

## A Study about Customer Relationship Quality among *Kopi Kenangan* Consumers in Indonesia

Husnul Khatimah, Ratni Prima Lita\*, Laura Amelia Triani

Department of Management, Faculty of Economics and Business, Universitas Andalas,  
Jl. Dr. Mohammad Hatta, Limau Manis, Pauh, Padang, West Sumatra, Indonesia

\*Corresponding author(s) email: [ratniprimalita@eb.unand.ac.id](mailto:ratniprimalita@eb.unand.ac.id)

### Abstract

The coffee shop industry in Indonesia is growing rapidly due to the wide availability of coffee and high domestic demand. However, leading brand *Kopi Kenangan* faces strong competition from both local and international players, resulting in a decline in brand index and fluctuating sales. Building strong customer relationships through visual branding, especially the brand logo, becomes important. This study examines how brand logo benefits influence customer relationship quality, with brand stereotypes as a mediating variable. A quantitative approach with purposive sampling was applied to select 200 respondents who had purchased *Kopi Kenangan* products within the past three months. Data were collected through an online questionnaire and analyzed using the structural equation modelling technique. The results indicate that aesthetic and self-expressive benefits positively affect warmth and competence stereotypes. These stereotypes, in turn, significantly improve trust, satisfaction, and commitment, although the mediation effect is consistent only for aesthetic benefits. The findings suggest that companies should ensure consistent and visible logo use across marketing channels to strengthen brand stereotypes and enhance long-term customer relationships.

**Keywords:** Brand Logo Benefits; Brand Stereotypes; Customer Relationship Quality; Coffee Shop

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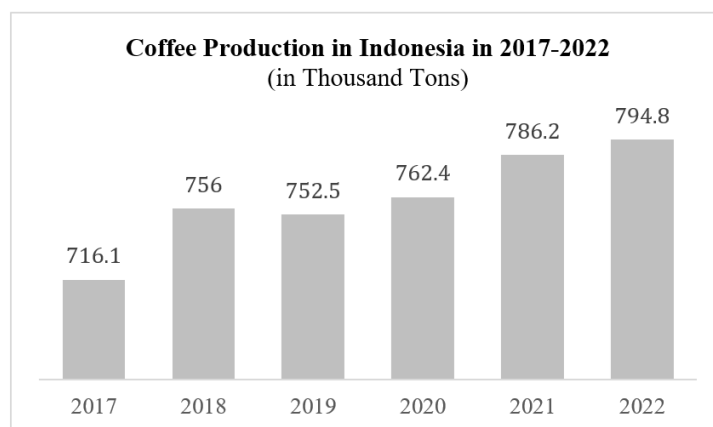
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### INTRODUCTION

Indonesia ranks third among the world's largest coffee-producing countries, following Brazil and Vietnam (FAO, 2024), as exhibited in the substantial volume of coffee beans the country produces. According to data from Statistics Indonesia (BPS), Indonesia produced 794.8 thousand tons of coffee beans in 2022, and the production indicated a significant upward trend in 2017-2022, as visualized in Figure 1. The abundant coffee production potential in Indonesia positions coffee as the fourth-largest foreign exchange-earning plantation commodity in Indonesia, following palm oil, rubber, and cocoa (Secretariat General of the Ministry of Agriculture, 2023). It underscores coffee's role as an agricultural commodity, which is important for the Indonesian economy. The considerable production potential of coffee in Indonesia, in terms of either the volume or varietal diversity, is also born of Indonesia's geographical factors. Located within the "bean belt", Indonesia benefits from a tropical

climate and fertile volcanic soil, making it an ideal environment for sustainable and high-quality coffee cultivation (Martauli, 2018). This strong coffee production capacity, when combined with the rise in domestic coffee consumption, forms a solid foundation for the growth of coffee-related businesses such as coffee shops. A coffee shop is a business focusing on serving coffee-based beverages as its main menu and snacks as an additional one, supported by a comfortable and relaxing atmosphere (Ferreira et al., 2021).



**Figure 1.** Coffee Production in Indonesia in 2017-2022  
Source: Statistics Indonesia (2022)

The rapid growth of the coffee shop industry in Indonesia is stimulated by an abundant amount of coffee as the raw material and increased local coffee consumption. As the International Coffee Organization (ICO) lays out, the domestic consumption of coffee in Indonesia increased from 3.6 million bags in 2019 to five million bags in 2020. It positions the country as the largest market for coffee in Southeast Asia (Momentum Works, 2018), leading to a prediction that the country will be one of the five fastest-growing retail coffee markets globally (Mintel, 2018). A combination of abundant raw material supply and a large consumer market drives many business actors to enter this industry. This data shows that abundant supply combines with increasing demand, creating an increasingly competitive arena for the coffee shop business. This condition encourages industry players to adopt a chain-shaped coffee shop business model, which allows for large-scale expansion to secure market share amidst competition. This can be seen from the number of coffee shop outlets that have exceeded 10,000 by 2023 (Indonesian Coffee and Cocoa Entrepreneurs Association). According to statistical data (2023), the coffee shop industry experienced an increase in industry value from USD1.36 billion in 2021 to USD1.89 billion in 2023, which is projected to reach USD3.77 billion in 2026, attracting new players to enter the market, so competition continues to increase.

A high level of local coffee consumption, which increases sales in the coffee shop industry, is largely born of the lifestyle of coffee consumption among cross-generation communities in Indonesia. Additionally, shifting in general lifestyles, higher purchasing power, advances in digitalization, and the need for convenience and speed in product consumption contribute to this (Deloitte, 2023). A survey by Snapchart (2023) points out an evenly distributed habit of coffee consumption in coffee shops, with 43% of Gen Z, 43% of Gen Y, and 34% of Gen X regularly enjoying coffee in these establishments. In the growing-competitive industrial growth, notably between international and local chains, local coffee shops present superiority for building relationships with consumers through good service quality, supporting atmosphere, and competitive selling price (Dhisasmitho & Kumar, 2020). In addition, local coffee shops are considered able to satisfy consumer values thoroughly, both in extrinsic aspects, e.g., service efficiency, social image, and self-reward, and intrinsic ones, such as aesthetic experiences and entertainment. This will, in turn, promote customer satisfaction and loyalty (Mayasari et al., 2022).

Among the many local coffee shop players in Indonesia, *Kopi Kenangan* has emerged as one of the most prominent. The success of *Kopi Kenangan* is down to the quality of coffee it serves and innovative business strategies, enabling the brand to thrive and become one of the local brands with international reach. *Kopi Kenangan* was founded by Edward Tirtanata as the founder and CEO in 2017, bearing the mission of introducing high-quality Indonesian local coffee across Asia and beyond. As one of the players in the fresh-brew coffee market in Indonesia, *Kopi Kenangan* has experienced rapid growth within just eight years of its establishment. Data collected from the official website of *Kopi Kenangan* spells out the brand's achievements, including securing Series C funding and recognition as Southeast Asia's first New Retail F&B Unicorn in 2021. Besides, in 2022, *Kopi Kenangan* realized its vision of reaching the global market by opening its first international outlet in Malaysia 2022 and Singapore in 2023. By 2024, its outlets had grown to 800 across Indonesia.

