

## The Effect of Brand Identity and Brand Preference on Starbucks Repurchase Interest in Bekasi City

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### ARTICLE INFO

*Keywords:* Brand Identity, Brand Preference, Repurchase Intention, Starbucks

*Received :* 19, March

*Revised :* 22, April

*Accepted:* 27, May

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### ABSTRACT

Starbucks is a premium coffee shop that has been present in Indonesia for 20 years and is part of the lifestyle of urban communities in Indonesia. The aim of this research, firstly, is to determine the influence of brand identity on repurchase intention. Then, to find out the influence of brand preference on repurchase intention. This study uses a component-based SEM (Structural Equation Modeling) using PLS (Partial Least Square) to analyze the data. The results of the study show that Brand Identity and Brand Preference contribute to repurchasing interest in Starbucks products in the city of Bekasi. Therefore, the better the two variables formed by Starbucks for consumers, the better the level of interest in repurchasing Starbucks products in Bekasi City.

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## **INTRODUCTION**

In this modern era, coffee is often considered a classy drink and is often sold in coffee shops such as cafes. And many companies have released several breakthroughs, such as packaged coffee that can be consumed anywhere. Intense competition encourages companies to think about how to encourage consumers to repurchase the products they sell.

With increasingly competitive business competition, business actors continue to be motivated to innovate to meet the diverse needs of consumers to retain customers and win competition in business. And business people often forget an important aspect of their business, namely branding.

In Indonesia itself, there are several well-known coffee cafe brands such as Janji Jiwa, Ngopi Doeloe, and Upnormal Kafe. There are also several cafe brands from outside such as Starbucks, Excelso, etc. And with the rise of coffee shops in Indonesia, provides a great opportunity for local and foreign investors to invest in the coffee industry. Of course, investment in the coffee industry is not only limited to the production of coffee beans, but also how to present products, how to serve customers, and the appearance of products that can pamper consumers.

One company brand that is known to have a very strong position in this business is Starbucks. Starbucks is a coffee company and global coffee shop chain from the United States and is one of the companies with the most outlets in Indonesia. For the Indonesian people, Starbucks is not a foreign brand to the ears of the Indonesian people.

Starbucks is a premium coffee shop that has been present in Indonesia for 20 years and is part of the lifestyle of urban communities in Indonesia. Starbucks opened its first outlet in Indonesia in 2002 with PT. Mitra Adiperkasa Tbk is the license holder for brand management and management of Starbucks Indonesia. Starbucks has around 478 outlets spread across major cities in Indonesia. And it will increase even more in the coming year.

As reported by [theconomics.com](http://theconomics.com). Starbucks made various operational changes to its stores and products to survive and adapt during the pandemic. What's more, businesses in the food and beverage sector have experienced a decline in visitors and their sales, especially with the PSBB. Starbucks Indonesia Chief Marketing Officer said, one of the changes that will be made is a shift in focus on products (SKU). Due to the tendency of people to spend more time at home, Starbucks will focus on marketing instant coffee products instead of marketing fresh, handmade drinks. Starbucks has also begun to focus on core products, delaying or canceling the launch of new products. Meanwhile, the mainstay products have also been changed in terms of packaging, where now there are various types of coffee and drinks sold in bottles.

This change was made because during a crisis like this, consumers will be more inclined to look for products or offers that have more value. Apart from that, due to the pandemic situation and the uncertain PSBB determination, Starbucks was compelled to focus on other distribution channels and expand the Omnichannel. Because so far Starbucks has only focused on selling dine-in by designing and designing each store to be the best meeting and socializing place for the community.

Table 1. Brand Index data

No	Merk	TBI 2019	TBI 2020	TBI 2021	TBI 2022
1	Starbucks	43.7%	43.9%	49.4%	49.2%
2	The Coffe Bean	9.8%	11.7%	11.9%	10.3%
3	Ngopi Doeloe	0.4%	8.2%	3.3%	-

Source: TopbrandIndex.com

Based on the brand index data above, we can see that Starbucks has always occupied the top position in the Café Coffee category for 4 consecutive years. However, based on the top brand index table above, in 2022 there will be a decline in interest in Starbucks. This could be indicated by a decrease in interest in visiting Starbucks because Starbucks did not release new products and Starbucks moved 80% of its strategy to packaged coffee products. (<https://www.theiconomics.com/accelerated-growth/starbucks-indonesia-do-change-to-survive-during-covid-19/>).

Besides that, the phenomenon of hanging out among young people today has made Starbucks have many competing coffee shops. As quoted from the news Starbucks is in great demand by many young people. <https://www.viva.co.id/ragam/focus/1012510-nongkrong-di-kafe-tren-atauexistence?page=4>. It is said that young people now visit Starbucks, the activity they do is take photos to immortalize on social media to show their existence among friends. Besides that, some people go to Starbucks just to enjoy free wifi after buying 1 product from Starbucks. Due to this phenomenon, they spend a long time in the place and another reason is the large number of competition for cafes with more affordable prices.

Table 2. Starbucks Market Capital Data

Years	Market Cap
2020	\$125.70
2021	\$136.81
2022	\$114.82

Source: Katadata.Co.id

As we can see there is a decline in Starbucks's market cap in 2022. And Starbucks continues to develop the products it offers, this coffee shop is trying to retain its customers. Starbucks companies in Indonesia, especially in Jakarta, inevitably have to be smart in capturing consumer repurchase interest.

