An Empirical Analysis of Factors Influencing Brand Equity in Coffee Shops: A Study of Jakarta, Indonesia

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Abstract: - The rapid growth of the coffee shop industry in Jakarta is a direct consequence of Indonesia's strong contribution to global coffee production as the world's fourth-largest coffee producer. The number of coffee shops in Indonesia has reached 10,000 outlets. Due to increased competition among coffee shops, businesses are offering better service quality, innovative products, and improved ambiance and atmosphere to enhance brand loyalty, which eventually contributes to brand equity. However, limited studies have investigated the brand equity factors of coffee shop brands in Jakarta, despite the intense market competition among them. This study investigates how various brand-related factors, such as brand awareness, perceived quality, brand association, and brand loyalty, influence the overall brand equity of coffee shop brands in this highly competitive market. This study adopted a descriptive, explorative, and cross-sectional design with quantitative methods to analyze data collected from a representative sample of coffee shop consumers in Jakarta. Data were collected from 390 respondents from Jakarta city of Indonesia from 390 respondents from Jakarta, Indonesia, and were analyzed using SmartPLS. The statistical analysis confirms that there is a significant relationship between the four factors and brand equity, with perceived quality being the most influential factor among the study variables. This study provides strategic managerial recommendations for coffee shop businesses in Jakarta to enhance brand equity, underscoring the vital role of superior perceived quality while supporting sustainable business growth.

Key-Words: - Consumer Behaviour, Brand Equity, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Coffee Shops, PLS-SEM.

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1 Introduction

In Indonesia, coffee contributes 16.15% to the Gross Domestic Product, and Indonesian people's lives are dependent on coffee plantations. Indonesian coffee production has been the most popular in the global market based on data from the Indonesian Chamber of Commerce and Industry [1]. The global coffee market size for 2024 was estimated at around USD 235,75 billion, and it is predicted to increase with a Compound Annual Growth Rate of 5.4% between 2025 and 2034 or reach around USD 398.90 billion [2]. The biggest coffee producer in the world is Brazil, occupying the top place with a 37% contribution to global production, a significant production gap compared to the other countries [2]. The following countries are Vietnam, Colombia, and Indonesia in fourth place (Table 1). The rapid evolution of coffee culture in Indonesia is marked by the significant growth of Indonesia's local coffee shops. This evolution also altered coffee into a social status symbol in society, and changed coffee shops into a place to hang out with friends and families while drinking coffee and various other food and beverages [3].

Table 1. Top Producing Countries 2024-2025 Coffee Production

Market	Global Production (In %)	Total Production (In Millions)
Brazil	37	64.7
Vietnam	17	29
Colombia	8	13.2
Indonesia	6	10.7
Ethiopia	6	10.63
Uganda	4	6.7
India	4	6.2
Honduras	3	5.52
Peru	2	3.88
Mexico	2	3.87

Source: [2]

The number of coffee shops from various brands in Indonesia was around 1,000 outlets in 2016. This number tripled in 2020, reaching 2,937 outlets with a market value of IDR 4,8 trillion, under the assumption of selling an average of 200 cups per outlet per day [4]. With the rapid expansion of coffee shops, consumers' perceptions become varied when choosing a coffee shop to visit [5]. This amplified the rapid expansion of coffee shops in Indonesia to reach 10,000 outlets in 2025, which include local coffee shop brands, such as Kopi Tuku, Fore Coffee, Kopi Kenangan, Janji Jiwa, Tanamera Coffee, Point Coffee, Kopi Soe, Djournal Coffee, Kopi Kulo, and Kopi Lain Hati [6]. Therefore, the coffee shop landscape in Indonesia is highly competitive with various local and international brands. A study by [7] found that sensors, communication technology, and data analysis are building blocks of smart farming of coffee in the precision agriculture process.

In recent times, coffee shops have taken on a new role of not just enjoying coffee or meeting relatives and friends, but also as a place for working, especially after the pandemic, with the growing popularity of remote working. As a result, many coffee shops have improved their business facilities and interior to make them more attractive to customers and make them feel comfortable. This growing market trend reflects a significant shift in the coffee culture and consumption patterns, finally making coffee shops a lifestyle choice in Indonesian society [8]. Nevertheless, the uncertainty about the effectiveness of marketing strategy and brand visibility in increasing revenue and earning customer loyalty leaves a gap.

Previous studies on coffee shop brands examined service quality, product quality, prices, and brand loyalty [9], [10]. However, few studies focus on the variables influencing brand equity in Jakarta's coffee shop business. Coffee shop business owners are aware of the gravity of brand equity; this is due to the tough and dynamic competitiveness in the food and beverage industries, especially for coffee shops in Jakarta, Indonesia [11]. This study examined key components that can intensify brand equity in coffee shop brands. These elements consist of brand awareness, perceived quality, brand associations, and brand loyalty [12]. It influences customers' satisfaction with products or services and increases their trust in purchase decision-making. [13]'s brand equity dimension consists of four key factors that have been demonstrated in recent studies to have a significant effect on brand equity [14], [15]. Considering the brand equity and its importance for consumers and companies, this study applied four dimensions as evaluative criteria to quantify brand equity across the coffee shop market.

1.1 Research Objectives

1. To determine whether brand awareness has a significant effect on brand equity of coffee shops in Jakarta.
2. To determine whether perceived quality has a significant effect on brand equity of coffee shops in Jakarta.
3. To determine whether brand association has a significant effect on brand equity of coffee

shops in Jakarta.
4. To determine whether brand loyalty has a significant effect on brand equity of coffee shops in Jakarta.

