
The Influence of Brand Image and Electronic Word of Mouth on Visiting Interest and Visitor Satisfaction as Intervening Variables at Kopi Praja Bintaro, South Tangerang, Banten Province, Indonesia

Linda Desafitri Ratu Bilqis*, Hanni Adriani, Alifatqul Maulana

Trisakti Institute of Tourism

Jl.IKPN Bintaro Tanah Kusir No.1, RT.4/RW.10, Bintaro, Kec. Pesanggrahan, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12330, Indonesia

Abstract. This research aims to determine the influence of brand image and electronic word of mouth on visiting interest and visitor satisfaction as intervening variables at Kopi Praja Bintaro, South Tangerang, Banten Province, Indonesia. This type of research is quantitative descriptive research with the path analysis method. The population in the study consisted of all visitors to Kopi Praja Bintaro, while the sample consisted of 100 respondents who distributed questionnaires using accidental sampling. The research results show: (1) Brand image and electronic word of mouth have a significant effect on visitor satisfaction; (2) Visitor satisfaction has a significant effect on visiting interest; (3) Brand image and electronic word of mouth have a significant effect on visitor satisfaction through visitor satisfaction. Brand image greatly influences visitor satisfaction at Kopi Praja Bintaro by creating positive perceptions about products and services. Expectations built from a strong brand image can increase satisfaction, while a mismatch with a positive image can decrease it. Apart from that, E-WOM also influences visitor interest through visitor satisfaction by providing easy access to online reviews. These positive reviews create high expectations among potential visitors, which, if met, will increase satisfaction and the likelihood of return visits or recommendations.

Keywords: brand image, electronic word of mouth, visiting interest, visitor satisfaction

Introduction

A positive brand image has a significant role in influencing consumer preferences and visiting decisions (Maulina & Fauzi, 2022). When a brand image is strong, it creates favorable perceptions, increases trust, and influences consumer choices of destinations or products. Consumers are more likely to choose places or products from brands that reflect their values, lifestyle, or needs, as this provides a greater sense of comfort and trust (Zhang, 2015). Therefore, building and maintaining a positive brand image is essential for companies to increase consumer visiting decisions (Zia et al., 2021).

A strong brand image, such as the one established by Kopi Praja Bintaro in Tangsel, significantly influences consumers' visiting decisions. This is because it reflects the consistency, quality, and value promised by the cafe. For instance, Kopi Praja actively manages its brand image by consistently delivering high-quality coffee and maintaining a pleasant atmosphere. With a positive reputation and satisfying experience built, the brand image gives consumers a sense of trust and comfort. This trust is a crucial factor that makes consumers interested in visiting repeatedly, making Kopi Praja the leading choice for enjoying coffee and a pleasant atmosphere. Apart from that, a strong brand image can also increase the attractiveness of beverage cafes in the minds of consumers. By building a positive image, cafes can attract the attention of potential consumers looking for a quality and satisfying experience, further reinforcing the trust consumers have in the brand.

* Corresponding Author

A consistent brand image in providing quality products and services, like the one upheld by Kopi Praja Bintaro, can be a compelling reason for consumers to choose it from the many available choices. This strong brand image not only influences consumers' visiting decisions but can also create customer loyalty. For instance, consumers who are satisfied with their experience at Kopi Praja tend to become loyal customers who return to visit regularly. They feel comfortable and confident that they will get consistent quality every time they visit the cafe, creating a long-term relationship between the brand and customers. Therefore, a strong brand image not only impacts current visits but also has the potential to build a stable customer base in the future, ensuring that customers always have a reliable and enjoyable coffee experience.

Electronic Word of Mouth is a recommendation spread through digital platforms such as social media, blogs, or review sites (Liu et al., 2022). The relationship between E-WOM and the decision to visit a cafe is very close because reviews and opinions posted online can influence consumer perceptions of aspects such as the quality, atmosphere, price, and service (Jalilvand et al., 2011). Because consumers tend to trust other people's experiences when determining the places they want to visit, E-WOM is a critical factor in deciding whether (Setiawan et al., 2023).