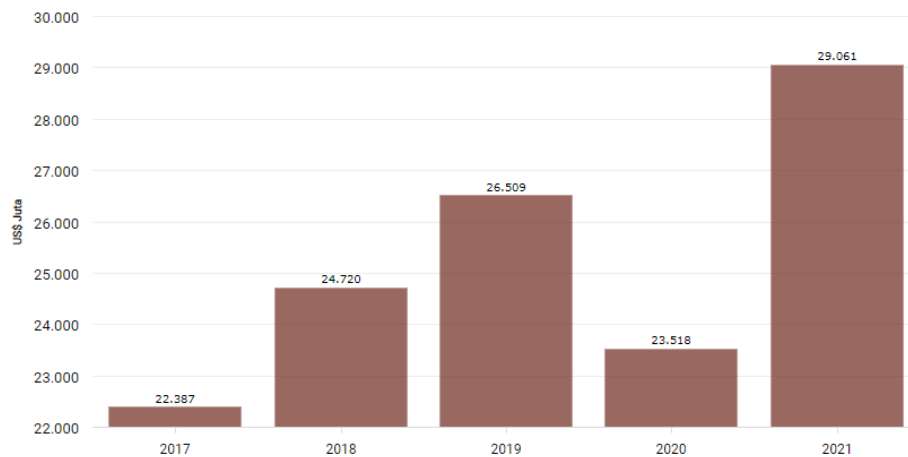


Figure 1. Starbucks Market Cap Graph for 2017-2021

Source: Katadata.co.id

The image above is income from 2017 to 2021. From here we can see that from 2020 to 2021 Starbucks' income has increased quite significantly. This is because Covid-19 has subsided and the government's policy on PSBB has begun to relax. And from 2019 to 2020 there was a significant decline because Covid had started to spread in Indonesia.

As we know the power contained in Starbucks coffee is the brand. Starbucks has succeeded in becoming the number one brand that is remembered by consumers in Indonesia. Companies build good consumer perceptions of a product through brand channels and understand brand behavior. Perception involves high-level cognition in interpreting sensory information according to Solso (Ridhania, 2017). Meanwhile, brand is important for consumers because it can be a measuring tool for a good and quality product. The brand is also a company's equity that can add value to the products and services offered. According to Kartajaya (Djokja, 2021), a brand is an asset that creates value for customers by strengthening satisfaction and recognition of quality. So that a brand that will be built will produce value from the business.

In addition, the brand has a brand identity. According to Wheeler, (Wirawan et al., 2019) Brand identity is seen as a tool used to build awareness, increase recognition, communicate uniqueness and quality and express differences in competition. We can conclude that brand identity is something that is shaped and can be felt by the senses. And according to Wheeler (Wirawan et al., 2019) brand identity takes different elements and combines them into a system.

And one part of brand identity is a logo, according to Rustan (Wirawan et al., 2019) a logo is a symbol or image identifying a company without the presence of a company name. and until now the logo has experienced a significant development of understanding, from the beginning meaning of

words, thoughts, speech, and reason to meanings associated with symbols, images and semiotics.

Apart from brand identity, consumers also need product comparisons from other companies, this can be referred to as brand preference. According to Hellier (Warrauw, 2020), brand preference is a position where consumers can show their level of liking for a particular company compared to the services of other companies. It can be concluded that this brand preference is the initial stage for a brand in terms of winning the hearts of consumers to make repeat purchases. So it can be said that repurchase intention motivates someone to carry out behavior such as the willingness to carry out and intensify individual efforts in using environmentally friendly products, thereby giving rise to repurchases, Torres & Augusto (Kesumahati & Novianti, 2021).

*Repurchase intention* is a psychological aspect that has a considerable influence on attitudes, behavior and interests as well as a source of motivation that will direct someone to do what they do. According to Gunarso (Ardianto et al., 2021) means that interest is something personal and related to attitude, individuals who are interested in an object will have the strength or encouragement to carry out a series of behaviors to approach or obtain this object. According to (Tjiptono, 2014 in (Marina et al., 2020) Repurchase intention is customer satisfaction that is measured Behaviorally by asking whether the customer will shop or use the service again. The conclusion is repurchase intention is a customer who makes a purchase at least once and intends to buy a Return.

With the explanation and phenomenon above, research was conducted to know the effect of brand identity on repurchasing intention. Then, to determine the effect of brand preference on repurchase intention. This research is expected to make a positive contribution to the development of management theory, especially related to brand identity, brand preference, and repurchase intention. Then, the results of this study are expected to be used as material for consideration for the Starbucks Company in making decisions, especially in marketing strategy.

## LITERATURE REVIEW

### *Brand*

A brand is more than a name and symbol. The brand is a key element in a company's relationship with consumers. Brands represent consumers' perceptions and feelings about a product and its performance. Everything about the meaning of a product or service to consumers. Apart from that, the real value of a strong brand is its power to capture consumer preferences and loyalty (Kotler & Armstrong, 2017).

According to the American Marketing Association (AMA) (Setiawati et al., 2019) states that a brand or brand is a name, term, sign, symbol design or a combination of all of them which aims to identify a product or service and can ultimately differentiate itself. alone with the others. Therefore it makes a lot of sense for us to understand that branding not only makes our target marketers

choose us in this competent market but also makes our marketing prospects see us as the only one who can provide solutions to their needs or problems.

Meanwhile, according to Susanto & Wijanarko, (Setiawati et al., 2019) brand/brand is a name or symbol that is associated with a product or service and creates a psychological meaning or association so that it can be concluded that a brand is an identification in the form of a name or symbol that influences the process of selecting a product. a product or service that differentiates it from competitors' products and has value for buyers and sellers.

