

**BRAND EQUITY OF KAPAL API SACHET COFFEE IN SAWANGAN: A COMPREHENSIVE STUDY USING MIXED METHODS**

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**Abstract**

*Indonesia, as one of the largest coffee producers in the world, has a promising market for sachet coffee products, with Kapal Api being one of the most popular brands. This study aims to measure Kapal Api's brand equity through four main aspects: brand awareness, brand association, brand perceived quality, and brand loyalty. The research method employed mixed methods, using qualitative analysis through focus group discussions to explore brand awareness, brand perceived quality, and brand loyalty, and quantitative analysis to test the brand association hypothesis using the Cochran test. The study involved 96 respondents in Sawangan selected through purposive sampling, aged at least 17 years, residing in Sawangan, and actively consuming sachet coffee within the last month. The results showed that 100% of respondents recognized Kapal Api as a leading sachet coffee brand and it became the top of mind in Sawangan. Kapal Api's brand association was generally rated positively, especially regarding its distinctive taste and aroma. The price was considered fair in relation to the quality and flavor offered. The product is easy to brew and suitable for consumption in various situations such as in the morning, while working, or relaxing. Most respondents rated Kapal Api as having good quality, characterized by a strong and consistent taste and aroma, product durability during storage, and attractive packaging. Kapal Api's brand loyalty was strong, demonstrated by an inverted loyalty pyramid with the highest percentage of committed buyers, indicating a very good level of loyalty.*

**Keyword:** Brand Equity, Kapal Api, Sawangan, Mixed Methods

**Abstrak**

Indonesia sebagai salah satu produsen kopi terbesar di dunia memiliki pasar potensial untuk produk kopi *sachet*, dengan Kapal Api sebagai salah satu merek terpopuler. Penelitian ini bertujuan mengukur *brand equity* Kapal Api melalui empat aspek utama: *brand awareness*, *brand association*, *brand perceived quality*, dan *brand loyalty*. Metode penelitian menggunakan *mixed methods*, dengan analisis kualitatif melalui *focus group discussion* untuk mengeksplorasi *brand awareness*, *brand perceived quality*, dan *brand loyalty*, serta analisis kuantitatif untuk menguji hipotesis *brand association* menggunakan uji *Cochran*. Penelitian melibatkan 96 responden di Sawangan yang dipilih menggunakan *purposive sampling*, berusia minimal 17 tahun, berdomisili di Sawangan, dan aktif mengonsumsi kopi *sachet* dalam satu bulan terakhir. Hasil menunjukkan 100% responden mengenali merek Kapal Api sebagai kopi *sachet* terkemuka dan menjadi *top of mind* di Sawangan. *Brand association* Kapal Api dinilai positif, terutama terkait rasa dan aroma khas. Harga dianggap sepadan dengan kualitas dan rasa. Produk mudah diseduh dan sesuai dikonsumsi dalam berbagai



situasi seperti pagi hari, bekerja, atau bersantai. Mayoritas responden menilai Kapal Api memiliki kualitas baik, dengan rasa dan aroma kuat serta konsisten, ketahanan penyimpanan, serta kemasan menarik. *Brand loyalty* Kapal Api kuat, terbukti dari piramida terbalik loyalitas dengan persentase pembeli berkomitmen tertinggi, menunjukkan tingkat kesetiaan yang sangat baik.

**Kata Kunci:** *Brand Equity*, Kapal Api, Sawangan, *Mixed Methods*

## I. INTRODUCTION

In recent decades, the sachet coffee industry in Indonesia has experienced rapid growth, in line with urban lifestyle trends that emphasize practicality and efficiency (Pamungkas & Nurlelah, 2025). As the third-largest coffee producer in the world, Indonesia is not only known for its highland coffee bean commodities but also as a major market for instant coffee products (Indonesiabaik.id, 2024).

