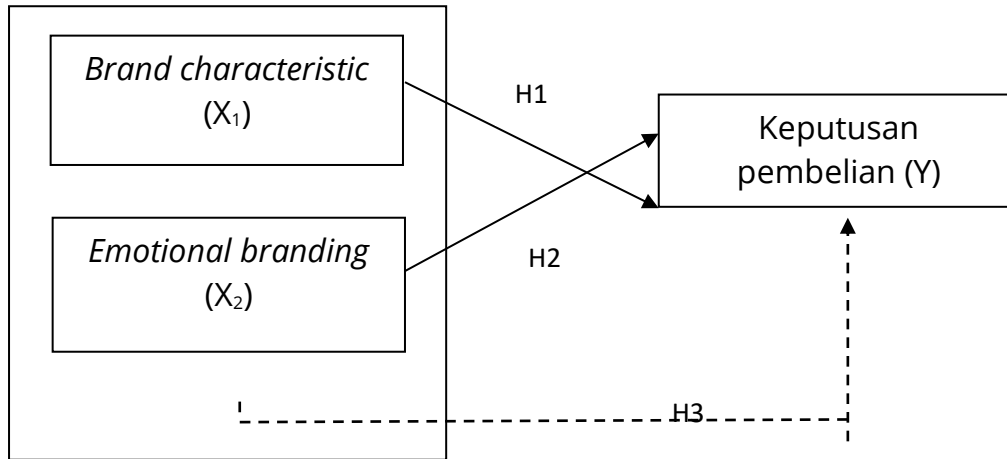
Purchase Decision

Purchasing decisions are behaviours that refer to the final purchasing behaviour of consumers, both individuals and households who buy services and products for personal consumption. According to Kotler & Armstrong (2018) is the stage in the buyer's decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. According to Boyd Walker (2019) purchasing decision making is a problem-solving approach to human activities to buy a product in order to buy a product. fulfilling wants and needs. Consumer behaviour is the things that underlie consumers to make purchasing decisions. These things are processes and activities when a person (consumer) is related to searching, selecting, purchasing, using, and evaluating products and services to fulfil needs and desires, (Muflon, 2016). According to Kotler (2015), "A purchase decision is a stage where consumers have made a choice and are ready to make a purchase or exchange between money and a promise to pay for the right to ownership or use of a good or service." Purchasing decision is a problem-solving process consisting of analyzing or recognizing needs and wants to post-purchase behaviour. Furthermore, Kotler and Keller (2022) added that the purchasing decision process is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve their problems, purchase decisions,and post-purchase behaviour, which begins long before the actual purchase is made by the consumer and has a long impact after that. Based on the four definitions above, it is concluded that purchasing decisions are actions taken by consumers to purchase a product. Therefore, consumer purchasing decision making is a process of choosing one of several

alternative problem solving with real follow-up. After that, consumers can evaluate their choices and then determine the attitude that will be taken next..

METHODS

Figure 1. Analysis Framework

Source: Processed by Researchers, 2023
Description:
X_1 : *Brand characteristic*
X_2 : *Emotional branding*
Y   : Purchase decision
- - - ▶   : The line of influence of variables simultaneously
——▶   : Partial influence line is not simultaneous

From the framework above, it shows that brand characteristics (X1), and emotional branding (X2) as independent variables affect purchasing decisions (Y).

Research Hypothesis

Ha1 : Brand characteristics have a positive and significant effect on purchasing decisions at the Janji Jiwa Bengkulu coffee shop.

Ha2 : Emotional branding has a positive and significant effect on purchasing decisions at coffee shop Janji Jiwa Bengkulu.

Ha3 : Brand characteristics and emotional branding have a positive effect on purchasing decisions at the Janji Jiwa Bengkulu coffee shop

In accordance with the research objectives, namely to determine the effect of brand characteristics and emotional branding on purchasing decisions for café shops in Bengkulu city, the research method that is considered relevant is quantitative. The basis for consideration is as follows: (1) the method is considered appropriate, because it is used by researchers on an appropriate sample and represents the population so as to convince others of the objectivity of the research: (2) it can achieve objectivity in research by measuring the variables of a reality using reliable and valid measuring instruments so as to get the same understanding of a reality: (3) able to test the theory of the theory by emphasising on extracting existing information with the original.