And that can be interpreted as a strong brand is very valuable in the battle to get customers and it is very valuable for us to take the time to invest in research and build our brand. In another sense, a brand is a product or service whose dimensions differentiate the brand in some way from other products or services designed to satisfy the same need. These differences can be functional, rational or related to the brand's product performance. These differences can also be symbolic, emotional, or intangible about what the brand represents.

### ***Brand Identity***

Brand identity is a concept that forms the basis of a theory of a brand, if compared, brand identity is the soul of a brand. Brand identity also functions as the foundation of the operational system, selling tool and promotion of a service. According to Wheeler, (Wirawan et al., 2019) brand identity is seen as a tool used to build awareness, increase recognition, communicate uniqueness and quality and express differences in competition. With the existence of a brand identity, the company can convey value to the community and build an image. That is why according to Christianto (Dewi et al., 2022) brand identity is a reference for consumers to accept value for the identity of a brand that is conveyed.

According to Tanady & Fuad in (Dewi et al., 2022) brand identity influences people's decisions in buying an item or service, so producers need to create a good brand identity where people can accept the value provided.

It can be concluded that brand identity is real and attractive to the senses. We can see it, touch it, hold it, hear it, and see it move. Brand identity can trigger brand recognition, strengthen differentiation from competitors, and create great ideas and meaning (Wheeler, 2018).

According to Kotler (Budi et al., 2020), 4 brand identity indicators are key and cannot be separated, namely, Name, Logo, Slogan and Brand Story.

1. Brand Name

The brand name is the first and greatest facial expression of a product. The enormous complexity of names and their associations has led to the emergence of a new profession in naming companies, products or services.

2. Logo

A logo is a graphic display of a brand or company name. According to Kotler & Pfoerstch (Budi et al., 2020) the power of a logo/symbol should not be underestimated because humans tend to be more receptive to images and symbols than others, a strong logo can provide cohesion and

build brand identity awareness, facilitate recognition and memory returns.

3. Slogan

Slogans play a unique and special role in creating a harmonious brand identity. According to Kotler & Pfoerstch (Budi et al., 2020), a slogan is a sentence that is easy to recognize and remember which often accompanies a brand name in marketing communication programs. The main purpose of a slogan is to support the brand image projected by the brand name and logo. And these three brand elements together provide the essence of the brand.

4. Brand Story

Stories can become more and more important in the life of a company. According to Kotler & Pfoerstch (Budi et al., 2020) As a concept, the story even secures an important foothold in the debate about how future brands will be formed.

### ***Brand Preference***

According to Hellier (Dharmayana & Rahanatha, 2017), Brand Preference is a consumer consideration based on the degree of consumer inclination towards the products provided by the company when compared to products from other companies. It can be concluded that this brand preference is the initial stage of a brand in terms of winning the hearts of consumers to be able to repurchase the company's brand. That is why according to Rahardjo (Warrauw, 2020) Explaining that the position where consumers like a brand because the brand is pleasant is Brand Preference.

According to China, (Junita et al., 2020) Brand Preference has three indicators:

1. Prefer certain brands over others.
2. A certain brand is the choice among all brands.
3. Certain brands appeal to consumers.

### ***Repurchase Interest***

Repurchase interest is behavior that appears as a response to an object. Repurchase interest shows the customer's desire to buy in the future. Repeat purchase behavior is often associated with brand loyalty interests. However, according to Tjiptono (Sinambela & Hermani, 2019), the difference between the two is that if brand loyalty reflects a psychological commitment to a particular brand, then repurchase behavior solely involves purchasing the same particular brand repeatedly.

According to Hellier (Sinambela & Hermani, 2019), repurchase interest is a person's planned decision to repurchase certain services by considering the situation that occurs with the level of liking. Meanwhile, according to Tjiptono (Marina et al., 2020), repurchase intention is customer satisfaction which is measured behaviorally by asking whether the customer will shop or use the service again. This can be interpreted as repurchase intention with customers who purchase at least once and intend to buy again. That is why according to

the opinion of Chung & Lee (Marina et al., 2020) the value provided by loyal customers has a direct influence on the site and is largely determined by repurchase intention.

Therefore, indicators of repurchase interest according to (Kotler, 2007 in (Marina et al., 2020) are:

1. Transactional Interests

Transactional interest is a person's tendency to always re-buy products that have been consumed. According to Kotler (Marina et al., 2020).

2. Referential Interests

Referential interest is a person's tendency to always repurchase products that they have consumed. According to Kotler (Marina et al., 2020).

3. Preferential interest

Preferential interest is an interest that describes the behavior of someone who always has a primary preference for the product they have consumed. According to Kotler (Marina et al., 2020).

4. Explorative Interests

Exploratory interest is an interest that describes the behavior of someone who is always looking for information about the products they are interested in and looking for information to support the positive properties of the products they subscribe to. According to Kotler (Marina et al., 2020).

**Framework of thinking**

According to Sugiyono (2017), the framework is conceptual about how theory relates to various factors that have been identified as important problems. The independent variables used in this study are Brand identity (X1) and brand preference (X2), while the dependent variable used in this research is Repurchase Intention (Y).

