Factors Affecting Brand Loyalty in the Branded Cafe Industry in the Jabodetabek Area

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Abstract

The purpose of this study was to analyze the positive effect of perceived communication consistency on brand trust, affective brand commitment, and brand loyalty. This study also analyzed the positive effect of brand trust on affective brand commitment and brand loyalty, in addition, to analyze the positive effect of affective brand commitment on brand loyalty. Data were collected by an online questionnaire that had been shared on social media, with the target to Jabodetabek residents that like to go to a branded cafe and following the said branded cafe media social account. 278 samples were collected using purposive sampling and then analyzed using the Partial Least Squares - Structural Equation Modelling (PLS-SEM) approach, which was processed by SmartPLS software. The result of this study showed that almost all of the hypotheses were accepted (i.e.: having positive effects); however, perceived communication consistency was found not to have a positive effect on affective brand commitment.

I. Introduction

The fast business growth in the industrial sector in the world, especially in Indonesia, has resulted in increasingly fierce competition between businesses. Globalization and innovations play a significant role for market participants to compete and gain a competitive advantage (Hill, 2013). In the face of intense competition and limited resources, market participants need to pay attention to getting new customers and retaining their old customers (Wirtz & Lovelock, 2018).

Likewise, the cafe industry in Indonesia is increasing significantly every year. It is noted that the cafe business grows about 15-20% every year due to changes in the lifestyle of the Indonesian people who are more modern (Kafé Kolong, 2020). However, the number of market players engaged in the cafe industry has also made competition within the sector more stringent. Therefore, market participants need an effective strategy, especially in relationship marketing, to build customer loyalty, establish long-term relationships and also be ready to face intense competition.

Customer loyalty is essential for business because good relationships with customers can make a company strong and survive even more so for a very dynamic cafe industry that prioritizes innovation to satisfy customers. Customer loyalty itself is a long-term development process. Therefore, market participants must have the right communication strategy and meet the needs and expectations of each customer so that it can lead to brand loyalty.

To generate loyalty, market participants must create a sense of customer trust in the *brand* or the brand itself because trust is a fundamental concept in the occurrence of transactions (Misbach & Hadiwidjojo, 2013). Without a sense of trust, it is almost impossible for a buying and selling process to occur between one brand to consumers, let

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alone repeat purchases. Brand trust factor or the product performs an essential function because it influences customer decision making. Building customer trust will strengthen customer loyalty to the brand. However, this process is not easy, so it is vital for a company or brand.

Sometimes "*burning money*" is not enough because there are stages in the consumer buying cycle. The first stage is to have an awareness of the product. Therefore, market participants must make potential customers aware of the brand's existence and what the brand has to offer. There are various ways to develop and introduce a brand to customers, but maintaining a consistent brand is sometimes forgotten. Therefore, consistency of communication to customers is needed.

Regular, consistent communication will be more accessible for customers to remember the brand. The consistency of brand communication will make it easy for consumers to associate the brand with something positive, both from brand identification and emotional feelings.

According to Knox and Walker (2001), loyalty arises due to commitment (Koo, 2003). If a brand can meet customer expectations and provide reasonable customer satisfaction, it will commit to it.

The tight level of competition in getting or retaining customers in the cafe industry causes competition to be higher to maintain customer loyalty to a brand. Therefore, market participants must generate customer commitment to the brand by providing customers with satisfaction and expectations.

Thus the consistency of communication, trust and affective commitment have a considerable role in retaining or getting customers. This research replicates the study from erić, Ozretić-Došen, & kare (2019) to know the factors that influence brand loyalty in the branded cafe industry in the Greater Jakarta area. Especially for the factors *perceived communication consistency*, *brand trust*, and *affective brand commitment*, according to the reference study by erić *et al*. (2019).