1.2 Research Questions

1. Does brand awareness have a significant effect on brand equity of coffee shops in Jakarta?
2. Does perceived quality have a significant effect on brand equity of coffee shops in Jakarta?
3. Does brand association have a significant effect on brand equity of coffee shops in Jakarta?
4. Does brand loyalty have a significant effect on brand equity of coffee shops in Jakarta?

Brand equity has been studied widely in marketing [16]. It has attracted brand management researchers for decades, and its significance for marketing theory has been emphasized for more than 20 years [17]. A model proposed by [18] conceptualizes and measures customer brand Equity, is considered a pioneering research topic in marketing studies. The current study helps marketing literature by identifying the factors shaping brand equity in the coffee shop industry. The research findings can help coffee shop marketers and entrepreneurs to formulate strategies to enhance brand value in coffee shops in Jakarta, Indonesia.

2 Review of Literature

Literature on brand equity in the coffee shop industry is found to be limited in Jakarta. Past researchers have examined advertising, customer experience, marketing mix, cultural significance, and brand loyalty in connection with the coffee shop business. [19]'s study observed that the coffee shop industry has developed rapidly in Jakarta, where it has created an intense competition. A rise in coffee consumption also supported this growth, with 71% of consumers preferring to consume coffee from coffee shops[6]. [20]'s study points out that coffee shops compete through innovative beverages, customer experience, facilities, and community engagement.

[21] studied advertising, brand image, and price perception in Makassar; [22] examined service quality, food quality, price fairness, and store atmosphere have impact on brand loyalty; [10] focused on marketing mix strategies and their effect on customer satisfaction in coffee shops; [23] highlighted coffee shops as point of social and cultural hubs; and [11] identified price fairness, atmosphere, and service quality as loyalty drivers. Given the limited evidence on brand equity drivers in Jakarta coffee shops, this study evaluates the relationship between brand equity and its four dimensions

2.1 Theoretical Background

This study of factors affecting brand equity of coffee shops is mainly developed on the [13]'s brand equity model; it explains how brand assets and consumer brand perceptions will contribute to the development of brand equity in a highly competitive market. [13] defined brand equity as *"a set of brand-related assets and liabilities linked to a brand's name and symbols that can enhance or reduce the value provided to firms and customers"[24]*. [13] identified five critical dimensions of brand equity, of which four were used in this study, such as brand awareness, perceived quality, brand association, and brand loyalty. While another dimension, "proprietary brand assets," is excluded from the study as it is an outcome of long-term brand performance [25].

Customer-Based Brand Equity (CBBE) model is proposed by [26], which amplifies [12]'s framework by describing how brand equity is built through effective consumer responses. [26] defined CBBE as the *differential effect of brand knowledge on consumer response to brand marketing*. It includes brand salience, its performance, imagery, judgments, feelings, and resonance. These pyramid stages align closely with [13]'s dimensions, where salience relates to brand awareness, performance relates to perceived quality, imagery links with brand association, and resonance results in brand loyalty.

The [12]'s brand equity model is particularly relevant for Jakarta's increasing coffee shop market, in which strong brand equity supports businesses for premium pricing, market expansion, and long-lasting customer relationships [25]. Brand awareness allows the coffee shops to be more visible even in a competitive coffee market, perceived quality reflects product and service excellence on par with customer expectations, brand association supports lifestyle and community connections with coffee shops, and brand loyalty ensures customer retention and business continuity in spite of severe competition [11], [27]. These dimensions are also supported by [14] and [15].

With reference to Jakarta's coffee shop industry, these two brand models are more relevant since the coffee shops function beyond the beverage

providers but also serve as lifestyle and social hubs [27]. Brand awareness, quality perception, and brand associations reflect in brand loyalty and brand resonance in coffee shops [28]. By integrating [13], [26] models, this research provides a strong theoretical basis for factors determining brand equity in the coffee shop market.

2.2 Brand Equity

[13] proposed five dimensions of brand equity which collectively determine the overall brand value and competitive advantage of a firm. Whereas, [28] described CBBE as the unique effect of brand knowledge on consumer response to a firm's marketing. [13] defined the brand equity as *a collection of brand assets and liabilities linked to the brand name and symbol* which can add or reduce the value offered to customers by a firm [24]. Strong brand equity increases consumer preference, purchase intention, and loyalty [29]. [26]'s CBBE Model defines the brand equity as a *differential effect of brand knowledge on consumer response to a brand marketing*Click or tap here to enter text.. Positive brand equity is the result of consumers' favorable response to a branded product compared to an unbranded product. Strong brand equity reduces brand switching and strengthens long-term business growth [24].

The brand equity in Jakarta coffee shops is described as the comprehensive value that consumers create for a coffee shop brand through its attributes such as taste, price, and ambiance [11], [30]. It is inherently rooted in every consumer's knowledge, perception, and experience. The brand equity facilitates charging premium prices, building brand loyalty and competitive advantage effectively [22]. Previous literature is mostly connected to brand equity in coffee shops, focusing on service quality, store ambiance, food quality, affordable pricing, and customer loyalty [21].

2.3 Brand Awareness

[13] defines Brand awareness as the ability of consumers to recognize or recall a brand within a specific product category [24]. According to [29] brand awareness increases trust and reliability perceptions and often acts as a precursor to purchase decisions. Similarly, [26]'s CBBE model identifies brand features as the foundation of brand equity, referring to how often and easily a brand is recalled in purchase or consumption situations.

Both [13] and [26] emphasize that brand awareness is the foundation upon which perceived quality, brand association, and brand loyalty are builtClick or tap here to enter text..

