

The Influence of Brand Awareness on Consumer Purchase Interest at Oorange Unpad Café Using Multiple Linear Regression Analysis

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ABSTRACT

Purpose— This research aims to determine how brand awareness of Oorange Unpad Café products influences consumer purchasing interest, providing insights for effective marketing strategies and enhanced consumer engagement.

Design/methods/approach – A quantitative descriptive approach using multiple linear regression analysis was employed. Respondents were visitors to the Oorange Unpad Café, and their survey responses were analyzed to evaluate the relationship between brand awareness and purchasing interest across five dependent variables.

Findings—The analysis shows that consumer satisfaction with service and menu variations at Oorange Unpad Café has the most significant positive relationship with brand awareness, with a Multiple R-value of 0.85 and an R Square of 0.72. However, all P-value results were not significant, indicating potential external factors affecting the study.

Research implications/limitations—The study's limitations include insignificant P-value results, impacting the generalizability of the findings. Further research is needed to address these constraints and validate the results.

Originality/value – This research highlights the impact of brand awareness on consumer purchasing interest in a café setting, offering valuable insights into Oorange Unpad Café's marketing strategies and suggesting areas for future research.

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Introduction

Brand awareness is defined as the ability of potential consumers to recognize or remember that a brand belongs to a certain product category (Sari et al., 2021). Brand awareness is important in making purchasing decisions. Awareness does not necessarily mean that the consumer must remember a particular brand name, but rather that they must remember what is differentiating enough to proceed with the purchase (Rastogi, 2018).

In the promotion process, branding is an important point for introducing the product to consumers regarding "who", "what", and "why" the product should be chosen. Branding

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involves creating a psychological constitution and helping consumers systemize their cognitive knowledge about products and services in a way that illuminates their decision-making and provides value to the company. For a branding strategy to be successful and for brand value to be created, consumers must be convinced by the valuable differences between brands within a product or service grouping (Latif et al., 2014).

Nescafé is one of the world's favourite coffee companies because it has been around for 85 years since it was founded and has become the world's favourite beverage. One of Nescafé's efforts to develop the branding of its products is by creating drinks made from Nescafé instant coffee and opening the Oorange Unpad Café. This allows the Nescafé company to see how much brand awareness their product has in different markets with different products.

Through brand awareness analysis of Oorange Unpad Café products, the results of this research can determine whether brand awareness of the Nescafé brand and Oorange Unpad Café has an influence on consumer buying interest through the method of distributing flyers containing promotions in the form of purchase discounts drink.

Methods

This research was carried out by distributing flyers containing information about ongoing promotions at the Oorange Unpad Café to potential consumers. Consumers who had received the flyers would come to exchange promotions at the Oorange Unpad Café. The number of consumers who come to the Oorange Unpad Café location to exchange promotions will be asked to fill out the survey or questionnaire that has been provided. Then all the data obtained will be calculated using the multiple linear regression analysis method.

Research targets.

The survey was carried out by distributing questionnaires to respondents who were visitors to the Oorange Unpad Café, namely pedestrians around Jl. Banda and Jl. Progo, Unpad graduate students, and local office employees.

Method of collecting data.

The method used to collect data was a survey or questionnaire method using Google Forms to consumers of the Oorange Unpad Café who exchanged flyers. The questions in this questionnaire include knowledge about the Nescafé brand, Nescafé products, and the location of the Oorange Unpad Café, as well as opinions on the effectiveness of distributing flyers. Apart from that, there are also questions regarding buyers' satisfaction ratings with services and products, consumers' interest in repeat orders as well as criticism and suggestions.

The data obtained and calculated in this research are the number of flyers distributed, the level of response from consumers who come, the level of brand and product awareness from consumers, the level of consumer interest in the product, and the number of consumers who make repeat purchases.

Data processing methods.