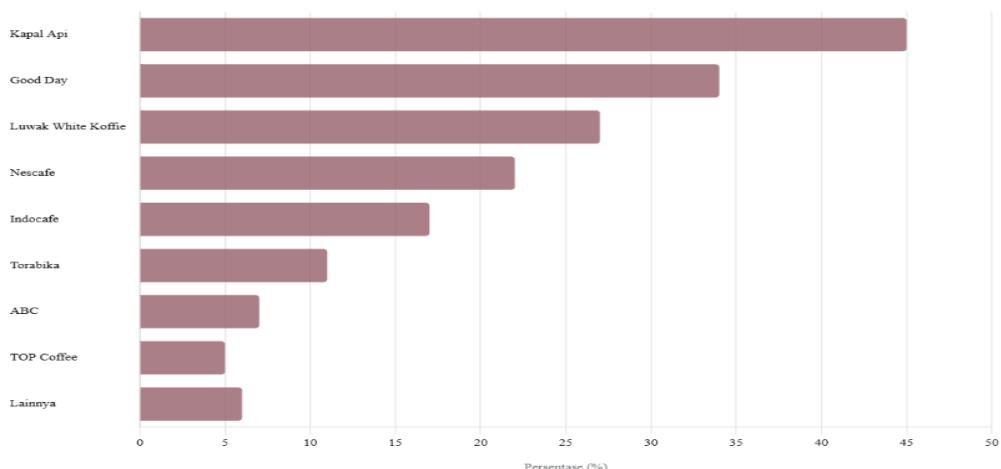
Figure 1. The World's Largest Coffee-Producing Countries



Source: (Indonesiabaik.id, 2024)

Sachet coffee, which offers single-serve packaging, affordable prices, and ease of distribution, has become the top choice for consumers with high mobility—including students, office workers, and communities seeking quick access to a cup of coffee without interrupting their daily routines (Novratena et al., 2021). Amidst increasing competition, brand equity emerges as a key factor that distinguishes one sachet coffee brand from another (Muhammad, 2022). Data from (Data.goodstats.id, 2024) indicates that Kapal Api sachet coffee holds a dominant position as the favorite choice among Indonesian consumers.

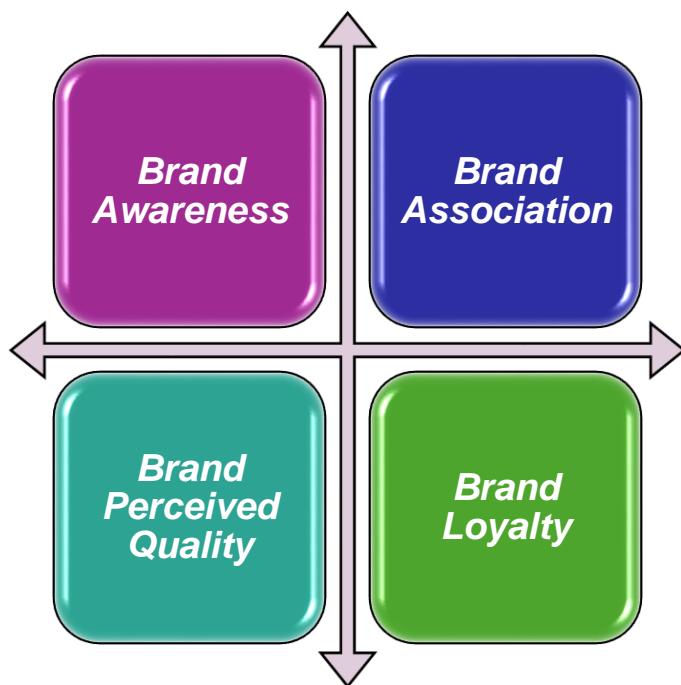
**Figuer 2. Favorite Sachet Coffee Brands Among Indonesian Consumers**



Source: (Data.goodstats.id, 2024)

Kapal Api, one of the pioneers and market leaders in Indonesia's instant coffee industry since 1927, has leveraged its heritage of traditional roasting and an extensive distribution network to solidify its market position (Chandra & Mandela, 2024). In recent years, Kapal Api has not only maintained its traditional ground coffee variants but also introduced a range of sachet coffee products, such as Kapal Api Special Mix and Kapal Api White Coffee, designed to meet consumer demands for convenience without sacrificing the rich aroma and flavor of Indonesian coffee (Rosyid & Aribowo, 2024). Through modernized packaging designs and digital marketing activities, across social media platforms and online marketplaces, Kapal Api has made efforts to appeal to a younger demographic that is increasingly critical of visual branding and online engagement (Anjani et al., 2023). Nevertheless, the emergence of new brands, including local players offering specialty-flavored instant coffee and international brands targeting the affordable price segment (Suherman & Sarusu, 2024), requires Kapal Api to continuously strengthen its brand equity elements to maintain market share. One of the most well-known brand equity models is Aaker's framework (Putri et al., 2021), which defines brand equity as comprising four key components: brand awareness, brand association, perceived quality, and brand loyalty. The structure of Aaker's brand equity model is illustrated as follows:

