Brand Awareness De.U Coffee Bandung

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Abstract. De.U Coffee is one of the famous cafes in the Bandung area. De.U Coffee has an inviting event community local in Bandung. The community in Bandung consists of various among. Organized events De.U Coffee since August 2020. Since the beginning of the opening, De.U Coffee has conceptualized a cafe that will routinely hold an event in the city of Bandung. Moment of this, the event is still routine, going on the joint event community bicycle every day Sunday morning. Apart from regular events, De.U Coffee is also a priority service best for the customer. De.U Coffee takes excellent care quality of the food and drink menu. Management also pays attention to the method waiter on duty, De.U Coffee, serving the customer. Hope from De.U Coffee raises growth in visitors and impressions of good messages from every consumer. Satisfaction with customers is matter most important for management De.U Coffee. They think about making customers repeat orders and become influenced, which suits those who have never been to De.U Coffee. In realizing matter that, of course, there are obstacles. An obstacle that occurs is a need for more commitment from the community. A community canceled the event on the day going to maintenance. Besides that, owner De.U Coffee also feels it challenging to give satisfaction in a manner. Keep going continuously to customers Because swift times change. Adaptation is matter most important in maintaining this. The analysis will later use quantitative analysis. The method we use is linear analysis regression. The Analysis For measure magnitude relationship and influence variable independent.

Keywords: Brand Awareness, Event marketing, Service, Repurchase Intention

1 Introduction

A brand can be seen from two physiological and psychological dimensions [1]. Dimensions physiology in question is how a logo or symbol from that brand can help create an impression eternal in mind consumers (top of mind). Whereas psychologically related emotions Where can be associated with the consumer's satisfaction. Satisfaction is a dynamic process and must continuously monitor in a manner regular by a product as it results in satisfaction, profit, or income for the company [2]. Based on several reference marketing journal shows that to reach loyalty in something competitive community business satisfaction consumer to a brand is needed. Because of consumers, there is a possibility that customers will switch when there are more alternatives. Meanwhile, satisfaction is vital in forming loyalty [3]. However, the relationship characteristic is asymmetric, which is influenced by variables other.

Opening a coffee shop in Bandung was the right choice for De U. Because so many communities are moldy, it adds value to De.U Coffee. Embracing various communities in Bandung has made De.U Coffee still have regular customers and avoid the problem of a lack of consumers.During the covid pandemic, De. U Coffee opened its shop. At that time, to attract people to visit the store, De U. Coffee held events that invited bicycle, motorbike, and car communities. This has a positive impact through consumer word of mouth. The impact of holding events is that De.U Coffee gets loyal customers because apart from routinely having gatherings for various communities, De.U Coffee provides discounts to the community and also the best service for other communities and customers. Brand awareness may be viewed as a significant contributor and develop into a consumer's present-day consumer power to push consumers' repeat purchase behavior [4]. One of the cafes in Bandung, namely De.U Coffee is one of the experienced examples of an increase in sales through brand awareness. De.U Coffee experienced an increased turnover from 2020 to 2021 of 158 % because of many activities' businesses being done monthly. De.U Coffee has a particular research team to meet consumer desires that change along with trends. The result is a positive thing obtained by De.U Coffee. Strengthened literacy in awareness brand means the consumer can recognize and remember the brand in different situations. Awareness brand consists of brand recall and recognition brand. Hiring experienced chefs and talented human resources

maintains the quality of food and drink De.U Coffee. The owner also always performs quality control regularly and asks for customer feedback. When consumers want to buy a product, their first ever brand thinks at a time matter that's what it reflects that a product own awareness more brands high. Consequently, loyalty to brands and preferences will increase, and the intention to buy too will follow, increasing sales of the business or the brand [5]. Specific independent variables are event marketing and service because of De.U's variables. Coffee is inviting the community and holding regular events, which have a positive impact. Then De.U Coffee carries out this activity regularly to have regular customers. Apart from that, with the best service, De.U Coffee believes this will generate loyalty and positive word of mouth.