The data was processed and analysed quantitatively and descriptively. Quantitative descriptive data processing is carried out by analysing and presenting the information obtained from the data in detail. Quantitative analysis was carried out by calculating multiple linear regression to find out how much influence the independent variables, namely knowledge about the brand, product and location of Oorange Unpad Café, have on the dependent variable, namely consumer interest in service satisfaction, taste and menu

variations at Oorange Unpad Café using the Microsoft Excel application. Meanwhile, by using descriptive data processing, the data will be displayed in tabular form to make it easier to understand and interpret the data visually.

The independent variable (X) determined in the research is divided into four (4), namely consumer knowledge about the Nescafé brand, consumer knowledge about Nescafé products, consumer knowledge about the Oorange Unpad Café, and consumers who have bought drinks at Oorange Unpad Café. Meanwhile, there are five (5) fixed variables (Y) determined in this research, namely consumer satisfaction with the service at Oorange Unpad Café, consumer satisfaction with the Oorange Unpad Café menu variations, consumer satisfaction with the taste of the Oorange Unpad Café drink menu, consumer interest in make repeat purchases at Oorange Unpad Café, as well as consumer assessments regarding the effectiveness of distributing flyers containing Oorange Unpad Café promotions. Each fixed variable (Y) will be analysed with all the independent variables (X) so that this research produces five (5) analysis results.

Through quantitative analysis using multiple linear regression analysis, the regression equation, P-Value or Significance F value, Lower and Upper 95% limits, regression statistics, including Multiple R, R Square, Adjusted R Square, and Standard Error of each equation, will be obtained.

The quantitative descriptive analysis method was carried out to determine how closely there is a relationship between knowledge about the brand, product, and location of Oorange Unpad Café and interest in purchasing products at the Oorange Unpad Café.

Result

Respondent Profile

Based on data obtained by distributing flyers and filling out questionnaires to 10 respondents who were visitors and consumers of the Oorange Unpad Café, which was held on 1-5 November 2022, the following is a summary of the respondent profiles:

Table 1. Respondent Profile

Characteristics	Information	Number of Respondents	Percentage (%)
Gender	Man	8	80
	Woman	2	20
Total		10	100
Age	20 - 30	9	90
	31 - 40	1	10
Total		10	100
Work	Student	2	20
	Graduate student	3	30
	Office employees	4	40
	Freelancers	1	10
Total		10	100

Based on the table above, the characteristics of the respondents are as follows:

- a. Of the total of 10 respondents who filled out the questionnaire, the gender of the respondents consisted of 8 people being men (80%) and 2 others being women (20%).
- b. The age of respondents who exchanged promos was in the range 21-34 years. with 1

person (10%) aged 21 years, 1 person (10%) aged 22 years, 2 people (20%) aged 24 years, 1 person (10%) aged 25 years, 1 person (10%) aged 26 years , 2 people (20%) were 28 years old, 1 person (10%) was 30 years old, and 1 person (10%) was 34 years old.

- c. Respondents have various jobs, 2 people (20%) are students, 3 people (30%) are postgraduate students, 4 people (40%) are office workers, and 1 person (10%) is a freelancer.

Conversion Rate

Data from 10 consumers who exchanged promos showed that the conversion rate from consumers who came to the Oorange Unpad Café after receiving the flyer to become actual customers shows how effective the flyer distribution strategy is in generating new customers. In this case, 10 people out of 56 people who received the brochure came to the cafe and bought coffee, so the conversion rate is $10/56 = 0.178$, or around 17.8%.

Regression Analysis Results

Five equation models of the specified variables have been created using the multiple linear regression method.

