CUSTOMER PERCEPTION OF WELL KNOWN BRANDS - IS BRANDS REPUTATION A RELIABLE INDICATOR OF PRODUCT QUALITY

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ABSTRACT

This study aims to investigate the variables that influence consumers' intentions to repurchase, specifically brand awareness and customer satisfaction, with perceived quality and brand image having an impact on customer satisfaction. Customers of Purwokerto's Indocafe coffee make up the study's population. Convenience sampling was utilized to select 120 respondents as samples for this investigation. Variables were measured using Likert scale, and structural equation modeling (SEM) was used for hypothesis testing.

According to the study's findings, men between the ages of 20 and 30 make up the majority of respondents, and Indocafe Coffeemix 3 in 1 is their favorite. The findings indicate that:

- Customer happiness is positively impacted by quality; and
- Brand image has a favorable impact on customer wants,
- customer satisfaction positively influences brand knowledge,
- customer satisfaction positively influences repetitive

purchase, and

- Brand awareness positively influences repurchase.

One aspect that affects customer happiness and repurchase intention is perceived quality. Customers will be more satisfied and have an influence on future intentions if the flavor and scent of Indo cafe coffee are maintained.

1. INTRODUCTION

This study finds a novel mechanism—consumers' opinions of brands' self-expressiveness—that connects brand reputation with CVSB. Additionally, it validates the importance of investing in brand reputation as judged by third persons and separates the effects of duo brand self-expressiveness characteristics.

The objective of this research was to find the impact of pre authority and the quality of customer relationships on the behaviors of complaints in the context of poor service at a restaurant. There were two distinct complaint behaviors used: public complaints, in which customers ask for assistance from relevant institutions such as consumer protection organizations, and personal complaints, in which dissatisfied customers approach a service manager directly. The moderating effects of brand reputation on the associations between two categories of complaint behaviors and customer perceived power were also investigated in this study. Research design, data, and methodology: Using a structural model that he constructed, the author suggests that customer relationship quality influences customers' perceived power, which in turn influences their behavior when making private and public complaints.

1.1 THE MODERATING EFFECT OF BRAND REPUTATION IS ALSO INCLUDED IN THE MODEL

A good brand reputation increases the impact of consumer perceived power on two types of complaint behaviors. A survey based on a scenario about the circumstances of service failures at a restaurant was given to 126 female college students in order to assess the study model.The conclusions are listed below. First, patrons who have a good rapport with a restaurant are more likely to believe they have a lot of power over the service provider. Second, the perceived authority of

the consumer significantly and favorably influenced the complaint behaviors of the public as well as the individual. Lastly, unhappy patrons who believe they have the power to influence the restaurant may complain when the restaurant's brand reputation is strong.

This study assessed the relationship between consumer trust in a brand and its reputation, competence, and predictability. Surveys that asked respondents to provide information on themselves were used to gather data. All models are significant at the 5% level. The results were assessed using regression analysis and correlation analysis.

According to the findings, brand characteristics contributed to a 30–60% increase in consumer trust in the brand. Findings show that consumers' trust in a brand is influenced by three factors: brand reputation, brand predictability, and brand compatibility. Reputation, predictability, and competence of a brand are shown to have a positive effect on trust following analysis. Customer use of a brand and information gathering about its reputation and attributes serve to increase consumer trust in that brand.

1.2 CUSTOMER PERCEPTION AS PER BRANDS LOW TO HIGH COMPANY

An article's primary body should begin with the general public, encompassing all age groups.

By contributing almost 8% of the global coffee production, Indonesia surpassed Brazil and Vietnam to become the world's third-largest producer of coffee. According to the Indonesian Coffee Exporters Association (2015), Indonesia holds the fourth position in the global coffee export market, with a share of approximately 11%. According to Prkuanoto , vice chairman of the Association of Indonesian Coffee Exporters and Industry (AEKI), national coffee consumption grew from 0.8 kg per person to 1.3 kg per person. The proliferation of coffee shops across Indonesia is a sign of this increase (Repubyylika, 10).purchase Indocafe coffee is among the most well-liked instant coffee options. A company called PT. Sari Incofood Corporation is the maker of Indocafe coffee. One of Indonesia's biggest factories and exporters of instant coffee, the company was founded in 1985. One of the first companies in Indonesia to produce instant coffee, coffee mix 3-in-1, and cappuccino in sachet form is PT. Sari Incofood Corporation.

