



ECONOMIC ANNALS-XXI

ISSN 1728-6239 (Online)
ISSN 1728-6220 (Print)
<https://doi.org/10.21003/ea>
<http://www.soskin.info/ea/>

Volume 188 Issue (3-4)'2021

Citation information: Susminingsih, Alias, N., Supriyanto, A. S., Kanafi, I., & Subiyadi, A. (2021). Labeling local brand to increase coffee shop visits during the COVID-19 pandemic. *Economic Annals-XXI*, 188(3-4), 149-157. doi: <https://doi.org/10.21003/ea.V188-18>



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Labeling local brand to increase coffee shop visits during the COVID-19 pandemic

Abstract. The COVID-19 pandemic period has become a distraction and a challenge for the café business due to physical restrictions and large numbers of employees working from home. This research aims to describe how local labeling brands can increase coffee shop visits during the COVID-19 pandemic in Indonesia. While conducting this research, the authors used a quantitative approach. The population are the consumers who come to local coffee shops. The research samples were chosen by purposive and accidental sampling. A total of 758 respondents responded and sent questionnaires back via email and WhatsApp in 2020. The analysis was conducted by using the statistical software SPSS 26 and the AMOS 23 version to identify the relationship between the variables. The research proves that Indonesian coffee brands are well known. The local culture of coffee drinking has transformed from daily activity into popular culture. The quality of coffee, the psychological effects, and the performance of the café influence consumer intentions to visit coffee shops. Local coffee shops have become a preference for consumer visits.

Keywords: Local Brand; Coffee Shop; Performance; Coffee Shop Visits; Pandemic; COVID-19

JEL Classifications: L32; L51; I10

Acknowledgements and Funding: The authors received no direct funding for this research.

Contribution: The authors contributed equally to this work.

Data Availability Statement: The dataset is available from the authors upon request.

DOI: <https://doi.org/10.21003/ea.V188-18>

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Маркування місцевого бренду для збільшення відвідування кав'ярень під час пандемії COVID-19**Анотація.**

Період пандемії коронавірусної хвороби COVID-19 став відволікаючим фактором і викликом для кавового бізнесу через фізичні обмеження та велику кількість співробітників, які працюють вдома. Це дослідження має на меті описати, як місцеві торгові марки можуть збільшити відвідування кав'ярень під час пандемії COVID-19 в Індонезії. У цьому дослідженні використано кількісний підхід. Населення – це споживачі, які прийшли до місцевих кав'ярень. Загалом 758 респондентів відповіли та надіслали анкети електронною поштою та WhatsApp у 2020 році. Аналіз було зроблено із використанням статистичного програмного забезпечення SPSS 26 та версії AMOS 23 для виявлення зв'язку між змінними. Дослідження показало, що індонезійські бренди кави добре відомі. Місцева культура вживання кави перетворилася з повсякденної на популярну діяльність. Якість кави, психологічні ефекти та продуктивність кав'ярень вплинули на наміри споживачів відвідувати такі заклади. Відвідування місцевих кав'ярень стало пріоритетним серед споживачів.

Ключові слова: місцевий бренд; продуктивність кав'ярень; відвідування кав'ярень; пандемія; COVID-19.

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Маркировка местного бренда с целью увеличения посещаемости кафе во время пандемии COVID-19**Аннотация.**

Период пандемии коронавируса COVID-19 стал отвлекающим фактором и проблемой для кофейного бизнеса из-за физических ограничений и большого количества сотрудников, работающих из дома. Это исследование направлено на описание того, как местные торговые марки могут увеличить количество посещений кафе в период пандемии COVID-19 в Индонезии. В процессе проведения данного исследования, авторами был использован количественный подход. Население – это потребители, посещающие местные кафе. В общей сложности 758 респондентов ответили и отправили анкеты по электронной почте и WhatsApp в 2020 году. Анализ был проведен с использованием статистического программного обеспечения SPSS 26 и версии AMOS 23 для определения взаимосвязи между переменными. Исследование показало, что индонезийские кофейные бренды хорошо известны. Местная культура потребления кофе превратилась из повседневной активности в массовую культуру. Качество кофе, психологическое воздействие и эффективность кафе повлияли на намерения потребителей посещать кофейни. Посещение местных кафе стало приоритетным среди потребителей.