The influence of consumer satisfaction on Oorange Unpad Café service

Table 2. Analysis Results on Consumer Satisfaction with Oorange Unpad Café Service

	<i>Coefficients</i>	<i>P-Value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	5.14	1.92258E-05	4.30	5.99
X1	0	#NUM!	0	0
X2	0	#NUM!	0	0
X3	-0.14	#NUM!	-0.40	0.11
X4	-1.0198E-16	1	-0.29	0.29

Based on Table 2, the following multiple linear regression equation is obtained:

$$Y1 = 5.14 - 0.14 X3 - 1.0198E - 16 X4 \quad (2)$$

Where:

Y1 : Consumer satisfaction with services at Oorange Unpad Café

X3: Consumer knowledge about the existence of Oorange Unpad Café

X4: Consumers who have purchased drinks Oorange Unpad Café

From the equation above, it can be interpreted that:

- a. The equation's coefficient value is 5.14, which means that if consumers are unaware of the Oorange Unpad Café's existence (X3) and the variable of consumers who have purchased drinks at the Oorange Unpad Café (X4), then the value of consumer satisfaction with the Oorange Unpad Café service is worth 5.14.
- b. If consumer satisfaction with Oorange Unpad Café services increases, there will be a decrease of 0.14 in consumer knowledge about the Oorange Unpad Café where consumers who have already purchased are considered regulars.
- c. If consumer satisfaction with Oorange Unpad Café services increases, there will be a decrease of 1.0198E-16 for consumers who have purchased drinks at the Oorange Unpad Café where consumer knowledge about the existence of the Oorange Unpad Café is considered constant.

- d. The consumer knowledge variable about the Nescafé brand and products has a value of 0, which means that this variable has no influence on consumer satisfaction with Oorange Unpad Café services.
- e. The variable consumer knowledge about the existence of Oorange Unpad Café and the variable consumers who have bought drinks at Oorange Unpad Café, have negative values, which means that the variable consumer satisfaction with Oorange Unpad Café services is influenced by the variable consumer knowledge about its existence Oorange Unpad Café and consumer variables who have purchased drinks at the Oorange Unpad Café.
- f. The upper and lower bounds on the intercept in equation Y1 are estimated to have values of not less than 4.30 and not more than 5.99. They are considered statistically significant at the 0.05 level of significance because the value 0 is not included in this interval. Meanwhile, the upper and lower limits on X1, X2, X3, and X4 are insignificant because the value 0 is included in the interval.

Table 3. P-Value Result on Consumer Satisfaction with Oorange Unpad Café Service

<i>Significance F/P-Value</i>	0.119835799
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Overall, the P-value in model Y1 is 0.119835799, and this value is more than the alpha value or significance level used in this analysis, which is 0.05. This means that the P-value for the model in Y1 does not have a significant influence on the variable Y1.

Table 4. Regression Results on Consumer Satisfaction with Oorange Unpad Café Service

<i>Regression Statistics</i>	
<i>Multiple R</i>	0.85
<i>R Square</i>	0.72
<i>Adjusted R Square</i>	0.49
<i>Standard Error</i>	0.37
<i>Observations</i>	10

Based on Table 4, the statistical results of multiple linear regression can be interpreted as follows:

- a. The multiple correlation coefficient (Multiple R) obtained was 0.846221763, which indicates a fairly strong correlation between these variables.
- b. The coefficient of determination (R Square) obtained is 0.716091273, meaning that around 71.61% of the variability of the fixed variables can be explained by the independent variables used in the regression model. This shows that there is a significant relationship between the fixed and independent variables.
- c. The Adjusted R Square value obtained is 0.488964291, which shows that around 48.89% of the variability of the fixed variables can be explained by the independent variables in the model after considering the complexity of the regression model. This shows that other factors outside the independent variable also contribute to the fixed variable.
- d. The model's Standard Error is 0.36915605. This value is small enough for the regression model to predict the fixed variable well.