II. Review of Literature

2.1 The Relationship between Perceived Communication Consistency and Brand Trust

Companies must convey what messages they want to get to consumers in their marketing communication strategy. With the growing number of media where companies and brands can reach consumers and the competition between brands, the message conveyed must be clear and prominent.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

The message is not only seen from what is presented by the brand from various media, but consumers can also conclude the letter from the marketing mix strategy that is carried out, not only depending on the side *promotion* (Belch & Belch, 2003). For example, consumers may receive messages about the quality of a product just by looking at the price, packaging design, brand, and where the product is sold (Belch & Belch, 2003).

In marketing communications, consistency is essential, especially when using the concept of *Integrated Marketing Communications* (Belch & Belch, 2003; Kwon, 2013). The goal is to provide consistent message content through various media on an ongoing basis. What is received by consumers is a message that is overall the same and makes the brand's position in the minds of consumers determined (Belch & Belch, 2003).

In addition, delivering messages that are consistent in content can provide several advantages. Consumers can identify brands better (Rodríguez-Molina *et al.*, 2019), breakthrough *clutter*, and gain consumer trust (Kwon, 2013). This can increase the dimensions of *brand equity*, including the ability of consumers to remember the brand, brand evaluation, and consumer attitudes towards the *brand image.*

In general, trust is defined as how willing one party is to depend or cooperate with another party in a transaction process (Morgan & Hunt, 1994). Furthermore, trust in the brand itself can be interpreted as perceptions and expectations based on the belief that the brand has certain traits and characteristics that are consistent, competent, and credible (El Naggar & Bendary, 2017). Kabadayi & Koçak Alan (2012) also tried to define brand trust as to how willing consumers are to rely on the product/service of a particular brand in carrying out the function of the product/service.

As one of the essential factors in the success of a business, trust in the brand itself can be increased by consistent messages sent by the brand (Šerić *et al.*, 2019). This is because consistent messages, both in media (through advertisements, discounts, or other promotional activities) and time, will shape the brand's reputation and identity, which will impact the emergence of trust from consumers to the brand (Šerić *et al*., 2019).

The proposed hypothesis is as follows:

H1. *Perceived communication consistency has a positive effect on brand trust.*

2.2 The Relationship between Perceived Communication Consistency and Affective Brand Commitment

Commitment can be interpreted as psychological feelings and thoughts that bind without the element of coercion. The attitude of commitment in relationships with partners will provide long-term benefits for both parties (Arief *et al.*, 2017). In relationship marketing studies, consumer commitment includes consumers' psychological and economic attachments to specific products, brands, or companies (Igleas *et al.,* 2011).

Consumers can be emotionally attached to a brand (Kang, 2021). Communication through various media can form positive attitudes and good relationships between consumers and brands to create practical commitment (Kang, 2021). Consistent positive communication using positively *integrated marketing communication* affects affective commitment and brand loyalty (Melewar *et al.*, 2017). Therefore, a company can carry out constant contact to create a promise so that consumers can remember all things related to the company's brand business. They feel a sense of involvement with the brand and an emotional understanding of it. These factors will cause consumers to desire to maintain their relationship with the brand because they have a stronger connection than just status.

The proposed hypothesis is as follows:

H2. *Perceived communication consistency* has a positive effect on *affective brand commitment*.

2.3 Relationship between Brand Trust and Affective Brand Commitment

Practical commitment from consumers is one of the essential factors in sales because consumers who commit will continue to be bound because they want to. Affective commitment is characterized by attachment feelings, trust, and strong identification from

customers to a brand (Fullerton, 2003). This relationship is formed because of the positive influence between the two parties. In essence, consumers feel they have an emotional bond, identification, and involvement in a brand or company (Fullerton, 2003).

The belief that a brand will be able to meet the needs of consumers is the basis for forming a practical commitment (Lakshmi & Suresh, 2021), which can reflect the relationship between consumers and brands, which then affects consumer commitment beyond mere brand performance (Kootenaie & Kootenaie, 2021). Thus, it can conclude trust to be the main factor of consumer commitment to the brand (Morgan & Hunt, 1994). Suppose brands can be trusted by their consumers and provide the best values. In that case, the market for the benefit of their consumers can generate emotional attraction and a desire to maintain a long-term relationship with the brand that will positively impact the company.

