

Effect of Emotional Branding, Emotional Experience, and Brand Love on Repurchase Intention Through Electronic Word of Mouth as Intervening Variable on Millennial Generation Consumer of Kopi Kenangan at Sun Plaza, Medan City

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DOI: <https://doi.org/10.52403/ijrr.20220636>

ABSTRACT

This study aims to determine and analyze effect of emotional branding, emotional experience, and brand love on repurchase intention through electronic word of mouth as intervening variable on millennial generation consumer of Kopi Kenangan at Sun Plaza, Medan City. This type of research is using a quantitative approach. The nature of this research is associative research. The data used are primary data and secondary data obtained through the study of documentation and statement lists. The sample in this study were millennial generation consumer who had purchased more than once Kopi Kenangan at Sun Plaza, Medan City as many as 100 respondents. Withdrawal of the number of sample sizes is done by non-probability sampling using the accidental sampling method. The data analysis technique uses structural equation modeling with the Smart PLS 3.0 analysis tool. The results of this study indicate that emotional branding has a positive and significant effect on repurchase intention. Emotional experience has a positive and significant effect on repurchase intention. Brand love has a positive and significant effect on repurchase intention. Electronic word of mouth has a positive and insignificant effect on repurchase intention. Emotional branding has a positive and significant effect on electronic word of mouth. Emotional experience has a positive and significant effect on electronic

word of mouth. Brand love has a positive and significant effect on electronic word of mouth. Electronic word of mouth is able to mediate the effect of emotional branding on repurchase intention. Electronic word of mouth is able to mediate the effect of emotional experience on repurchase intention. Electronic word of mouth is able to mediate the effect of brand love on repurchase intention.

Keywords: Emotional Branding, Emotional Experience, Brand Love, Repurchase Intention, Electronic Word of Mouth

INTRODUCTION

The rapid development of the food and beverage business throughout the world cannot be separated from the proliferation of various food and beverage brands which later became culinary patterns in various countries. Consumption patterns that are influenced by the human way of life and innovative progress are factors that influence the emergence of food or beverage trends in the eyes of the community. Recently in Indonesia, contemporary coffee connoisseurs are on the rise. The current culture is breaking old habits where coffee lovers are only the elderly, but nowadays coffee has become the most preferred drink for young people, especially millennials.

This condition is marked by the widespread presence of coffee shops in various urban areas throughout Indonesia. Cafe or coffee shop has become a very popular business because of the development of patterns of enjoying coffee in coffee shops or usually called hanging out. Coffee shops are part of people's lifestyles and reasons are often used to visit coffee shops ranging from accepting invitations from friends, making new friends and hanging out, relieving stress, enjoying a good and quality cup of coffee, or a cheap cup of coffee. The reason for enjoying coffee is because coffee is delicious, increases relaxation, fulfills caffeine needs, is an alternative to healthy drinks that stimulate adrenaline and is also suitable as a companion to cigarettes (Harahap and Absah, 2020).

Indonesia is a country that produces the largest coffee in the world. Almost every region in Indonesia has a coffee plantation with a unique way of processing it. The flavors and characteristics produced are also very diverse and make Indonesian coffee products increasingly popular. Coffee produced by regions in Indonesia is now not only consumed by the producing community, but also tourists to people from other regions and even foreign countries. There are 7 types of Indonesian Coffee, the most famous of which is Toraja Coffee, the most famous from Aceh is Gayo Arabica Coffee, which is one of the best coffees in the world. The strongest characteristic is the very sharp aroma that does not leave a bitter aftertaste that sticks to the tongue. The most famous Lampung Coffee is Robusta with a smooth texture and strong taste. Toraja Coffee with a very distinctive aroma and low acidity and the coffee taste is strong and slightly sour, leaving a unique aftertaste on the tongue. Javanese Coffee, with its Arabica Coffee type and medium acidity and not too thick viscosity, creates a breezy, spiced aroma that is characteristic of it. Kintamani Bali Coffee comes with fresh characteristics of sour (citrus) like oranges. The aroma is exotic and the texture is light