Nonetheless, the rapid growth of the coffee shop industry in Indonesia creates strict competition, which is unavoidable for many brands, including *Kopi Kenangan*. This intensified competition made *Kopi Kenangan's*

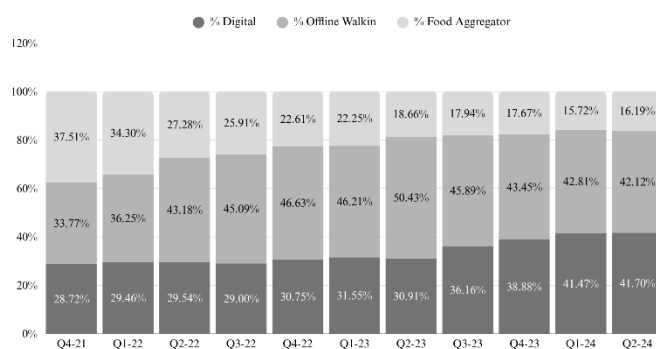
initial advantage of the coffee trend no longer enough to maintain the top position. A growing number of coffee shops, either local or international, vying to be a leading one in the industry, is annually reported. Accordingly, retaining existence and competitiveness in the related industry poses a big challenge to *Kopi Kenangan* today. In its early days, *Kopi Kenangan* was able to solely rely on the growing coffee trend to attract consumers to the products it offered, but the current increasing competition has an adverse direct effect unavoidable for the brand. As demonstrated by the results of the brand index survey carried out by Frontier Research (2024), measuring brand positioning based on customer survey results using three key parameters, namely top-of-mind share (brand awareness), top-of-market share (market share), and top-of-commitment share (customer loyalty), in 2020-2024, the Top Brand Index of *Kopi Kenangan* exhibited a relative fluctuating pattern with inconsistent performance year over year. A one-year increase is followed by declines in subsequent years, reflecting instability in brand strength. The condition contrasts with *Kopi Kenangan*'s two main competitors, which are *Janji Jiwa* and *Fore Coffee*, which, in general, indicate a more stable and consistent upward trend in their Top Brand Index. The different development orientations are indicative of actual pressure from competitors, which starts compromising the dominance of *Kopi Kenangan*. Table 1 displays the Top Brand Index of four leading coffee shops.

**Table 1.** Coffee Shops' Top Brand Index

Brand	2020	2021	2022	2023	2024
Kopi Kenangan	39.90%	36.70%	42.60%	39.70%	39.00%
Janji Jiwa	29.80%	39.50%	38.30%	39.50%	44.80%
Kulo	13.60%	12.40%	10.20%	6.30%	5.40%
Fore	5.10%	6.40%	6.50%	7.50%	6.90%

Source: Kopi Kenangan (www.kopikenangan.com)

Another challenging issue faced by *Kopi Kenangan*, in addition to brand index performance, is associated with the number of sales transactions across its distribution channels. Data from its official website presents field evidence that sales transactions in its three distribution channels in 2021-2024 showed a fluctuating pattern, and the contributions from food aggregator platforms suggested a declining trend, i.e., from 37.51% in Q4-21 to 16.19% in Q2-24. This condition signifies a decline in the utilization of food aggregator applications among consumers to order items from *Kopi Kenangan*. In Q4-21, offline transactions in *Kopi Kenangan* outlets were reportedly 33.77%, yet between Q2-23 and Q2-24, the sales contributions from these channels continued to decrease. Besides, contributions from digital transactions made in *Kopi Kenangan* reflect a slow growth. Figure 2 presents the visualized data on *Kopi Kenangan*'s sale transactions from Q4-2021 to Q2-2024.



**Figure 2.** *Kopi Kenangan*'s Sales Transactions from Q4-2021-Q2-2024

Source: Kopi Kenangan (www.kopikenangan.com)

To deal with these situations, the challenged coffee shops, including *Kopi Kenangan*, should focus on quality coffee products and retain a strong and sustainable relationship with consumers despite a vast selection of coffee product choices, both local and international. Concerning business orientations, a study by Lita et al. (2020) argues that to achieve its goals, a company must make proactive efforts by looking for and exploring available opportunities instead of merely emphasizing operating activities. Speaking of available opportunities, innovations are also necessary and highly relevant, as conveyed by Lita et al. (2018), that process innovation is equally pivotal as product innovation. The argument is aligned with Lita et al. (2019), who posit a significant association between process innovation and performance. Process innovation is claimed to be capable of generating efficiency and quality consistency, which ultimately elevates customer experiences and significantly contributes to company competitiveness. In this context, visual branding can be positioned as part of an innovation that not only touches on product aspects, but also experiences that build consumer stereotypes.

Consumer experience plays a significant role in addressing growing competitive market situations, as it is the key determinant of brand-consumer relationships. That is why maintaining old consumers is a more arduous task compared to attracting new ones. From the research by Japutra et al. (2018), they propose that establishing a relationship with consumers showing a commitment to brands is the most favorable strategy for companies operating in a highly competitive environment. It will enthruse consumers to make repeated purchases, which later encourages sustainable sales and positively contributes to a business (Ka, 2017), and build a stronger intention among consumers toward the products, fostering them to make extra efforts to gain them (Lita et al., 2023).

A study by Park et al. (2013) remarks how focusing on brand logo management is effective for reinforcing consumer relationships with brands through brand logo benefits that consumers can perceive. Furthermore, Park et al. (2013) also state that the positive effect of brand logos on consumer commitment and company performance does not hail from their role in aiding brand identification, as commonly assumed. Rather, this effect is mainly determined by their role in facilitating customer self-identity expression, representing the brand's functional benefits, and rendering aesthetic appeal to consumers. It is aligned with research by Japutra et al. (2018), suggesting that brand logo benefits refer to the degree to which the benefits (self-identity/expression, functionality, and aesthetics) reach and are perceived by consumers.

Japutra et al. (2018), in their research, concur that brand logo benefits can foster brand stereotypes, which subsequently impact brand-consumer relationships, because brand logos serve as the key visual of their brands, and accordingly, influence how consumers understand and evaluate the brands. Finally, it will affect customer relationship quality with the brands (Park et al., 2013). Consumer understanding and evaluation of a brand is referred to as brand stereotypes (Kervyn, Fiske, & Malone, 2012). Brand stereotypes, in Japutra et al., (2018) research, act as a mediating agent that plays a vital role in bridging the relationship between brand logo benefits and customer relationship quality. In terms of *Kopi Kenangan*, the management should bear in apprehension of how the stereotypes that are distributed to consumers regarding their brand can determine the quality of consumer-*Kopi Kenangan* relationships. Hence, it is critical to develop strong and influential brand stereotypes, which later lead to advantages. Japutra et al. (2018) are unanimous in the argument by adding that consumer perceptions of brands are both the products of experience resulting from prior interactions and the effect of visual elements they capture, such as logos. In other words, *Kopi Kenangan*'s logo strengthening strategy has the potential to directly influence the quality of consumer relationships through the formation of positive brand stereotypes.

The brand of *Kopi Kenangan* bears a visual philosophy, with which its emotional closeness with consumers is represented. The brand logo has a heart symbol as one of its elements, the inspiration of which is based on the founder's personal experience involving memories with a former partner, visualized with a "bleeding heart". This philosophical concept was then creatively adapted into a visualized form of a "dripping heart", a heart shape with liquid-like drops. Meanwhile, the red color of the heart symbol conveys a cheerful and warm impression, strengthening the brand identity as a place that offers coffee and presents personal and emotional experiences. With these strong visual characteristics, the *Kopi Kenangan* logo serves as a brand identifier and an emotional communication tool that allows consumers to feel personally connected.

This opens up an opportunity to understand if consumers can perceive that the brand logo of *Kopi Kenangan* helps them in self-expression or gives aesthetic benefits that are visually pleasing. When consumer positive perceptions of the logo can be enhanced, the logo will be able to serve as a driver in the process of forming a brand perception among consumers. In this way, *Kopi Kenangan* can optimize the role of its brand logo as the main branding element, which forms a positive evaluation of the brand among consumers. This resulting perception will ultimately influence customer relationship quality with the brand.