**Figure 3. Aaker's Brand Equity Concept**



Source: (Wardhana, 2024)

On a local scale, the Sawangan area located in the city of Depok and functioning as a buffer zone to Indonesia's capital presents a dynamic sachet coffee market that is worth investigating. The growth of residential neighborhoods, shopping centers, and improved transportation access has contributed to increased consumption of daily necessities, including sachet coffee. The demographic characteristics of Sawangan's population, which is relatively dense, diverse, and highly mobile, make sachet coffee a practical instant beverage solution consumed before work, during office breaks, or at home. At the same time, the presence of local cafés and trendy coffee shops in Sawangan has influenced consumer preferences, particularly among younger segments who are more open to alternative instant coffee products with unique flavor variants (Purwanti & Sahara, 2024). Competing sachet coffee brands such as Torabika, Nescafé, and local players have actively promoted their products through community sampling events, minimarket discounts, and bundled offers on e-commerce platforms. Consequently, Kapal Api faces the challenge of not only maintaining brand awareness but also ensuring that brand associations, perceived quality, and consumer loyalty in Sawangan remain strong amid a growing variety of available choices (Salsabila & Sulistiani, 2025). Based on this context, a gap is evident between the ideal condition (das sollen) and the actual condition (das sein) regarding Kapal Api's brand equity in Sawangan. Ideally, Kapal Api should be regarded as the primary

choice for nearly all sachet coffee consumer segments in the area, associated with consistent perceptions of authentic flavor and aroma, and supported by strong loyalty even in the face of competitor promotions. However, some consumers, especially younger ones more exposed to digital marketing tend to seek new flavor variants or alternative brands that offer trendier packaging. This phenomenon highlights a gap that must be addressed through targeted marketing strategies and improved consumer experiences. Against this background, this study employs a mixed method approach to comprehensively explore how consumers in Sawangan perceive and evaluate the elements of Kapal Api's brand equity, including brand awareness, brand association, perceived quality, and brand loyalty. Quantitatively, a questionnaire will be distributed to sachet coffee consumers in Sawangan to test the hypothesis related to brand association with Kapal Api. Qualitatively, in-depth interviews and focus group discussions (FGDs) will uncover consumer narratives, motivations, and perceptions that cannot be captured through quantitative data alone. By mapping the gap between das sollen and das sein and comparing the findings with previous studies at both national and regional levels, this research is expected to offer a state-of-the-art contribution through its local contextualization of Sawangan and its integration of mixed methods. The findings are intended to provide strategic recommendations for Kapal Api's management to strengthen its brand position in the Sawangan sachet coffee market, while also contributing to the broader literature on brand equity in Indonesia's instant coffee industry.

## **II. THEORETICAL STUDIES**

### **Brand Awareness**

Brand awareness refers to the extent to which consumers are able to recognize and recall a brand, whether through visual elements such as the brand name, logo, and imagery, or verbal elements such as slogans used in promotional activities (Aurelien et al., 2024). The level of consumer recognition and recall significantly influences their purchasing decisions (Immanuel et al., 2024). Building brand awareness can be achieved when the brand has high recognizability, either because it is easy to pronounce and remember or due to consistency in delivering superior and memorable service quality (Kusuma et al., 2020). Brand awareness can be classified into the following stages:

- 1) Unaware of Brand, when consumers are entirely unfamiliar with the brand.
- 2) Brand Recognition, when consumers can identify the brand when it is shown to them.
- 3) Brand Recall, when consumers can remember the brand without visual cues.
- 4) Top of Mind, when the brand is the first to come to mind in a specific product category

A high level of brand awareness is a strong indicator of a brand's presence and strategic positioning in the minds of consumers. When brand awareness is high, consumers tend to spontaneously associate the brand with its product category. This reflects the brand's commitment and strength in maintaining a consistent market presence. Key factors that drive high brand awareness include consistent promotional efforts, broad product distribution, and a strong brand presence. Well-managed brands tend to generate customer satisfaction and significant customer (Fauziah et al., 2024). Important indicators of brand awareness include ease of recognition, feelings of pride and satisfaction when using the product, and its influence on purchasing decisions. On the other hand, consumer attitudes toward a brand affect their buying behavior. Positive attitudes increase the likelihood of purchase, while negative ones can deter it. In the long run, a brand's reputation for reliability and trustworthiness supports business sustainability amid market competition (Kusuma et al., 2020).