and not too bitter. This coffee is also enjoyed by people who don't really like coffee. Flores Bajawa Coffee, medium acidity and light taste texture, tantalizing aroma, the characteristics of this coffee are also known for its sweet sensation as well as the taste of nuts and herbs in it. Papua Wamena Coffee is also equipped with fragrant shades of chocolate and herbs. Aftertaste 'smokey' after drinking it becomes its own characteristic and uniqueness. The texture is soft and not greasy and is also very friendly in the mouth. Indonesia is the fourth largest coffee producing country in the world. The first country was occupied by Brazil. From the data provided by the International Coffee Organization in 2019, Indonesia is in the fourteenth place that earns income from coffee, far behind the United States, which even though does not produce coffee, processes coffee so that it has a higher selling value. In 2016-2021 there was a significant increase in coffee consumption in Indonesia. Data presented by the Agricultural Data and Information System Center of the Ministry of Agriculture, national coffee consumption in 2016 reached around 250 thousand tons and grew by 10.54% to 276 thousand tons in 2017. During the 2016-2021 period, it is predicted that Indonesian coffee consumption will grow by an average of 8, 22 years. In 2021, coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons, resulting in a surplus of 425,000 tons.

In the Medan City, the coffee shop business is growing rapidly along with the growing number of coffee industry players. This situation is also read by Kopi Kenangan to further widen its outlets at various points in Medan City. Kopi Kenangan is not a franchise system, but its development is not inferior to the franchise system. Kopi Kenangan comes with the contemporary coffee milk concept which was founded in 2017 which was founded by two founders Edward Tirtanata and James Prananto which

in the next month will be able to penetrate the break event point. The image of the Kopi Kenangan product has succeeded in forming the concept of thinking in the minds of consumers as one of the popular coffees at a price that is safe in the pocket.

Repurchase is part of consumer behavior where behaviorally the customer is stated according to the performance of the products and services offered by asking whether the customer will repurchase in the future (Arif, 2019). If the goods offered exceed the buyer's assumptions, the buyer will feel fulfilled and repurchase the item and vice versa if the product provided is lower than consumer expectations, the consumer will feel disappointed and refuse to repurchase the product (Fadillah et al., 2020).

To see how millennials respond in choosing Kopi Kenangan as a contemporary coffee that they want to enjoy and even enjoy repeatedly in their daily lives, a pre-survey was conducted by distributing questionnaires related to repurchase intention to 30 consumers who have purchased Kopi Kenangan at Sun Plaza, Medan City.

The first factor that influences repurchase intention is Emotional Branding. Emotional Branding becomes a mediator in which buyers unknowingly connect with the company and its products through an emotional strategy (Gobe, 2005). The idea of creating a meaningful brand image and forming deep enthusiastic associations between brands and consumers through creative and innovative methodologies. Kopi Kenangan triggers an emotional dialogue in every naming of the menus with potential buyers with the names Kenangan Mantan, Kopi Kekasih Gelap, Kopi Kenangan Masa Lalu and others.

Research related to emotional branding on repurchase intention and E-WOM has been done by previous researchers, but showed different results. Among them in Rahayu's research (2019) says that emotional branding has no positive and significant

effect on repurchase intention. In the research of Handayani et al. (2021) said that emotional branding was unable to moderate the relationship between promotion, price, place, process, and customer service for choosing college x in Purwokerto, Indonesia during the coronavirus disease 2019 (COVID-19) pandemic period. In contrast to the research of Bonaventura and Agung (2017), which states that partially and simultaneously emotional branding has an effect on repurchase intention coupled with innovations that can optimize the company's strategy when customers are emotionally satisfied, it will lead to consumer intentions to repurchase by looking at previous experiences.

The next factor that influences repurchase intention is emotional experience. Emotional experience starts from basic experiences during shopping that can cause an emotional response from buyers because companies can present emotions and apply them through the use of reaction, focus, intellectual and excitement hypotheses. Emotional experience as an experience that is formed consciously and subjectively characterized by psychophysiological expressions, mental states, and biological reactions from the consumer to a product or company.

Research related to emotional experience on repurchase intention and E-WOM has been carried out by previous researchers, but showed different results. Emotional experience does not have a significant positive effect on repurchase intention to Solo consumers in purchasing Cinema XXI tickets.

The following factors that affect repurchase intention are brand love. brand love can occur when consumers perceive a brand as something unique that they can admire as if they were in awe of someone (Ranjbarian et al., 2012). The preferred brand has a relationship with its buyers and between the brand and the customer will form a strong stance, so that buyers will give good ratings to other potential buyers. Brand love is

characterized as a level of enthusiastic relationship that is filled with emotional feelings by customers in owning a certain brand (Carroll and Ahuvia, 2006).

This study aims to determine and analyze effect of emotional branding, emotional experience, and brand love on repurchase intention through electronic word of mouth as intervening variable on millennial generation consumer of Kopi Kenangan at Sun Plaza, Medan City.