From the results of our presurvey with five informants, the majority of whom were the Z generation studying in universities, visiting *Kopi Kenangan* outlets three to five times a week, and purchasing and enjoying *Kopi Kenangan* products there directly. The results attest that those informants had a positive perception of the *Kopi Kenangan* brand logo. Also, including in the perception, there was a good evaluation of the aesthetic value they preferred. Additionally, the respondents justified a high satisfaction, trust, and commitment level to the brand, bolstering the notion that understanding how brand logo benefits can affect brand stereotypes of *Kopi Kenangan*, and subsequently, impact customer relationship quality, enables the company to design and implement a more targeted branding strategy. It is therefore crucial for *Kopi Kenangan* to establish quality relationships with consumers to maintain its position within the highly competitive coffee shop industry.

Despite the link between brand logo benefits, brand stereotypes, and customer relationship quality, there is still little literature discussing this issue, especially in the context of local brands in Indonesia. Most previous studies have discussed global brands or industries outside the F&B sector, e.g., sporting goods (Japutra et al., 2015), product (athletic shoes) and service (university) (Japutra et al., 2018), while studies on local Indonesian F&B brands, especially cafes, have not been conducted. Additionally, most studies only discuss logos as elements for brand identification, leading to a scarcity of studies that specifically examine the role of brand stereotypes as a mediating variable in the relationship between brand logo benefits and customer relationship quality for local F&B brands, including *Kopi Kenangan*. *Kopi Kenangan* holds a unique position as one of the local F&B brands that has successfully expanded internationally, making it a relevant case study for understanding how visual logo

identity can influence brand perception and customer loyalty. Therefore, this study offers uniqueness by filling the literature gap in the context of local F&B brands with a global scale, as well as providing practical contributions for industry players to design branding strategies that can compete at the national and international levels. Given this background, this study explores: (1) the impact of brand logo benefits on brand stereotypes, (2) the impact of brand stereotypes on customer relationship quality, and (3) the mediating role of brand stereotypes in the relationship between brand logo benefits and customer relationship quality at *Kopi Kenangan* in Indonesia.

## LITERATURE REVIEW

### Brand Logo Benefits

Park et al. (2013) define a logo as a memory association generated through illustrations or symbols that are visually representative of the associated brand and the values the brand bears. Generally, a logo representing a brand can be either a simple phrase, a graphic symbol, or a combination of both (Goldstein, 2024). The current development of the marketing world demands a brand logo of a company to stand beyond. Instead of merely representing the company identity, a brand logo should carry out its strategic functions, i.e., forming consumer perception and consolidating consumer recognition toward the brand. In other words, logos are becoming more essential as they can be perceived and recognized more quickly by consumers relative to words. A consistent design of a brand logo can help a company communicate the meaning of its brand to consumers (Klink, 2003). It is aligned with Kim and Lim (2019), who prove that marketing practitioners and academicians consider brand logos contribute to effective marketing.

Furthermore, as shown by Park et al. (2013) in their research, a brand logo is a stronger and more effective tool to build a relationship with customers, exceeding related prior estimations, as it allows consumers to recognize a certain brand quickly. And yet, a company must not be solely reliant on its logo. The failure to employ a logo to deliver brand meanings or values symbolically and functionally or leave aesthetically interesting impressions testifies to the ill-utilization of the logo, thus not increasing customer satisfaction. In other words, a logo functions optimally if it has a significant impact on consumers, which in turn allows for perceived brand logo benefits. In the study conducted by Japutra, Keni, and Nguyen (2015), brand logo benefits are correlated with the extent to which a logo contributes to self-expressive, functional, and aesthetic values consumers perceive and experience. Japutra et al. (2018), in their study, affirm that the dimensions of brand logo benefits perceived are self-expressive and aesthetic benefits. Brand logo benefits in the context of this study refer to the benefits and advantages gained by the *Kopi Kenangan* brand through the effective use of its logo in terms of both aesthetics and expressiveness.

### Brand Stereotypes

According to Kervyn et al. (2012), brand stereotypes are described as a view or belief perceived by individuals toward a certain brand and that the brand nurtures a specific intention. Similar to when individuals build a stereotype of a group of people and evaluate them based on the stereotype, a brand can also be subjected to evaluations based on individuals' stereotypes, which in turn influences their behaviors toward the brand (Kolbl et al., 2020). Research findings generated by Kervyn et al. (2012) confirm that stereotypes apply not only to tangible objects but also intangible ones, e.g., a brand.

Halkias et al. (2022) define brand stereotypes as a public view concerning a particular brand based on the social category in which the brand is classified. When the brand is already supported as a member of the category by consumers, their views on the category will likewise affect how they perceive the brand and behave toward it (Halkias et al., 2022). It comports with stereotype research performed by Fiske, Cuddy, Glick, and Xu (2002), whose results were then adapted to marketing science focusing on branding by Kervyn et al. (2012), in an effort to integrate social cognition theories with consumer-brand relationships and bridge the gap between social and brand perceptions.

Kervyn et al. (2012) argue that warmth and competence are two primary dimensions that influence individuals' social perceptions or stereotypes of a brand. A study by Kolbl et al. (2020) adds related information regarding the indicators of those variables, namely friendly, good-natured, kind, and warm for the warmth dimension and capable, competent, efficient, and intelligent for the competence dimension. And yet, in another research by Halkias and Diamantopoulos (2020), the indicators of the first dimension include friendly, kind, likeable, nice, and warm, while those for the latter are capable, competent, efficient, skillful, industrious, and intelligent.

Furthermore, Japutra et al. (2018), in their research, exploit the following indicators, which are friendly, warm, and generous, to describe warmth and competence, effective and efficient when dealing with the competence dimension. Considering the aforementioned arguments concerning the indicators of warmth and competence dimensions of brand stereotypes, we prefer those invoked in Japutra et al. (2018), grounded on their relevance with the current research objectives, among which is examining how consumers perceive the brand in question. Brand stereotypes in this study refer to customer perceptions of the *Kopi Kenangan* brand in terms of its warmth and competence, which influence customer perceptions and purchasing decisions.

## **Customer Relationship Quality**

As recorded in past times, a company minimized consumer uncertainties through the quality of relationships between employees (Crosby et al., 1990), but Hennig-Thurau and Klee (2002) convey distinctive findings, in which relationship quality goes beyond merely reducing uncertainties. There, relationship quality consists of two dimensions: trust and satisfaction. In tandem with the evolving understanding of the importance of company-consumer interactions, a shift occurs in the related focus, from solely reducing uncertainties to building a long-term relationship. This concept is then known as customer relationship quality. Studies by Japutra et al. (2015), Itani et al. (2019), and Japutra et al. (2023) propose that customer relationship quality is made up of three dimensions, i.e., satisfaction, trust, and commitment. In short, customer relationship quality is a construct in which satisfaction, trust, and commitment are its elements, which reflect the nature of consumer-company relationships. Customer relationship management in this study refers to a strategy implemented by the *Kopi Kenangan* brand to strengthen relationships with customers, increase satisfaction and trust, and encourage loyalty.

## **Relationships between Brand Logo Benefits and Brand Stereotypes**

Studies by Goldman (2005) and Pittard, Ewing, and Jevons (2007) posit that brand logos can provide appealing aesthetic values for consumers. In addition, Park et al. (2013) remark that visual satisfaction is another benefit customers can get besides the urge to establish an emotional bond with the brand through the attractive logo they perceive as aesthetic. In other words, a logo can generate either positive or negative impressions that are easily transferred to the related company or product without requiring extensive processing or information (Kim & Lim, 2019). The relationship between brand logo and brand stereotypes concurs with the findings of another study by Japutra et al. (2018), who state that aesthetic benefits can promote consumers' positive perceptions of brand warmth. Aesthetic benefits can be perceived when a brand, through its logo or other symbols, provides aesthetic quality that consumers find pleasing. Accordingly, we suggest H1a as follows:

H<sub>1a</sub>: Aesthetic benefits of a brand logo positively and significantly influence consumer perceptions toward brand warmth.