Brand awareness is a critical factor for increasing the likelihood of a brand being purchased by consumers [31], [32] and is measured through quantitative surveys using Likert-scale statements. [33] and [34] identified that brand awareness positively influences brand equity directly and indirectly through perceived quality and brand loyalty. [35] underscore the foundational role of brand awareness in affecting brand equity and increasing consumer buying intention of Starbucks coffee. A study by [36] highlights the importance of brand awareness in shaping perceived value and brand equity. In the case of Jakarta's coffee shop industry, brand awareness represents the extent to which coffee consumers recognize and recall coffee shop brands when thinking about coffee, socializing, or working space. This includes brand name, logo, and other features that spontaneously recall coffee shop brands.

2.4 Perceived Quality

Perceived quality is defined as consumers' assessment of a particular brand's superiority and excellence with reference to a brand. It is an indication of product performance and consumers' experience relating to its brand name, price, marketing, and past experiences [12]. High perceived quality supports purchase decisions, loyalty, premium pricing, and brand differentiation [37]. Similarly, [26] explains brand performance as the product's primary characteristics, reliability, durability, efficiency, and service effectiveness. A brand that consistently meets or exceeds expectations contributes positively to brand equity.

In the Jakarta coffee shop context, perceived quality represents consumers' overall impression of products, including coffee and food, and services such as ambiance, staff attentiveness, and service speed [9]. It also includes judgments of taste, freshness, comfort, and service efficiency compared to competing coffee shops. Perceived quality is a core dimension of brand equity which reduces perceived risk, increases purchase confidence, and positively influences buying decisions [38]. Strong perceived quality also supports higher pricing, customer satisfaction, brand trust, and loyalty [39].

A study by [40] reported that brand loyalty and perceived quality had a stronger effect on brand equity than brand awareness and brand association in fast-moving consumer goods in the United Arab Emirates. Research conducted by [41] revealed that perceived value and brand loyalty have a massive impact on brand equity of Zakat Institutions. Study

of [42] established a less strong or non-existent connection between perceived quality and brand equity, especially with regard to premium products in the category of juice beverages.

2.5 Brand Association

According to [12] and [26], brand association is a key factor in building brand equity. It refers to any connection or memory consumers hold about a brand, helping them interpret its meaning and image. These associations arise from brand attributes and personality, influencing consumer preference and purchase decisions. [29] reveal that strong and favorable brand associations help differentiate a brand, create value, and generate positive feelings toward it, and help consumers process information and provide reasons to choose a specific brand over others.

In Jakarta's coffee shop industry, brand association represents attributes, benefits, attitudes, and emotions consumers connect with a coffee shop brand. These may include quality coffee, cozy ambiance, good Wi-Fi, community atmosphere, social status, or unique menu offerings. Brand association is measured through Likert scales to capture the strength, favorability, and uniqueness of these perceptions. A strong brand association helps in competitive markets and creates a distinct identity in consumers' minds [29]. A study of [25]'s confirms that the elevated brand association leads to higher brand equity through the relative price, personality, the variety of the products, good ambiance, and atmosphere. Moreover, [43] discovered that strong brand associations and brand awareness in lead to brand equity.Brand associations also guide consumer behavior by symbolizing prior experiences [44].

2.6 Brand Loyalty

Brand loyalty is defined by [12] as a consumer's enduring attachment to a brand that leads to consistent repeat purchasing despite external influences or competitors' promotional efforts. He describes loyalty as the heart of brand equity since it is a direct link to future sales and reduced vulnerability to competition [26]. Loyal customers are more tolerant of price increases and competitive offers, require lower retention costs, and generate higher profitability [45]. Brand loyalty also supports premium pricing, strengthens market share, and creates barriers for competitors [46].

Customers with strong emotional attachment are less likely to switch brands and are resilient during economic downturns or negative publicity [29], [47]. Brand loyalty will have a mediating effect between brand awareness and brand equity, explaining that consumer positive experiences strengthen loyalty and brand value [43], [48]. It also reflects the strength of the customer–brand relationship and directly increases brand value [49].

In the context of Jakarta's coffee shop businesses, brand loyalty refers to consumers consistently preferring a specific coffee shop despite many alternatives existing. This appears to be a habitual visit, emotional attachment, or a sense of belongingness associated with the coffee shop. Brand loyalty is measured using Likert's scale statements to assess consumer commitment and repeat purchase behavior.

2.7 Research Framework

The conceptual model presented in Figure 1 considers the factors affecting brand equity by combining the [13] and [26]'s Models.

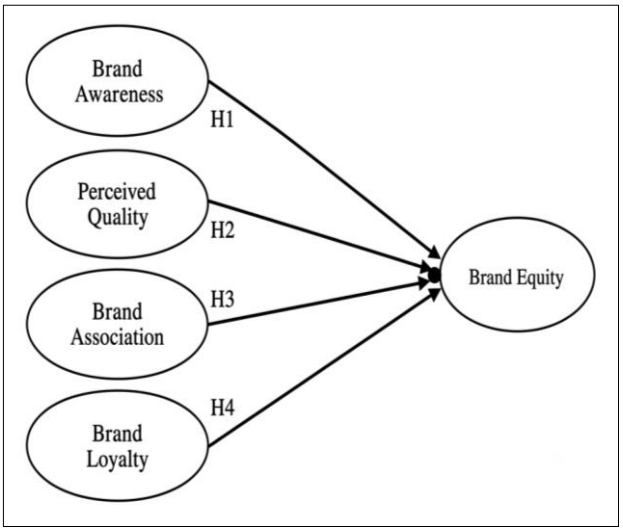


Fig. 1: Research Framework
Source: Created by the Authors

The four primary dimensions of brand equity, such as Brand Awareness (BA), Perceived Quality (PQ), Brand Association (BAS), and Brand Loyalty (BL), are taken into study to assess whether these factors affect the Brand Equity (BE) of coffee shops in Jakarta, Indonesia.