The influence of consumer satisfaction on Oorange Unpad Café menu variations

Table 5. Analysis Results on Consumer Satisfaction with Oorange Unpad Café Menu Variations

	<i>Coefficients</i>	<i>P-Value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	5.25	4.44712E-05	4.23	6.27
X1	0	#NUM!	0	0
X2	0	#NUM!	0	0
X3	0	#NUM!	-0.31	0.31
X4	-0.25	0.127464008	-0.60	0.10

Based on Table 5, the following multiple linear regression equation is obtained:

$$Y2 = 5.25 - 0.25 X4 \quad (3)$$

Where:

Y2 : Consumer satisfaction with menu variations at Oorange Unpad Café

X4: Consumers who have purchased drinks at Oorange Unpad Café

From the equation above, it can be interpreted that:

- The coefficient value of the equation is 5.25, which means that if no consumers have ever purchased drinks at the Oorange Unpad Café (X4), then the value of consumer satisfaction with the Oorange Unpad Café menu variation is 5.25.
- If consumer satisfaction with the Oorange Unpad Café menu variations increases, the number of consumers who have purchased drinks at the Oorange Unpad Café will decrease by 0.25.
- The variable consumer knowledge about the Nescafé brand and products as well as consumer knowledge about the Oorange Unpad Café has a value of 0, which means that these variables have no influence on consumer satisfaction with the Oorange Unpad Café menu variations.
- The variable of consumers who have purchased drinks at the Oorange Unpad Café has a negative value, which means that the variable of consumer satisfaction with the Oorange Unpad Café menu variations is influenced by the variable of consumer knowledge about the existence of the Oorange Unpad Café.
- The upper and lower bounds on the intercept in the Y2 equation are estimated to have values of not less than 4.23 and not more than 6.27. They are considered statistically significant at the 0.05 level of significance because the value 0 is not included in this interval. Meanwhile, the upper and lower limits on X1, X2, X3, and X4 are insignificant because the value 0 is included in the interval.

Table 6. P-Value Results on Consumer Satisfaction with Oorange Unpad Café Menu Variations

<i>Significance F/P-Value</i>	0.114093951
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Overall, the P-value in model Y2 is 0.114093951, which is higher than the alpha value or significance level used in this analysis, which is 0.05. This means that the P-value for the model in Y2 does not significantly influence the Y2 variable.

Table 7. Regression Results on Consumer Satisfaction with Oorange Unpad Café Menu Variations

<i>Regression Statistics</i>	
<i>Multiple R</i>	0.85
<i>R Square</i>	0.72
<i>Adjusted R Square</i>	0.50
<i>Standard Error</i>	0.45
<i>Observations</i>	10

Based on Table 7, the statistical results of multiple linear regression can be interpreted as follows:

- The multiple correlation coefficient (Multiple R) obtained was 0.85, which indicates that there is a fairly strong correlation between these variables.
- The coefficient of determination (R Square) obtained is 0.72, meaning that around 72% of the variability of the fixed variables can be explained by the independent variables used in the regression model. This shows that there is a significant relationship between the fixed and independent variables.
- The Adjusted R Square value obtained is 0.5, which indicates that around 50% of the variability of the fixed variables can be explained by the independent variables in the model after considering the complexity of the regression model. This shows that there are other factors outside the independent variable that also contribute to the fixed variable.
- The Standard Error of the model is 0.45. This value is small so that the regression model can predict the fixed variable well.

The influence of consumer satisfaction on the taste of the Oorange Unpad Café menu

Table 8. Analysis Results on Consumer Satisfaction with The Taste on Oorange Unpad Café Beverage Menu

	<i>Coefficients</i>	<i>P-Value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	4.52	0.001957731	2.56	6.48
X1	0	#NUM!	0	0
X2	0	#NUM!	0	0
X3	0.11	#NUM!	-0.48	0.70
X4	-0.13	0.654367669	-0.80	0.55

Based on Table 8, the following multiple linear regression equation is obtained:

$$Y_3 = 4.52 + 0.11 X_3 - 0.13 X_4 \quad (4)$$

Where:

Y_3 : Consumer satisfaction with the taste of the beverage menu at Oorange Unpad Café

X_3 : Consumer knowledge about the existence of Oorange Unpad Café

X_4 : Consumers who have purchased drinks at Oorange Unpad Café

From the equation above, it can be interpreted that:

- The coefficient value of the equation is 4.52, which means that if there is no consumer knowledge about the existence of the Oorange Unpad Café (X_3) and the variable of consumers who have purchased drinks at the Oorange Unpad Café (X_4), then the value of consumer satisfaction the taste on the Oorange Unpad Café drink menu is worth 4.52.