In this study, the characteristics of the population that will be targeted are consumers of the Bengkulu city soul promise coffee shop. The sample is part of the number of characteristics possessed by a population, meaning that the sample is a large part of several samples, and the sample in this study was 300 respondents. The sampling technique in this study was random sampling,Uji Hipotesis

Multiple Regression Analysis

The simple linear regression model is used to analyse the effect of variable X on one variable Y Sugiyono (2018).

$$Y = \beta_0 + \beta_1 X + \beta_2 X + \beta_3 X + ei$$

Description:

Y	= Purchase decision
$\beta 0$	= Constant
$\beta 1, \beta 2$	= Regression coefficient (brand characteristic and emotional branding)
ei	= Confounding variable

Test t (Partial)

According to Ghozali (2021), the partial test is carried out to determine whether or not each regression coefficient value (b1, b2, b3) is significant individually on the dependent variable (Y). Partial testing uses the t distribution, namely comparing tcount with ttable. Partial testing steps by determining Ho and Ha, namely:

a. Ho: b1 = 0means that the coefficient value of the independent variable predictor has no significant effect on the dependent variable.

b. Ha: b1≠ 0means that the predictor coefficient value of the independent variable has a significant effect on the dependent variable.

The partial test formula is as follows:

$$tbn = \frac{bn}{sbn}$$

Information :

T	= mark t count
bn	= constan regresion
Sb	=estimation book eror (Ghozali, 2021)

How to test by comparing tcount with ttable, if

a. Ho is accepted if tcount is between -t_{table} and + t_{table}

b. Ho is rejected if t_{count}> -t_{table} or tcount> +t_{table}

F Test (Simultaneous)

According to Ferdinand (2016) this simultaneous test involves all independent variables (emotional intelligence, spiritual intelligence and ethical behaviour) on the dependent variable (audit quality) in testing whether there is a significant effect simultaneously. Simultaneous testing uses the f distribution, namely comparing fcount with ftabel. Simultaneous testing steps by determining Ho and Ha, namely :

a. Ho:b1,b2,b3 = 0 berarti nilai koefisien regresi prediktor *brand characteristic* dan *emotional branding* tidak berpengaruh signifikan terhadap keputusan pembelian

b. Ha: b1,b2,b3≠ 0 means that the regression coefficient value of the predictor brand characteristic and emotional branding has a significant effect on purchasing decisions.

RESULTS

Analysis is used to estimate how far the values of each variable change when changed, according to Sugiyono (2018), the benefit of regression analysis is to make a decision whether the increase and decrease in the dependent variable can be done through an increase in the

independent variable or not. The focus of regression analysis is on efforts to explain and evaluate the relationship between one or more dependent variables.The influence of Brand characteristic (X1) and emotional branding (X2) variables on purchasing decisions for coffee shops in Bengkulu city

Table 1. Regresion Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.874	.777		1.124	.262
	X1	.918	.520	.909	5.749	.000
	X2	.086	.320	.086	4.346	.000

a. Dependent Variable: Y

Source: spss 22

The figure above is the result of multiple regression analysis tests obtained from the calculation of the results of research filling out questionnaires by respondents processed using the SPSS programme. From computer calculations, namely calculations with SPSS version 20 for windows, the regression equation is obtained: Y = 8.874 + 0.918 X1 + 0.086 X2 + e

T test

The figure table 1 show the result of t-test (partial) obtained from the calculation of the research results of filling out questionnaires by respondents processed using the SPSS programme. From the significance value obtained that the X1 variable has a positive effect on purchasing decisions (Y), it can be concluded that the X1 variable has a positive effect on purchasing decisions (Y). From the significance value obtained that variable X1 has a positive effect on purchasing decisions (Y). And the effect of emotional branding (X2) on purchasing decisions (Y) Coffee Shop Janji Jiwa with a t_{sig} value < α (0.000 < 0.05) and a t_{count} > t_{table} value (4.346 > 1.68195) thus Ho is rejected and Ha is accepted. From the significance value obtained that the X2 variable has a positive effect on purchasing decisions (Y).