After expanding on additional land behind big De.U Coffee gets a warm welcome from the consumer. In July 2021, after the Backyard opening at De.U Coffee, the revenue month of August De.U Coffee delivers turnover by 314%. Increased turnover is caused by innovation, that is, creating new menus so that consumers want to shop for more products because of the food menu offered. From the transaction consumer earned per month, we can see that De.U Coffee, after the expansion of land and additions to the food menu experience, increased by 364%. De.U. Coffee measures customer satisfaction based on feedback and the intensity of repurchasing De.U Coffee products. Prospective workers at De.U. Coffee must meet the criteria of being a good server by conducting training and background checking on consumers. Servers must be alert. After becoming a waitress, the owner will also do the owner's review. Maintaining product quality is one of the keys to the success of De.U Coffee makes consumers want to visit again and enjoy the services and facilities provided by De.U Coffee. The owner said that De.U Coffee only once experienced a declining turnover due to the mandatory PPKM De.U Coffee cannot accept guests (dine in) because there is a regulation from the government, see from an upward trend turnover each month. De.U Coffee proves that activation business is correct for routine and precise to consumers. In measuring the performance of De.U Coffee The BCG Matrix is used as a reference for measuring business performance. The BCG Matrix assists companies in better identifying and managing their product or business portfolio. By understanding the relative position of each product or business in the matrix, companies can make better strategic decisions about resource allocation, investment, and product development.

Based on the observations, the problems found are the difficulty of commitment from the community and how to maintain customer satisfaction. Increasing the number of customer repurchase intentions to De.U Coffee is the biggest challenge. How to create comfort and customer loyalty is the owner's difficulty. Besides that, the owner also wants to maintain brand awareness and its image as an exclusive cafe.

2 Literature Review
2.1 Marketing Events

Events are a type of promotion companies often use or link a brand to at an event or a thematic party developed to create an experience for consumers and promote a product [6]. Event marketing is an integrated communication tool for building a brand's image [6]. Businesspeople usually use event marketing to associate their products with popular activities such as sporting events, concerts, bazaars, or festivals. However, after all, marketers still hold their events for promotional purposes. It is hoped that event marketing will leave a deep impression on everyone present so that consumers and potential customers can remember this pleasant experience for a long time.

H1: Event marketing has an effect on brand experience

2.2 Experience and Service

Consumer experience is obtained from consumer to product and involves rational, emotional, sensory, physical, and spiritual [2]. Consumer experience will produce feeling and memory Because they use a direct product. Consumers who view a positive something product will enter positive related perceptions and services experienced. It will level satisfaction from consumers [7]. The satisfaction experienced by consumers will create loyalty among consumers in a competitive business world [8]

Service is one matter important in creating a positive consumer experience. Service will raise the perception of consumers about what is received and given [8]. Service quality is defined based on the quality given and combined with various aspects best for a company or product [2]. What the consumer gets, like service and experience, is perceived value. So from that, consumers must experience positivity about the brand so that generated value will be optimistic [8].

H 2: Service affects brand experiences

2.3 Satisfaction

Brand experience as each internal consumer reaction, such as sensations, feelings, cognitions, and behaviors that are motivated by branding stimulation and are a result of the branding stimulation that is present in the design and identity of the brand, packaging, communication, and surroundings [9].

The satisfaction consumer is an emerging stimulus after comparing perception or impression to something [6]. atisfied consumers, manner whole, show their attitude to provider services, brands, or reaction emotions to the difference between what consumers expect and what they are thanked for [10]. Customer satisfaction is connected to the evaluation of a product or service and whether the consumer's demand or expectation is fulfilled [11].

H3: Brand experience matters in services

2.4 Word of Mouth

Brand experience or experience brand is pointing contacts involving stakeholders' interest in a manner emotional in a process brand [12]. Brand experience is a crucial differentiator to winning faith consumers [9].

Word of Mouth is meant for consumers to share guiding information and opinions of buyers for buying products, brands, and services [13]. Word of mouth when has become a credible media marketing tool. This information is very easily spread via the internet as eWoM [14]. Electronic word of mouth (eWOM) communication as potential, current, or ex-customers' positive or negative remarks on a product or company, which is accessible to many people and institutions over the Internet Word of Mouth is an online networking platform that socially influences power buying and responds to the consumer something product [15].

H4: Brand Experience influences Word of Mouth

2.5 Brand Image

Consumers' overall perceptions and emotions about a brand are pushed by brand image, which also impacts customer behavior [4]. Before buying a product, consumers must know about product images to respond to a positive branding campaign [16]. Brand image will influence the desired consumer for purchase and influence on satisfaction consumer. Satisfaction consumers will refer to customer reviews to total experience shop products and services [17]. Brand image will also represent the prediction of satisfaction among consumers s. Besides that, when the brand image is consistent, that will give preference for what is good about the product [18].