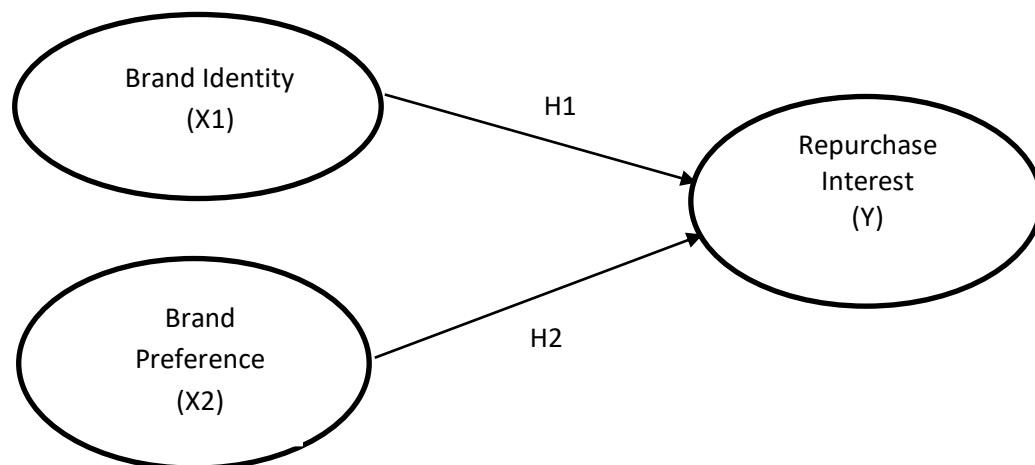


Figure 2. Thinking Framework

**Research Hypothesis**

H1: It is suspected that Brand Identity has a positive effect on repurchase intention at Starbucks.



H2: It is suspected that Brand Preference has a positive effect on repurchase interest at Starbucks.

## METHODOLOGY

The population in this research are consumers in Bekasi who have consumed Starbucks products. In this study, researchers did not obtain data with certainty about the size of the population, so the sampling technique used was based on sample measurements according to August Ferdinand (2014), namely the minimum number of samples is 5-10 times the number of indicators. The total number of indicators in the study is 10 indicators and the sample measurement parameters used are 10. So the number of samples used is 11 (indicators)  $\times$  10 = 110 respondents. The sample criteria for this research are:

1. Bekasi City residents who have consumed Starbucks products
2. Bekasi City residents aged 15 and over.

The data source in this research was obtained using a questionnaire distributed to consumers who buy and consume Starbucks. Distribution of questionnaires or questionnaires is carried out online via Google Form by providing a link which will be distributed to the sample determined by the researcher using social media Whatsapp and Instagram. Then, researchers can obtain additional information through various data sources such as journals, articles, books, and social media as complements and supporting data needed.

The data analysis technique used in this study uses a component-based SEM (Structural Equation Modeling) using PLS (Partial Least Square).

## RESEARCH RESULT

### *Analysis of Respondent Characteristics*

Data regarding the respondent's condition can be known through the respondent's answers to the questions asked in the questionnaire that has been distributed to respondents. From these answers, it is known that things have been explained below.

### *Description of Respondents by Age*

Of the 119 respondents who answered the questionnaire that was given, it can be seen the age of the respondents in the diagram below.

Table 3. Characteristics of Respondents Based on Age

No	Age	Frequency	Percentage
1	15 - 22	30	23,6%
2	23 - 29	34	33,1%
3	30 - 37	24	18,9%
4	38 - 44	11	8,7%
5	>45	20	15,7%
<b>TOTAL</b>		<b>119</b>	<b>100%</b>

Source: Data Primer Diolah 2023

Based on the graph above, it can be seen that out of 119 respondents, 30 respondents with a percentage of 23.6% were aged 15-22 years, as many as 34 respondents with a percentage of 33.1% aged 23-29 years, as many as 24 respondents with a percentage of 18.9% aged 30-37 years, as many as 11 respondents with a percentage of 8.7% aged 38-44 years, and followed by as many as 20 respondents with a percentage of 15.7% aged > 45 years. This shows that most of the respondents in this study were aged 23 - 29 years.

### *Variable Result Description*

#### **a. Brand Identity (X1)**

Based on the results of distributing questionnaires to 119 respondents regarding Brand Identity, the following answers were obtained:

Table 4. Description of Brand Identity Variable Results (X1)

No	Statement	Answer score					Total
		1	2	3	4	5	
1	The Starbucks brand is well-known to many people	3 (2.4%)	11 (8.7%)	3 (2.4%)	51 (40.2%)	59 (46.5%)	119 (100%)
2	Starbucks has a memorable logo	1 (0.8%)	5 (3.9%)	10 (7.9%)	41 (32.3%)	70 (55.1%)	119 (100%)
3	Starbucks has a memorable slogan	7 (5.5%)	17 (13.4%)	26 (20.5%)	38 (29.9%)	39 (30.7%)	119 (100%)
4	Starbucks has a great reputation	1 (0.8%)	12 (9.4%)	25 (19.7%)	42 (33.1%)	47 (37%)	119 (100%)

Source: Data Diolah (2023)

Based on the data above it can be explained as follows:

- a. The first indicator of brand identity, namely a brand that is easy to remember. It is known from the results of the respondents' responses that most respondents chose score 5 as many as 59 respondents or 46.5%, then the second most were on score 4 getting 51 respondents or 40.2%, then score 2 got 11 respondents or 8.7%. Scores 1 and 3 both get 3 respondents or 2.4%. This means that most respondents answered strongly agree.
- b. The second indicator of Brand Identity is that Starbucks has an easy-to-remember logo. From the results of the responses, most respondents chose score 5 with 70 respondents or 55.1%, then the second highest was score 4 with 41 respondents or 32.3%, then score 3 with 10 respondents or 7.9%. And score 2 gets 5 respondents or 3.9%. And score 1 gets 1 respondent or 0.8%. This means that most respondents answered strongly agree.
- c. The third indicator of Brand Identity, namely Starbucks has a slogan that is easy to remember. From the results of the responses, most respondents chose score 5 with 39 respondents or 30.7%, then the second highest was score 4 with 38 respondents or 29.9%, then score 3 with 26 respondents or 20.5%. And score 2 gets 17 respondents or 13.4%. And score 1 gets 7

respondents or 5.5%. This means that most respondents answered strongly agree.