E-WOM holds a powerful sway over the decision to visit a beverage cafe. The ease of access to online reviews and recommendations from other consumers can significantly influence consumer interest and trust. Positive reviews can spark consumer interest and trust, while negative ones can trigger hesitation or even deter visits. In the digital age, where information spreads rapidly through digital platforms, eWOM plays a pivotal role in shaping consumer perceptions and, consequently, their decision to visit a beverage cafe.

E-WOM influences the decision to visit Kopi Praja Bintaro, South Tangerang. In the current digital era, reviews and recommendations from users widely spread on bold platforms such as Google Maps, Instagram, and other review applications. These platforms are the main sources of information for consumers, influencing their perceptions and decisions. With positive E-WOM, potential visitors tend to be more confident and motivated to visit the place, remembering other people's positive experiences and creating high expectations. Therefore, it's important for cafes to actively engage with consumers on these platforms, ensuring that the information available is accurate and positive.

However, negative or unfavorable reviews can pose a significant challenge for beverage cafes. Consumers tend to give more weight to negative reviews, especially if they resonate with their own experiences. This underscores the importance for cafes like Kopi Praja Bintaro to actively solicit reviews, engage with consumers online, and respond effectively to resolve issues and enhance service quality. For instance, if a customer complains about the coffee being too bitter, the cafe can respond by explaining their unique brewing process and offering a complimentary cup of their milder blend. This proactive approach can help mitigate negative impacts and even transform them into opportunities to fortify and enhance their brand image.

Brand image, brand image, and E-WOM significantly influence visiting decisions through visitor satisfaction (Larasati & Saputro, 2023). A strong brand image creates a positive perception of the brand in the minds of consumers, which can increase interest in visiting the place (Marliya & Tafiprios, 2023). Meanwhile, E-WOM, or recommendations and reviews from online users, influences consumer perceptions and trust (Lina et al., 2023). When visitors feel satisfied with their experience and see positive testimonials from others, they return to visit or recommend the place to others, strengthening the cycle of positive influence between brand image, E-WOM, and the decision to visit (Suryani et al., 2021).

Research Method

This research is an in-depth exploration with a quantitative descriptive approach using multiple regression analysis methods. Carried out at Kopi Praja Bintaro, South Tangerang, this research used a Likert scale questionnaire to collect data from respondents with a score of 1 to 5, adding a nuanced dimension to their responses. Researchers used accidental sampling techniques, interacting by chance with respondents at that location. The study population is visitors to Kopi Praja Bintaro, South Tangerang, who represent various levels of society. With 100 respondents, in accordance with Sugiyono's (2017) theoretical recommendations, this research ensures adequate representation of a larger population, allowing for more in-depth analysis. As a result, this research makes a significant contribution to understanding visitor behavior at Kopi Praja Bintaro, South Tangerang, through a focused and thorough quantitative descriptive approach.

Results

Table 1. Characteristics of Respondents

	Frequency	Percentage
Gender		
Male	51	51%
Female	49	49%
Age		
17 - 25 years old	39	39%
26 – 35 years old	33	33%
> 35 years old	28	28%
Frequency of Visits		
1 times	27	27%
1 – 5 times	32	32%
> 5 times	41	41%

Source: Processed data (2023)

The table above shows that most people who visit Kopi Praja Bintaro are men, reaching 51 people or 51% of the total respondents. This is due to men's greater preference or interest in drinking coffee or gathering in cafes. Socially and culturally, drinking coffee is often considered a more common activity among men than women. In addition, the location, price, or type of coffee and atmosphere at Kopi Praja Bintaro may be more attractive to men than women. Furthermore, if we look at age, the 17-25 year age group dominates the visitors to Kopi Praja Bintaro, with 39 people (39%). This is because 17-25-year-olds are a socially active group, like to gather in hangout places such as cafes, and are highly interested in the concept or products offered by Kopi Praja Bintaro. Based on the frequency of visits, respondents who came more than five times dominated visits to Kopi Praja Bintaro with 41 people, or 41%. This is because visitors are attracted to the comfortable atmosphere and quality of coffee served at Kopi Praja Bintaro. The habit of visiting more than five times shows they are satisfied with their experience there.