- b. If consumer satisfaction with the taste of the Oorange Unpad Café beverage menu increases, there will also be an increase of 0.11 in consumer knowledge about the Oorange Unpad Café where consumers who have already purchased are considered regulars.
- c. If consumer satisfaction with the taste of the Oorange Unpad Café beverage menu increases, there will be a decrease of 0.13 for consumers who have purchased drinks at the Oorange Unpad Café where consumer knowledge about the Oorange Unpad Café is considered constant.
- d. The consumer knowledge variable about the Nescafé brand and products has a value of 0, which means that this variable has no influence on consumer satisfaction with the taste of the Oorange Unpad Café beverage menu.
- e. The variable consumer knowledge about the Oorange Unpad Café has a positive value, which means that the variable consumer knowledge about the Oorange Unpad Café is influenced by the variable consumer satisfaction with the taste of Oorange Unpad Café beverage menu.
- f. The variable of consumers who have purchased drinks at the Oorange Unpad Café has a negative value, which means that the variable of consumer satisfaction with the taste on the Oorange Unpad Café beverage menu is influenced by the variable consumer knowledge about the existence of the Oorange Unpad Café.
- g. The upper and lower bounds on the intercept in equation Y3 are estimated to have values not less than 2.56 and not more than 6.48 and are considered statistically significant at the 0.05 significance level because the value 0 is not included in this interval. Meanwhile, the upper and lower limits on X1, X2, X3, and X4 are insignificant because the value 0 is included in the interval.

Table 9. P-Value Results on Consumer Satisfaction with The Taste on Oorange Unpad Café Beverage Menu

<i>Significance F/P-Value</i>	0.902190961
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Overall, the P-value in the Y3 model is 0.902190961, which is higher than the alpha value or significance level used in this analysis, which is 0.05. This means that the P-value for the model in Y3 does not significantly influence the Y3 variable.

Table 10. Regression Results on Consumer Satisfaction with The Taste on Oorange Unpad Café Beverage Menu

<i>Regression Statistics</i>	
<i>Multiple R</i>	0.40
<i>R Square</i>	0.16
<i>Adjusted R Square</i>	-0.51
<i>Standard Error</i>	0.86
<i>Observations</i>	10

Based on Table 10, the statistical results of multiple linear regression can be interpreted as follows:

- a. The multiple correlation coefficient (Multiple R) obtained was 0.40, which indicates a positive relationship, although the correlation between these variables is quite weak.
- b. The coefficient of determination (R Square) obtained is 0.16, meaning that around 16% of the variability of the fixed variables can be explained by the independent variables used in the regression model. This shows that the independent variable only makes a small

- contribution to the fixed variable.
- The Adjusted R Square value obtained is -0.51, which indicates that the regression model used is not suitable for explaining the relationship between the independent and fixed variables in the analyzed sample because it has a negative value.
 - The model's Standard Error is 0.86. This value is small enough for the regression model to predict the fixed variable well.

The influence of consumer interest in making repeat purchases at Oorange Unpad Café

Table 11. Analysis Results on Consumer Interest in Repurchasing at Oorange Unpad Café

	<i>Coefficients</i>	<i>P-Value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	5.29	0.011622999	1.79	8.79
X1	0	#NUM!	0	0
X2	0	#NUM!	0	0
X3	-0.29	#NUM!	-1.34	0.77
X4	4.07922E-16	1	-1.21	1.21

Based on Table 11, the following multiple linear regression equation is obtained:

$$Y4 = 5.29 - 0.29 X3 + 4.07922E - 16 X4 \quad (5)$$

Where:

Y4 : Consumer interest in repurchasing at Oorange Unpad Café

X3 : Consumer knowledge about existence of Oorange Unpad Café

X4 : Consumers who have purchased drinks at Oorange Unpad Café

From the equation above, it can be interpreted that:

- The coefficient value of the equation is 5.29, which means that if there is no consumer knowledge about the existence of the Oorange Unpad Café (X3) and the variable of consumers who have purchased drinks at the Oorange Unpad Café (X4), then the value of consumer interest in repurchasing at Oorange Unpad Café is worth 5.29.
- If consumer interest in repurchasing at Oorange Unpad Café increases, there will be a decrease of 0.29 in consumer knowledge about the existence of the Oorange Unpad Café where consumers who have already purchased are considered permanent.
- If consumer interest in repurchasing at Oorange Unpad Café increases, there will also be an increase of 4.07922E-16 for consumers who have previously purchased drinks at the Oorange Unpad Café where consumer knowledge about the existence of the Oorange Unpad Café considered permanent.
- The consumer knowledge variable about the Nescafé brand and products has a value of 0, which means that this variable has no influence on consumer interest in repurchasing at Oorange Unpad Café.
- The variable consumer knowledge about the existence of Oorange Unpad Café has a negative value, which means that the variable consumer interest in repurchasing at Oorange Unpad Café is influenced by the variable consumer knowledge about the existence of Oorange Unpad Café.
- The variable of consumers who have purchased drinks at Oorange Unpad Café has a positive value, which means that the variable of consumer knowledge about the Oorange Unpad Café is influenced by the variable consumer interest in repurchasing at Oorange Unpad Café.
- The upper and lower bounds on the intercept in equation Y4 are estimated to have values not less than 1.79 and not more than 8.79 and are considered statistically significant at

the 0.05 significance level because the value 0 is not included in this interval. Meanwhile, the upper and lower limits on X1, X2, X3, and X4 are not significant because the value 0 is included in the interval.

Table 12. P-Value Results on Consumer Interest in Repurchasing at Oorange Unpad Café

<i>Significance F/P-Value</i>	0.334815232
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Overall, the P-Value in model Y4 is 0.334815232 and this value is more than the alpha value or significance level used in this analysis, which is 0.05. This means that the P-Value for the model in Y4 does not have a significant influence on the Y4 variable.

Table 13. Regression Results on Consumer Interest in Repurchasing at Oorange Unpad Café

<i>Regression Statistics</i>	
<i>Multiple R</i>	0.74
<i>R Square</i>	0.54
<i>Adjusted R Square</i>	0.17
<i>Standard Error</i>	1.53
<i>Observations</i>	10

Based on Table 13, the statistical results of multiple linear regression can be interpreted as follows:

- The multiple correlation coefficient (Multiple R) obtained was 0.74, which indicates that there is a fairly strong correlation between these variables.
- The coefficient of determination (R Square) obtained is 0.54, meaning that around 54% of the variability of the fixed variables can be explained by the independent variables used in the regression model. This shows that there is a significant relationship between the fixed and independent variables.
- The Adjusted R Square value obtained is 0.17, which indicates that only around 17% of the variability of the fixed variables can be explained by the independent variables in the model after considering the complexity of the regression model. This shows that there are other factors outside the independent variable that also contribute to the fixed variable.
- The Standard Error of the model is 1.53. This value is small so that the regression model can predict the fixed variable well.

The influence of consumer assessment regarding the effectiveness of distributing flyers containing the Oorange Unpad Café promotion

Table 14. Analysis Results on Consumer Assessments Regarding The Effectiveness of Distributing Flyers Containing The Oorange Unpad Café Promotion

	<i>Coefficients</i>	<i>P-Value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	3.34	0.000775901	2.16	4.52
X1	0	#NUM!	0	0
X2	0	#NUM!	0	0
X3	0.29	#NUM!	-0.07	0.64
X4	-0.13	0.466002982	-0.53	0.28

Based on Table 14, the following multiple linear regression equation is obtained:

$$Y5 = 3.34 + 0.29 X3 - 0.13 X4 \quad (6)$$

Where:

Y5 : Consumer assessment regarding the effectiveness of distributing flyers containing Oorange Unpad Café promotions