The proposed hypothesis is as follows:

H3. *Brand trust* has a positive effect on *affective brand commitment*.

2.4 Relationship between Perceived Communication Consistency and Brand Loyalty

Loyalty is an attitude of loyalty and loyalty to the brand, indicating a bond between consumers and the brand, which can be seen by repeat purchases made by consumers (Assael, 1998). Consumer experience in consuming a product or brand becomes a lesson for consumers to be loyal (Assael, 1998). Thus, brand loyalty is a form of loyalty to a brand that has been purchased and consumed (Arief *et al.*, 2017).

In relationship marketing, consistent consumer behaviour requires understanding consumer learning principles that create long-term behavioural consistency. So that makes loyalty one of the essential factors in marketing that can positively impact companies, including increasing purchases and reducing marketing costs.

Consumers will trust and be loyal to the brand as long as the brand delivers and offers the expected values. Commitment to a brand arises when the brand produces products that have quality and benefits following consumer perceptions (Lau & Lee, 1999).

Therefore, maintaining consistency in marketing the values owned by the brand is very important to maintain a sense of consumer attachment to the brand or attract new consumers. Brands that successfully perform consistently in direct marketing will increase consumer loyalty.

The proposed hypothesis is as follows:

H4. *Perceived communication consistency* has a positive effect on *brand loyalty*.

2.5 Relationship between Brand Trust and Brand Loyalty

Building long-term relationships are essential to achieve brand loyalty, where trust is crucial (Alhaddad, 2015). Several studies state that trust in brands is the most critical factor in shaping consumer loyalty to brands (Rather *et al.*, 2019), so to be able to achieve this, prioritizing *relationship-building* compared to transactional relationships is critical. Affective commitment and consistent communication influence brand loyalty (Šerić *et al*., 2019).

Based on an attitude component, loyalty can even substitute for human contact between companies and consumers (Matzler *et al.*, 2006). This is undoubtedly based on the belief that the products/services of the brand can solve the problems of consumers on a constant and regular basis (Lakshmi & Suresh, 2021).

Brand trust and *brand loyalty* have a close relationship. Commitment to the brand arises because of confidence in the brand. When consumers already have devotion to a particular brand, consumers are likely not to look for alternative brands.

H5. The proposed hypothesis is as follows:

Brand trust has a positive effect on *brand loyalty*.

## 2.6 Relationship between Affective Brand Commitment and Brand Loyalty

Practical commitment from consumers is one of the most critical factors in sales because consumers who are committed will continue to be bound because they want to. Affective commitment is characterized by attachment feelings, trust, and strong identification from customers to a brand (Fullerton, 2003). This relationship is formed because of the positive influence between the two parties. In essence, consumers feel they have an emotional bond, identification, and involvement in a brand or company (Fullerton, 2003).

Affective commitment is also a vital factor in forming and maintaining customer loyalty (Rather *et al.*, 2019). Especially in businesses engaged in services, customer retention is crucial, so making customers satisfied with the assistance of a company has a significant favourable influence on affective commitment, and ultimately, customer loyalty (Rather *et al.*, 2019).

H6. The proposed hypothesis is as follows:

Practical brand commitment has a positive effect on *brand loyalty*.