2.8 Hypotheses Development

This study uses [13] and [26] brand equity models to test four hypotheses (H1–H4) factors determining the brand equity in Jakarta's coffee shop industry. The following are the hypotheses framed for the study:

i. H1: Brand Awareness has a significant effect

on brand equity of coffee shops in Jakarta.

ii. H2: Perceived Quality has a significant effect on brand equity of coffee shops in Jakarta.
iii. H3: Brand Association has a significant effect on brand equity of coffee shops in Jakarta.
iv. H4: Brand Loyalty has a significant effect on brand equity of coffee shops in Jakarta.

3 Research Methodology

This study adopted a descriptive, explorative, and cross-sectional research design to determine the factors influencing brand equity in Jakarta's coffee shop brands. The quantitative methodology is suitable for measuring variables, testing hypotheses, and establishing cause-and-effect relationships [50] to study consumer attitudes and behaviors while reducing researcher bias [51], [52]. This design supports validation of established brand equity theories and models for Jakarta's coffee shop businesses [53]. The cross-sectional design allows data to be collected from coffee shop consumers in Jakarta at a single point in time, providing a snapshot of consumer perceptions and enabling the analysis of variable relationships simultaneously [54].

The [55]'s formula was used in this study to determine the sample size to attain the specified objectives. This method uses population size, margin of error, and confidence level into consideration. The sample size was calculated accurately using a 5% margin of error and 95% confidence level. The population of this study is people living in Jakarta. Based on data from Indonesia's Central Bureau of Statistics [56], the population in Jakarta Province is estimated at 10,672,100. Given the study's focus on coffee shop brands, the accessible population for this research will be aged ≥18 years who regularly consume coffee from coffee shops in Jakarta. Therefore, the population is estimated at 8,389,059 in Jakarta; the required minimum sample size is 384 respondents. To account for incomplete surveys and potential non-responses, this number was increased by 10%, to a size of 422 respondents, whereas 390 samples are used for final analysis after removing incomplete data. This study uses a purposive sampling method since the study focuses on a specific group of coffee shop consumers in Jakarta.

The questionnaire uses multi-item Likert scales for all variables to measure consumer perceptions and attitudes quantitatively. Each items under constructs such as Brand Awareness (BA), Perceived Quality (PQ), Brand Association (BAS), Brand Loyalty (BL), and Brand Equity (BE) are drawn from established theories and prior marketing studies. The data are collected through a self-administered online questionnaire using Google Forms, primarily distributed through the researcher's established networks, including family, colleagues, friends, and extended contacts, to facilitate access to the purposive sample using emails, WhatsApp, and social platforms [3]. Only individuals who meet the sampling selection criteria, i.e., being ≥18 years and consuming coffee from coffee shops in Jakarta, are invited to participate. The data is collected between 23 December 2025, and 10 January 2026, a total of 40 responses were collected for the pilot study and 390 responses for the full data set [57]. Initially, a pilot study is conducted to detect unclear wording, ambiguous questions, confusing instructions, and problematic items in the multi-item Likert scales and questionnaire [58], [59]. The initial measurement instrument comprised 20 items across five constructs adapted from established literature. Following pilot testing, 2 items were removed due to cross-loadings, leaving 18 finalized items (Brand Awareness: 4, Perceived Quality: 3, Brand Association: 4, Brand Loyalty: 4, and Brand Equity: 3) evaluated on a 5-point Likert scale.

This study follows ethical principles to ensure participants' rights, dignity, and well-being in online survey data collection using purposive sampling [60], [61]. Informed consent is obtained through a Google Forms statement outlining the study purpose, voluntary participation, anonymity, and confidentiality; submission indicates implied consent [62]. In this study, no personal identifiers are collected, and data are accessed only by the researcher and analyzed in aggregate form [63], [64]. The respondents' participation is voluntary, and there is no coercion, and the online format poses minimal risk. While direct participant benefit is limited, the study contributes to academic knowledge and offers practical insights for marketers and coffee shops in Jakarta [65], [66].

In this study, the reliability of the instrument is assessed using Composite Reliability (CR) for PLS-SEM, as it considers different indicator loadings [67], [68], [69], and Cronbach's Alpha is also used as a traditional measure [70]. *Content validity* is ensured through literature review and adoption of validated scales [71], [72]. *Construct validity* is assessed through convergent and discriminant validity using SmartPLS. This study employs a quantitative data analysis using SmartPLS as the main statistical tool, suitable for complex models and prediction-based research [73]. Hypotheses (H1–H4) are tested through path analysis using

Structural Model Analysis, while bootstrapping determines the significance of path coefficients through t-values and p-values. The model also evaluates R^2 for explained variance, f^2 for effect size, and Q^2 for predictive relevance and out-of-sample predictive power [74].

4 Data Analysis and Results

This section provides a detailed analysis of the data collected to meet the objectives. The data were analyzed using SPSS and SmartPLS4 software, where the measurement and structural equation models (SEM) were comprehensively validated.