X3 : Consumer Knowledge about Existence *Pop-up Café* Oorange Unpad Café

X4 : Consumers who have purchased drinks at *Pop-up Café* Oorange Unpad Café

From the equation above, it can be interpreted that:

- a. The equation's coefficient value is 3.34, which means that if consumers are unaware of the existence of Oorange Unpad Café (X3) and the variable of consumers who have purchased drinks at the Oorange Unpad Café (X4), then the value of consumer assessment regarding the effectiveness of distributing flyers containing Oorange Unpad Café promotions is worth 3.34.
- b. If consumer assessment regarding the effectiveness of distributing flyers containing Oorange Unpad Café promotions increases, consumer knowledge about the Oorange Unpad Café *Pop-up Café*, where consumers who have already purchased are considered permanent, will also increase by 0.29.
- c. If consumer assessment regarding the effectiveness of distributing flyers containing Oorange Unpad Café promotions increases, there will be a decrease of 0.13 for consumers who have purchased drinks at the Oorange Unpad Café where consumer knowledge about the existence of the Oorange Unpad Café is considered still.
- d. The consumer knowledge variable about the Nescafé brand and products has a value of 0, which means that this variable has no influence on consumer assessment regarding the effectiveness of distributing flyers containing Oorange Unpad Café promotions.
- e. The variable consumer knowledge about the existence of Oorange Unpad Café has a positive value, which means that the variable consumer knowledge about the existence of Oorange Unpad Café is influenced by the consumer assessment regarding the effectiveness of distributing flyers containing Oorange Unpad Café promotions.
- f. The variable of consumers who have purchased drinks at the Oorange Unpad Café has a negative value, which means that the consumer assessment regarding the effectiveness of distributing flyers containing Oorange Unpad Café promotions is influenced by the variable of consumer knowledge about the existence of the Oorange Unpad Café.
- g. The upper and lower bounds on the intercept in equation Y5 are estimated to have values not less than 2.16 and not more than 4.52 and are considered statistically significant at the 0.05 level of significance because the value 0 is not included in this interval. Meanwhile, the upper and lower limits on X1, X2, X3, and X4 are not significant because the value 0 is included in the interval.

Table 15. P-Value Resultson Consumer Assessments Regarding The Effectiveness of Distributing Flyers Containing The Oorange Unpad Café Promotion

<i>Significance F/P-Value</i>	0.110059318
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Overall, the P-Value in the Y5 model is 0.110059318 and this value is more than the alpha value or significance level used in this analysis, which is 0.05. This means that the P-Value for the model in Y5 does not have a significant influence on the Y5 variable.

Table 16. Regression Results on Consumer Assessments Regarding The Effectiveness of Distributing Flyers Containing The Oorange Unpad Café Promotion

<i>Regression Statistics</i>	
<i>Multiple R</i>	0.85
<i>R Square</i>	0.73
<i>Adjusted R Square</i>	0.51
<i>Standard Error</i>	0.52
<i>Observations</i>	10

Based on Table 16, the statistical results of multiple linear regression can be interpreted as follows:

- a. The multiple correlation coefficient (Multiple R) obtained was 0.85, which indicates that there is a fairly strong correlation between these variables.
- b. The coefficient of determination (R Square) obtained was 0.73, meaning that around 73% of the variability of the fixed variables can be explained by the independent variables used in the regression model. This shows that there is a significant relationship between the fixed and independent variables.
- c. The Adjusted R Square value obtained is 0.51, which indicates that only around 51% of the variability of the fixed variables can be explained by the independent variables in the model after considering the complexity of the regression model. This shows that there are other factors outside the independent variable that also contribute to the fixed variable.
- d. The Standard Error of the model is 0.52. This value is small so that the regression model can predict the fixed variable well.