III. Research Method

This study aims to determine the effect of communication consistency, trust, and affective commitment on brand loyalty in the branded cafe industry in the Greater Jakarta area. The independent variable in this study is the consistency of communication, which affects the other three variables. The variable of trust and affective commitment is also one of the dependent variables of brand loyalty.
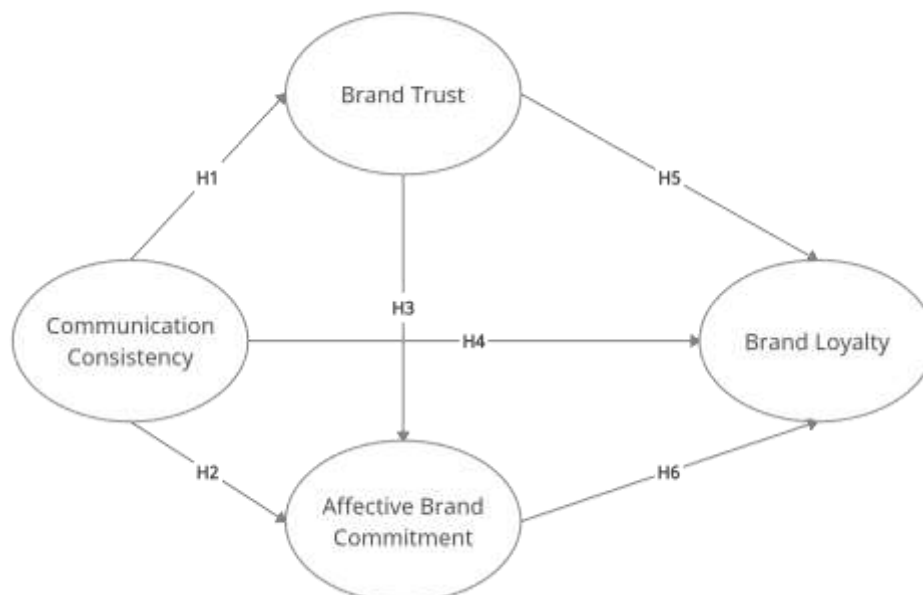
Source: erić *et al*, (2019)

Figure 1. *Research Model*

This study limits the scope of the sample population to Jabodetabek residents who visit their favourite branded cafe in May 2021 and follow the branded cafe's social media

accounts. The minimum number of respondents taken in this study is 160, according to the method *inverse square root* suggested by Kock & Hadaya (2018).

The sampling technique in this study uses a *purposive sampling method* (Malhotra, 2010) with specific criteria. Namely, the sample follows the social media accounts of branded cafes. The number of pieces in this study was 278 respondents who passed the screening questions and provided data for this study.

The data from the questionnaire is divided into two parts, namely the respondent's profile and filling in the variable data. Respondents were asked to fill out the questionnaire by clicking *on the*ir shared link. The measurement of item variables in the questionnaire uses a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).items were adapted from the research of Questionnaireerić *et al*. (2019) and developed with scale development.

Using approach *partial least squares- structural equation modelling* (PLS-SEM), data analysis was carried out through the SmartPLS program.

IV. Results and Discussion

4.1 Results
a. Respondent Profile

The first analysis was a descriptive statistical analysis of the respondent's profile and the observed variables. Following Table 1, it can be seen that the majority of the 278 respondents studied were women, with 189 people compared to only 89 men. In addition, if you look at the age of the respondents, the average age of the respondents here is 22.43 years, with a median of 20 years, which means that the majority of respondents in this study are still in their early 20s. Then, if you look at the education level of the respondents, more than 75% of the respondents are currently taking or have graduated from undergraduate education. For their monthly expenses, the majority of respondents spend less than Rp. 2,500,000- to meet their needs. Likewise, their favourite cafe brand is their reference in answering this research questionnaire, with more than 50% of respondents using Starbucks as their authority branded cafe.

Meanwhile, suppose you look at the descriptive statistical analysis of research variables. In that case, the four variables in this study have an average of above three, which means that the majority of respondents answered with numbers 4 or 5 in the statements in the questionnaire. For the variable *communication consistency*, the average answer of the four indicators in that variable is 4.15. Likewise, the dependent variables in this study, namely *brand trust*, *affective brand commitment*, and *brand loyalty*, respectively have an average of 4.23, 3.68, and 4.15.