### **Brand Association**

Brand association refers to all impressions or memories embedded in consumers' minds about a brand. These impressions not only exist but vary in strength depending on the intensity and frequency of brand exposure, as well as consumer experience (Purwadi et al., 2024). The more frequently consumers interact with the product or encounter brand communications, the stronger the emotional and cognitive associations become. Strong brand associations are supported by connections with other elements such as functional values, personal experiences, and social perceptions. When these associations form a consistent network of meanings, the brand gains a stronger competitive position. A strong brand association not only enriches consumer understanding of the brand but also influences how they process information, make purchase decisions, and develop positive attitudes toward the brand. Therefore, in building effective brand awareness, companies must create brand associations that are relevant, authentic, and strategically repetitive (Firmansyah, 2019).

### **Brand Perceived Quality**

Brand perceived quality is defined as consumers' subjective evaluation of the superiority and overall quality of a product or service relative to their expectations. This perception plays a crucial role in shaping brand value, as consumer sentiment often has a greater impact on decision-making than objective assessments (Abdullah et al., 2024). Perceptions of quality emerge from various aspects such as product performance, durability, adherence to specifications, presence of additional features, design aesthetics, usage

reliability, and ease of maintenance. These dimensions collectively form consumers' understanding of a product's value and influence their attitude toward the brand. Strategically, perceived quality contributes to promotional effectiveness, brand competitiveness, price setting, distribution channel interest, and the brand's ability to expand its product lines. When consumers perceive a brand as offering consistent and high-quality products, they tend to feel safe, confident, and satisfied thus increasing the likelihood of purchase and brand loyalty. Therefore, building and maintaining quality perception goes beyond meeting technical standards; it involves creating a relevant and positive experience for consumers with varying preferences (Firmansyah, 2019).

### **Brand Loyalty**

Brand loyalty refers to the degree of emotional attachment and consistent consumer preference toward a specific brand or product. Loyalty extends beyond repeated purchasing behavior and reflects a strong emotional bond between the consumer and the brand, resulting in continued patronage despite the availability of other options. Brand loyalty is shaped by various factors such as consistent product quality, positive consumer experiences, alignment of brand and individual values, and the implementation of loyalty programs that encourage engagement. Consumers with high brand loyalty tend to become voluntary brand advocates, willingly recommend the product to others, and are even willing to pay a premium due to their trust in the brand's quality (Abdullah, 2024). Strong brand loyalty serves as a critical foundation for long-term business growth, as loyal consumers contribute through repeat purchases and help cultivate a positive brand image in the public eye (Parawansa, 2024). Brand loyalty can be classified into five levels, reflecting different degrees of consumer attachment and commitment:

- 1) Switchers: consumers who show no loyalty and focus solely on price or other non-brand factors.
- 2) Habitual Buyers: consumers who purchase out of habit, without strong emotional motivation, and continue using the brand simply due to the absence of disappointment.
- 3) Satisfied Buyers: consumers who are generally content with the brand but consider switching costs (financial, time, or perceived risk) when evaluating alternatives.
- 4) Liking the Brand: consumers with strong emotional bonds developed through positive experiences and brand symbolism.

5) Committed Buyers: consumers who are highly attached and proud of their brand choice, integrating it into their identity and actively recommending and defending the brand (Firmansyah, 2019).

### III. RESEARCH METHODS

This study employs a mixed-method approach, with data collection conducted through questionnaires distributed via Google Forms and focus group discussions (FGDs) to gain deeper insights into respondent perceptions (Saparudin & Arizona, 2022). Quantitative analysis is used to test hypotheses related to brand association, while brand awareness, perceived quality, and brand loyalty are measured using descriptive quantitative analysis and interviews with respondents. Data processing and interpretation are supported by SPSS software. The sample size is determined using the Cochran formula, resulting in a total of 96 respondents (Zulfikar et al., 2024), selected using the purposive sampling method (Machali, 2021). The criteria for respondents are:

- 1) Minimum age of 17 years;
- 2) Residence in Sawangan District, Depok City;
- 3) Active consumption of sachet coffee within the past month.