H5: Customer satisfaction has an effect on brand image

2.6 Repurchase Intention

Repurchase intention is one behavior consumer, where the consumer responds in a manner positive quality service to something product/brand and is interested in visiting, returning, or consuming the returned product /brand [19]. Repurchase Intention is defined as the evaluation of consumers as individuals around purchase return service from the same company, considering possible circumstances and situations [10]. Consumer repurchase intention is influenced by Satisfaction and Attitude to produce Repurchase intention output [10]

Scientist prove in various studies that products and services support a positive connection between Repurchase Intention and Customer Satisfaction studies [10]. Regarding the Repurchase Intention relationship with the servicescape, the servicescape must provide a product or brand that the customer will be satisfied with, as it encourages the consumer to buy and use the service again. (a) Conditions environment, (b) layout and functionality, and (c) signs and symbols are influencing factors intention purchase repeat consumers in product services [20]. With existing satisfaction consumers on Servicescape influence positive to period desired time consumer for return buy / use product/brand [21]. The amount of great satisfaction experienced by the customer while opting to adopt or enjoy returning for something represents the height of consumer repurchase intention [15].

H6: Customer satisfaction has an effect. There is a repurchase intention
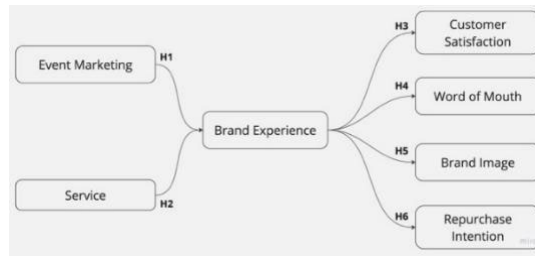
Following is a research Theoretical Framework:

Figure 1. Theoretical Framework

3 Formulation of the Problem

Formula problem in research:
a. There is a different opinion from several researchers related to the existing impact of positives from brand image to loyalty and customer satisfaction. Several researchers say it exists no relation.
b. Only a little related research in Indonesia with brand awareness in Food and Beverage, especially in the cafe industry.

4 Sample and Method Of Analysis
4.1 Population and Sample

Samples are part of the distinct population that wants to be researched. Population and Sample are two mutually exclusive related, and not inseparable. A population of research members from every community come to De.U Coffee, who lives in the city of Bandung, is the same active social media activity and has come to more from one cafe with type sex men and women as well own range ages 17 to 46 years old with education range from high school to with S3.

Through Samples, we can know characters from many subjects in one place certain. The study was done on 100 people who live in Bandung aged 17-46 years with a range of high school education to S3 with income < Rp. 1,000,000 -> Rp. 5,000,000

4.2 Method Analysis

SEM analysis is applied in the research. SEM is something method of analysis of multivariate statistics. SEM data processing is different with do processing regression data or analysis paths. SEM (Structural Equation Model) is one of the field study statistics that can test suite's usual relationships that are difficult to measure together. SEMs are multivariate analysis techniques that combine analysis factors and analysis regression (correlation), intending to test the connection between variables that exist in a model, either That between indicator with the construct or the connection between constructs.

5 Results and Discussion
5.1 Overview Respondents

Following the image data respondents used in the study. This medium is based on type, gender, category, age, and level of education, as follows:

Table 1. Respondents Based on Type Sex

Gender	Frequency	Percentage
Man	57	57%
Woman	43	43%
Total	100	100%

Table 2. Respondents Based on Age

Age	Frequency	Percentage
17-25 yrs	9	9%
27-35 yrs	58	58%
37-45 yrs	12	12%
>46 yrs	21	21%
Total	100	100%

Table 3. Respondents Based on Education Level

Education	Frequency	Percentage
SENIOR HIGH SCHOOL	9	9%
S1	87	87%
S2	3	3%
S3	1	1%
Total	100	100%

Table 4. Respondents based on Work

Work	Frequency	Percentage
Student	9	9%
Private Employee/ Entrepreneur	78	78%
civil servant	9	9%
POLRI/TNI/Retired	4	4%
Total	100	100%