4.1 Pilot Study Analysis

The pilot study involved 40 participants to assess the overall quality of the questionnaire. Two items were removed because they did not load on their intended constructs and showed cross-loading issues, indicating weak alignment with the theoretical framework [75]. These items also showed conceptual overlap with variables such as brand awareness and brand loyalty, which could weaken discriminant validity [76]. The removal of two items led to clarity in the construct and improved reliability of the instrument [3], [57]. Later, exploratory factor analysis and reliability tests were conducted. The Cronbach's alpha value of ≥ 0.7 for all constructs reflects internal consistency and reliability of data collected.

To address potential common method variance arising from single-source survey data, Harman's single-factor test was conducted. Unrotated principal component factor analysis revealed that the first factor accounted for 34.20% of the total variance, well below the 50% threshold. Additionally, full collinearity testing yielded Variance Inflation Factors (VIF) between 1.24 and 2.15 across all latent variables, confirming that common method bias does not pose a threat to data validity.

4.2 Demographic Characteristics of Sample

Table 2 shown below presents the description of 390 respondents of the study in terms of their demographic characteristics, coffee shop preferences, and consumption patterns.

- *Gender:* Out of the total 390 respondents, the male sample has a majority of 65.9%, while females show 34.1%. This outcome reveals that male consumers were more active in coffee shop consumption; it is attributed to stronger coffee habits, social and professional gatherings, and Coffee culture lifestyle.
- *Age:* Among the total respondents, the majority fall in the age group of 29–44 years (74.1%), symbolizing the millennial generation. Next highest age group is 18-28 (18.4%). Both age groups constitute 92.5%. For coffee businesses, millennials and Generation Z are the primary target in Jakarta, since they have adapted to coffee shop culture as part of their routine life.
- *Employment Status:* When the employment status of respondents was analyzed, the majority of the respondents were professional employees, including full-time and contract workers, accounting for 65.1% of the total sample, followed by entrepreneurs/ self employed (24.4%). This reflects that working professionals and entrepreneurs frequently visit coffee shops for business meetings, remote work, and relaxation in their daily lives.
- *Coffee Consumption per Day:* When analyzing the coffee consumption pattern of respondents, 30.5% of respondents consume three times daily, followed by 29% who drink two times a day, 24.1% consume more than three times, and 16.9% who drink only once. This statistic reveals that coffee is part of daily life and a source of energy, productivity, lifestyle, and social habit.
- *Coffee Purchases per Week:* When asked to respond to the number of times coffee is purchased from coffee shops, the majority of respondents (67.9%) revealed more than five times per week, while 23.1% stated three to five times, and 9% purchased one to two times. The results indicate that customers are totally dependent on coffee shops for coffee purchases. This indicates that convenience, brand preference, and habitual consumption affect purchasing behavior.
- *Coffee Shop Preference:* The respondents stated that they prefer local coffee shops such as Fore Coffee, Tomoro, Tuku, Common Ground, and Ombe Kofie, with 65.1% of respondents, as compared to foreign brands like Starbucks and Arabica. This can be attributed to affordable prices, local tastes, easy accessibility, and a stronger emotional connection with domestic brands.
- *Average Monthly Coffee Spending:* The respondents are asked to reveal their spending on coffee per month, the most of the respondents spend Rp 1,000,000–Rp 2,000,000 per month on coffee (33.6%), followed by less than Rp1,000,000 (32.3%), Rp 2,000,001–Rp

3,000,000 (22.8%), and more than Rp 3,000,000 (11.3%). This reveals that consumers are spending a significant portion of their monthly income on coffee consumption in their lifestyle and daily expenditure patterns.

Table 2. Demographic profile of respondents

		Frequency (n=390)	Percent (%)
Gender	Male	257	65.9
	Female	133	34.1
Age	18–28 years old	64	16.4
	29–44 years old	289	74.1
	45-60 years old	35	9.0
	Above 60 years old	2	0.5
Employment status	Student	30	7.7
	Professional Employee (full-time/contract)	254	65.1
	Entrepreneur / self-employed	95	24.4
	Unemployed	11	2.8
Coffee consumption per day	Once	66	16.9
	Twice	113	29.0
	Three times	117	30.0
	More than three times	94	24.1
Coffee purchases per week	Rarely (1-2 times)	35	9.0
	Sometimes (3-5 times)	90	23.1
	Frequently (> 5 times)	265	67.9
Coffee Shop Preference	Local coffee shops	254	65.1
	Foreign coffee shops	136	34.9
Average monthly coffee expenditure	Less than Rp 1,000,000	126	32.3
	Rp 1,000,000 – Rp 2,000,000	131	33.6
	Rp 2,000,001 – Rp 3,000,000	89	22.8
	More than Rp 3,000,000	44	11.3

Source: Created by the Authors

Bivariate statistical tests were conducted in SPSS to evaluate differences across consumer demographics. Independent samples t-tests indicated no significant differences between male and female respondents regarding overall Brand Equity ($t = 1.12, p = 0.263$). One-Way ANOVA tests showed significant differences in monthly expenditure levels regarding Brand Loyalty ($F = 4.89, p = 0.002$), where high-spending consumers (>Rp 3,000,000) exhibited higher loyalty. Lastly, a Chi-Square test of independence confirmed a significant association between age group and coffee shop preference ($\chi^2 = 14.32, p = 0.002$), with younger respondents leaning toward local brands.

4.3 Factor Analysis

The feasibility of conducting factor analysis was assessed by the Kaiser-Meyer-Olkin (KMO) test of sampling adequacy and the Test of Sphericity. In particular, a KMO value of ≥ 0.50 and a subsequent Bartlett Test value of $p < 0.05$ are the conditions to ensure the suitability of using factor analysis. According to Table 3, the value of KMO is 0.845, which exceeds the standard value of 0.5; and a very significant Bartlett's Test ($p < 0.001$) allows for performing factor analysis.