### IV. RESEARCH RESULTS

#### Respondent Characteristics

Descriptive data on the respondents in this study are presented in the following table:

**Table 1. Respondent Description**

Category	Description	Number	Percentage
Gender	Male	90	93.75%
	Female	6	6.25%
	Total	96	100%
Age	17-22 years	12	12.50%
	23-28 years	12	12.50%
	29-34 years	16	16.67%
	35-40 years	28	29.17%
	≥ 41 years	28	29.17%
	Total	96	100%
Residence	Bedahan	11	11.46%
	Cinangka	12	12.50%
	Kedaung	15	15.63%
	Pasir Putih	14	14.58%
	Pengasinan	13	13.54%
	Sawangan	17	17.71%
	Sawangan Baru	14	14.58%
	Total	96	100%
Occupation	Laborer	18	18.75%
	Teacher/Lecturer	4	4.17%
	Private Employee	25	26.04%

	University Student	23	23.96%
	Civil Servant	10	10.42%
	Military/Police	6	6.25%
	Entrepreneur	10	10.42%
	Total	96	100%

Source: Processed by the researchers (2025)

Most respondents were male, totaling 90 individuals (93.75%), while only 6 were female (6.25%). This gender imbalance suggests that sachet coffee consumption is more prevalent among men, particularly those with busy work routines who seek an energy boost from caffeine. In terms of age, most respondents fell within the 35–40 and  $\geq 41$  age groups, each accounting for 29.17%. This indicates that the primary users of sachet coffee are mature and established adults. Younger respondents (17–28 years) made up only 25% of the total, suggesting that they may not consume sachet coffee regularly and instead prefer more contemporary coffee variants. Regarding residence, respondents were evenly distributed across seven sub-districts, with the largest share from Sawangan (17.71%), followed by Kedaung, Pasir Putih, and Sawangan Baru. This even distribution implies that sachet coffee products are widely available in the region and accessible through local shops, convenience stores, and minimarkets. In terms of occupation, most respondents were private employees (26.04%), followed by university students (23.96%) and laborers (18.75%). This supports the notion that sachet coffee is widely consumed by individuals with high mobility, limited budgets, and a need for convenience. Although professional groups such as civil servants, military/police personnel, and teachers/lecturers were smaller in number, they are still part of the consumer segment, indicating that sachet coffee appeals to a broad range of socioeconomic backgrounds. Overall, the respondent profile demonstrates that sachet coffee holds a strong market share among working adult males across the Sawangan sub-district area.

### Validity Test

The validity test is an essential process aimed at ensuring that the instruments used can accurately measure variables in accordance with the reality being studied. Validity is not only concerned with precision but also with the legitimacy of the data obtained so that it reflects the actual conditions. In research, validity is one of the primary requirements, alongside reliability and objectivity to guarantee the quality and integrity of the collected data. Therefore, a validity test must be conducted to ensure that research findings are scientifically credible, acceptable, and accountable. One criterion used to determine whether a questionnaire is valid is by comparing the calculated correlation value ( $r$ -count) with the

critical value from the r-table (r-table). If r-count > r-table, the item is considered valid, and vice versa (Soesana et al., 2023). All instruments used in this study are valid, as the r-count values exceed the r-table value

**Table 2. Validity Test Results**

Variable	Item	r-count	r-table	Conclusion
Brand Perceived Quality - Importance	How important is the strong and consistent taste and aroma of coffee to you?	0.609	0.201	Valid
	How important is the variety of sachet coffee packaging to you?	0.623	0.201	Valid
	How important is it that sachet coffee does not easily get damaged or defective (e.g., clumped powder or leaking packaging)?	0.710	0.201	Valid
	How important is the consistency of product quality and content standards over time to you?	0.764	0.201	Valid
	How important is the durability of sachet coffee during storage before consumption?	0.556	0.201	Valid
	How important is it for you to easily submit complaints and receive solutions from the coffee producer?	0.669	0.201	Valid
	How important is the packaging design and appearance of sachet coffee to you?	0.769	0.201	Valid
Brand Perceived Quality - Performance	Kapal Api sachet coffee has a strong and consistent taste and aroma	0.631	0.201	Valid
	Kapal Api sachet coffee offers packaging variants that suit my preferences	0.645	0.201	Valid
	I rarely experience damage or defects in Kapal Api sachet coffee products	0.565	0.201	Valid
	Kapal Api sachet coffee consistently maintains product quality and content standards	0.614	0.201	Valid
	Kapal Api sachet coffee still tastes good even after being stored for some time	0.590	0.201	Valid
	If you encounter an issue with Kapal Api sachet coffee, do you find the company's response easy and adequate?	0.737	0.201	Valid
	The packaging of Kapal Api sachet coffee is attractive, easily recognizable, and leaves a positive impression	0.554	0.201	Valid
Brand Loyalty	How often do you switch from consuming Kapal Api sachet coffee to other brands?	0.679	0.201	Valid
	Do you consume Kapal Api sachet coffee out of habit?	0.565	0.201	Valid
	Are you satisfied when consuming Kapal Api sachet coffee?	0.821	0.201	Valid
	Do you like Kapal Api sachet coffee?	0.704	0.201	Valid
	Do you recommend others to consume Kapal Api sachet coffee?	0.585	0.201	Valid