Table 5. Respondents Based on Income

Income Amount	Frequency	Percentage
< IDR 1.000.000,-	3	3%
IDR 1,000,001.- to IDR 3,000,000	7	7%
IDR 3,000,001.- to IDR 5,000,000	71	71%
> IDR 5.000.000,-	19	19%
Total	100	100%

Table 6. Respondents based on Source Information

Resources	Frequency	Percentage
Advertisement	3	3%
Friends' recommendation	77	77%
Social media	20	20%
Total	100	100%

5.2 Validity and Reliability Test

Total Data Validity and Reliability Test sample were tested by 100 obtained. The table obtained marks to test the validity and reliability as follows:

Table 7. Validity Convergent Based on Factor Loading Value

Items	Factor Loading	Information
X1.1←Event Marketing	0.794	Valid
X1.2←Event Marketing	0.804	Valid
X1.3←Event Marketing	0.805	Valid
X2.1←Service	0.848	Valid
X2.2←Service	0.850	Valid
X2.3←Service	0.800	Valid
X2.4←Service	0.851	Valid

Y1.1←Customer Satisfaction	0869	Valid
Y1.2←Customer Satisfaction	0.856	Valid
Y1.3←Customer Satisfaction	0.830	Valid
Y2.1←Word Of Mouth	0.892	Valid
Y2.2←Word Of Mouth	0.831	Valid
Y2.3←Word Of Mouth	0.812	Valid
Y3.1←Brand Image	0.836	Valid
Y3.2← Brand Image	0.809	Valid
Y3.3← Brand Image	0.800	Valid
Y4.1←Repurchase Intention	0.853	Valid
Y4.2←Repurchase	0.908	Valid
Y4.3←Repurchase Intention	0.732	Valid
Y4.4←Repurchase	0.848	Valid
Z.1← Brand Experience	0.844	Valid
Z.2← Brand Experience	0.887	Valid
Z.3← Brand Experience	0.871	Valid
Z.4← Brand Experience	0.853	Valid
Z.5← Brand Experience	0.889	Valid
Z.6← Brand Experience	0.879	Valid
Z.7← Brand Experience	0.854	Valid
Z.8← Brand Experience	0.908	Valid
Z.9← Brand Experience	0.890	Valid
Z.10← Brand Experience	0.866	Valid
Z.11← Brand Experience	0.872	Valid

For reliability, the value Cronbach's Alpha obtained is 0.893 (> 0.6), so the data is reliable.

5.3 Evaluation of the Structural Equation Model (Inner Model)

A value of 0.521 is displayed in the Goodness of Fit Index (GoF) calculation results. Based on the findings, it was determined that the structural model (inner model) and measurement model (outer model) worked together to produce the desired performance, with the Goodness of Fit Index (GoF) value being more than 0.25 (moderate scale), which is good.

5.4 Predictive Relevance Testing (Q2)

The result of the calculation of Q2 is as follows:
$Q2 = 1 - (1 - R1^2)(1 - R2^2)(1 - R3^2)(1 - R4^2)(1 - R5^2)$ Q2=1
$- (1 - 0.643)(1 - 0.382)(1 - 0.266)(1 - 0.319)(1 - 0.322)$
$Q2 = 0.925$

The predictive relevance (Q2) calculation above yields a value of 0.925. The exogenous latent variable, after a competent explanatory variable, predicts the variable is endogenous because the endogenous latent variable has a value of predictive relevance (Q2) that is more > than 0. Hence, it demonstrates the high predictive significance of the model.

5.5 Hypothesis Test

Table 8. Path Coefficient and P-Values

Variable	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Influence Direct			
X1→Z	0.406	3,848	0.000
X2→Z	0.444	3,622	0.000
Z→Y1	0.618	6,643	0.000
Z→Y2	0.516	5,588	0.000
Z→Y3	0.565	5,199	0.000
Z→Y4	0.567	5,621	0.000

Variable	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Influence No Direct			
X1→Z→ Y1	0.251	3,093	0.002
X1→Z→ Y2	0.209	2,943	0.003
X1→Z→ Y3	0.229	2,797	0.005
X1→Z→ Y4	0.230	2,819	0.005
X2→Z→ Y1	0.275	3.175	0.002
X2→Z→ Y2	0.229	2,916	0.004
X2→Z→ Y3	0.251	3027	0.003
X2→Z→ Y4	0.252	3,192	0.002