- d. The fourth indicator of Brand Identity, namely Starbucks has a good reputation. From the results of the responses, most respondents chose score 5 as many as 47 respondents or 37%, then the second most was on score 4, got 42 respondents or 33.1%, then score 3 got 25 respondents or 19.7%. And a score of 2 got 12 respondents or 9.4%. And a score of 1 gets 1 respondent or 0.8%. This means that most respondents answered strongly agree.

**b. Brand Preference (X2)**

Based on the results of distributing questionnaires to 119 respondents regarding Brand Preference, the following answers were obtained:

Table 5. Description of Brand Preference Variable Results (X2)

No	Statment	Answer score					Total
		1	2	3	4	5	
1	The Starbucks brand is more in demand than any other brand	11 (8.7%)	15 (11.8%)	19 (15%)	29 (22.8%)	53 (41.7%)	119 (100%)
2	When it comes to making purchases, the Starbucks brand is always the first	10 (7.9%)	24 (18.9%)	26 (20.5%)	37 (29.1%)	30 (23.6%)	119 (100%)
3	The Starbucks brand is always an option for repeat purchases	8 (6.3%)	30 (23.6%)	22 (17.3%)	45 (35.4%)	22 (17.3%)	119 (100%)

Source: Data diolah (2023)

Based on the table above it can be described as follows:

- a. The first indicator of Brand Preference, namely the Starbucks brand is more in demand than other Coffeeshop Brands. From the results of the responses, most respondents chose score 5 with 53 respondents or 41.7%, then the second highest was score 4 with 29 respondents or 22.8%, then score 3 with 19 respondents or 15%. And a score of 2 15 or 11.8% of respondents. And a score of 1 got 11 respondents or 8.7%. This means that most respondents answered strongly agree.
- b. The second indicator of Brand Preference, namely in terms of purchasing the Starbucks brand is always the first. From the results of the responses, most respondents chose score 4 with 37 respondents or 29.1%, then the second highest was score 5 with 30 respondents or 23.6%, then score 3 with 26 respondents or 20.5%. And score 2 gets 24 respondents or 18.9%. And score 1 gets 10 respondents or 7.9%. This means that most of the respondents answered Agree.

- c. An indicator of Brand Preference, namely the Starbucks brand is always the choice for repeat purchases. From the results of the responses, most respondents chose score 4 with 45 respondents or 35.4%, then the second highest was score 2 with 30 respondents or 23.6%, then score 5 with 22 respondents or 17.3%. And score 3 gets 22 respondents or 17.3%. And a score of 1 got 8 respondents or 6.3%. This means that the majority of respondents answered in the affirmative.

**c. Repurchase Interest (Y)**

Based on the results of distributing questionnaires to 119 respondents regarding brand preference, the following answers were obtained:

Table 6. Description of the Results of the Repurchase Interest Variable (Y)

No	Statment	Answer Score					Total
		1	2	3	4	5	
1	Starbucks provides a pleasant atmosphere that can encourage someone to buy again	6 (4.7%)	15 (11.8%)	19 (15%)	45 (35.4%)	42 (33.1%)	119 (100%)
2	Starbucks has good products that encourage consumers to refer others to make repeat purchases	2 (1.6%)	6 (4.7%)	23 (18.1%)	53 (41.7%)	43 (33.9%)	119 (100%)
3	Starbucks keeps consumers interested in making repeat purchases even though there are similar companies	2 (1.6%)	25 (19.7%)	26 (20.5%)	42 (33.1%)	32 (25.2%)	119 (100%)
4	Starbucks can encourage someone to always look for information to buy again	4 (3.1%)	19 (15%)	22 (17.3%)	51 (40.2%)	31 (24.4%)	119 (100%)

Source Data Diolah 2023

Based on the table it can be explained as follows:

- a. The first indicator of Repurchase Interest, namely Starbucks can provide products and a pleasant atmosphere so that it can initiate someone to buy again. From the results of the responses, most respondents chose score 4 as many as 45 respondents or 35.4%, then the second most was score 5, got 42 respondents or 33.1%, then score 3 got 19 respondents or 15%. And a score of

- 2 15 or 11.8% of respondents. And a score of 1 got 6 respondents or 4.7%. This means that the majority of respondents answered in the affirmative.
- b. The second indicator of Repurchasing Interest is that Starbucks has good products so that consumers refer others to make repeat purchases. From the results of the responses, most respondents chose score 4 as many as 53 respondents or 41.7%, then the second most was score 5, got 43 respondents or 33.9%, then score 3 got 23 respondents or 18.1%. And score 2 gets 6 respondents or 4.7%. And score 1 gets 2 respondents or 1.6%. This means that most of the respondents answered agree.
  - c. The third indicator of repurchase interest, namely Starbucks, makes consumers remain interested in repurchasing even though there are similar companies. From the results of the responses, most respondents chose score 4 with 42 respondents or 33.1%, then the second highest was score 5 with 32 respondents or 25.2%, then score 3 with 26 respondents or 20.5%. And a score of 2 got 25 respondents or 19.7%. And score 1 gets 2 respondents or 1.6%. This means that the majority of respondents answered in the affirmative.
  - d. The fourth indicator of Repurchase Interest, namely Starbucks can initiate someone to always look for information so they can repurchase. From the results of the responses, most respondents chose score 4 as many as 51 respondents or 40.2%, then the second most was score 5, got 31 respondents or 24.4%, then score 3 got 22 respondents or 17.3%. And a score of 2 got 19 or 15% of respondents. And a score of 1 got 4 respondents or 3.1%. This means that the majority of respondents answered in the affirmative.