As divulged in Japutra et al. (2018) findings, the design of a brand logo with aesthetic elements gives it a warm impression and drives consumers to consider it more competent. Research by Klink et al. (2003) found that consumers exhibit a higher interest in brand logos and names that present higher values and competence. In so doing, brand logos must be harmonious in terms of aesthetics and competence, hence generating a positive perception among consumers. Congruent with Costa (2015), aesthetic benefits can elevate consumer evaluation of brand competence. Therefore, when a brand comes with a visually attractive logo, consumers are inclined to perceive its higher level of professionalism and quality (Japutra et al., 2018). Considering this explanation, we propose H1b as follows:

H<sub>1b</sub>: Aesthetic benefits of a brand logo positively and significantly influence consumer perceptions toward brand competence.

In addition to aesthetic benefits, a brand logo can also provide self-expressive benefits for consumers, especially when consumers perceive that the brand can represent their personality or values (Park et al., 2013). In a study by Japutra et al. (2015), consumers will perceive that a brand will generate benefits if the brand encourages them to verify and improve their self-image. As a result, they will perceive that the brand is part of themselves. It is consistent with Japutra et al. (2018) that consumers start seeing warmth in the brand since it enables them to achieve the desired identity. Thus, H2a is suggested as follows:

H<sub>2a</sub>: Self-expressive benefits of a brand logo positively and significantly influence consumers' perceived warmth stereotypes.

Self-expressive benefits refer to a brand's capability to help consumers express their identity and personality. As suggested by Swaminathan, Stille, and Ahluwalia (2009), a brand that allows consumers to self-express better is often considered more competent, trusted, and professional as it enables them to accentuate their identity. Besides, Kilic, Miller, and Vollmers (2011) bring to light that a brand logo with aesthetic harmony can enhance perceived competence, also applying to brands with self-expressive advocacy. Research by Japutra et al. (2018) discloses evidence that a brand capable of reflecting consumer personality positively tends to be claimed as more competent due to the capability of understanding and reflecting consumer wants. Based on these explanations, H2b is formulated as follows:

H<sub>2b</sub>: Self-expressive benefits of a brand logo positively and significantly influence consumers' perceived competence stereotypes.

## **Relationships between Brand Stereotypes and Customer Relationship Quality**

Satisfaction is a good emotional feeling consumers experience after comparing what they are expecting with what a brand gives to them (Japutra et al., 2018) and consumer beliefs in brand reliability (Japutra et al., 2023).

Meanwhile, commitment is consumer willingness to continue to interact with a brand (Japutra et al., 2023). Brand stereotypes, including those associated with warmth, have been proven effective for generating many beneficial behavioral intentions, such as purchase intention and repeated purchase intention (Aaker, Garbinsky, & Vohs, 2012). A study by Japutra et al. (2018) figures out how brand stereotypes positively affect relationship quality. As consumers hold a perceived warmth of a brand, they are apt to maintain a stronger relationship quality with the brand. Relationship quality is constituted by satisfaction, trust, and commitment. It is consonant with Kim et al. (2016) that perceptions of brand warmth will trigger emotional attachment to the brand, positively influencing consumer-brand relationships. Therefore, we propose H3 as follows:

H<sub>3</sub>: Warmth stereotypes positively and significantly influence relationship quality dimensions: satisfaction (H3a), trust (H3b), and commitment (H3c).

A previous study by Fiske et al. (2007), which relates to the Stereotype Content Model (SCM), found that perceived competence often underlies the building of trust, a crucial component of relationships. Furthermore, Japutra et al. (2018) reveal that competence stereotypes strengthen the relationship quality between consumers and a brand through enhanced satisfaction, trust, and commitment. It also corresponds with Japutra et al. (2023), who unpack findings that competence drives commitment, subsequently creating a strong relationship between consumers and a brand. That is, consumers with emotional ties and the desire for maintaining a long-term relationship with the brand perceive the sense of values and mutual benefits the brand offers.

Additionally, competence can also generate a positive expectation toward brand performance, which in turn leads to consumer satisfaction with experiencing it (Park et al., 2013). Then, after a longer period, the perception of the brand's competence and consistency in satisfying consumers' values will likely reinforce consumer commitment to continuing relationships with the brand. Considering these rationales, we build H4 as follows:

H<sub>4</sub>: Competence stereotypes positively and significantly influence relationship quality dimensions: satisfaction (H4a), trust (H4b), and commitment (H4c).

Based on previous studies and hypothesis development we have undertaken, a research model containing our hypotheses is then built, as delineated in Figure 3.

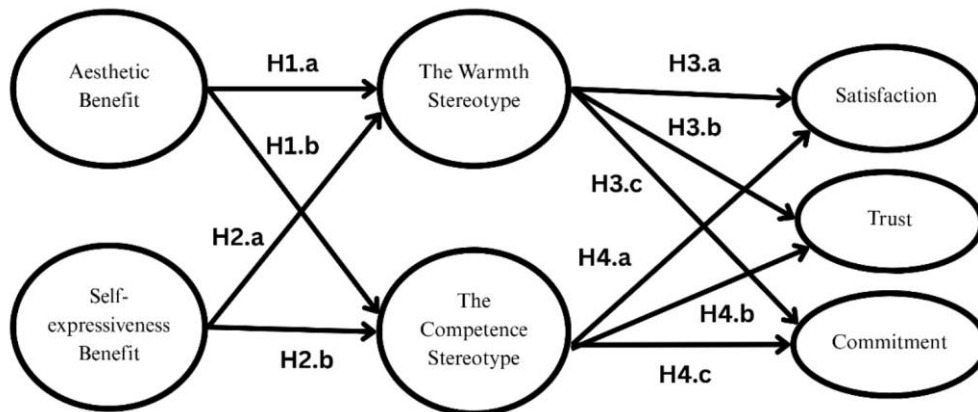


Figure 3. Research Model

## METHOD

A quantitative approach with an explanatory design was invoked. Data collection was carried out using a one-shot (cross-sectional) approach, which required data to be collected once during a single period. This research aimed to inspect the causal relationship between research variables, including their indirect effects through the mediating variable. The analysis technique was Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS version 4.0 software. This technique was selected as it could handle a complex research model, which engaged with multiple constructs and mediation effects, required no normal data distribution, and offered effectiveness with a relatively small sample size.

The research population comprised *Kopi Kenangan* consumers in Indonesia. There were 17 research indicators; accordingly, following Hair et al. (2017), the minimum number of required samples was 170. And yet, to anticipate potential errors or data inconsistencies, we rounded the sample size up to 200 respondents. The sampling technique applied was non-probability sampling with a purposive sampling method, a sampling technique that follows certain predetermined criteria. Purposive sampling was used because this study required respondents who met certain criteria directly relevant to the research objectives. Respondent criteria were a minimum age of 18 years old, previous experience of purchasing *Kopi Kenangan* products, and an intention to

repurchase. Data were collected using an online questionnaire with a 1-5 Likert scale reflecting respondent agreement levels with the proposed statements.

The questionnaire was distributed via links and QR codes using social media for an extensive respondent reach. This online distribution method was deployed considering its efficiency and effectiveness in reaching consumers across regions. The independent variable, brand logo benefits, consisted of two dimensions, i.e., aesthetic benefits and self-expressive benefits. The mediating variable was brand stereotypes, with three dimensions, namely warmth, satisfaction, and competence, while the dependent one was customer relationship quality, also made up of three dimensions, which were satisfaction, trust, and commitment. Data analysis was conducted in two phases: outer model testing to assess construct validity and reliability through convergent validity, discriminant validity, and composite reliability tests, and inner model testing by evaluating the R-squared ( $R^2$ ) and F-squared ( $F^2$ ). Hypothesis testing was performed using the t-statistic test at a 5% significance level, along with a mediation analysis to verify the existence of indirect effects between variables through the mediating construct.