From the entire multiple linear regression analysis carried out on the variables that have been determined, the following results were obtained:

- a. The variable consumer satisfaction with service at Oorange Unpad Café shows a significant relationship with consumer knowledge about the brand, product and cafe. Even though variables X1 and X2 have no influence on Y1, variables X3 and the multiple correlation coefficient (Multiple R) is high, namely 0.85, which indicates that there is a fairly strong correlation between variables and the coefficient of determination (R Square) is 0.72, which indicates that around 72% of the variability of variable Y1 can be explained by variable X1, X2, X3, and X4.
- b. The variable consumer satisfaction with menu variations at Oorange Unpad Café shows a positive and significant relationship with consumer knowledge about the brand, product, and cafe. Even though variables X1, X2, and X3 have no influence on Y2, variable X4 has an inverse influence on Y2. The multiple correlation coefficient (Multiple R) is 0.85, indicating that there is a fairly strong correlation between variables, and the coefficient of determination (R Square) is 0.72, indicating that around 72% of the variability in variable Y2 can be explained by X1, X2, X3, and X4. .
- c. The variable level of consumer satisfaction with the taste of the Oorange Unpad Café beverage menu shows a weak positive relationship with consumer knowledge about the brand, product, and cafe. Even though variables X1 and X2 have no influence on Y3, variable X3 has a unidirectional influence, and the multiple correlation coefficient (Multiple R) is 0.40, indicating that there is a weak correlation between variables, and the coefficient of determination (R Square) is 0.16, indicating that only around 16.29% of the variability in variable Y3 can be explained by X1, X2, X3, and X4. It should be noted that this model is not completely reliable due to the very small sample size and negative

Adjusted R Square value, namely -0.51.

- d. The variable consumer interest in repurchasing at Oorange Unpad Café shows a fairly strong positive relationship with consumer knowledge about the brand, product and cafe. Even though variables X1 and X2 have no influence on Y4, variable X3 has an inverse influence, and the multiple correlation coefficient (Multiple R) is 0.74, indicating that there is a fairly strong correlation between variables, and the coefficient of determination (R Square) is 0.54, indicating that around 54% of the variability in variable Y4 can be explained by X1, X2, X3, and X4.
- e. The consumer assessment regarding the effectiveness of distributing flyers containing Oorange Unpad Café promotions shows that there is a positive and strong relationship with consumer knowledge about the brand, product, and cafe. Even though variables X1 and X2 have no influence on Y5, variable The multiple correlation coefficient (Multiple R) is 0.85, indicating that there is a fairly strong correlation between variables, and the coefficient of determination (R Square) is 0.73, indicating that around 73% of the variability of variable Y5 can be explained by X1, X2, X3, and X4.

Conclusion

Brand awareness of the Oorange Unpad Café is quite high, as indicated by survey responses. The majority of respondents are familiar with the Nescafé brand and products and can easily locate the Oorange Unpad Café. This high level of brand awareness is a strong indicator of the café's presence and recognition within the community.

The effectiveness of distributing flyers containing promotions from Oorange Unpad Café is also notable. Most respondents consider this method to be effective in boosting the café's promotional efforts. The positive reception of flyer distribution highlights its impact as a promotional tool, contributing to increased customer engagement and awareness.

The results of five multiple linear regression analyses reveal that consumer satisfaction with service (Y1) and menu variations (Y2) at Oorange Unpad Café exhibit the most positive and significant relationships with the independent variable. The multiple R and R Square values for these variables are higher compared to others, underscoring their importance in influencing overall consumer satisfaction. However, it is important to note that all P-value values from the regression analyses showed insignificant results, indicating errors and insignificant values for each of the independent variables tested.

Declarations

Author contribution statement

The lead author participated in the study's conceptualisation and design, analysis, interpretation of data, and initial drafting of the paper. Each author contributed to the critical revision of the content for intellectual rigour and provided final approval for the published version. All authors are responsible for every aspect of the work.

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Data availability statement

The data supporting this study's findings are available from the corresponding author upon reasonable request. However, due to privacy and ethical considerations, the data are

not publicly accessible.

Declaration of Interests Statement

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