Source: Processed by the researchers (2025)

## Reliability Test

The reliability test aims to measure the extent to which an instrument can consistently produce the same results when used repeatedly. In other words, reliability indicates the degree of trustworthiness of a measuring instrument in generating stable data. One commonly used method to test reliability is Cronbach's Alpha, which serves to assess whether an instrument can be considered reliable. This assessment typically refers to a minimum threshold value of 0.6 as an indicator that the instrument is sufficiently reliable (Norfai, 2020). All instruments in this study are sufficiently reliable because the Cronbach's Alpha values are greater than 0.60.

**Table 3. Reliability Test Results**

Reliability Statistics			
Element	Cronbach's Alpha	N of Items	Conclusion
Brand Perceived Quality - Importance	0.799	7	Reliable
Brand Perceived Quality - Performance	0.710	7	Reliable
Brand Loyalty	0.688	5	Reliable

Source: Processed by the researchers (2025)

## Brand Awareness Analysis of Kapal Api

The findings in this study regarding the measurement of brand awareness elements, namely brand unawareness and brand recognition, are as follows:

**Table 4. Brand Recognition & Brand Unaware Analysis Results**

<b>Please observe the logo in the image below.</b> <b>Do you recognize the brand of coffee sachet? If yes, please state the brand name.</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Brand Recognition	96	100	100	100
	Brand Unaware	0	0	0	100
	Total	96	100	100	



Source: Data processed by researchers (2025)

In this study, brand awareness of the Kapal Api coffee sachet was measured using a visual recognition approach via the product logo. Respondents were asked to observe the displayed logo and then asked whether they recognized the brand and could name it. The

results showed that all respondents (96 or 100%) successfully recognized and named the coffee sachet brand as Kapal Api. None of the respondents were categorized as unaware of the brand. This finding indicates a very high level of brand recognition for Kapal Api in the Sawangan area, Depok City. It demonstrates that Kapal Api has successfully established a strong brand identity in consumers' minds, particularly through visual elements such as the logo, which is immediately associated with the product name. The 100% dominance of brand recognition also reflects Kapal Api's strong presence and visibility in the local market, making it one of the most familiar coffee sachet brands among the Sawangan community. The recommendation for Kapal Api is to maintain the strength of its distinctive visual identity, such as the logo and packaging, as a key element in its marketing strategy. Additionally, Kapal Api could optimize loyalty-based promotions such as reward programs or bundling since consumers already have strong brand familiarity. The next marketing focus could be on enhancing brand recall and brand loyalty, given that the brand recognition stage is already very strong in the local market.

**Table 5. Brand Recall Analysis Results**

Aside from the brand you mentioned previously, please name up to 4 other coffee sachet brands you remember.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ABC	49	12.8	12.8
	Good Day	31	8.1	20.8
	Indocafé Coffeemix	36	9.4	30.2
	Kapal Api	20	5.2	35.4
	Kopi Tubruk Gadjah	34	8.9	44.3
	Liong	54	14.1	58.3
	Luwak White Koffie	31	8.1	66.4
	Neo Coffee	25	6.5	72.9
	Nescafé	43	11.2	84.1
	Pikopi	23	6.0	90.1
	Top Coffee	16	4.2	94.3
	Torabika	22	5.7	100.0
		Total	100.0	100.0

Source: Data processed by researchers (2025)

The coffee sachet brand Liong was the most frequently mentioned after Kapal Api, with 54 mentions or 14.1% of the total, indicating that this brand has a relatively strong recall among secondary options. Following Liong are ABC (12.8%), Nescafé (11.2%), and Indocafé Coffeemix (9.4%), reflecting the strong presence of older and international brands in consumers' memories. Meanwhile, Good Day and Luwak White Koffie each garnered 8.1%, showing their continued popularity as alternatives among respondents. Interestingly,

Kopi Tubruk Gadjah (8.9%) outperformed some other major players, indicating potential product differentiation strength. Neo Coffee (6.5%), Pikopi (6.0%), and Torabika (5.7%) showed moderate mention rates, meaning they remain in some consumers' memories though not dominantly. Notably, Top Coffee (4.2%) ranked lowest among the mentioned brands, indicating challenges in visibility or message consistency. This condition illustrates the competitive and diverse structure of the coffee sachet market in terms of brand recall.