This research operationalized variables based on the literature reviewed. Therefore, the independent variable, brand logo benefits, was composed of two dimensions: aesthetic benefits and self-expressive benefits, each of which was measured using two indicators. The mediating variable, brand stereotypes, also had two dimensions, i.e., warmth and competence, each of which was measured using three indicators. Meanwhile, the three dimensions of the dependent variable, customer relationship quality, namely satisfaction, trust, and commitment, were measured using three indicators, two indicators, and three indicators, respectively. The design of the research questionnaire is exhibited in Table 2.

**Table 2.** Research Questionnaire Design

Variables	Indicators	References
Aesthetic Benefits	The <i>Kopi Kenangan</i> logo is aesthetically pleasing I think that the <i>Kopi Kenangan</i> logo makes me happy.	Japutra et al. (2018)
Self-Expressive Benefits	I think that the <i>Kopi Kenangan</i> logo gives my life more meaning I think that the <i>Kopi Kenangan</i> logo can express my personality.	Japutra et al. (2018)
Warmth Stereotypes	The <i>Kopi Kenangan</i> logo conveys a friendly impression The <i>Kopi Kenangan</i> logo conveys a warm impression. The <i>Kopi Kenangan</i> logo conveys a generous impression.	Japutra et al. (2018)
Competence Stereotypes	The <i>Kopi Kenangan</i> logo looks competent The <i>Kopi Kenangan</i> logo looks effective. The <i>Kopi Kenangan</i> logo looks efficient.	Japutra et al. (2018)
Satisfaction	I am pleased with the <i>Kopi Kenangan</i> brand I am satisfied with the <i>Kopi Kenangan</i> brand. I feel that the <i>Kopi Kenangan</i> brand fulfills my needs.	Japutra et al. (2015)
Trust	I trust in the <i>Kopi Kenangan</i> brand. I rely on the <i>Kopi Kenangan</i> brand.	Japutra et al. (2015)
Commitment	I am fully committed to my relationship with the <i>Kopi Kenangan</i> brand. I will maintain my relationship with the <i>Kopi Kenangan</i> brand in the long term. I always seek to maintain my relationship with the <i>Kopi Kenangan</i> brand.	Japutra et al. (2015)

## RESULTS

### Demographic Profiles of The Respondents

To acquire a detailed conception of the *Kopi Kenangan* consumer profiles, we list our respondent demographics in Table 3.

**Table 3.** Respondent Demographics

Characteristics	Frequency	Percentage
Age		
18-24 years	155	77.50%
25-34 years	39	19.50%
35-44 years	4	2.00%
45-54 years	2	1.00%
Gender		
Female	143	71.50%

Characteristics	Frequency	Percentage
Male	57	28.50%
Education Level		
Senior high school	112	56.00%
Diploma (D1/D2/D3)	25	12.50%
Bachelor (S1)	61	30.50%
Master (S2)	1	0.50%
Doctoral (S3)	1	0.50%
Occupation		
Student	135	67.50%
Private employee	45	22.50%
Civil servant, besides teacher and lecturer	7	3.50%
Entrepreneur	9	4.50%
Merchant	2	1.00%
Laborer	2	1.00%
Income		
< IDR1,000,000.00	53	26.50%
IDR1,000,001.00-IDR3,000,000.00	101	50.50%
IDR3,000,001.00-IDR5,000,000.00	32	16.00%
IDR5,000,001.00-IDR10,000,000.00	12	6.00%
> IDR10,000,000.00	2	1.00%
Expenditure		
< IDR1,000,000.00	79	39.50%
IDR1,000,001.00-IDR3,000,000.00	101	50.50%
IDR3,000,001.00-IDR5,000,000.00	16	8.00%
IDR5,000,001.00-IDR10,000,000.00	3	1.50%
> IDR10,000,000.00	1	0.50%
Visit Frequency		
1-2 times a month	102	51.00%
1-2 times a week	53	26.50%
3-5 times a week	37	18.50%
Almost every day	8	4.00%
Domicile		
Jakarta	25	12.50%
Padang	20	10.00%
Bandung	12	6.00%
Makassar	10	5.00%
Surabaya	10	5.00%
Semarang	10	5.00%
Yogyakarta	9	4.50%
Medan	8	4.00%
Bogor	8	4.00%
Banjarmasin	8	4.00%
Balikpapan	7	3.50%
Tangerang	7	3.50%
Palembang	7	3.50%
Bekasi	7	3.50%
Pekanbaru	7	3.50%
Sidoarjo	5	2.50%
Depok	5	2.50%
Malang	5	2.50%
Solo	4	2.00%
Lampung	4	2.00%
Denpasar	3	1.50%
Purwakarta	3	1.50%
Sumedang	2	1.00%
Batu	2	1.00%
Cirebon	2	1.00%
Kupang	2	1.00%
Gresik	2	1.00%

Characteristics	Frequency	Percentage
Jayapura	2	1.00%
Cilegon	2	1.00%
Karawang	2	1.00%

As indicated by our survey on 200 *Kopi Kenangan* consumers in Indonesia, most respondents were aged 18-24 years (77.5%) and female-dominated (71.5%). In terms of occupation, most of them were students (67.5%), while others worked in the private sector (22.5%) and other professions. From educational perspectives, most respondents were pursuing secondary to tertiary levels of education, with the majority of whom graduating from senior/vocational high schools (56%), followed by those with a bachelor's degree (30.5%) and a diploma (12.5%). In terms of the economy, most of the consumers earned IDR1,000,001.00-IDR3,000,000.00 monthly (50.5%), with a monthly expenditure in the same range of IDR1,000,001.00-IDR3,000,000.00 (50.5%), implying that they predominantly came from lower-middle economic backgrounds. Concerning consumption behaviors, more than half of the total respondents visited *Kopi Kenangan* outlets regularly, i.e., 1-2 times per month (51%), while others, 26.5% had 1-2 visits per week. This points out how visiting *Kopi Kenangan* outlets has become part of their social and recreational activities. Respondents were distributed in a variety of cities in Indonesia, with the highest proportions coming from Jakarta (12.5%), Padang (10%), Bandung (6%), Makassar (5%), and Surabaya (5%).

### Measurement Model Evaluation (Outer Model)

As unveiled by Ghozali (2015), the outer model is the relationship between an indicator and its latent variable. The outer model analysis is undertaken to assess if a measurement instrument in research is valid and reliable, ensuring that the data collected accurately reflects the actual conditions. Convergent validity was employed to investigate whether the indicators exploited could measure the intended research variables. Following Heir (2017), convergent validity was assessed using three parameters, which were outer loadings, average variance extracted (AVE), and composite reliability (CR).

**Table 4.** Validity and Reliability Results

Variables	Indicator Codes	OL	AVE	CR	Conclusions
Aesthetic Benefits (AB)	AB1	0.846	0.74	0.85	Valid and Reliable
	AB2	0.877			
Self-Expressive Benefits (SEB)	SEB1	0.895	0.82	0.9	Valid and Reliable
	SEB2	0.92			
Warmth Stereotypes (WS)	WS1	0.838	0.67	0.86	Valid and Reliable
	WS2	0.873			
	WS3	0.733			
Competence Stereotypes (CS)	CS1	0.813	0.7	0.87	Valid and Reliable
	CS2	0.887			
	CS3	0.805			
Satisfaction (S)	S1	0.885	0.72	0.89	Valid and Reliable
	S2	0.859			
	S3	0.802			
Trust (T)	T1	0.898	0.78	0.87	Valid and Reliable
	T2	0.864			
Commitment (C)	C1	0.904	0.81	0.93	Valid and Reliable
	C2	0.895			
	C3	0.893			

Notes: OL = Outer Loadings, AVE = Average Variance Extracted, CR = Composite Reliability.