Table 3. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	907.291
	Df	153
	Sig.	<.001

Source: Created by the Authors

Table 4 reveals that the factor loading for each variable is greater than 0.5, which indicates that each factor has sufficient weight in terms of the variables.

Table 4. Factor Loading

Variable	**Item**	**Factor Loading**
BA	BA 1	0.856
	BA 2	0.824
	BA 3	0.842
	BA 4	0.851
PQ	PQ 1	0.716
	PQ 2	0.678
	PQ 3	0.688
BAS	BAS 1	0.853
	BAS 2	0.846
	BAS 3	0.838
	BAS 4	0.849
BL	BL 1	0.830
	BL 2	0.735
	BL 3	0.774
	BL 4	0.771
BE	BE 1	0.696
	BE 2	0.723
	BE 3	0.817

Source: Created by the Authors

Although certain individual indicator loadings (e.g., PQ 2 = 0.678, PQ 3 = 0.688, BE 1 = 0.696) fall slightly below 0.70, they were retained because they exceed the established social science cutoff of 0.60 (Hair et al., 2018). Retention is further justified because the construct-level Average Variance Extracted (AVE) values (PQ = 0.623, BE = 0.739) and Composite Reliability metrics comfortably

exceed their required thresholds (0.50 and 0.70, respectively), establishing construct validity.

4.4 Measurement of Reliability& Validity

To establish a strong basis for interpreting the relationship among the study variables, the reliability and validity were assessed and presented in Table 5.

Indicator reliability, a crucial measurement model, evaluates the extent to which each indicator item constantly measures its intended latent construct [67]. This assessment is typically performed by examining the outer loadings of each indicator, with values ≥ 0.70 statistically acceptable, representing that the item shares more variance with its respective construct than its error.

Cronbach's Alpha greater than 0.7 is widely accepted for instrument reliability in consumer studies [77]. The Alpha values for all constructs in this study are in the range of 0.703 to 0.856, which exceeded the threshold level of 0.7 and indicates greater internal consistency in all variables [69]. BL showed the highest internal consistency among all constructs, followed by BE at 0.823, BA at 0.815, BAS at 0.799, and PQ at 0.703, indicating strong reliability [78], [79].

Table 5. Summary of Constructs Reliability and Validity

Variable	Indicator	Indicator Reliability	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
BA	BA 1	0.849	0.815	0.878	0.642
	BA 2	0.781			
	BA 3	0.830			
	BA 4	0.741			
PQ	PQ 1	0.864	0.703	0.831	0.623
	PQ 2	0.784			
	PQ 3	0.713			
BAS	BAS 1	0.833	0.799	0.868	0.623
	BAS 2	0.793			
	BAS 3	0.812			
	BAS 4	0.715			
BL	BL 1	0.877	0.856	0.902	0.699
	BL 2	0.849			
	BL 3	0.890			
	BL 4	0.718			
BE	BE 1	0.835	0.823	0.895	0.739
	BE 2	0.878			
	BE 3	0.866			

Source: Created by the Authors

Composite Reliability values exceeding 0.80 are considered to be strong reliability. In this current study, composite reliability values are between 0.831 and 0.902, providing strong internal consistency and high intercorrelation among constructs and their respective variables. BL recorded the highest CR value at 0.902, followed by BE (0.895), BA (0.878), BAS (0.868), and PQ (0.831), which demonstrates strong relia(bility and convergence.

Convergent validity is a critical aspect of construct validation, which is assessed using the *Average Variance Extracted*. Table 6 presents all AVE values for the constructs above the 0.5 threshold, ranging from 0.623 to 0.739, confirming adequate convergent validity for all latent variables in the model [80].

Discriminant validity is another construct validation, which checks whether a construct is clearly different from other constructs in the model [81]. The Fornell-Larcker Criterion, which posits that the square root of the AVE for each construct should be greater than its correlations with all other constructs, will be examined to confirm that each latent variable captures unique variance[74]. The results in Table 6 showed that the square root of the AVE for each construct exceeded its inter-construct correlations, thereby confirming adequate discriminant validity

Table 6. Fornell-Larcker criterion

	BAS	BA	BE	BL	PQ
BAS	0.789				
BA	0.292	0.801			
BE	0.479	0.327	0.860		
BL	0.347	0.333	0.433	0.836	
PQ	0.364	0.180	0.476	0.196	0.789

Source: Created by the Authors

Heterotrait- Monotrait (*HTMT)* Ratio is conducted, with ideally preferred values of less than 0.90 or 0.85 with conceptually discrete constructs) [82], [83]. Table 7 indicates that all HTMT Ratio values were below this conservative threshold, further solidifying the distinctiveness of the constructs within the model.

Table 7. HTMT Result

	BAS	**BA**	**BE**	**BL**	**PQ**
BAS					
BA	0.360				

BE	0.578	0.396			
BL	0.413	0.409	0.505		
PQ	0.473	0.240	0.603	0.241	

Source: Created by the Authors

4.5 Structural Model Assessment

4.5.1 Coefficient of Determination

The Table 8 shows the coefficient of determination (R^2) values for BE, which indicates the proportion of total variance in the dependent variable is explained by its independent variables BA, PQ, BL, BAS and R-square consideration values are typically interpreted as weak, moderate, or strong, with thresholds often cited around *0.19, 0.33, and 0.67* respectively, depending on the research context [84].