Table 1. Sample Profile

Number of Respondents	278	100%
Age		
Average	22.43	
Median	20	
Gender		

Male	89	32.00%
Female	189	68.00%
Educational Level		
Middle School	67	24.10%
Diploma and Bachelor	205	73, 74%
Magister	6	2.16%
Monthly Expenditure		
Below Rp2,500,000,-	160	57,55%
Rp2,500,000,- up to Rp4,000,000,-	58	20.86%
Rp4,000,001,- up to Rp7 .000000,-	36	12.95%
Rp7,000,001,- up to Rp10,000,000,-	9	3.24%
Rp10,000,001,- up to Rp15,000,000,-	8	2.88%
Above Rp15,000,000 ,-	7	2.52%
Favourite Cafe Brand		
Starbucks	147	52.88%
Janji Jiwa	59	21.22%
Kopi Kenangan	32	11.51%
Fore	13	4.68%
Coffee Bean	4	1.44%
Kulo	4	1.44%
Maxx Coffee	3	1.08%
Other brands	16	5.76%

Source: Results of data processing

b. Evaluation of Measurement Model

The reflective nature of latent variable indicators assesses the measurement model using *convergent validity, discriminant validity* and *composite reliability*. The hand will be declared valid if its coefficient *outer loading exceeds* 0.60 – 0.70. Still, Lathan and Gozali (2012) recommend accepting the indicator as good if the value *exterior loading* has exceeded 0.50 at an alpha level of 0.05. Ghozali (2014) also recommends setting the standard AVE (*Average Variance Extracted*) above 0.50 to test the validity of the variables.

Meanwhile, to measure the reliability of variables, it chose estimates using *composite reliability* (CR) compared to the value of *Cronbach's alpha*. Chin (1998) states that using CR, assuming accurate parameter estimates, can better measure latent variables' reliability value. Nonetheless, it should note that CR can only be used for reflective indicators (Hair *et al*, 2014). For reliability standards, a variable is reliable if the estimated value of CR is more than 0.70 (Hair *et al*, 2014).

Table 2. Evaluation of theMeasurement Model

Construct And LoadingLoading		**Outer**	**p-value**
Communication Consistency (AVE= 0.614, CR= 0.826)			
C1	The image of my favourite cafe brand changed from the past to be better	0.726	0.000
C2	Messages sent by favourite cafe brands are consistent, even though different media and channels	0.829	0.000
C4	Messages from my favourite cafe brand in various media show the brand's image clearly	0.792	0.000
Brand Trust (AVE= 0.779, CR= 0.913)			
T3	I rely on my favourite cafe brands to deliver what I want. I want	0.821	0.000
T4	I feel safe after I buy a product from my favourite cafe brand	0.909	0.000
T5	I feel safe after I buy a service from my favourite cafe brand	0.915	0.000
Affective Brand Commitment (AVE= 0.651, CR= 0.918)			
BC1	I feel included have my favourite cafe brand	0.782	0.000
BC2	I feel that my favourite cafe brand is unique to me	0.868	0.000
BC3	I feel hot emotionally with my favourite cafe brand	0.851	0.000
BC4	My relationship with my favourite cafe brand is personal	0.820	0.000
BC5	I feel happy when I consume the products of my favourite cafe brand	0.705	0.000
BC6	I feel happy when I consume the services of my favourite cafe brand	0.806	0.000

	Brand Loyalty (AVE= 0.565, CR= 0.886)		
L1	I frequently visit/order from my favourite cafe brand	0.707	0.000
L2	I will probably visit /my favourite cafe brand	reorder 0.781	0.000
L3	I often choose my favourite cafe brand as the leading choice compared to other cafe brands	0.766	0.000
L4	I am satisfied in using/consuming products from my favourite cafe brand	0.780	0.000
L5	I am satisfied in using/consuming products and services from my favourite cafe brands	0.751	0.000
L6	I would probably recommend my favourite cafe brand to others	0.724	0.000

Source: Results of data processing

In Table 3, the measurement results are shown *discriminant validity* with results that meet the Fornell-Larcker criteria. It can see that the value of *square root* AVE is greater than the correlation value between constructs.