Ключевые слова: местный бренд; работа кафе; посещение кафе; пандемия; COVID-19.

1. Introduction

The COVID-19 pandemic period has become a challenge for the coffee shop business in Indonesia. COVID-19 has impacted various countries globally, leading to death, reduced the population, and decreased human quality of life in terms of income, education, health, distribution, transportation, etc. (Sharma et al., 2020). The pandemic period is a very unpredictable situation in every country. The pandemic stated has led to global crises and massive changes to people's lifestyles. Because of the epidemic, business is deteriorating significantly in both developing countries and developed countries. Entrepreneurs need to change the strategy and marketing strategies, such as collaboration and improved quality of services to consumers in the pandemic crisis (Crick & Crick, 2020; Ebersole & Kanahele-Mossman, 2020; Auld & Renckens, 2021).

Indonesia is the 4th largest coffee producer in the world. The food and beverage industry plays a significant role in the economy (Sumadi et al., 2020). In the 21st century, coffee shop businesses are overgrowing. The shop's company is gaining attention from coffee consumers who vary widely in different countries (Han et al., 2018). Coffee shop visits are becoming a trend of popularity in conjunction with consumers' changing styles inspired as a symbol of modernity and Western lifestyle. The popular lifestyle of consumers to visit coffee shops increases year after year, attracting people of different ages, occupations, genders, education, and income levels.

The coffee café business in Indonesia, as one of the world's largest coffee producers, has the opportunity to grow (Neilson & Shonk, 2014). Annual data on Indonesian coffee consumption 2020 released by the Global Agricultural Information Network shows domestic consumption projections (Coffee Domestic Consumption) in 2020-2021 reached 294,000 tons. The trade figure having penetrated IDR 4.8 trillion increased by 13.9% compared to 258,000 tons in 2019-2020 (Chang et al., 2021).

Since 2010 more than 2000 coffee shops worldwide have provided branded coffee. Brands have always been significant consumer decision-making icons to buy a product and service. The potential of «awareness» that local culinary traditions have food, drink, and the same effect in global tourism marketing (Mak et al., 2012).

This primary research objective is to assess how local labeling brands increase coffee shop visits during COVID-19 pandemic. The study investigated whether local brands and satisfaction affect visit loyalty. This paper proposes a contribution theoretical to service quality (Kopish & Marques, 2020; Chang et al., 2021) by developing the local food industry to a national level through brands that have a more comfortable psychological impact and strengthening social relationships, tribes, religions, and income levels.

2. Research Method

2.1. Conceptual Background

Coffee has been well known to consumers in various countries because of trends, habits, traditions, health, anti-stress therapy, agriculture, tourism, and industry (Kennedy et al., 2008; Mak et al., 2012; Schwarz et al., 1994; F. Song et al., 2016; Steptoe & Wardle, 1999). Males do not experience the same coffee culture as females, whose coffee consumption has become a new shop business trend. Coffee consumer trends and lifestyles have uniqueness and factors that cause the lifestyle to appear varied for some other types of beverage products such as the and alcohol (Hewlett & Wadsworth, 2012). The development of coffee consumption is comparable to the coffee shop industry's growth, which has become a global industry in developing and developed countries, big cities, and small cities (Kim et al., 2018; Rueda & Lambin, 2013; Auld & Renckens, 2021).

Their knowledge and beliefs also influence consumer decision-making to consume a product, including coffee, about the product's quality. Religion plays an essential role in consumer confidence. Consumer confidence has a tremendous impact on fostering a sense of satisfaction, comfort, happiness, peace, calm, relaxation, anti-stress, and improve mood. Consumers have a preference for how food and beverages are produced organically, environmentally friendly, and more. The influence of religion on positive consumer psychology is due to moral values derived from religion, such as gratitude, halal standards, friendship, care, and so on (Chang et al., 2021). Coffee consumer satisfaction will foster loyalty and encourage

buybacks (Han et al., 2018). Religion and spirituality contain the mechanisms of psychological well-being (Stavrova et al., 2013). Happiness found in the tradition of consumption signifies psychological well-being.