Table 8. Coefficient of Determination Result

	R-square	**R-square adjusted**
Brand Equity (BE)	0.413	0.407

Source: Created by the Authors

The R^2 result of 0.413 and the R^2 adjusted result of 0.407 indicate that the independent variables together explain up to 41.3% of the variance in the dependent variable, which represents the model's moderate explanatory power. While the remaining 58.7% is attributed to other variables not incorporated within this specific research model.

4.5.2 Path Coefficient

The magnitude and direction of the relationships between an independent and a dependent variable are indicated by the path coefficients, and the p-values of the relationships determine whether such relationships are statistically significant.

Table 9. Path Coefficient Result

Hypothesis	**Relationship**	**Path Coefficient (β)**
H1	BA> BE	0.117
H2	PQ > BE	0.318
H3	BAS > BE	0.243
H4	BL > BE	0.247

Source: Created by the Authors

Table 9 presents the path coefficient (β) results, which delineate the direct effects of the four factors on Brand Equity. The path coefficient value ≥0.10 is required for evaluation of the structural model.The results explained that the path coefficient value for the four hypotheses' relationships (H1, H2, H3, H4) exceeded the 0.1 threshold value. Therefore, all the hypotheses met the criterion value of 0.1000 (β >= 0.1).

4.5.3 Hypotheses Testing

In this study, the hypotheses (H1, H2, H3 and H4) were tested using bootstrapping with SmartPLS. Bootstrapping is a non-parametric resampling technique applied to determine the significance of path coefficients, which provides accurate standard error estimates, t-values, and p-values when data are not always normally distributed [85].

Table 10. Hypotheses Testing Result

	Original sample	**Sample mean**	**Standard deviation**	**T statistics (O/STDEV)**	**P values**	**Interference**
BA > BE	0.117	0.120	0.050	2.331	0.020	Significant
PQ >BE	0.318	0.320	0.045	7.104	0.000	Significant
BAS> BE	0.243	0.242	0.051	4.812	0.000	Significant
BL > BE	0.247	0.249	0.047	5.244	0.000	Significant

Source: Created by the Authors

Table 10 shows that all hypotheses (H1 to H4) framed between the independent variables and Brand Equity were statistically significant, as all p-values were below 0.05 and the t-values were higher than the critical value, confirming the proposed relationships at a 95% confidence level.

4.5.4 The Effect Size

The effect size (f- square) measures the substantial impact of each variable on the R^2 of the dependent variable, Brand equity [76]. These f-square values Table 11 indicate that PQ has a moderate effect size, while BL, BAS, and BA exhibit small effect sizes on BE, as per general guidelines for interpreting f-square values where 0.02 is considered small, 0.15 moderate, and 0.35 large [86].

Table 11. The Effect Size (f^2) Result

	f-square
BA > BE	0.020
PQ > BE	0.147

BAS > BE	0.077
BL > BE	0.085

Source: Created by the Authors

This indicates that all factors contribute significantly to BE, PQ exert significant influence compared to the other variables. Specifically, the f-square value for PQ (0.147) closely approaches the threshold for a moderate effect, highlighting its critical role in shaping BE.

4.5.5 Predictive Relevance

The predictive relevance (Q^2) assesses the model's ability to predict endogenous latent variables, thereby evaluating the out-of-sample predictive power of the model. According to Table 12 the calculated Q^2 values of 0.295 coming from 1-(SSE/SSO) or 1-(824.665/1170).

Table 12. Predictive Relevance (Q^2) Result

	SSO	SSE	Q^2 =(1-SSE/SSO)
Brand Equity	1170.000	824.665	0.295

Note: SSO (Sum of Squares Observation); SSE (Sum of Squares Errors)
Source: Created by the Authors

The Q^2 value greater than zero signifies the model has fair predictive capacity for BE [87]. Specifically, the Q^2 value of 0.295 suggests a moderate predictive capacity that shows predictive variables have significant variance in BE [88]. This indicates that the model is effective in predicting the BE of coffee shop brands in Jakarta.

5 Discussion and Conclusions

This section summarizes the findings of the data analysis, offers academic and managerial implications along with limitations and directions for future research.

5.1 Findings and Discussion

The purpose of the study is to provide an analysis of the variables influencing the brand equity of coffee shop brands within Jakarta, which involves the investigation of how the individual variables interact to provide assistance in the overall brand equity model in the competitive coffee shop business within the Jakarta market.

H1: Brand Awareness has a significant effect on brand equity of coffee shops in Jakarta
Hypothesis 1 focused on the relationship between brand awareness and brand equity, and referred to Table 10. Hypothesis 1 is supported, with a p-value of 0.020, which is lower than the significance level of 0.05, and a β coefficient of 0.117, and a t-statistic of 2.331 greater than 1.96. This statistical outcome substantiates that an increase in brand awareness significantly contributes to enhancing the brand equity of coffee shops in Jakarta, consistent with prior research emphasizing the significant effect of brand awareness on brand equity by [33], [35], and [36].

H2: Perceived Quality has a significant effect on brand equity of coffee shops in Jakarta
For hypothesis 2, which investigated the relationship between perceived quality and brand equity, the analysis revealed a p-value of 0.000, a β coefficient of 0.318, and a t-statistic of 7.104, confirming a strong and significant positive effect of perceived quality on brand equity. On top of that, Perceived Quality has the highest f^2 Result of 0.147 compared with other variables, showing that Perceived Quality was the most influential factor in enhancing brand equity. The result also correlates with other scholarly works, which have frequently shown that perceived quality is the key factor in defining overall brand equity[38], [40], [41].

