

## INTISARI

Industri kopi secara global berkembang dengan pesat seiring dengan bertambahnya jumlah permintaan konsumen terhadap produk kopi lokal dan spesialis. Melalui potensi ini, *roastery* lokal di Indonesia berlomba-lomba menonjolkan produk kopi Indonesia dengan mengembangkan identitas merek yang khas. Malabar Roastery merupakan salah satu pelaku usaha dalam industri kopi lokal yang memerlukan peningkatan identitas merek karena identitas merek menjadi sangat krusial dalam memengaruhi daya tarik konsumen di pasar yang semakin kompetitif. Oleh karena itu, sangat penting untuk memahami hubungan pengaruh elemen identitas merek (*brand awareness*, *brand personality*, *brand image*, *brand trust*) terhadap daya tarik konsumen, baik secara keseluruhan maupun terhadap konsumen dengan preferensi jenis kopi tertentu. Analisis dilakukan dengan pendekatan *Structural Equation Modelling* (SEM) terhadap 175 responden yang didapatkan melalui penyebaran kuesioner kepada konsumen Malabar Roastery. Melalui penelitian ini, diketahui bahwa hubungan antara elemen identitas merek dan daya tarik konsumen dapat dianalisis dengan baik menggunakan model *structural equation modelling*. Pada analisis keseluruhan responden, elemen yang berpengaruh positif signifikan adalah *brand image* dan *brand trust*. Pada analisis responden dengan preferensi jenis kopi arabika, hanya elemen *brand trust* yang berpengaruh signifikan, sedangkan pada analisis responden dengan preferensi jenis kopi robusta, hanya elemen *brand image* yang berpengaruh positif signifikan. Sementara itu, pada elemen *brand awareness* dan *brand personality* tidak ditemukan pengaruh signifikan terhadap daya tarik konsumen.

Kata kunci: Identitas Merek, *Brand Awareness*, *Brand Personality*, *Brand Trust*, *Brand Image*, Kopi Lokal, *Structural Equation Modelling*.

### **ABSTRACT**

*The coffee industry is rapidly growing globally alongside the increasing consumer demand for local and specialty coffee products. Leveraging this potential, local roasteries in Indonesia are competing to highlight Indonesian coffee products by developing distinctive brand identities. Malabar Roastery is one business player in the local coffee industry that requires enhancement of its brand identity because brand identity is crucial in influencing consumer appeal in an increasingly competitive market. Therefore, it is important to understand the influence of brand identity elements (brand awareness, brand personality, brand image, brand trust) on consumer appeal, both overall and for consumers with preferences for specific types of coffee. The analysis was conducted using a Structural Equation Modelling (SEM) approach on 175 respondents obtained through the distribution of questionnaires to Malabar Roastery consumers. Through this research, it was found that the relationship between brand identity elements and consumer appeal can be effectively analysed using the structural equation modelling approach. In the overall respondent analysis, the elements that had a significant positive influence were brand image and brand trust. In the analysis of respondents with a preference for Arabica coffee, only the brand trust element had a significant influence, whereas in the analysis of respondents with a preference for Robusta coffee, only the brand image element had a significant positive influence. Meanwhile, no significant effect on consumer attraction was found for the elements of brand awareness and brand personality.*

*Keywords: Brand Identity, Brand Awareness, Brand Personality, Brand Trust, Brand Image, Local Coffee, Structural Equation Modelling.*