### ***Data analysis***

#### **a. Evaluation of Outliers**

*Outliers* are observations or data that have unique characteristics that look very different from other observations and appear in the form of extreme values for a single variable or combination or multivariate variable (Hair Jr. et al., 2010). Evaluation of multivariate outliers (between variables) needs to be done even though the data being analyzed shows no outliers at the univariate level, but these observations can become outliers if they have been combined. The distance between the Mahalanobis for each observation can be calculated and will show an observation of the average of all variables in a multidimensional space (Hair Jr. et al., 2010). There are outliers when it is expensive. Distance maximum > Prob. & Number of variables [=CHIINV(0.001;11) : searched via excel]= 37.36699.

Table 7. Outlier Test Results  
Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
<b>Predicted Value</b>	20.0732	90.3177	60.0000	11.89071	119
<b>Std. Predicted Value</b>	-3.358	2.550	.000	1.000	119
<b>Standard Error of Predicted Value</b>	4.719	17.923	10.418	2.855	119
<b>Adjusted Predicted Value</b>	21.4076	103.3881	60.2688	12.81885	119
<b>Residual</b>	-58.11845	64.20960	.00000	32.38226	119
<b>Std. Residual</b>	-1.709	1.888	.000	.952	119
<b>Stud. Residual</b>	-1.763	1.942	-.004	1.001	119
<b>Deleted Residual</b>	-62.91354	67.92236	-.26879	35.86399	119
<b>Stud. Deleted Residual</b>	-1.780	1.968	-.004	1.005	119
<b>Mahal. Distance</b>	1.281	31.787	10.908	6.594	119
<b>Cook's Distance</b>	.000	.066	.009	.010	119
<b>Centered Leverage Value</b>	.011	.269	.092	.056	119

a. Dependent Variable: RESP

Source: Data Diolah 2023

From the outlier test table, the Expensive value is obtained. The Maximum Distance of the respondent's data is 31.787, which is a value smaller than the Maximum Distance Maximum of outliers determined at 37.36699, which means that the data no longer contains outliers, thus it can be said that the data is of good quality and can be continued for further processing, given the sample size. as many as 119 respondents.

#### b. Outer Model Testing (Validity of Indicators)

The next step is to assess the outer model (Measurement Model) by looking at the Outer model, cross-loading factor discriminant validity and composite reliability of the construct. Outer Loading, The results of the first test with PLS produced the following outer loading:

Table 8. Outer Loading (Mean, STDEV, T-Values)

	<b>Factor Loading (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>Standard Error (STERR)</b>	<b>T Statistics ( O/STERR )</b>
<b>X1.1 &lt;- Brand Identity</b>	0.496742	0.426911	0.201101	0.201101	2.470116
<b>X1.2 &lt;- Brand Identity</b>	0.656568	0.604318	0.166875	0.166875	3.934494
<b>X1.3 &lt;- Brand Identity</b>	0.692011	0.685430	0.104721	0.104721	6.608111
<b>X1.4 &lt;- Brand Identity</b>	0.476486	0.488449	0.207708	0.207708	2.294020
<b>X2.1 &lt;- Brand Preference</b>	0.757581	0.746207	0.072565	0.072565	10.440043
<b>X2.2 &lt;- Brand Preference</b>	0.881034	0.881102	0.027388	0.027388	32.168536
<b>X2.3 &lt;- Brand Preference</b>	0.811149	0.812593	0.047058	0.047058	17.237189
<b>Y1 &lt;- Repurchase Interest</b>	0.720271	0.716597	0.070829	0.070829	10.169198
<b>Y2 &lt;- Repurchase Interest</b>	0.784507	0.792547	0.062255	0.062255	12.601436
<b>Y3 &lt;- Repurchase Interest</b>	0.689093	0.691812	0.067105	0.067105	10.268819
<b>Y4 &lt;- Repurchase Interest</b>	0.643737	0.634609	0.088185	0.088185	7.299867

Source: Data Diolah 2023

From the table above, the validity of the indicators is measured by looking at the Factor Loading Value of the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at  $\alpha = 0.05$ ). Factor Loading is the correlation between

indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well and if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all reflective indicators on the variables, Brand Identity and Brand Preference, and Repurchase Intention show a factor loading (original sample) greater than 0.50 and/or significant (T-Statistic value more than the Z value  $\alpha = 0.05$  (5%) = 1.96 ), thus the estimation results of all indicators meet Convergent Validity or have good validity.

Measuring the validity of indicators can also be seen from the Cross Loading table, if the factor loading value of each indicator on each variable is greater than the factor loading of each indicator on the other variables, then the factor loading is said to be valid, but if the factor loading value is smaller than the indicator of other variables, then it is said to be invalid.

1. *Discriminant Validity*

The discriminant validity of reflective indicators can be seen in cross-loading.