H3: Brand Association has a significant effect on brand equity of coffee shops in Jakarta
The analysis of Hypothesis 3 demonstrated a statistically significant positive effect of brand association on brand equity, supported by a p-value of 0.000, a β coefficient of 0.243, and a t-statistic of 4.812, all indicating a robust relationship. This finding underscores that a well-established and positive brand association is crucial for enhancing the overall brand equity of coffee shops in Jakarta, consistent with research affirming the importance of brand association in strengthening brand equity. These results align with previous studies by [25] and [43] that found brand association significantly influences brand equity, often by creating unique connections in consumers' minds.

H4: Brand Loyalty has a significant effect on brand equity of coffee shops in Jakarta
The analysis of Hypothesis 4 revealed that there is a significant positive relationship between brand loyalty and brand equity, with a corresponding p-value of 0.000, β coefficient of 0.247, and t-statistic of 5.244. This will validate that strong brand loyalty significantly enhances the overall brand equity of coffee shops in Jakarta. The results

support the previous studies that recognize brand loyalty as a core dimension of brand equity. Brand loyalty has a direct and significant positive effect on brand equity and may even have a stronger influence than factors such as brand image[41], [42], [43].

The statistical results of Hypotheses 1 to 4 confirm that factors such as brand awareness, perceived quality, brand association, and brand loyalty significantly affect brand equity in Jakarta's coffee shop industry. These results support the previous works on brand equity, showing that each dimension contributes uniquely to the total brand equity of coffee shops. Out of the study variables, perceived quality emerged as the strongest influence on brand equity, followed by brand loyalty, brand association, and brand awareness.[25], [30], [33], [35], [36], [38], [40], [41], [42], [43].

5.2 Research Implication

5.2.1 Academic Implication

This study offers important theoretical implications to academics by strengthening the understanding of brand equity in Jakarta's coffee shop industry through [13]'s brand equity model. For this study, [13] and [26]'s framework served as the main theoretical foundation, explaining how brand loyalty, brand awareness, brand association, and perceived quality support overall brand equity. The four hypotheses (H1–H4) were directly developed from [13] 's model, which posits the positive influence of the dimensions on brand equity. The findings confirmed that all four variables significantly affect Brand Equity in the Indonesian coffee shops context and also provide a complete understanding of these dimensions. The Perceived Quality demonstrates the strongest influence on Brand Equity. These finding enriches [13]'s theory by demonstrating that the strength of each dimension may vary across industries and cultural settings.

5.2.2 Managerial Implications

This study offers practical implications for coffee shop owners, marketers, and brand managers in Jakarta, emphasizing the importance of brand awareness, brand loyalty, brand association, and perceived quality in building brand equity for coffee brands. Coffee shop marketers need to attract attention in addition to communicating product quality and a strong image in the customers' minds to promote brand loyalty. To achieve brand loyalty, the coffee shops need to offer high-quality products and superior services, which is extremely important, since perceived quality was identified as the strongest factor influencing brand equity. This needs continuous menu innovation, maintaining service excellence, and creating an appealing store ambiance to build up positive brand perceptions and sustain competitive advantage.

5.3 Limitation of Study

This study has a few limitations due to the availability of time, manpower, and resources, which can influence the scope and generalizability of its research outcomes. This research focuses on respondents in Jakarta, which limits the applicability of the results to other regions. Since Indonesia has many cities, diverse cultures, and consumer behaviors, the findings from Jakarta may not fully represent other markets. In order to expand the scope of the research, future studies should include other cities such as Bandung, Surabaya, and Medan to provide a broader understanding of brand equity in the coffee shop industry. Since the study adopted a cross-sectional research design, which captures the data at one point in time, it may not trace brand equity over longer periods. To overcome this, longitudinal studies are more supportive in drawing conclusions and generalizing the findings across the entire Indonesian coffee market.

5.4 Direction for Future Research

In order to expand the outcomes and findings, future research can replicate the study in other main cities of Indonesia like Medan, Surabaya, and Bandung to examine whether the factors of brand equity remain consistent in all urban markets. This would allow us to conduct comparative analysis in consumer perceptions and brand equity dimensions. Since the R^2 value of 0.413 indicates that the independent variables explain up to 41.3% of brand equity variance, the remaining 58.7% may be influenced by other factors not included in this model. Future studies should therefore consider additional variables such as service quality, customer satisfaction, and emotional connection for a deeper analysis of brand equity.

In extension to the current research, future studies may consider qualitative methods like focus group discussions and in-depth interviews of customers to investigate the psychological and experiential factors influencing consumer brand perceptions alongside a quantitative approach. The mixed-method approach can provide a thorough

understanding of the key factors influencing brand equity. Since perceived quality emerged as the strongest factor, future studies should examine the direct and indirect relationships among brand equity dimensions, including possible mediating and moderating effects on study variables. Additionally, longitudinal studies would be useful in tracking changes in consumer preferences and market trends to understand the long-term impact of marketing strategies on the coffee shop industry.

5.5 Conclusion

The current study statistically analyzes the drivers of brand equity in the coffee shop market in Jakarta, which has largely brought out the importance of perceived quality, brand awareness, brand association, and brand loyalty. Specifically, the findings underscore the importance of reinforcing perceived quality due to its significant contribution to overall brand equity, consistent with observations in other competitive markets. Moreover, this research can contribute to existing literature by informing about the specifics of brand equity in an urban Indonesian coffee market in Jakarta that is flourishing.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process

During the preparation of this work, the author(s) utilized artificial intelligence (AI) technologies solely for the purpose of linguistic refinement and grammatical correction. Following the application of these tools, the author(s) comprehensively reviewed, verified, and edited the resulting text. The author(s) maintain full accountability and responsibility for the accuracy, integrity, and final content of the publication.

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