This medium is an explanation of hypothesis test results (influence directly), where there is significant influence If the mark significance <0.05. The results above concluded that:

a. Effective event marketing is significant on the brand experience with a coefficient of 0.406 with p-values of 0.000 (<0.05). The coefficient value is positive, which can interpret that influential event marketing variables positive to the brand experience variable.

b. Influential services are significant on the brand experience with a coefficient of 0.44 with p-values of 0.000 (<0.05). The coefficient value is positive, which can interpret that influential service variables positive to the brand experience variable.

c. Brand experience significantly affects customer satisfaction with a coefficient of 0.618 with p-values of 0.000 (<0.05). The coefficient value is positive, which can be interpreted as the brand experience variable positively affecting customer satisfaction.

d. Brand experience matters significantly against word of mouth with a coefficient of 0.516 with p-values of 0.000 (<0.05). The coefficient value is positive, which can be interpreted as the brand experience variable positively affecting word-of-mouth.

e. Brand experience matters significantly to brand image with a coefficient of 0.565 with p-values of 0.000 (<0.05). The coefficient value is positive, which can be interpreted as the brand experience variable positively affecting the brand image.

f. Brand experience matters significantly to repurchase intention with a coefficient of 0.567 with p-values of (<0.05). The coefficient value is positive, which can be interpreted as the brand experience variable positively affecting the repurchase intention variable.

The following explains the hypothesis test results (indirect effect), where there is a significant effect if the significance value is <0.05. The results above concluded that:

a. Event marketing significantly affects customer satisfaction mediated by brand experience with a coefficient of 0.251 with p-values of 0.002 (<0.05). The coefficient value is positive, which means there is a positive influence on the event marketing variable on the brand experience variable, which will indirectly affect customer satisfaction.

b. Event marketing significantly affects word of mouth, mediated by brand experience, with a coefficient of 0.209. with p-values of 0.000 (<0.05). The coefficient value is positive, which means there is a positive influence on the event marketing variable on the brand experience variable, which will indirectly influence word of mouth.

c. Event marketing significantly affects brand image mediated by brand experience with a coefficient of 0.229 with a p-value of 0.004 (<0.05). The coefficient value is positive. The existence of a positive influence on the event marketing variable on the brand experience variable will indirectly influence the brand image.

d. Event marketing significantly affects repurchase intention mediated by brand experience with a coefficient of 0.230 with p-values of 0.002 (<0.05). The coefficient value is positive, which can be interpreted as positively influencing the event marketing variable on the brand experience variable, which will indirectly affect repurchase intention.

e. Service significantly affects customer satisfaction mediated by brand experience with a coefficient of 0.275 with p-values of 0.002 (<0.05). The coefficient value is positive, which means there is a positive influence on the service variable on the brand experience variable, which will indirectly affect customer satisfaction.

f. Service significantly affects word of mouth mediated by brand experience with a coefficient of 0.229 with a p-value of 0.004, so the value is (<0.05). The coefficient value is positive, which can be interpreted that there is a positive influence on the service variable on the brand experience variable, which will indirectly influence word of mouth.

g. Service significantly affects the brand image, which is mediated by brand experience with a coefficient of 0.251 with a p-value of 0.003 (<0.05). The coefficient value is positive, which means there is a

positive influence on the service variable on the brand experience variable, which will indirectly affect brand image.

h. Service significantly affects repurchase intention mediated by brand experience with a coefficient of 0.252 with a p-value of 0.002 (<0.05). The coefficient value is positive, which can be interpreted as positively influencing the service variable on the brand experience variable, which will indirectly affect repurchase intention.

6 Conclusion and Suggestion
6.1 Conclusion

Variable prices have connections that are positive and influential and significant to awareness and association brand as well as impression quality and loyalty brand.

a. Variables Event marketing and service positively connect to the brand experience variable.
b. The brand experience variable has a connection to positive and influential significance on customer satisfaction, word of mouth, brand image, and repurchase intention.

6.2 Suggestion

Based on the resulting study about behavior consumer De.U Coffee can be suggested as follows:

a. De.U Coffee shows that the importance of event marketing and service affects the brand experience significantly. Directly affects satisfaction, word of mouth, brand image, and repurchase intention. Because of that, party management can increase event marketing at De.U Coffee many customers know society, De.U Coffee. Besides that, party management De.U Coffee can Keep going and increase service to the consumer.
b. Share researchers can also analyze satisfaction factors, word-of-mouth, and brand image's role in repurchase intention

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