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"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

The Effect of Brand Association, Brand Identity, Brand Advocate on Consumer Satisfaction at Starbucks Coffee Outlet in Medan City**Fadli Hazmi^{1*}, Endang Sulistya Rini¹, Syafrizal Helmi Situmorang¹**¹Universitas Sumatera Utara

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***Email:** Fadli.Hazmi84@gmail.com**ABSTRACT**

This study aims to analyze the effect of brand association, brand identity, brand advocate on consumer satisfaction at Starbucks outlets in Medan City. This study uses a descriptive quantitative approach with data analysis using path analysis. The sample in this study amounted to 100 people with a sampling technique, namely purposive sampling. The results showed that there was a positive and significant influence between brand associations on consumer satisfaction. Furthermore, the results of the study explain that the second hypothesis also answers that there is a positive and significant influence of brand identity on consumer satisfaction. Then, the results of the study explain that the second hypothesis also answers that there is a positive and significant influence of brand advocate on consumer satisfaction.

Keywords: Consumer Satisfaction, Brand Association, Brand Identity, Starbucks Coffee

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INTRODUCTION

More and more companies expect frontline employees to build and strengthen brands by engaging in brand advocacy behavior, reflecting the favorable communication display of a company's brand value and offering to customers during service encounters. Companies such as Zappos and Starbucks have experienced that "brand advocates" increase brand awareness in the marketplace (Walter, 2013). Many organizations also rely on FLE brand advocacy in brand repositioning and new product launches (Miller et al., 2014). Lowe's, Southwest Airlines, Ford, Domino's, Bank of America, General Electric, and Verizon companies have featured FLE in corporate advertising campaigns because these workers are perceived as credible by audiences and, in doing so, help "humanize" brands (O'Leary, 2010). However, using FLE as a brand advocate may not be beneficial at all customer encounters. In particular, when a purchased product requires maintenance or repair services, favorable FLE communications about the brand can backfire by not contributing directly to addressing customer concerns. As a well-known example, overly enthusiastic virtual agents at Sprint PCS and Dove angered clients who called to complain (Spencer, 2003). The customer may perceive brand advocacy in after-sales service meetings as a business policy that is getting in the way of achieving its goals. According to a 2013 Accenture study, 79 percent of respondents indicated that the policy created new problems (Accenture, 2013).

On the other hand, strengthening brand value and product benefits during after-sales service can assure customers that the company has made the right purchase decision and signifies FLE and company-wide accountability for solving customer problems (Aaker et al., 2004; Hess, 2008). Despite the potential risks of front-line brand advocacy, the marketing literature has remained silent about its results for at least two reasons. First, scholars have focused on the general alignment of employee behavior with brand promises (Siriani et al., 2013) and the forefront of "running the brand" (De Chernatony et al., 2006, p. 825). As a result, companies develop and use comprehensive and multidimensional concepts such as consumer behavior towards brands (eg Chang et al., 2012; King and Grace, 2012). In contrast, brand advocacy is unidimensional, and focuses on beneficial communication about the brand's value and offering. The effects of this behavior have not been isolated. Second, most research assumes the effect of employee brand-related behavior on customer evaluation (i.e. satisfaction) to be universally positive and focuses on antecedents, not consequences (eg Morhart et al., 2009). However, as the negative anecdotal evidence and survey results illustrate, managers clearly need to know when brand advocacy is appropriate and when not to use this instrument. The purpose of this study is to study the impact of brand advocacy on Starbucks products on customer satisfaction by identifying conditions where the effect is most dominant and considering the behavior of brand advocacy and brand identification in Starbucks companies in Medan City.

LITERATURE REVIEW**Brand Association**

Brand association is related to information in the minds of customers about the brand, both positive and negative, related to brain memory nodes (Emari et al., 2012). Brand Association serves as an information gathering tool to carry out brand differentiation and brand extension (Osselaer & Janiszewski, 2001). Initially, any information that accidentally enters the Brand Association is strongly associated with the brand name in consumer memory, and reflects the image of the brand (Keller, 1993; Romaniuk & Sharp, 2003). The higher the Brand Association on a product, the more it will be remembered by consumers