If a variable's average variance extraction (AVE) value exceeds 0.5, it is considered valid. Table 2 shows that all variables used in this research meet the validity criteria because their AVE value exceeds 0.5.

Table 2. Validity Test

Variable	Average Variance Extracted
Brand Image	0.636
Electronic Word of Mouth	0.659
Visitor Satisfaction	0.677
Visiting Interest	0.621

Source: Data processed with Smart PLS (2023)

Table 3. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Brand Image	0.738	0.708
Electronic Word of Mouth	0.720	0.715
Visitor Satisfaction	0.736	0.744
Visiting Interest	0.710	0.750

Source: Data processed with Smart PLS (2023)

A variable is considered reliable if it has a Composite Reliability value of more than 0.70 and a Cronbach's alpha value of more than 0.70. The results from Table 3 show that all variables have been proven reliable because they meet these standards, namely having a Composite Reliability value and a Cronbach's alpha value that exceeds 0.70.

Table 4. R-Square

Variable	R-Square
Visitor Satisfaction	0.622
Visiting Interest	0.684

Source: Data processed with Smart PLS (2023)

The coefficient of determination assesses how much the independent variable influences the dependent variable. The coefficient of determination found was that around 62.2% of visitor satisfaction was influenced by brand image and electronic word-of-mouth variables. In comparison, 37.8% were influenced by other factors not permitted in this research. The coefficient of determination found was that around 68.4% of visiting interest was influenced by brand image, electronic word of mouth, and visitor satisfaction. In comparison, 31.6% of friendships were influenced by other factors not permitted in this research.

Table 5. Direct Effect

Variable		Original Sample (0)	Standard Deviation (STDEV)	t-Statistic (O/STDEV)	P values
Brand Image →	Visitor Satisfaction	1.932	0.405	4.770	0.000
Electronic Word of Mouth →	Visitor Satisfaction	1.464	0.328	4.463	0.000
Visitor Satisfaction →	Visiting Interest	1.666	0.512	3.253	0.001

Source: Data processed with Smart PLS (2023)

Table 5 above shows that all independent variables have a significant influence on the dependent variable, because all independent variables have a p-value > 0.05.

Table 6. Indirect Effect

Variable			Original Sample (0)	Standard Deviation (STDEV)	t-Statistic (O/STDEV)	P values
Brand Image →	Visitor Satisfaction →	Visiting Interest	2.002	0.639	3.133	0.001
Electronic Word of Mouth →	Visitor Satisfaction →	Visiting Interest	2.106	0.510	4.129	0.000

Source: Data processed with Smart PLS (2023)

Table 6 above shows that all independent variables have a significant influence on the dependent variable through intervening variables, because all independent variables have a p value > 0.05.

Discussion

The Influence of Brand Image on Visitor Satisfaction

Brand Image significantly influences visitor satisfaction at Kopi Praja Bintaro because it reflects the positive perception and image associated with the brand. A strong brand image can create high expectations among visitors regarding the quality of the products and services they receive. For example, suppose Kopi Praja is known for its superior coffee quality, comfortable atmosphere, and friendly service. In that case, visitors tend to have high expectations before they even set foot inside the cafe. If their experience matches the expectations built by the brand image, their satisfaction tends to increase. On the other hand, if their experience does not match the positive image promised by the brand, then this can reduce the level of visitor satisfaction.

Research conducted by Chen & Wu (2022) shows that a strong brand image can also build an emotional connection between visitors and the brand, which can increase visitor satisfaction. Suppose visitors feel emotionally connected to a brand, for example, because it represents values or a lifestyle they are familiar with. In that case, they will likely feel more satisfied with their experience. Research conducted by Chaudhuri et al. (2001) shows brand loyalty can also increase when visitors think the brand reflects their identity or personality. Thus, a strong brand image improves perceptions of product and service quality and can create a solid emotional bond between visitors and the brand, increasing visitor satisfaction.