From Table 4, we can see how all research variables had satisfied requirements for validity and reliability, as pinpointed by outer loadings of the respective indicators, which were above 0.70 ( $OL > 0.70$ ), pointing out that each indicator could explain the variable they measured well. The highest outer loading was observed for the indicator SEB2 (Self-Expressive Benefits 2) at 0.920, while the lowest was seen for the indicator WS3 (Warmth Stereotypes 3) at 0.733. Although the latter figure was the lowest, it was above the minimum threshold of 0.70.

Similarly, all dimensions of the research variables had an Average Variance Extracted (AVE) above 0.50 ( $AVE > 0.50$ ), showing that each construct could explain more than 50% of the variance of its associated indicators. It suggests that convergent validity had been achieved, following the criteria by Fornell and Larcker (1981). The highest AVE was noticeable for the Self-Expressive Benefits variable, at 0.823, while the lowest was indicated by the Warmth Stereotypes variable, at 0.668, yet both met the criteria for convergent validity.

Construct reliability in this research was evaluated using Composite Reliability (CR). Referring to the criteria by Bagozzi and Yi (1988), a construct is considered reliable with a CR above 0.60. All CR in this research

exceeded the threshold, signifying that all constructs came with strong internal consistency. The highest CR was indicated for the Commitment variable at 0.925, while the lowest was demonstrated for the Aesthetic Benefits variable at 0.852. Accordingly, all constructs were stated as possessing strong reliability.

Discriminant validity in this research was tested using Fornell and Larcker's (1981) methods, as well as the cross-loading test proposed by Hair et al. (2017). Fornell and Larcker elaborate that discriminant validity is attained when the square root of AVE for each construct is greater compared to its correlations with other constructs. Moreover, in the cross-loading test, discriminant validity is considered satisfied if each indicator loads more strongly on its associated construct (Hair et al., 2017).

**Table 5.** Fornell and Larcker Test Results

Variables	T	S	C	SEB	AB	WS	CS
T	<b>0.881</b>						
S	0.742	<b>0.849</b>					
C	0.707	0.664	<b>0.897</b>				
SB	0.469	0.488	0.584	<b>0.907</b>			
AB	0.500	0.524	0.531	0.647	<b>0.862</b>		
WS	0.559	0.573	0.473	0.561	0.610	<b>0.817</b>	
CS	0.557	0.521	0.475	0.487	0.555	0.662	<b>0.836</b>

Notes: AB = Aesthetic Benefits, SEB = Self-Expressive Benefits, WS = Warmth Stereotypes, CS = Competence Stereotypes, S = Satisfaction, T = Trust, C = Commitment.

In Table 6, all  $\sqrt{AVE}$  were recorded as higher relative to the correlations between constructs, and discriminant validity was hence satisfied according to Fornell and Larcker's criteria. In addition, in Table 5, each indicator exhibited the highest loading on its respective construct, further confirming that discriminant validity was fulfilled through this approach.

**Table 6.** Cross Loading Test Results

Constructs	T	S	C	SEB	AB	WS	CS
T1	<b>0.898</b>	0.665	0.558	0.410	0.463	0.527	0.518
T2	<b>0.864</b>	0.642	0.698	0.417	0.415	0.455	0.461
S1	0.635	<b>0.885</b>	0.559	0.433	0.454	0.477	0.478
S2	0.631	<b>0.859</b>	0.493	0.314	0.442	0.512	0.453
S3	0.625	<b>0.802</b>	0.649	0.507	0.441	0.470	0.395
C1	0.642	0.610	<b>0.904</b>	0.518	0.496	0.418	0.447
C2	0.629	0.591	<b>0.895</b>	0.483	0.490	0.422	0.423
C3	0.631	0.586	<b>0.893</b>	0.572	0.443	0.432	0.407
SEB1	0.409	0.446	0.526	<b>0.895</b>	0.557	0.465	0.423
SEB2	0.440	0.440	0.534	<b>0.920</b>	0.615	0.548	0.460
AB1	0.371	0.449	0.397	0.472	<b>0.846</b>	0.493	0.456
AB2	0.485	0.455	0.513	0.636	<b>0.877</b>	0.555	0.499
WS 1	0.424	0.492	0.294	0.338	0.509	<b>0.838</b>	0.575
WS 2	0.509	0.555	0.432	0.459	0.500	<b>0.873</b>	0.568
WS 3	0.430	0.346	0.423	0.574	0.486	<b>0.733</b>	0.477
CS 1	0.462	0.469	0.449	0.423	0.438	0.548	<b>0.813</b>
CS 2	0.471	0.435	0.408	0.432	0.524	0.590	<b>0.887</b>
CS 3	0.465	0.401	0.327	0.364	0.426	0.517	<b>0.805</b>

Notes: AB = Aesthetic Benefits, SEB = Self-Expressive Benefits, WS = Warmth Stereotypes, CS = Competence Stereotypes, S = Satisfaction, T = Trust, C = Commitment.

### Evaluation of the Structural Measurement Model (Inner Model)

The inner model is a structural model used to predict causal relationships (cause-effect relationships) between latent variables or variables that can impossible to be directly measured. One common method is through the R-squared of the endogenous constructs (Sekaran & Bougie, 2016), the value of which demonstrates to what extent the independent variable explains the dependent one. Chin (1998) explains that an R-squared of 0.67 is considered strong, 0.33 is moderate, and 0.19 is weak.

According to Table 6, the R-squared of most endogenous constructs was categorized as moderate, following Chin (1998), that is, ranging from 0.270 to 0.419. Among these values, the Warmth Stereotype construct exhibited the highest (0.419), approaching the strong category, while Commitment indicated the lowest (0.270), therefore categorized as weak to moderate. This pinpoints that the independent variables in the model could explain 27%-42% of the variance of the endogenous constructs, while the rest was explained by other factors.

**Table 7.** R-Squared Test Results

Endogenous Variables	R-Squared
Trust	0.375
Satisfaction	0.364
Commitment	0.270
Warmth Stereotypes	0.419
Competence Stereotypes	0.336

The effect size between constructs in this research model was analyzed using f-squared ( $f^2$ ). As elucidated by Cohen (1988), an  $f^2$  of 0.02 points out a small effect size, 0.15 presents a moderate size, and 0.35 reflects a large effect of an exogenous latent variable on the endogenous one. Based on Table 7, most of the relationships between variable dimensions in this model showed a small effect size by Cohen's (1988) criteria, which explains that  $f^2$  ranges from 0.02 to 0.15. Only one path came with a moderate effect size, namely the effect of Aesthetic Benefits on Warmth Stereotypes ( $f^2 = 0.180$ ).

**Table 8.** F-Squared Test Results

Relationships	F-Squared	Effect Size
SEB → WS	0.082	Small
SEB → CS	0.043	Small
AB → WS	0.18	Medium
AB → CS	0.148	Small
WS → T	0.104	Small
WS → S	0.145	Small
WS → C	0.061	Small
CS → T	0.099	Small
CS → S	0.057	Small
CS → C	0.064	Small

Notes: AB = Aesthetic Benefits, SEB = Self-Expressive Benefits, WS = Warmth Stereotypes, CS = Competence Stereotypes, S = Satisfaction, T = Trust, C = Commitment.