Table 9. Cross Loading

	Brand Identity	Brand Preference	Repurchase Interest
X1.1	0.496742	0.198004	0.198068
X1.2	0.656568	0.292697	0.298203
X1.3	0.692011	0.274475	0.399900
X1.4	0.476486	0.245984	0.288777
X2.1	0.317576	0.757581	0.405116
X2.2	0.383081	0.881034	0.523087
X2.3	0.359700	0.811149	0.501917
Y1	0.369421	0.310671	0.720271
Y2	0.378617	0.465807	0.784507
Y3	0.378318	0.432688	0.689093
Y4	0.361710	0.436801	0.643737

Source: Data Diolah 2023

From the results of cross-loading data processing, it was obtained that all factor loading values for each indicator both on the Brand Identity variable and Brand Preference, Repurchase Interest, showed a greater factor loading value compared to the indicator factor loading



from other variables so that it can be said that all The indicators in this research have met their validity or have good validity.

2. *Average Variance Extracted (AVE)*

Table 10. Average Variance Extracted (AVE)

	<b>AVE</b>
<b>Brand Identity</b>	0.345938
<b>Brand Preference</b>	0.669371
<b>Minat Beli Ulang</b>	0.505872

Source: Data Diolah 2023

Another way to see discriminant validity is by comparing the square root of Average Extracted (AVE) for each variable which is high if the AVE root for each variable is greater than the correlation between constructs (Ghozali, 2009).

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. Reflective indicators can be seen from the Average variance extracted (AVE) values for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

AVE test results for the Repurchase Interest variable of 0.500226, and the Brand Preference variable of 0.669371, both variables show a value of more than 0.5, so the variables in this study can be said to have good validity. While the results of the AVE test for the Brand Identity variable were 0.345938, the variables in this study could be said to have poor validity.

3. *Composite Reliability*

Table 11. Composite Reliability

	<b>Composite Reliability</b>
<b>Brand Identity</b>	0.673257
<b>Brand Preference</b>	0.858165
<b>Repuschase Interest</b>	0.802911

Source: Data Diolah 2023

Construct reliability is measured by the composite reliability value. A reliable construct if the composite reliability value is above 0.70

then the indicator is said to be consistent in measuring the latent variable.

The results of the Composite Reliability test show that the Brand Preference variable is 0.858165, and the Repurchase Intention variable is 0.802911, both variables show a Composite Reliability value above 0.70, so it can be said that all the variables in this study are reliable. Meanwhile, the results of the Composite Reliability test show that the Brand Identity variable is 0.673257. This variable shows a Composite Reliability value below 0.70, so it can be said that all the variables in this study are not reliable.

4. *Latent Variabel Correlation*

Table 12. Latent Variabel Correlation

	<b>Brand Identity</b>	<b>Brand Preference</b>	<b>Minat Beli Ulang</b>
<b>Brand Identity</b>	1.000000		
<b>Brand Preference</b>	0.433723	1.000000	
<b>Repuschase Interest</b>	0.524293	0.586997	1.000000

Source: Data Diolah 2023

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and exogenous variables, as shown in the table of latent variable correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

From the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value above 0.5. The highest correlation value is found between Brand Preference and Repurchase Intention of 0.586997. It can also be stated that among the variables in the research model, the relationship between Brand Preference and Repurchase Intention shows a stronger relationship than the relationship between other variables, it can also be interpreted that in this research model, the level of repurchase interest is more influenced by the Brand Preference variable than the Brand Identity variable.

**PLS Model Analysis**

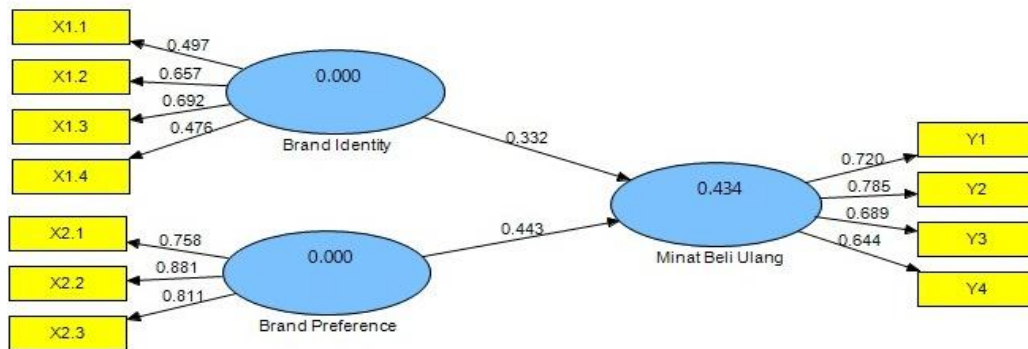


Figure 3. Outer Model with Factor Loading, Path Coefficient and R-Square  
 Source: Data Diolah 2023

From the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between variables and indicators, you can also see the magnitude of the path coefficients (path coefficients) which are above the arrow line between exogenous variables and endogenous variables. Apart from that, you can also see the size of the R-Square which is right inside the circle of the endogenous variable (repurchase interest variable).

**Inner Model (Structural Model Testing)**

Testing of the structural model is carried out by looking at the R-Square value which is a test of the goodness of fit of the model. Testing the inner model can be seen from the R-square value of the equation between latent variables. The value explains how much the exogenous (independent) variable in the model can explain the Endogenous Variable (dependent variable).

Table 13. R-Square

	R-Square
<b>Brand Identity</b>	
<b>Brand Preference</b>	
<b>Repurchase Interest</b>	0.434156

Source: Data Diolah 2023

R<sup>2</sup> value = 0.434156. This can be interpreted to mean that the model can explain the phenomenon of Repurchase Intention which is influenced by independent variables, including, (Brand Identity and Brand Preference) a

variance of 43.41%. The remaining 56.59% is explained by other variables outside of this study (besides Brand Identity and Brand Preference).