3. Method

3.1. Sample and Procedure

This study selected some of the leading coffee producing regions in Indonesia as empirical arrangements. Indonesians are also known as coffee lovers. Coffee habits are often made in the morning before people do routine work activities and afternoon or afternoon after returning from work and resting with family and friends. The population is a consumer who has visited local coffee shops in Indonesia. The appropriate sample size decision depends on the study's purpose and the nature of the population being studied. Due to the pandemic period, the study samples were determined by random sampling of purposive and accidental sampling.

3.2. Data collection

Data collection strategies minimize the bias of the answer. Data is collected at different times of the day, other days of the week, and during weekends and weekdays follow the tradition of drinking coffee in certain areas to ensure reliability, namely Bali, Lampung, Aceh. The e-questionnaire development platform is based on Google Forms, the survey administration software. E-questionnaires are sent to respondents via email and WhatsApp. This alternative online method supports physical distancing because lockdown areas, tourist attractions, and famous landmarks are closed during the pandemic. Of the 1000 respondents who had been sent questionnaires either through WhatsApp or email, 758 participants, consisting of 694 Indonesian citizens and 64 foreigners, answered and sent the questionnaire back. All incoming data is analyzed using SPSS 26 and AMOS 23 version (Table 1).

3.3. Measures

This study used questionnaire surveys as instruments - survey questionnaires based on customer theory principles. Questionnaires were collected to get information from respondents per question item according to the problem studied (Durand, 2013). The answer to each questionnaire item is stated with a yes or no answer (Table 2).

The data collected during the study were analyzed used SPSS 26 to create descriptive statistics. This study used Amos 23 Version to determine the correlation between local coffee, social proximity, culture, brand, and taste to visit a coffee shop.

4. Results and Discussion

4.1. Sample characteristics

The sample consisted of men and women, aged 17 to over 45 years, with various educational backgrounds ranging from high school to doctoral, with students and workers' identities both private and state. Earnings range from less than USD 1,000 to USD 4,000. Respondents gave answers to questionnaires made in the form of google form. This study chose data collection techniques through a google form. This technique is because respondents did not meet directly with researchers in this pandemic era. The researchers explicitly announced the purpose of the study to respondents on the questionnaire.

The sample provided a questionnaire response via Google's form. The sample did not directly meet with the researchers. In the questionnaire, the researchers notified the participants of the study's objectives. Responses from participants will be kept confidential (Table 3).

4.2. Measurement model

Sample's profiles are presented in Table 3.

4.3. Structural Model

AMOS 23 version successfully estimated the variances and covariances (minimum was achieved, Chi-square = 1546.018; Degrees of freedom = 220; Probability level = .000).

Table 1:
Distribution of questionnaires

Initial Questionnaire Distributed	WhatsApp	Email	N
Returned	750	250	1000
Response rate (%)	635	123	758
Usable	84.6%	49.2%	
	635	123	