Hair et al. (2017) outline that a way to test a hypothesis is by assessing the t-statistics in path analysis between variables through bootstrapping procedures. The significance level is determined by comparing the t-value to the critical threshold, namely 1.96 at a 5% significance level (t-value > 1.96), implying that the relationship between variables is statistically significant.

**Table 9.** Path Coefficient Test Results

Path Relationships	Standard Coefficients	T-Statistics	P-Values	Results
Self-Expressive Benefits → Warmth Stereotypes	0.286	3.460	0.001	Supported
Self-Expressive Benefits → Competence Stereotypes	0.221	2.686	0.007	Supported
Aesthetic Benefits → Warmth Stereotypes	0.425	4.594	0.000	Supported
Aesthetic Benefits → Competence Stereotypes	0.412	4.501	0.000	Supported
Warmth Stereotypes → Trust	0.340	3.735	0.000	Supported
Warmth Stereotypes → Satisfaction	0.405	4.496	0.000	Supported
Warmth Stereotypes → Commitment	0.282	2.892	0.004	Supported
Competence Stereotypes → Trust	0.332	3.525	0.000	Supported
Competence Stereotypes → Satisfaction	0.253	2.554	0.011	Supported
Competence Stereotypes → Commitment	0.288	2.768	0.006	Supported

From Table 9, we can observe that all relationships in the model indicated a positive and significant effect, as pinpointed by the t-value > 1.96 and the p-value < 0.05, and all hypotheses were thus supported. First, H1a, stating that aesthetic benefits positively and significantly influence brand warmth stereotypes, at a t-value of 4.594 and a p-value of 0.000, was supported. Second, H1b, stating aesthetic benefits positively and significantly influence competence stereotypes, was also supported, at a t-value of 4.501 and a p-value of 0.000. Third, H2a, stating that self-expressive benefits positively and significantly influence warmth stereotypes, was supported, at a t-value of 3.460 and a p-value of 0.0001. Fourth, a similar result was also applied for H2b, stating that self-expressive benefits positively and significantly influence competence stereotypes, at a t-value of 2.686 and a p-value of 0.0007. The latter result points out that both hypotheses under H2 were also supported.

In terms of H3, stating that warmth stereotypes positively and significantly influence the three dimensions of customer relationship quality, which are satisfaction (H3a) at a t-value of 4.496 and a p-value of 0.000, trust

(H3b) at a t-value of 3.735 and a p-value of 0.000, and commitment (H3c) at a t-value of 2.892 and a p-value of 0.004, all were supported for meeting the criteria for being statistically significant. Subsequently, H4a, stating that competence stereotypes positively and significantly influence satisfaction, H4b, stating that competence stereotypes influence trust, and H4c, stating that competence stereotypes positively and significantly influence commitment, were supported at t-values of 2.554, 3.525, and 2.768, respectively, and p-values of 0.011, 0.000, and 0.006, respectively. Hence, all hypotheses, from H1 to H4, were supported as they pointed out a statistically significant and positive influence on the tested path relationships.

### Mediation Test

After testing hypotheses in the research model, we proceeded to investigate the mediation effect of warmth and competence stereotypes, as presented in Table 10. Self-expressive benefits had a significant indirect impact on trust through warmth stereotypes at a coefficient of 0.097, a t-statistic of 2.528 > 1.96, and a p-value of 0.012 < 0.05. It shows that warmth stereotypes played a significant role as a mediator. Likewise, self-expressive benefits significantly influenced satisfaction through warmth stereotypes at a coefficient of 0.116, a t-statistic of 2.771 > 1.96, and a p-value of 0.006 < 0.05. However, the indirect effect on commitment through warmth stereotypes was not statistically significant at a coefficient of 0.081, a t-statistic of 1.933 < 1.96, and a p-value of 0.053 > 0.05. In other words, warmth stereotypes were not significantly attested to mediate the relationship between self-expressive benefits and commitment.

Furthermore, self-expressive benefits also had an insignificant indirect effect on trust through competence stereotypes at a coefficient of 0.073, a t-statistic of 1.929 < 1.96, and a p-value of 0.054 > 0.05. The effect on trust was not significant at a coefficient of 0.056, a t-statistic of 1.601 < 1.96, and a p-value of 0.109 > 0.05. The path to commitment was also not significant at a coefficient of 0.064, a t-statistic of 1.660 < 1.96, and a p-value of 0.097 > 0.05; that is, competence stereotypes were proven not to significantly mediate the relationship between self-expressive benefits and the three dimensions of customer relationship quality, which were trust, satisfaction, and commitment.

Aesthetic benefits consistently demonstrated a significant indirect effect through warmth stereotypes. The effect on trust was at a coefficient of 0.144, a t-statistic of 2.647 > 1.96, and a p-value of 0.008 < 0.05, on satisfaction was at a coefficient of 0.172, a t-statistic of 2.891 > 1.96, and a p-value of 0.004 < 0.05, and on commitment was at a coefficient of 0.120, a t-statistic of 2.414 > 1.96, and a p-value of 0.016 < 0.05. The figures exhibit that warmth stereotypes significantly mediated the effect of aesthetic benefits on the three dimensions of customer relationship quality: trust, satisfaction, and commitment.

Aesthetic benefits also had a significant indirect effect through competence stereotypes. The details are as follows: the effect on trust was at a coefficient of 0.137, a t-statistic of 2.865 > 1.96, and a p-value of 0.004 < 0.05, on satisfaction was at a coefficient of 0.104, a t-statistic of 2.257 > 1.96, and a p-value of 0.024 < 0.05, and on commitment was at a coefficient of 0.119, a t-statistic of 2.423 > 1.96, and a p-value of 0.015 < 0.05. It justifies the finding that competence stereotypes also significantly mediated the effect of aesthetic benefits on the three dimensions of customer relationship quality, i.e., trust, satisfaction, and commitment.

**Table 10.** Indirect Effect Test Results

Path Relationships	Standard Coefficients	T-Statistics	P-Values
Self-Expressive Benefits → Warmth Stereotypes → Trust	0.097	2.528	0.012
Self-Expressive Benefits → Warmth Stereotypes → Satisfaction	0.116	2.771	0.006
Self-Expressive Benefits → Warmth Stereotypes → Commitment	0.081	1.933	0.053
Self-Expressive Benefits → Competence Stereotypes → Trust	0.073	1.929	0.054
Self-Expressive Benefits → Competence Stereotypes → Satisfaction	0.056	1.601	0.109
Self-Expressive Benefits → Competence Stereotypes → Commitment	0.064	1.660	0.097
Aesthetic Benefits → Warmth Stereotypes → Trust	0.144	2.647	0.008
Aesthetic Benefits → Warmth Stereotypes → Satisfaction	0.172	2.891	0.004
Aesthetic Benefits → Warmth Stereotypes → Commitment	0.120	2.414	0.016
Aesthetic Benefits → Competence Stereotypes → Trust	0.137	2.865	0.004
Aesthetic Benefits → Competence Stereotypes → Satisfaction	0.104	2.257	0.024
Aesthetic Benefits → Competence Stereotypes → Commitment	0.119	2.423	0.015

## DISCUSSION

### The Effect of Aesthetic Benefits of a Brand Logo on Consumer Perceptions Toward Brand Warmth and Brand Competence

The results indicate that the aesthetic benefits of a brand logo positively and significantly influence consumer perceptions toward brand warmth and brand competence, supporting H1a and H1b. The increased visual appeal

of the *Kopi Kenangan* logo among consumers enhances their favorable impression of the brand because their enjoyment is fulfilled. In addition, the increased aesthetic appeal of the logo also strengthens their perception of competence because they feel a greater sense of meaning in life. Consequently, *Kopi Kenangan* needs to maintain the meaningful aesthetics of its logo to preserve its brand perception.