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and loyal to the brand. Brand Association plays an important role in differentiating one organization from another, and creating a favorable attitude towards the organization's products, which is of great benefit to the organization. Keller (1993) classifies Brand Associations into three categories, Brand Attributes, Brand Benefits and Brand Attitudes. Brand attributes are descriptive characteristics that display a product or service, what customers think about product or service assets, and what is related to their purchase intention (Keller, 1993). "Non-product-related attributes" and "product-related attributes" are two types of brand attitudes that include price information, packaging, user image, or usage image. Brand benefits are the personal value that consumers attach to product or service attributes, i.e. what consumers think the product or service can actually bring to them (Keller, 1993). Brand attitude is defined as a consumer's overall evaluation of a brand (Mitchell & Olson, 1981). Brand attitudes are very important because they often form the background of consumer behavior (Keller, 1993). It is true that Brand Associations create enormous value for an organization. First, it helps process information. Associations can serve to summarize a series of facts and specifications that a customer may be able to handle and have access to. Second, Brand Association has a tremendous effect on product differentiation.

Brand Identity

Brand identity is a unique set of brand associations that imply a promise to customers and includes both core and extended identities. The core identity is the central, enduring essence of the brand that remains constant as the brand moves into new markets and new products. Core identity broadly focuses on product attributes, services, user profiles, store atmosphere, and product performance. Extended identities are woven around brand identity elements that are organized into cohesive and meaningful groups that give a brand texture and completeness, and focus on strong brand personality, relationships, and symbol associations. To be effective, brand identities need to resonate with customers, differentiate the brand from competitors, and represent what the organization can and will do over time (Aaker and Joachimsthaler, 2000). To excel, brand image must be properly planned, maintained, supported, and guarded (Knapp, 2000). One of the keys to successful brand building is understanding how to develop a brand identity – to know what the brand means and to express that identity effectively (Aaker, 1996). A brand is a specific identity that distinguishes the promise of relevant, enduring and credible value associated with a product, service or organization and indicates the source of that promise (Ward et al., 1999). Companies that present a cohesive, distinctive, and relevant brand identity can create preferences in the market, add value to their products and services, and can charge premium prices (Schmitt and Simonson, 1997). When a brand faces aggressive competition in the market, brand personality and brand reputation help differentiate it from competitors' offerings. This can generate customer loyalty and achieve growth. A strong brand identity that is well understood and experienced by customers helps in developing trust which, in turn, results in differentiating the brand from the competition. A company needs to build a clear and consistent brand identity by associating brand attributes with the way they are communicated which can be easily understood by customers.

Brand Advocates

Brand advocacy is generally seen as the active promotion, endorsement or defense of a brand by consumers to other consumers (Jillapalli and Wilcox 2010, Keller 2007, Park and MacInnis 2006). This is often described as a positive result of strong consumer-brand relationships; viewed through the lens of consumer brand identification and championed in

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Social Identity Theory (Stokburger-Sauer, Ratneshwar and Sen 2012, Kuenzel and Halliday 2008, Bhattacharya and Sen 2003). Facilitated by a myriad of platforms and online communication channels, in the process of online socialization and networking, especially through online consumer-to-consumer (C2C) communication, consumers emerge brand advocacy. So when brand advocacy happens online, it might be called brand advocacy. Good communication about the brand from consumers can accelerate the acceptance and adoption of new products (Keller, 1993). It can be the most influential source of information for purchasing some products because it is considered to come from a less biased source (Herr et al., 1991; Kim et al., 2001). Often, consumers use word of mouth referrals as a tool to reduce the amount of information that must be processed and to reduce anxiety (Hung and Li, 2007). When a consumer connects with a brand, this relationship can lead to brand advocacy where consumers spread positive words about the brand (Anderson, 1998).

Satisfaction

According to (Wulanjani, & Derriawan, 2018) customer satisfaction is the level of one's feelings after comparing what is felt (performance or results) with their expectations. Consumers can experience one of three levels of satisfaction. First, if product performance is below expectations, consumers will feel disappointed. Second, if product performance meets expectations, the customer will be satisfied. Third, if performance exceeds expectations, consumers will be highly satisfied. According to (Efendi, 2020) says that customer satisfaction is a post-purchase evaluation where the alternatives chosen at least provide results that equal or exceed consumer expectations, while dissatisfaction will arise if the results obtained do not match or below consumer expectations. From these two opinions it can be concluded that consumer satisfaction is the result of consumer assessment after using an item or service.