**Hypothesis test**

Table 14. Path Coefficient

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ( O/STERR )
Brand Identity -> Repurchase Interest	0.332188	0.361311	0.082424	0.082424	4.030263
Brand Preference -> Repurchase Interest	0.442919	0.431198	0.090153	0.090153	4.912956

Source: Data Diolah 2023

- **Hypothesis 1:** Brand Identity has a positive effect on Repurchase Intention, acceptable, with path coefficients of 0.332188, and a T-statistic value of 4.030263 which is greater than the Z value  $\alpha = 0.05$  (5%) = 1,96, then Significant (positive).
- **Hypothesis 2:** Brand Preference has a positive effect on Repurchase Intention, acceptable, with path coefficients of 0.442919, and a T-statistic value of 4.912956 which is greater than the Z value  $\alpha = 0.05$  (5%) = 1,96, then Significant (positive).

The significance of the T - T-Statistics value results can be seen from the smartPLS output with Bootstrapping in the following image:

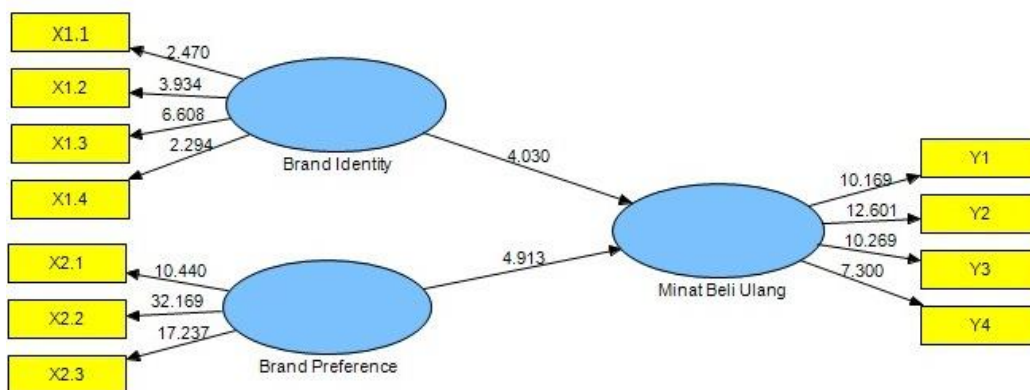


Figure 4. Inner Model with Bootstrapping T-Statistic Significance Values  
Source: Data Diolah 2023

## DISCUSSIONS

### *The Influence of Brand Identity on Repurchase Intention*

The results of the descriptive analysis of the brand identity variable show that the indicator of the brand identity variable that has the most influence on repurchase intention is the Slogan. The slogan reads "Coffee that inspires" where consumers feel that by consuming Starbucks they can add energy and inspiration after work. And with this slogan, consumers can remember well the Starbucks slogan itself.

This is based on the results of respondents' responses that the slogan of the Starbucks brand is easy to remember in the minds of consumers. This causes the Starbucks brand to have a good impression on consumers. This means that the more attractive the slogan made by the Starbucks company, the more consumers' interest in repurchasing the Starbucks brand will increase.

This is by research conducted by (Ahfa et al., 2022) which states that Brand Identity has a positive effect on Repurchase Interest in the Starbucks brand.

### *The Influence of Brand Preference on Repurchase Intention*

The result of the descriptive analysis of the brand preference variable that has the most influence on repurchase intention is "the Starbucks brand is always the first choice when making a purchase" or it can be called a personal experience. This means that consumers prefer the Starbucks brand compared to other brands because consumers have experienced competing brands from Starbucks or brands other than Starbucks, and consumers still choose the Starbucks brand is always their first choice when making a purchase.

This is based on respondents' responses where "consumers prefer the Starbucks brand compared to other brands. In other words, by improving the personal experience that Starbucks has, the interest in repurchasing at Starbucks will increase.

This is by previous research conducted by (Suryoko et al., 2018) which stated that Brand Identity has a positive effect on Repurchase Intention.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis and discussion in the previous chapter, it can be concluded as follows:

- a. The results of the study show that Brand Identity (X1) contributes to repurchasing interest in Starbucks products in the city of Bekasi. Therefore, the better the Brand Identity formed by Starbucks for consumers, the better the level of interest in repurchasing Starbucks products in the city of Bekasi.
- b. The research results show that Brand Preference (X1) contributes to repurchase interest in Starbucks products in the city of Bekasi. Therefore, the better the Brand Preference that Starbucks creates for consumers, the better the level of interest in repurchasing Starbucks products in the city of Bekasi.

Based on the conclusions above, there are several suggestions given to be used as material for consideration or benefits as material in making decisions, namely as follows:

- a. Starbucks is expected to see its audience regarding the slogan spread by Starbucks. This is due to the results of the respondents who were conducted by researchers, the second largest majority of respondents after the age of 23-29 were 15-22. Which is owned by consumers who are still in junior high and high school, some of whom do not understand English. Because as we know, consumers who consume Starbucks are not only limited to certain people but can be consumed by all groups. Therefore, the researcher suggests making a more attractive slogan to increase repurchase interest.
- b. The Starbucks brand has a good brand preference. This is due to the personal experience that Starbucks has for its consumers so consumers think that Starbucks is always the first choice when making purchases. Therefore, the Starbucks brand must maintain primarily brand preference. The better the brand preference made by Starbucks, the more consumers' repurchase interest will increase.

#### **FUTHER STUDY**

This research is the application of marketing management science obtained from lectures. In addition, researchers can also gain knowledge and new experiences from the phenomenon being studied. As a consideration for future research, it is recommended to use other variables or variables that have not been shown in this research.

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