These findings confirm a previous study by Japutra et al. (2018), which explicate how aesthetic benefits can elevate consumers' positive stereotypes concerning brand warmth. Aesthetic benefits are when a brand, through its logo or other symbol, can administer aesthetic quality that consumers find pleasing. It is also aligned with Costa's (2015) research, which expounds on findings that aesthetic benefits are capable of enhancing consumer views on the degree to which a brand is competent. Hence, if a brand logo is visually appealing, consumers are apt to consider the brand more professional and offering high-quality products.

### **The Effect of Self-Expressive Benefits of a Brand Logo on Consumers' Perceived Warmth Stereotypes and Competence Stereotypes**

Self-expressive benefits of a brand logo positively and significantly influence consumers' perceived warmth stereotypes and competence stereotypes, supporting H2a and H2b. The increase in the psychological and social benefits of the logo by *Kopi Kenangan* consumers can improve their warm and generous impression because their pleasure is fulfilled. In addition, the increase in the aesthetic benefits of this logo can also strengthen their perception of effectiveness and efficiency because they feel more able to express their personality. Consequently, it is important to maintain the psychological benefits of this logo for *Kopi Kenangan* so that consumers can always have a positive perception.

These findings are consistent with those of Japutra et al. (2018), who illuminate in their research that consumers begin to perceive brand warmth after assessing the brand's ability to help them achieve the desired identity. Additionally, it concurs with Swaminathan, Stille, and Ahluwalia (2009), who lay out very clearly how brands that allow for consumers' better self-expression are often considered more competent. The findings corroborate some ideas that the formation of stereotypes impacts on brand characters does not solely rely on verbal messages but also on visual elements with their symbolic and emotional nature. Therefore, the findings have critical contributions to broadening the understanding of how a logo design, as a visual stimulus, can build brand stereotypes in consumer minds. Within this context, aesthetic benefits play double roles, which are making brand appearance visually attractive and serving as a strategic tool in establishing warm and competent brand association. In other words, visual elements in a brand logo, especially when related to aesthetic benefits and self-expressive benefits they convey, do not only represent a mere aspect of design but also play a strategic role in enhancing brand warmth and competence stereotypes among consumers.

### **The Effect of Warmth Stereotypes on Satisfaction, Trust, and Commitment**

Warmth stereotypes positively and significantly influence relationship quality dimensions—satisfaction, trust, and commitment, confirming H3a, H3b, and H3c. The improvement in consumers' perception of *Kopi Kenangan*'s friendly, caring, sincere, and kind nature can increase their satisfaction because their emotional needs are fulfilled. In addition, the improvement in consumers' perception of warmth is also able to strengthen their confidence because of the acceptance of reliable characteristics. Furthermore, the improvement in *Kopi Kenangan* consumers' perception of warmth can encourage their commitment to maintaining long-term relationships. Consequently, it is important for *Kopi Kenangan* to maintain this warmth so that long-term relationships with customers can continue to run optimally.

These findings are congruent with Japutra et al. (2018) findings, that when consumers perceive brand warmth, they are inclined to have a stronger emotional relationship with the brand. It is also consistent with Kim et al. (2016), who set forth the capacity of brand warmth in bolstering emotional relationships with customers, thus realizing meaningful relationship quality.

### **The Effect of Competence Stereotypes on Satisfaction, Trust, and Commitment**

Competence stereotypes positively and significantly influence relationship quality dimensions—satisfaction, trust, and commitment, confirming H4a, H4b, and H4c. The improvement in consumer perception of *Kopi Kenangan*'s capabilities, skills, and attitudes can increase their satisfaction because their needs are well met. Additionally, the improvement in consumers' perception of competence can also strengthen their confidence because they are well-served. Furthermore, the improvement in *Kopi Kenangan* consumers' perception of competence can encourage their commitment to maintaining long-term relationships. As a result, it is important for *Kopi Kenangan* to maintain and improve its brand competence to maintain the quality of its relationships with customers.

These findings support a previous study by Japutra et al. (2018), brand competence stereotypes are found to be effective for improving relationship quality because consumers perceive a competent brand as reliable and professional in satisfying their expectations consistently. These findings also agree with some principles stating that consumers tend to maintain long-term loyalty toward a brand they consider consistently coming with suitable

values and high performance. In other words, the more significant the brand warmth and competence stereotypes, the stronger the relationship between consumers and the brand.

### **The Role of Warmth Stereotypes and Competence Stereotypes as Mediators**

Concerning the mediating effect exerted by brand stereotypes, results pinpoint that aesthetic benefits were consistently and significantly mediated by both warmth and competence stereotypes across all dimensions of customer relationship quality (trust, satisfaction, and commitment). In contrast, self-expressive benefits were only mediated significantly by warmth stereotypes. And yet, this effect is limited to trust and satisfaction, and there is no significant mediation observed for commitment, nor through competence stereotypes across any dimensions of customer relationship quality (trust, satisfaction, and commitment). These findings partially contradict Japutra et al. (2018), shedding light on findings that brand stereotypes, both warmth and competence stereotypes, contribute to linking brand logo benefits to customer relationship quality. In the context of this research, however, such mediation is not entirely supported. These findings deepen the theoretical understanding that visual and symbolic elements of a brand logo do not bear aesthetic aspects only but also serve as a strategic instrument in establishing a warm and competent brand image and strengthening long-term relationships with consumers. Accordingly, this research solidifies the conceptual model regarding the role of brand stereotypes as a mediating variable in explaining the effect of brand logo benefits on customer relationship quality. It can be regarded as a new reference alongside Japutra et al. (2018) study, foregrounding the inconsistency of the mediating effects and pointing out that some dimensions of brand logo benefits are not uniformly transmitted through consumers' existing brand stereotypes.

For *Kopi Kenangan*, these findings highlight the urgency of optimizing existing logo potentials as key elements in its branding strategies. Although without logo design modification, the company can optimize aesthetic benefits and self-expressive benefits of the logo by increasing its visual exposure across the marketing communication channels of *Kopi Kenangan* and maintaining consistency in its logo appearance across all touchpoints (social media, packaging, retail outlets, and merchandise), ensuring that the logo's aesthetic benefits are firmly and repeatedly embedded in consumer minds.

### **CONCLUSIONS**

According to this research, the aesthetic benefits and self-expression benefits of brand logos play an important role in shaping consumers' perceptions of warmth and competence, which in turn affect the quality of customer relationships (satisfaction, trust, commitment), although the mediating role of the two dimensions varies—the aesthetic benefits are mediated by both, while the self-expression benefits are only mediated by warmth on trust and satisfaction. These findings deepen the theoretical understanding that the visual and symbolic elements of brand logos not only contain aesthetic aspects but also become strategic instruments in building a warm and competent brand image and strengthening long-term relationships with consumers, while strengthening the conceptual model of the role of brand stereotypes as mediating variables. Practically, for *Kopi Kenangan*, these results confirm the importance of optimizing the potential of the existing logo through increasing visual exposure across marketing communication channels and maintaining consistency in its appearance across all touchpoints (social media, packaging, outlets, and merchandise), so that the aesthetic benefits and self-expression of the logo are further embedded in the minds of consumers. Limitations of this study include reliance on a single quantitative method without qualitative exploration, focus on one brand and industry, limiting generalizability, and a respondent sample dominated by younger consumers. Future research should use mixed methods, broaden brand and industry scope, and involve more diverse demographics. Additionally, future studies could examine predictors of brand stereotypes like consumer mindset, test mediators such as self-brand integration and brand reputation, and explore moderators, including consumer reference groups, socioeconomic status, and psychographic factors like attachment styles that may affect brand stereotype formation and its outcomes.

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