Source: Compiled by the authors

Table 2:
Distribution of questions

Initially Question	Type of question
	Local Coffee Brand
C7.	Frequency of consuming local coffee (per day)
C8.	Recognize of any local coffee brand
C11.	If you drink local brand coffee, will it make other consumers also drink local coffee like you?
C13.	Why do you come to Indonesian local coffee shops?
C14.	Do you think that local Indonesian coffee offers reliable, eco-friendly products (fair trade/organic coffee)?
C29.	Will you come back to a local (Indonesian) coffee shop shortly?
	Social Sense
C9.	Do you feel a strong sense of Indonesian local coffee brand?
C10.	Do you feel more comfortable after drinking a local coffee?
C18.	«Local» food/specialties allow the consumer to authentically connect with people and places through their senses because they can gain personal and bodily memories of consuming a local brand and product. Do you agree or disagree with this statement?
C24.	In your opinion, does a coffee shop's brand makes your social relationship with people around you more friendly?
C25.	Do you prefer hanging out at local (Indonesian) coffee shops rather than well-known international coffee shops?
	Culture
C15.	From the random opinion, coffee culture is not about the food and beverage industry, but about selling space and environment to consumers. Do you agree with this opinion?
C19.	Local coffee consumption is a way to thanks for the favor of God's culture or nature products. Do you agree with this statement?
C20.	Do you think drinking local coffee will provide experience/information about a particular regional culture/ ethnicity?
C21.	Do you think that coffee culture is a popular lifestyle or current trend these days?
	Brand
C16.	«Local coffee and coffee shops are using earth-element colors like brown, white and black for their brand and interior design, to help raise the feeling of friendliness or warmth among the consumers.» Do you agree with this statement?
C17.	Will you choose local (Indonesian) coffee shops over other coffee shops/modern shops?
C22.	Do you think that a brand is necessary to meet consumer's needs and demands?
C23.	Are you feel proud of using Indonesian products over imported products?
	Taste
C12.	Is it easy to identify and memorize the performance of any local coffee?
C26.	In your opinion, does the authenticity of local coffee can be recognized easily through its teste?
C27.	Will you recommend local (Indonesian) coffee to your friends/colleagues for its excellent taste?
C28.	Will you consume local (Indonesian) coffee again?

Source: Compiled by the authors

Table 3:
Sample's Profiles

Demographics		Frequency	Percent
Gender	Male	375	49.5
	Female	383	50.5
Age	17-25	403	53,3
	26-35	127	16.7
	36-44	122	16
	>45	106	14
Occupation	Working	367	48.4
	Student	391	51.6
Work experience	Professionals	361	47.6
	Non-Professionals	397	52.4
Monthly income	Less than USD 1000	496	65.4
	USD 1000-2000	148	19.5
	USD 2,000-3,000	54	7.12
	USD 3,000-4,000	60	7.98
Highest education	School graduates	121	16
	Diploma	29	3.8
	Graduate	406	53.6
	Magister	128	16.9
	Doctoral	74	9.7
Citizenship	Indonesia	694	91.5
	Malaysia	36	4.7
	Afghanistan	1	0.1
	Netherland	1	0.1
	Belgium	1	0.1
	Bulgaria	1	0.1
	Ethiopian	1	0.1
	Filipina	4	0.5
	Finland	1	0.1
	France	4	0.5
	Italy	1	0.1
	Japan	1	0.1
	Rwanda	1	0.1
	Senegalese	1	0.1
	Singapore	4	0.5
	Somalia	1	0.1
	Tanzanian	1	0.1
	Turkey	1	0.1
	USA	1	0.1
	Ugandan	1	0.1
Pakistan	1	0.1	

Source: Compiled by the authors

Analysis with AMOS version 23 found that the minimum number was achieved without errors or warnings.

The chi-square test of absolute model fit was reported, along with its degrees of freedom and probability value. A chi-square probability value greater than 0.05 indicates a good model fit (Table 4, 5).

Computation of degrees of freedom (Default model)

A number of distinct sample moments: 99; A number of distinct parameters to be estimated: 9; Degrees of freedom (299 - 79): 20.