One of India instant coffee companies, Indocafe has grown to rank in the top 5 in the Asia Pacific area. In the instant coffee category, Indocafe brands receive Top Brand for Indocafe goods in 2010, 2013, 2014, 2015, and beyond. Additionally, Indocafe received the Indonesia Original Brand Award for 2013 and Indonesia.

It is known that Indocafe coffee was recognized as the Top Brand in the instant coffee category from 2015 to 2018 based on the Top Brand Index 2018. Based on the Top Brand Index, Indocafe Coffee ranked as the best instant coffee in Indonesia in 2015, 2016, and 2017. However, the Top Brand Index value as a percentage decreased annually. Additionally, in 2018

According to the Top Brand Index, Indocafe is now ranked second instead of first.

Therefore, the declining position of the Indocafe coffee Top Brand Index denotes a drop in both the desire to repurchase Indocafe products in the future as well as a decline in brand awareness of the company's coffee products.

Repurchase intention, according to Hellioer is a person's assessment of their likelihood of making another buy from the same company for a good or service while taking their circumstances and condition into account. According to Fang , the primary return that is impacted by customer happiness is the intention to repurchase.

1.3 NEW PRODUCT MEETS THE EXPECTATIONS OF THE CUSTOMER, THEY WILL BE SATISFIED, AND THIS WILL LEAD TO A RISE IN DEMAND FOR THE PRODUCT BRAND.

Brand awareness, according to Aakeyr in Febriahna (2014), is the capacity to identify or recall that a brand belongs to a specific product category. In addition, while brand awareness is directly impacted by repurchase intention, customer satisfaction also has an impact. Customers' capacity to identify and recall the brand is strengthening when they experience satisfaction.

Customers' recall power will increase in proportion to their level of satisfaction (Aakyer, . According to Pramudyo (2012), customer satisfaction may be impacted by a brand's ability to influence consumers' views and expectations about the products or services provided. Keller (2013) defines perceived quality as the opinion of consumers on the quality or excellence of a good or service when compared to substitutes and in light of its intended use. It seems that consumer perceptions compare how satisfied customers are with one product to another.

Feupria found that better consumer satisfaction was associated with a more positive opinion of a product's quality.

Given the background information provided above, it is clear that the primary issue with this research is the decline of Indocafe, which has been the Top Brand Index in the instant coffee category every year except for 2018 and is no longer ranked #1. The reduction in the Top Brand Index value denotes a decline in both the rebuying intention to purchase Indocafe products in the future as well as a decrease in brand awareness of the coffee brand. Using the summary given above, this study aims to examine the elements that impact customer happiness and brand awareness, which in turn influence repurchase intention. Perceived quality and brand image have an impact on customer satisfaction. Does Perceived Quality have a favorable impact?

2. HYPOTHESES AND A REVIEW OF THE LITERATURE

Aakger defines perceived quality as the degree to which a client believes that a product or service is fit for its intended use. Consumer impressions seem to be based on contrasting one product's level of pleasure with those of other items. Based on the characteristics of the product and service, the customers thought of perceived quality as a more defined term. There is some control that the firm can have over quality. According to Luszar et al. (2001), perceived quality is therefore thought to be the source of satisfaction when it is viewed as an entire assessment.

2.1 ACCORDING TO PRAMUDYO

Consumer expectations and views of the products or services given can be influenced by brand image, which can ultimately have an impact on customer satisfaction. Brand image, according to Adelina (2016), is the outcome of evaluating whether or not consumers have favorable or negative opinions of a brand. Better products will lead to better consumer perceptions of the brand, which will impact customer satisfaction levels.