CONCEPTUAL FRAMEWORK

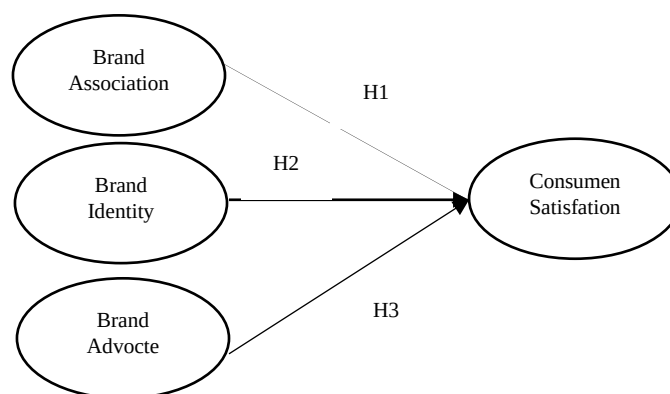


Figure 1. Conceptual Framework

HYPOTHESIS

This study determines the hypothesis about whether consumer satisfaction is helped by brand association, brand identity, and brand advocate variables. The results of the study explain that brand associations have an effect on providing a general view of what consumers receive when using a particular brand and reflecting the required satisfaction (Bhattacharya & Sen, 2003). It is true that Brand Associations create enormous value for an organization. First, it helps process information. Associations can serve to summarize a series of facts and

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specifications that a customer may be able to handle and have access to. Second, Brand Association has a tremendous effect on product differentiation to create customer satisfaction. The results of the study (Romani et al., 2013a) explain that identifying a brand that is purchased and used by consumers creates satisfaction that is in accordance with the expectations and uses of a good product. (Romani et al., 2013a). To excel, brand image must be properly planned, maintained, supported, and guarded (Knapp, 2000). One of the keys to successful brand building is understanding how to develop a brand identity – to know what the brand means and to express that identity effectively (Aaker, 1996). When a brand faces aggressive competition in the market, brand personality and brand reputation help differentiate it from competitors' offerings. This can generate customer loyalty and achieve growth. A strong brand identity that is well understood and experienced by customers helps in developing trust which, in turn, results in differentiating the brand from the competition. A company needs to build a clear and consistent brand identity by linking brand attributes with the way they are communicated that can be easily understood by customers in creating satisfaction. The results of research (Xie et al., 2015), advocacy as an effort to keep consumers doing good communication with other consumers requires satisfaction to meet the needs that have been felt. According to (Efendi, 2020) says that customer satisfaction is a post-purchase evaluation where the alternatives chosen at least provide results that equal or exceed consumer expectations, while dissatisfaction will arise if the results obtained do not match or below consumer expectations. From these two opinions it can be concluded that consumer satisfaction is the result of consumer assessment after using an item or service. So, the hypothesis is taken:

- H1 : Brand Association has a positive effect on consumer satisfaction
- H2 : Brand Identity has a positive effect on consumer satisfaction
- H3 : Brand advocate has a positive effect on consumer satisfaction

METHOD

This research is a quantitative descriptive research that aims to determine the relationship between research variables, namely brand association, brand identity, brand advocate for satisfaction of Starbucks consumers in the city of Medan. Quantitative descriptive research is a study to find and explain causal relationships between variables through hypothesis testing (Ferdinand, 2014). The research location was conducted in the city of Medan. This study used a sampling technique, namely purposive sampling. Purposive sampling is a technique for determining research samples with certain considerations/criteria so that the data obtained later can be more representative. Purposive sampling uses special criteria, namely; has made a visit to Starbucks in Medan City; > 17 years; willing to fill out a questionnaire with a sample of 100 respondents. The research was carried out in several stages, namely the preliminary stage, data analysis, data interpretation and drawing conclusions. The preliminary stage is carried out by collecting data then knowing the phenomena in the research. The second stage is the data analysis stage by analyzing using a structural equation model based on partial least squares. The third stage is data interpretation by interpreting the results of the predicted values of each variable and comparing them with the theory and results of previous studies. Interpretation can prove theory, challenge theory and develop new theory as a reference for research results. The conclusion drawing stage is summarizing the results achieved and recommending them to related parties. The results of the data analysis explained that the male sex was 47 people or 47% and the female sex was 63 people or 63%. This explains that the respondents are dominated by the female sex.