RESEARCH METHODS

This type of research is using a quantitative approach. The nature of this research is associative research. According to Sugiyono (2013) quantitative research can be interpreted as a research method based on the philosophy of postpositivism, used to examine certain populations or samples.

The data used are primary data and secondary data obtained through the study of documentation and statement lists. The type of data in this study uses primary data, according to Sugiyono (2013) primary data is a direct resource to provide data collectors. Secondary data is research data obtained by researchers indirectly or through intermediary media. This data is already available, so the researcher only looks for and collects it. Secondary data are generally not designed specifically to meet specific research needs. All or some aspects of secondary data may not suit the needs of a study. This study uses primary data obtained directly from the field and secondary data obtained by journals.

The population is a generalization area consisting of objects or objects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2013). The population in this study are millennial generation consumers in Medan City who have purchased more than one Kopi Kenangan at Sun Plaza, the number of which is unknown. According to Sugiyono (2013) the sample is part of the number and characteristics possessed by the population.

The sample in question has the characteristics to be investigated and can represent the entire population so that the number is less than the population. The sample in this study were millennial generation consumer who had purchased more than once Kopi Kenangan at Sun Plaza, Medan City as many as 100 respondents. Withdrawal of the number of sample sizes is done by non-probability sampling using the accidental sampling method.

The data analysis technique uses structural equation modeling with the Smart PLS 3.0 analysis tool. Structural equation modeling is using partial least square approach. Partial least square is a component or variant-based structural equation modeling equation model.

RESULT

Description of Research Object

Kopi Kenangan is a company engaged in the coffee beverage sector which was founded by three founders Edward Tirtanata, James Pranoto, and Cyntia Chaerunissa in 2017 using their own capital. Edward Tirtanata, who was previously the owner of the Lewis & Carroll Artisan Tea Blender business who has experience in the food and beverage sector, tried to make Kopi Kenangan. By choosing the best type and quality of coffee, Kopi Kenangan has become one of the most popular coffee shops today. His first shop located in the Kuningan area. The first day of the opening of Kopi Kenangan, the shop managed to sell 700 cups of coffee but two years later it has opened more than 230 Kopi Kenangan outlets throughout Indonesia. Kopi Kenangan offers modern ready-to-drink beverage products with its flagship menu, Kopi Kenangan Mantan, which is a mixture of coffee, milk, and palm sugar. In addition, other flavors offered by Kopi Kenangan are included in the menus as shown in the following image:



Figure 1. Kopi Kenangan Menu

For the favorite menu, Kopi Kenangan Mantan, Coklat Pelarian, Marie Regale Latte, and Susu Boba Gula Aren. While the menus that are less popular are Es Teh Bunga Melati, Pandan Latte, Flat White (https://kopikenangan.com). The target market for Kopi Kenangan is low-middle and middle-high to high, with premium coffee quality and good taste but at a fairly affordable price. Kopi Kenangan is not a franchise type so that the consistency of product quality at each outlet is maintained.

Kopi Kenangan's Vision and Mission:

1.Kopi Kenangan's vision is to become the largest coffee chain in Indonesia and abroad (international expansion) through products, technology, fast and friendly service, high quality, quality control, and creative R&D.

2.Kopi Kenangan's mission is to become the leading coffee maker in Indonesia and its surroundings by leveraging the new retail environment by eliminating the boundary between offline and online trading but focusing on meeting the personal needs of each customer.



Figure 2. Kopi Kenangan Logo

The name “Kenangan” is taken based on Indonesian vocabulary where the word “Kenangan” is very relatable for all genders and ages. The choice of the word 'Kenangan' relates to one's emotions as well as memory which makes it easy to remember. Not only a unique name, the taste presented is also simple but memorable. Kopi Kenangan is here for urbanites because of its name “Kenangan” which looks more populist to convince customers to enter its outlets and not expect that this is an expensive coffee.