The Influence of Electronic Word of Mouth on Visitor Satisfaction

E-WOM, or Electronic Word of Mouth, significantly influences visitor satisfaction at Kopi Praja Bintaro because it provides fast and easy access to reviews and recommendations from other visitors online. In today's digital era, users often rely on online reviews and testimonials to form their perception of a place or brand. Suppose Kopi Praja Bintaro receives abundant positive reviews on platforms like Google Maps, Instagram, or other review applications. In that case, potential visitors will feel more confident and motivated to visit the cafe. These positive reviews can also create high expectations, which, if met by the experience at the venue, will increase visitor satisfaction.

Research conducted by Cheng et al. (2020) shows that positive E-WOM can build strong online communities, which in turn can increase visitor satisfaction. Interaction between visitors on digital platforms such as social media can create a sense of involvement and ownership of the brand or place. Research conducted by Setyaning & Nugroho (2020) shows that when visitors feel part of an active and positive community, they tend to feel more connected to the

brand and more satisfied with their experience. Therefore, E-WOM influences visitors' perceptions of the cafe and can strengthen the relationship between the brand and its consumers, ultimately increasing visitor satisfaction.

The Influence of Visitor Satisfaction on Visiting Interest

Visitor satisfaction at Kopi Praja Bintaro greatly influences their interest in visiting because the positive experience of eating coffee and the comfortable atmosphere will increase the tendency to return. When customers are satisfied with the quality of coffee, service, and environment at a cafe, they become loyal customers and even promote the place to their friends and family. This creates a positive domino effect, where customer satisfaction acts as a magnet to attract new interest, expand the customer base, and increase Kopi Praja Bintaro's revenue and reputation.

Research conducted by Aji et al. (2020) shows the era of growing social media, customer satisfaction can significantly impact brand visibility and image. Satisfied visitors are more likely to share their experiences via social media platforms such as Instagram and Facebook or reviews on websites, creating positive exposure. Research conducted by Dedeoğlu (2020) shows Information spread through social networks can attract the attention of potential visitors and inspire them to visit the place. Thus, visitor satisfaction not only influences current interest in staying but also influences brand image and attracts new interest in the future.

The Influence of Brand Image on Visiting Interest through Visitor Satisfaction

Brand image has a significant influence on visitor interest through visitor satisfaction at Kopi Praja Bintaro. A strong brand image can create a positive perception of the quality of the products and services offered by the cafe. If visitors are satisfied with their experience at Kopi Praja, they tend to be more interested in visiting again or even recommending the place to others.

Research conducted by Bernarto et al. (2020) shows a good brand image can also build sustainable customer loyalty. Suppose visitors feel that the brand reflects their values or lifestyle. In that case, they are more likely to become loyal customers and visit the cafe regularly, strengthening the link between brand image, visitor satisfaction, and interest in staying in the future.

The Influence of Electronic Word of Mouth on Visiting Interest through Visitor Satisfaction

E-WOM, or electronic word-of-mouth, significantly influences interest coming through visitor satisfaction because it creates credibility and trust. When visitors see positive reviews about a place or experience from sources they trust online, they tend to have more positive expectations before visiting that place. This can increase their satisfaction after visiting the place because their expectations will be met or even exceeded, increasing the likelihood of them returning or giving the place to someone else.

Research conducted by Harahap & Dwita (2020) shows E-WOM can influence a place's perception and brand image, which can, in turn, influence visitor perception and overall satisfaction. Thus, E-WOM functions as a strong mechanism to influence interest by creating visitor satisfaction.