Table 3. Fornell-Larcker Discriminant

	Comm. Consistency	Brand Trust	Af. Brand.Com.	Brand Loyalty
Comm. Consistency	**0.783**			
Brand Trust	0.5483	**0.883**		
Af. Brand.Com.	0.360	0.656	**0.807**	
Brand Loyalty	0.529	0.599	0.616	**0.752**

Source: data processing

c. Structural Model Evaluation

Test collinearity between the variables used to test whether there is multicollinearity between variable *communication consistency*, *brand* trust, *brand affective commitment*, and *brand* loyalty. In conducting the collinearity test, the VIF value or *variance inflation factor is used* as a test statistic with limits below five (5) to indicate the absence of multicollinearity (Hair *et al.*, 2014). Based on statistical data, the VIF value in this study can be seen in table 4.

Table 4. Collinearity evaluation

	Comm. Consistency	*Brand Trust*	Af. Brand Comm.	Brand Loyalty
Comm. Consistency		1,000	1,305	1,310
Brand Trust			1,305	2,000
Af. Brand Comm.				1,762
Brand Loyalty				

Source: Data processing results

After obtaining acceptable multicollinearity test results, structural model testing can be carried out by evaluating the *R-Square of* each endogenous latent variable. *The inner model is* structurally evaluated through the percentage *R-Square*, with the standard used by Chin (1998) to interpret whether the latent variable has a significant influence.

Table 5. Evaluation of *R-Square*

Variables	R-Square	Rule of Thumb
Brand Trust	0.511	Moderate Model
Affective Brand Commitment	0.432	Moderate Model
Brand Loyalty	0.234	Moderate Model

Source: Results of data processing

Chin (1998) explains that it can obtain the estimated value of the relationship in the structural model for its significance through *bootstrapping*. In this study, hypothesis testing uses path coefficient measurements through p-value. The hypothesis will be accepted if the p-value of the hypothesis is below 5% or 0.05, following an alpha value of 0.05. The results of this research hypothesis test can be seen in Table 6.

Table 6. Hypothesis Test Results

Hypothesis	Standardized Path Coefficient	p-values	Decision
H_1: Consistent communication has a positive effect on brand trust	0.483	0.000	Accepted
H_2: Consistent communication has a positive effect on affective commitment to brand	0.057	**0.162**	**Rejected**
H_3: brand trust has a positive effect on affective commitment to the brand	0.628	0.000	Accepted

H$_4$: consistent communication has a positive effect on brand loyalty	0.292	0.000	Accepted
H$_5$: brand trust affects brand loyalty	0.215	0.000	Accepted
H$_6$: affective commitment to the brand effect on brand loyalty	0.371	0.000	Received

Source: of data processing

4.2 Discussion

Based on the research data it processed previously, it is known that there is a hypothesis that is rejected from the six hypotheses of this study. The first hypothesis (H$_1$)in this study, which was deemed a consistent communication positive effect on confidence in the brand, is otherwise acceptable based on research results. This means that constant communication positively impacts the formation of consumer confidence in a brand. Following the results of Rodríguez-Molina *et al.* (2019), Kwon (2013) and erić *et al.* (2019), messages conveyed consistently and adequately can provide many benefits for companies, including forming consumer trust in brands. Consistent communication can make the *framing of* a product better because the more often consumers hear, read or know the communication message, they will tend to be easier to remember and form a credible picture of a brand.

The results of testing the second hypothesis (H$_2$), namely communication that is considered consistent has a positive effect on affective commitment to the brand, are declared rejected based on the study results. Based on research by Fullerton (2003), affective commitment from consumers is one of the factors in sales because consumers who commit will continue to be bound because they want to. However, based on this study found the opposite. Namely, the consistent communication factor has no significant effect on affective commitment. According to Igleas *et al.* (2011), economic commitment or continuity is characterized by the need for customers to stay in touch with related stores due to a lack of other alternatives or high switching costs. The results of this study refer to the affective commitment indicators described by Fullerton (2003), namely attachment, trust and identification. Based on the previous research, the object of research is the branded cafe industry does not describe the total devotion to consumers. This can be caused by the difference in product quality and price, which is not too significant.