Result (Default model)

Minimum was achieved: Chi-square = 1546.018; Degrees of freedom = 220; Probability level = .000

This study's findings add information from the literature related to business uncertainty in the condition of the COVID-19 pandemic (Crick & Crick, 2020; Sharma et al., 2020) it is unclear how implementation of these business-to-business marketing strategies can take place during large-scale emergencies. Therefore, guided by resource-based theory and the relational view, this investigation examines how organisations have used coepetition to cope with the novel Coronavirus COVID-19. For local coffee, the behavior of imitating coffee consumers reached a high point (1,806) compared to recognizing local coffee brand (1.446). Local Indonesian coffee buyback (1.008), local Indonesian coffee offers responsibility eco-friendly product (1.008),

Table 4:
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
Local	<---	sense_social	.857	.227	3.783	***
Local	<---	Culture	.255	.088	2.884	.004
Local	<---	Taste	-.098	.062	-1.598	.110
Local	<---	Brand	.167	.103	1.615	.106
C14	<---	Local	1.000			
C13	<---	Local	.393	.166	2.366	.018
C7	<---	Local	-.061	.148	-.413	.680
C8	<---	Local	1.446	.199	7.258	***
C11	<---	Local	1.806	.257	7.039	***
C29	<---	Local	1.008	.148	6.804	***
C24	<---	sense_social	1.000			
C10	<---	sense_social	1.545	.203	7.612	***
C9	<---	sense_social	3.048	.307	9.919	***
C18	<---	sense_social	.783	.152	5.143	***
C21	<---	Culture	1.000			
C20	<---	Culture	.620	.077	8.027	***
C19	<---	Culture	.660	.072	9.149	***
C15	<---	Culture	.872	.109	8.004	***
C17	<---	Brand	1.000			
C16	<---	Brand	.644	.081	7.902	***
C23	<---	Brand	1.080	.098	11.048	***
C22	<---	Brand	.102	.098	1.044	.296
C26	<---	Taste	1.000			
C27	<---	Taste	.206	.056	3.686	***
C12	<---	Taste	.149	.067	2.231	.026
C28	<---	Taste	.195	.027	7.116	***
C25	<---	sense_social	1.453	.207	7.009	***

Source: Compiled by the authors

Table 5:
Intercepts: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P
C14	1.194	.014	84.351	***
C13	2.015	.018	114.319	***
C7	1.299	.016	79.292	***
C8	1.121	.012	95.938	***
C11	1.285	.016	79.550	***
C29	1.084	.010	109.019	***
C24	1.074	.009	114.559	***
C10	1.155	.013	89.233	***
C9	1.107	.011	99.950	***
C18	1.129	.012	94.094	***
C21	1.212	.015	82.851	***
C20	1.104	.011	101.215	***
C19	1.074	.009	114.559	***
C15	1.246	.015	80.875	***
C17	1.165	.013	87.720	***
C16	1.118	.012	96.945	***
C23	1.114	.011	98.014	***
C22	1.271	.016	79.912	***
C26	1.093	.010	105.030	***
C27	1.205	.014	83.451	***
C12	1.370	.017	79.296	***
C28	1.042	.007	144.875	***
C25	1.194	.014	84.351	***

Source: Compiled by the authors

The reason to choose visits a local Indonesian coffee café (.393). This analysis shows that local brands significantly affect coffee consumption in Indonesia.

5. Conclusion

The pandemic period provides opportunities for coffee businesses to improve relations with various parties, consumers, and suppliers so that its existence takes place in the long term (Obal & Gao, 2020). Local coffee drinking habits have transformed cultural issues to food commercialization. In coffeehouse culture, there has been a strengthening of a community's identity value through local terms. Coffee consumption has become a popular culture in Indonesian society among different age groups, genders, education levels, and income levels. The local brand gives consumers a strong impression, especially in terms of quality, taste, and local coffee shop performance. The local aspect becomes a selling point that includes a unique, exotic, cheap, and pure impression. Local brands are identifiable as having a distinct domestic socio-cultural identity compared to a global brand with almost no exact national roots. Local brands are becoming the main image to appeal to coffee consumers. The tradition of drinking local coffee has become a source of pride and experience that consumers always remember. The concept of experience, which includes sensory experiences of a purpose, such as taste and vision, contributes to consumers' satisfaction (Auld & Renckens, 2021; Chang et al., 2021). Quality products and satisfactory service make the motivation of social interaction of visitors increase significantly.

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Received 6.02.2021
Received in revised form 24.03.2021
Accepted 29.03.2021
Available online 10.05.2021