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Furthermore, the education of the respondents was 60% undergraduate - postgraduate and 40 % Diploma.

Table 1. Respondent Character

Sample (N = 100)	
Gender (%)	
Man	47%
Woman	53%
Education (%)	
Diploma	40%
Undergraduate - Postgraduate	60%

Source: Primary Data, 2023

RESULT AND DISCUSSION

The following will present an analysis of each independent variable on the dependent variable. The results of testing the research instrument using the SmartPLS software. First, construct validity measures how far an indicator is able to reflect its theoretical latent construct. So, construct validity gives confidence that the indicator size taken from the sample describes the actual score in the population. There are 4 construct validity measures that can be used, namely convergent validity, variance extracted, construct reliability and discriminant validity. Second, the Convergent Validity requirement that must be met is that the loading factor must be significant, because a significant loading factor may still have a low value. So, the standardized estimate must be equal to 0.50 or more and ideally it must be 0.70. The following is a standardized loading estimate table .

Table 2. Loading Standard

	Brand Association	Brand Identity	Brand Advocates	Satisfaction
BA1	0.861			
BA2	0.862			
BA3	0.939			
BI1		0.913		
BI2		0.889		
BI3		0.849		
BAC1			0.858	
BAC2			0.805	
BAC3			0.893	
BAC4			0.931	
ST1				0.760
ST2				0.921
ST3				0.869

Source: Processed primary data, 2023

Based on table 2 above, it shows that all indicator items have a loading factor value above 0.60. Therefore, all of these indicators are feasible to use. The following table presents the loading factor (valid convergent validity), AVE, construct reliability and discriminant validity .

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Table 3. Convergent Validity, Construct Reliability, AVE, Cronbachs Alpha

	Items	Convergt Validity	Construct reliability	AVE	Cronbach's Alpha
Brand Association	BA1	0.861	0.889	0.787	0.900
	BA2	0.862			
	BA3	0.939			
Brand Identity	BI1	0.913	0.901	0.702	0.815
	BI2	0.889			
	BI3	0.849			
Brand Advocates	BAC1	0.858	0.901	0.678	0.871
	BAC2	0.805			
	BAC3	0.893			
	BAC4	0.931			
Satisfaction	ST1	0.760	0.896	0.671	0.971
	ST2	0.921			
	ST3	0.869			

Source: Processed primary data, 2023

Based on the table above, it shows that the overall factor loading value on each indicator item meets the criteria, which is above 0.60. The variance extracted shows the total variance of the indicators extracted by the developed variables. The high variance extracted value indicates that the indicators represent well the formed variables that are developed. Based on table 1 above, it shows that the results of the variance extracted for all constructs have a good AVE value, because they meet the cut-off value requirements, which are equal to or above 0.60. Reliability is an indicator of convergent validity. Many also use Cronbach alpha as a measure of reliability despite the fact that Cronbach alpha provides lower reliability. Based on table 1. it can be seen that the composite reliability value for each variable is > 0.6 and the Cronbach alpha value for each variable is <0.6, so it can be concluded that the data used in this study is reliable.

Hypothesis Testing Results

Hypothesis testing was carried out using data processing software, namely SmartPLS, which can be seen in Table 3 below.

Table 4. Path Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BA →ST	0.450	0.401	0.189	6,081	0.000
BI →ST	0.498	0.298	0.126	5,566	0.000
BAC →ST	0.501	0.430	0.321	7,010	0.001

Source: Processed primary data, 2023

Based on table 3, it explains that the P values of each variable that affect satisfaction are above 0.000, which explains that the overall hypothesis is accepted. Statistical T values also show the same results for each research hypothesis, overall t table is greater than t count.