F Test

The influence of Brand characteristic (X1) and emotional branding (X2) variables on purchasing decisions for coffee shops in Bengkulu city, together and overall on purchasing decisions

Table. 2. F test

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5426.054	2	2713.027	9.487	.000[a]
	Residual	541.866	297	1.824		
	Total	5967.920	299			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: spss 22

The figure above is the result of the F (simultaneous) test obtained from the calculation of the research results of filling out questionnaires by respondents processed using the SPSS programme. Further analysis regarding hypothesis testing or not, where the model is said to be feasible if the significance value is ≤ 0.05, and the model is not suitable for further analysis if the

significance value is **>** 0.05. Based on the table above, the value of Fsig < α 0.05 and Fcount> F table (9.487> 2.83) so it can be concluded that together the independent variables have a positive effect on the dependent variable.

Table 3, Coefficient of determination (R^2)

Model	R	R Square	Adjusted R Square
1	.954^a	.909	.909

   a. Predictors: (Constant), X2, X1

   b. Dependent Variable: Y

Source: spss 22

The figure above is the result of the coefficient of determination test obtained from the calculation of the research results of filling out the questionnaire by respondents processed using the SPSS programme. From the table above, the value of R Square (R2)=0.909 is obtained. This value means that the independent variables together contribute 90.9% in influencing the dependent variable, while the rest is influenced by other variables that are not studied.

DISCUSSION

If consumers have no experience with a product, they tend to trust a preferred or well-known brand (Schiffman and Kanuk 2018). This reason encourages companies to strengthen their brand position in order to create a positive brand character and firmly planted in the minds of consumers because through brand character, consumers are able to recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from certain product differentiation (Lin et al, 2016). Brand character is a response about the brand which is a reflection of consumer memory of their associations with the brand. Lau and Lee, (2016), expressed their opinion that brand characteristics play a vital role in determining whether customers decide to trust a brand. Based on interpersonal trust research, individuals are trusted based on the reputation, predictability and competence of the individual. In the context of brand customer relationships, customer trust is built on the basis of brand reputation, brand predictability and brand competence.Brand characteristics can influence purchasing decisions in using the desired product and the products used in everyday life using fashion products to beautify themselves and increase one's confidence. Brand characteristics on products can determine consumers' decisions to purchase products.

CONCLUSION

Based on the research results, it can be concluded as follows**:**
1. There is an influence of brand characteristics (X1) on purchasing decisions (Y) Coffee Shop Janji Jiwa with a tsig value < α (0.000 < 0.05) and a tcount> ttable value (5.749> 1.68195) thus Ho is rejected and Ha is accepted. From the significance value obtained that variable X1 has a positive effect on purchasing decisions (Y).
2. There is an effect of emotional branding (X2) on purchasing decisions (Y) Coffee Shop Janji Jiwa with a tsig value < α (0.000 < 0.05) and a tcount> ttable value (4.346> 1.68195) thus Ho is rejected and Ha is accepted. From the significance value obtained that the X2 variable has a positive effect on purchasing decisions (Y).

3. Fsig value < α 0.05 and Fcount> F table (9.487> 2.83) so it can be concluded that together the independent variables have a positive effect on the dependent variable

LIMITATION

Based on the direct experience of researchers in this research process, there are several limitations experienced and can be several factors that can be considered for future researchers in further perfecting their research because this research itself certainly has shortcomings that need to be improved in future studies. Some of the limitations in the study include:

1. The number of respondents is only 300 people, all of whom are still lacking to describe the real situation.
2. The object of research is only focused on social media Instagram which is only one of many other social media which also has a lot of buying and selling activities such as Facebook, Twitter and Kaskus.
3. In the data collection process, the information provided by respondents through questionnaires sometimes does not show the actual opinions of respondents, this happens because sometimes there are different thoughts, assumptions and understandings of each respondent, as well as other factors such as the honesty factor in filling out the respondent's opinion in the questionnaire.

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