Conclusion

Brand image greatly influences visitor satisfaction at Kopi Praja Bintaro because it creates a positive perception of the quality of the cafe's products and services. If a visitor's experience matches the expectations built by a strong brand image, their satisfaction increases. On the other hand, if their experience does not match the positive image promised by the brand,

then this can reduce the level of visitor satisfaction. On the other hand, E-WOM also significantly influences visiting interest through visitor satisfaction, because it provides fast and easy access to reviews and recommendations from other visitors online. These positive reviews create high expectations among potential visitors, which, if met, will increase their satisfaction and likelihood of returning or recommending the place to others.

References

- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91-104.
- Bernarto, I., Berlianto, M. P., Meilani, Y., & Masman, R. R. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, XXIV(3), 412-42.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chen, A. H., & Wu, R. Y. (2022). Mediating Effect of Brand Image and Satisfaction on Loyalty through Experiential Marketing: A Case Study of a Sugar Heritage Destination. *Sustainability*, 14(12), 7122.
- Cheng, M-L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 1-46.
- Dedeoğlu, B. B., van Niekerk, M., Küçükergin, K. G., De Martino, M., & Okumuş, F. (2020). Effect of social media sharing on destination brand awareness and destination quality. *Journal of Vacation Marketing*, 26(1), 33-56.
- Harahap, M. S., & Dwita, V. (2020). Effect of EWOM on Revisit Intention: Attitude and Destination Image as Mediation Variables (Study in Pasaman Regency Tourism Destinations). *Conference: The Fifth Padang International Conference on Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEEBA-5 2020)*
- Jalilvand, M. R., Esfahani, S. S., & Samiei, N. (2011). Electronic word-of-mouth: challenges and opportunities. *Procedia Computer Science*, 3, 42-46.
- Larasati, S. D., & Saputro, E. P. (2023). The Influence of Service Quality, Brand Image, and E-Wom on Consumer Satisfaction. *Jurnal Ilmu Manajemen Advantage*, 7(2), 265-276.
- Lina, Lorenzo, V., Iwai, S., & Wahyuningtias, D. (2023). The Influence of e-WOM and Brand Image on Hotel Booking Intention in Jakarta: A Study of Generation Z. *E3S Web of Conferences* 426, 02088. *ICOBAR 2023*, 1-10.
- Liu, H., Shaalan, A., & Jayawardhena, C. (2022). The Impact of Electronic Word-of-Mouth (eWOM) on Consumer Behaviours. *The SAGE Handbook of Digital Marketing*, 136-158.
- Marliya, S., & Tafiprios. (2023). Impact of social media marketing, e-wom, and brand ambassador on consumer's purchase decision on the skincare product in Indonesia: brand image as a mediator. *International Journal of Education and Social Science Research*, 6(6), 49-81.
- Maulina, A., & Fauzi, M. S. (2022). Customer Experience, Brand Image and Its Impact towards Revisit Intention to Batavia Café Jakarta. *Majalah Ilmiah Bijak*, 19(1), 74-81.
- Setiawan, H., Rini, Izzati, A. U., Sakti, I. P., Setiagraha, D., Putri, S. K., & Nurcahya, C. (2023). Examining the impact of credibility and quality on electronic word-of-mouth (eWOM) and visit intention of tourists to culinary tourism destinations. *Jurnal Manajemen dan Pemasaran Jasa*, 16(2), 177-200.

- Setyaning, A. N. A., & Nugroho, S. S. (2020). The influence of website characteristics on customer satisfaction and E-WOM in Indonesia. *Jurnal Siasat Bisnis*, 24(2), 148-167.
- Suryani, T., Fauzi, A. A., & Nurhadi, M. (2021). Enhancing Brand Image in the Digital Era: Evidence from Small and Medium-sized Enterprises (SMEs) in Indonesia. *Gadjah Mada International Journal of Business*, 23(3), 314-340.
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Journal of Business and Management*, 3(0), 58-62.
- Zia, A., Younus, S., & Mirza, F. (2021). Investigating the Impact of Brand Image and Brand Loyalty on Brand Equity: the Mediating Role of Brand Awareness. *International Journal of Innovation, Creativity and Change*, 15(2), 1091-1106.