The test results of the third hypothesis (H$_3$), namely trust in the brand has a positive effect on affective commitment towards the brand, can be accepted based on research results. Therefore, the results of this study are in line with the research of Igleas *et al.* (2011), that there is a psychological link between consumers and producers through good communication. It can realize this form of attachment in a practical commitment to a brand, following the opinion of Fullerton (2003) that practical commitment is characterized by several psychological variables that it can realize through intense and consistent communication.

The fourth hypothesis (H$_4$) test results, the communications were deemed to have a consistently positive effect on brand loyalty, can be accepted based on research results. The study results align with the research of erić *et al.* (2019), which states that consistent communication is also quite influential in forming brand loyalty. This is based on the strength that good *relationship-building* will be more beneficial than transactional relationships with customers. In another study, Arief *et al.* (2017) stated that consistent communication creates a stronger psychological attachment by referring to the Brand

Loyalty Pyramid presented by Aaker (1991), where customer loyalty is hierarchical and can be increased through excellent, consistent communication.

The results of testing the fifth hypothesis (H$_5$), namely trust in the brand has a positive effect on brand loyalty, can be accepted based on the study results. The results of the study show results that are in line with several previous studies from erić *et al*. (2019), Lau and Lee (1999) and Arief *et al.* (2017). Previous research has explained that consumer behaviour will give them confidence in a brand if it provides a good offer and has proven psychologically to impact consumers positively. The formation of trust in a brand is also a form of *relationship-building* carried out by producers to consumers.

The results of testing the sixth hypothesis (H$_6$), namely affective commitment to the brand has a positive effect on brand loyalty, can be accepted based on the results of the study. The results of the study show results that are in line with research conducted by Šerić *et al.*, (2019) that affective commitment is stated to be quite influential in the formation of brand loyalty. An affective commitment itself will work well if consumers feel there is value obtained from a brand. The quality of the relationship that is increasing over time will trigger the emergence of consumer loyalty to a brand (Herr et.al., 1991).

V. Conclusion

Based on the results of the analysis of data processing that has been carried out in this study, several conclusions can be drawn, including:
1. Communication that is perceived to be consistent positively affects brand trust.
2. Communication that is perceived as consistent does not positively affect affective commitment to the brand.
3. Trust in the brand positively affects affective commitment to the brand.
4. Communication that is perceived as consistent has a positive effect on brand loyalty.
5. Brand trust has a positive effect on brand loyalty.
6. Practical commitment to the brand has a positive effect on brand loyalty.

Limitations and Suggestions for Further Research

This study discusses brand loyalty by consumers domiciled consumers in the Jakarta - Bogor - Depok - Tangerang - Bekasi area, so there may be differences in research results if conducted in other areas, especially places with lower spending levels. A survey of respondents' profiles found out that more than 40% of respondents have expenditures above IDR 2.5 million per month, which is higher than the regional minimum wage in several regions in Indonesia. Likewise, with other segments that may be quite a minority in the research area but are the majority in other places, so it is better if this research is also carried out in different regions of Indonesia.

In addition, one of the criteria to be a sample in this study is to follow branded cafe social media accounts. This can be considered a form of consumer loyalty, thus influencing the selection of respondents, excluding samples whose commitment is still low. So it is also recommended to look for other criteria that are still suitable for the study without excluding the required model. The level of loyalty can be increased in depth in further research on how many consumers buy from the same brand in a certain period.

In future research, it is also possible to filter similar research objects. The research object of the branded cafe industry that the respondents answered was too diverse and did not have the same ability to communicate with consumers. This becomes the basis for determining a uniform form of communication to produce better research results in the influence of communication variables and the formation of consumer trust. In further

research, it is also possible to classify the cafe industry class if you want to get the results of the influence of the communication variables of each cluster and the classification of the type of cafe industry that is the object of research.

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