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Table 5.Hypothesis Summary Results

Hypothesis	P. Values	Information
H1: there is an influence between brand association on satisfaction	0.000	Significant
H2: there is an influence between brand identity on satisfaction	0.000	Significant
H3: there is a relationship between brand advocate and satisfaction	0.001	Significant

Source: Processed primary data, 2023

The Effect of Brand Association on Consumer Satisfaction

Based on the results of testing the first hypothesis, it is known that the significance value of t is obtained at $0.000 < 0.000$, meaning that the first hypothesis is accepted with a statistical t value of $6.081 > t$ table (1.96). These results explain that there is a positive and significant influence between brand association on satisfaction. Brand Association serves as an information gathering tool to carry out brand differentiation and brand extension (Osselaer & Janiszewski, 2001). Initially, any information that accidentally enters the Brand Association is strongly associated with the brand name in consumer memory, and reflects the image of the brand (Keller, 1993; Romaniuk & Sharp, 2003). The higher the Brand Association on a product, the more it will be remembered by consumers and satisfied with the brand. Brand Association plays an important role in differentiating one organization from another, and creating a favorable attitude towards the organization's products, which is of great benefit to the organization. Customer satisfaction is a post-purchase evaluation in which the chosen alternative at least gives the same results or exceeds consumer expectations, while dissatisfaction will arise if the results obtained are not in accordance with or below consumer expectations. From these two opinions it can be concluded that consumer satisfaction is the result of consumer assessment after using an item or service. The results of this study are supported and consistent with the results of previous studies conducted explains that there is a positive relationship between brand association and satisfaction (Accenture, 2013).

The Effect of Brand Identity on Consumer Satisfaction

Based on the results of testing the second hypothesis, it is known that the significance value of t is obtained at $0.000 < 0.000$, meaning that the second hypothesis is accepted with a statistical t value of $5.556 > t$ table (1.96). These results explain that there is a positive and significant influence between brand identity on Starbucks customer satisfaction in Medan City. Brand identity is a unique set of brand associations that imply a promise to customers and includes both core and extended identities. The core identity is the central, enduring essence of the brand that remains constant as the brand moves into new markets and new products. Core identity broadly focuses on product attributes, services, user profiles, store atmosphere, and product performance. Extended identities are woven around brand identity elements that are organized into cohesive and meaningful groups that give a brand texture and completeness, and focus on strong brand personality, relationships, and symbol associations. To be effective, brand identities need to resonate with customers, differentiate the brand from competitors, and represent what the organization can and will do over time (Aaker and Joachimsthaler, 2000). Customer satisfaction is the level of one's feelings after comparing what is felt (performance or results) with their expectations. Consumers can experience one of three levels of satisfaction. First, if product performance is below expectations, consumers will feel disappointed. Second, if product performance meets

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expectations, the customer will be satisfied. Third, if performance exceeds expectations, consumers will be highly satisfied. According to (Efendi, 2020) says that customer satisfaction is a purchase evaluation where the alternative chosen at least gives the same result or exceeds consumer expectations. The research results are supported by (King and Grace, 2012). explained that brand identity and tourist experience can affect customer satisfaction.

The Effect of Brand Advocate on Consumer Satisfaction

Based on the results of testing the third hypothesis, it is known that the significance value of t is obtained at $0.001 < 0.000$, meaning that the third hypothesis is accepted with a statistical t value of $7.010 > t$ table (1.96). These results explain that there is a positive and significant influence between brand advocates on Starbucks consumer satisfaction in Medan City. Brand advocacy is generally seen as the active promotion, endorsement or defense of a brand by consumers to other consumers (Jillapalli and Wilcox 2010, Keller 2007, Park and MacInnis 2006). This is often described as a positive result of strong consumer-brand relationships; viewed through the lens of consumer brand identification and championed in Social Identity Theory (Stokburger-Sauer, Ratneshwar and Sen 2012, Kuenzel and Halliday 2008, Bhattacharya and Sen 2003). Facilitated by a myriad of platforms and online communication channels, in the process of online socialization and networking, especially through online consumer-to-consumer (C2C) communication, consumers emerge brand advocacy. Thus, when brand advocacy takes place online, it may be called brand advocacy which influences the satisfaction felt and received by consumers. The results of this study are in line with the results (Emari et al., 2012) which explain that brand advocate is a memory that defends a product that satisfies consumers in using a product.

CONCLUSION

This research concludes as follows. First, the results of the study explain that the first hypothesis is that there is a positive and significant influence between brand associations on consumer satisfaction. Second, the results of the study explain that the second hypothesis also answers that there is a positive and significant influence of brand identity on consumer satisfaction. Third, the results of the study explain that the second hypothesis also answers that there is a positive and significant influence of brand advocate on consumer satisfaction. Overall the hypothesis was answered and answered that Starbucks products have a form of association, identity, and advocacy in the minds of consumers.

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