Structural Equation Modeling-Partial Least Square Results Path Coefficient

Table 1. Path Coefficient

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Emotional Branding -> Repurchase Intention	0.168	0.167	0.091	1.846	0.065
Emotional Experience -> Repurchase Intention	0.202	0.214	0.083	2.441	0.015
Brand Love -> Repurchase Intention	0.292	0.293	0.136	2.143	0.033
Electronic Word of Mouth -> Repurchase Intention	0.182	0.177	0.140	1.300	0.194
Emotional Branding -> Electronic Word of Mouth	0.156	0.150	0.092	1.698	0.090
Emotional Experience -> Electronic Word of Mouth	0.206	0.203	0.084	2.469	0.014
Brand Love -> Electronic Word of Mouth	0.524	0.539	0.073	7.200	0.000

The results of this study indicate that emotional branding has a positive and significant effect on repurchase intention. Emotional experience has a positive and

significant effect on repurchase intention. Brand love has a positive and significant effect on repurchase intention. Electronic word of mouth has a positive and

insignificant effect on repurchase intention. Emotional branding has a positive and significant effect on electronic word of mouth. Emotional experience has a positive

and significant effect on electronic word of mouth. Brand love has a positive and significant effect on electronic word of mouth.

Coefficient of Direct Effect and Indirect Effect

Table 2. Direct Effect, Indirect Effect, and Total Effect

Interaction	Direct Effect	Interaction	Indirect Effect	Total Effect
EB -> RI	0.168			
EB -> EWOM	0.156	EB -> EWOM -> RI	0,028	0,196*
EE -> RI	0.202			
EE -> EWOM	0.206	EE -> EWOM -> RI	0,037	0,240*
BL -> RI	0.292			
BL -> EWOM	0.524	BL -> EWOM -> RI	0,095	0,387*
EWOM -> RI	0.182			

Electronic word of mouth (EWOM) is able to mediate the effect of emotional branding (EB) on repurchase intention (RI). Electronic word of mouth (EWOM) is able to mediate the effect of emotional experience (EE) on repurchase intention (RI). Electronic word of mouth (EWOM) is able to mediate the effect of brand love (BL) on repurchase intention (RI).

CONCLUSION AND SUGGESTION

The results of this study indicate that emotional branding has a positive and significant effect on repurchase intention. Emotional experience has a positive and significant effect on repurchase intention. Brand love has a positive and significant effect on repurchase intention. Electronic word of mouth has a positive and insignificant effect on repurchase intention. Emotional branding has a positive and significant effect on electronic word of mouth. Emotional experience has a positive and significant effect on electronic word of mouth. Brand love has a positive and significant effect on electronic word of mouth. Electronic word of mouth is able to mediate the effect of emotional branding on repurchase intention. Electronic word of mouth is able to mediate the effect of emotional experience on repurchase intention. Electronic word of mouth is able to mediate the effect of brand love on repurchase intention.

Based on the discussion and conclusions that have been explained, the suggestions that researchers can give are as follows:

1. Coffee Shop Kopi Kenangan

- a. Because Kopi Kenangan does not present menus that are more unique than other contemporary coffees, it is hoped that the management of Kopi Kenangan will pay attention to every taste of the coffee given to make it more delicious and popular with young people, this can be done by looking at the recipes successful coffee on social media, tv, etc. so that it can be imitated and its uniqueness can be felt among young people.
- b. Because the flavor variants offered by Kopi Kenangan are not suitable and cause customers to be disappointed, it is hoped that Kopi Kenangan management can choose menus that have never existed or are not like other contemporary coffees.
- c. Since there are customers who wish to choose other coffees apart from Kopi Kenangan products, it is hoped that the management of Kopi Kenangan can create coffee flavors and services that leave an impression on consumers' minds, such as welcoming guests, smiling at each customer and finding out delicious coffee recipes, so that can keep Kopi Kenangan consumers from switching to other coffee shops

- d. Since it is rare for customers to provide reviews when using the Kopi Kenangan application, it is hoped that every purchase can implement a real time on the spot system and provide cashback to customers who have provided reviews.
- e. Since consumers rarely look for the latest information about Kopi Kenangan before buying it, it is hoped that the management of Kopi Kenangan can inform customers regularly through social media and brochures.

2. Further Research

Researchers suggest that further researchers can examine outside of this research variable so that the results obtained are more varied. However, if the next researcher wants to examine the same variables, it is hoped that further researchers can add independent variables or replace them with other variables such as quality of experience, service performance, brand experience, brand attitude, online experience variables, and so on.

Acknowledgement: None

Conflict of Interest: None

Source of Funding: None

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How to cite this article: Evanina Sianturi, Endang Sulistyani Rini, R. Hamdani Harahap. Effect of emotional branding, emotional experience, and brand love on repurchase intention through electronic word of mouth as intervening variable on millennial generation consumer of kopi kenangan at sun plaza, Medan city. *International Journal of Research and Review*. 2022; 9(6): 345-351. DOI: <https://doi.org/10.52403/ijrr.20220636>