2.2 CUSTOMER CONTENTMENT MAY INFLUENCE

Customer happiness may ultimately be impacted by how consumers perceive and anticipate the products or services that are provided by the brand. As per Adelina , a brand's image is determined by evaluating the good or negative consumer views of the brand. Better products mean better brand perceptions among consumers, which in turn translate into higher levels of customer satisfaction.

Brand awareness can be influenced by consumer satisfaction. According to research by Ravi etodissatisfied consumers are likely to be unaware of the brand or have negative connotations with it. Javad adds that raising customer satisfaction can raise brand awareness among consumers and that, according to his research, customer satisfaction positively impacts brand Sumarwan (2002) states that customer happiness or discontent is determined by comparing the actual results of customers' use of the purchased goods to their pre-purchase expectations. Positive disconfirmation occurs when a product performs better than anticipated. If this occurs, customers will be happy and may decide to make additional purchases.

A buyer's capacity to identify and recall a brand as a component of a specific product category is referred to as brand awareness. In general, buyers want to purchase goods from a well-known brand because comfort, security, and other factors into account. But because customers believe a well-known brand to be trustworthy, they are discouraged from taking risks .

- H1: Customer satisfaction benefits from perceived quality.
- H2: Customer satisfaction benefits from a positive brand image.
- H3: Brand recognition is positively impacted by customer satisfaction.
- H4: The intention to repurchase is positively impacted by customer satisfaction.
- H5: The inclination to repurchase is positively affected by brand awareness.

2.3 METHODS

This study employs the survey approach, which entails asking respondents questions in order to gather information. Purwokerto is the location of this study. The rise in coffee establishments, including cafes and shops, in Purwokerto is the cause, since it suggests that the number of coffee consumers has also increased.The primary data source used in this study is respondents' perceptions of the research variable, whereas the secondary data source includes literature and earlier research that supports the findings of this study. A variety of questions that have been created to gather responses based on respondents' perceptiveness of study variables are included in the questionnaires and interviews used as a data collecting strategy.

Because respondent measurements of brand reputation have been the main focus of previous research on the mechanisms by which brand reputation influences consumer behaviors, it has been difficult to determine the causal direction of associations. This research intends to investigate the impact of brand reputation,

through self-expressive brand perceptions, on customer-directed voluntary sharing behaviors (CVSB) and firm-directed CVSB using third-party measurements. The impact of customer status-seeking moderating the correlations under study is then evaluated.

3. CONCLUSION

The results of this study contradict the conventional wisdom regarding customer loyalty, which holds that devoted customers are more forgiving of a company's errors. Instead, they are consistent with their theory of the "love becomes hate." To stop the growth of social and economic problems resulting from customers' complaining behaviors, businesses should handle complaints from customers in a positive and strong relationship more carefully and strategically. For businesses with well-known brands, this is increasingly important.

Three factors are significant: brand competency, brand predictability, and brand reputation. Analysis shows that trust is positively impacted by a brand's competence, reputation, and predictability.

Customer behavior and the information they supply about a brand's attributes and standing contribute to the development of brand trust.

It is capable of meeting customer needs and contributes to building customer trust in the brand. Brands need to establish their reputation through efficient advertising strategies, which will enhance consumer credibility and trust. In order to fulfill consumer needs, brands need to work on improving their competencies.

This study evaluated a brand's reputation, competence, and predictability in relation to consumer trust in it. Data was gathered through surveys that asked participants for personal information. At the 5% level, every model is significant. Correlation and regression analysis were used to evaluate the outcomes.

Based on the results, a 30–60% rise in consumer trust in the brand was attributed to certain brand attributes. Results indicate that consumers' faith in a brand is brand reputation, brand predictability, and brand competency are the three factors that have an influence.

Based on analysis, it is evident that a brand's reputation, predictability, and competence positively influence trust. The way a brand is used by customers and the data they provide about its qualities and reputation help to build brand trust.

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