**Table 6. Top of Mind Analysis Results**

Analisis Top Of Mind					
Please name one coffee sachet brand that first comes to your mind.					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	ABC	3	3.1	3.1	3.1
	Good Day	2	2.1	2.1	5.2
	Kapal Api	82	85.4	85.4	90.6
	Liong	5	5.2	5.2	95.8
	Luwak White Koffie	1	1.0	1.0	96.9
	Nescafé	1	1.0	1.0	97.9
	Top Coffee	1	1.0	1.0	99.0
	Torabika	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

Source: Data processed by researchers (2025)

Based on the collected data for the question, "Please name one coffee sachet brand that first comes to your mind," there is a clear dominance of a single brand in consumers' minds. Of the total 96 respondents, the majority (82 respondents or 85.4%) named Kapal Api as their first choice. This percentage reflects Kapal Api's strong brand dominance in the coffee sachet category, especially in spontaneous (unaided) brand recall. Other brands appearing in top-of-mind mentions but with much lower percentages include Liong (5.2%), ABC (3.1%), and Good Day (2.1%). Meanwhile, Luwak White Koffie, Nescafé, Top Coffee, and Torabika each received only one mention (1.0% of total respondents). The low mention rates of these brands suggest that although they may be known, their positions in consumers' primary memory remain weak compared to Kapal Api. This finding indicates that the coffee sachet market structure, from the earliest brand awareness perspective, is heavily concentrated on a dominant brand. Kapal Api shows very high recall at the top layer of brand awareness, reflecting the success of its marketing strategies and the strength of its long-established brand equity. Conversely, other brands need to develop more aggressive and unique strategies to improve their position in consumers' immediate memory.

**Table 7. Sources of Brand Recognition**

No	Source of Brand Recognition	Number of Respondents	Percentage (%)
1	TV / Radio Advertisements	35	42.70%
2	Seeing in Store / Stall	20	24.40%
3	Family / Friend Recommendations	15	18.30%
4	Habitual Consumption Since Long Ago	10	12.20%
5	Direct Promotion (Sampling / Booth)	3	3.70%
<b>Total</b>		<b>82</b>	<b>100%</b>

Source: Data processed by researchers (2025)

From the 82 respondents who mentioned Kapal Api as the first coffee sachet brand that came to mind, most recognized it through traditional media advertisements such as TV and radio, accounting for 42.7%. This strengthens the finding that Kapal Api's consistent communication strategy in mass media has been highly effective in building spontaneous awareness (unaided recall). About 24.4% stated they recognized the brand by frequently seeing it in stores or stalls, showing the importance of distribution penetration and visual exposure in strengthening brand presence in daily life. Furthermore, 18.3% recognized the brand through family or friend recommendations, indicating the influence of interpersonal communication or word of mouth, especially within households or communities. Another 12.2% reported habitual consumption of Kapal Api over a long period, suggesting that long-established brand loyalty creates strong brand recall even without active new exposure. Lastly, 3.7% recognized the brand via direct promotional activities such as sampling or booth presence, proving that field brand activation also contributes, albeit on a smaller scale.

### **Analysis of Kapal Api Brand Association**

This study uses the Cochran test to analyze brand associations, considering that this test is an appropriate method for testing comparative hypotheses on data involving several paired sample groups. The test is ideally applied to nominal or ordinal scale data with two categories (dichotomous), such as yes-no, success-failure, or sold-not sold, where positive responses are coded as 1 and negative responses as 0 (Karmini, 2020). The decision criteria for the Cochran test are determined by comparing the obtained Q value with the critical chi-square ( $\chi^2$ ) distribution value at a certain significance level and degrees of freedom equal to  $k-1$ . If the Q value is less than the critical  $\chi^2$  value, the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_a$ ) is rejected. Conversely, if the Q value exceeds the critical  $\chi^2$  value,  $H_0$  is rejected and  $H_a$  is accepted. The measurement of brand association considers the aspects most related to the brand such as product attributes, intangible attributes, customer benefits, relative price, application, user/customer, celebrity endorsement, lifestyle/personality,

product class, competitors, and country/geographic area (Firmansyah, 2019). The findings from the hypothesis testing related to brand association are presented in the following table:

**Table 8. Descriptive Measurement of Brand Association**

Statement	Frequencies	
	No	Yes
Kapal Api has a distinctive taste, aroma, and quality compared to other sachet coffee brands	0	96
The price of Kapal Api sachet coffee is proportional to the quality and taste offered	1	95
Kapal Api is easy to brew and suitable for various situations such as morning, working, or relaxing	1	95
Kapal Api has a flavor that matches the typical Indonesian coffee taste	3	93
Kapal Api has an image as a legendary coffee brand that adds value to consumers	2	94
Kapal Api provides benefits that meet my needs for practical sachet coffee with a distinctive taste	2	94
Kapal Api is a well-known sachet coffee brand because it is frequently consumed by people around me such as family, friends, and colleagues	2	94
Kapal Api is the superior sachet coffee brand compared to other brands	2	94
Consuming Kapal Api reflects a simple lifestyle	3	93
Kapal Api is a sachet coffee with its own class compared to other brands	3	93
Kapal Api's promotions and advertisements involving famous figures make this brand more attractive	4	92

Source: Data processed by the researcher (2025)

**Table 9. Inferential Measurement of Brand Association**

Test Statistics	
N	96
Cochran's Q	6.455 <sup>a</sup>
df	10
Asymp. Sig.	0.776

a. 1 is treated as a success.

Source: Data processed by the researcher (2025)

The hypothesis regarding the association of the Kapal Api brand, described as a coffee known for its distinctive taste, aroma, and quality, as well as a flavor that suits typical Indonesian coffee preferences, is supported. The price is proportional to the quality offered, the product is easy to brew, and suitable for various situations. The brand has a legendary image, offers added value and practical benefits to consumers, and is frequently consumed by people around the consumers. Kapal Api is considered the most superior sachet coffee brand with its own class reflecting a simple lifestyle. Promotions involving famous figures further

enhance the brand's appeal. This logic is supported by the Cochran's Q value of 6.455, while the critical  $\chi^2$  value for  $df = 10 - 1 = 9$  is 16.918. This shows that Cochran's  $Q < \chi^2$  critical value, so the null hypothesis is accepted. Descriptively, the hypothesis test on brand association elements shows that consumer perception of the Kapal Api sachet coffee brand is very positive and consistent across almost all indicators tested. Based on frequency data, all respondents (100%) stated that Kapal Api has a distinctive taste, aroma, and quality compared to other sachet coffee brands. As many as 95 respondents (99%) also stated that the product price is proportional to the quality and taste offered, and that Kapal Api is easy to brew and suitable for various situations such as morning, working, or relaxing. Most respondents (98%) agreed that Kapal Api has an image as a legendary coffee brand that provides added value, as well as practical benefits that meet consumers' needs for convenient and distinctive sachet coffee. Kapal Api is also perceived as a brand close to the respondents' social environment, where 94 respondents said this product is frequently consumed by people around them, and is considered superior to its competitors. Moreover, 93 respondents (97%) believe that consuming Kapal Api reflects a simple but quality lifestyle, and that Kapal Api belongs to a product category with its own class in consumers' eyes. Although slightly lower, 92 respondents (96%) stated that Kapal Api's promotions and advertisements involving famous figures help increase the brand's appeal and perception. Overall, these results reinforce that Kapal Api has strong brand associations in consumers' minds. This includes product attributes, functional and emotional benefits, relative price, lifestyle, and promotional effectiveness, all of which support Kapal Api's brand image as a leader in the sachet coffee category. Kapal Api needs to maintain the quality of its taste and aroma, which are already well known by consumers. For packaging, it is recommended to continue using practical, durable aluminum foil that keeps the sachet coffee fresh, with Kapal Api's distinctive red color design and a compact sachet shape that is easy to carry, enabling consumers to quickly recognize the product in the market. Regarding price, Kapal Api should apply a competitive pricing strategy in the range of Rp 2,000–Rp 5,000 per sachet, aligned with the quality offered and the purchasing power of the target market, so consumers feel they receive value equivalent to the price paid. For promotion, Kapal Api can continue collaborating with influencers who have a simple image and are close to the lifestyle of sachet coffee consumers, such as local celebrities or popular baristas on social media. Promotional campaigns should emphasize messages of convenience and warmth in everyday coffee enjoyment to build trust and closeness with consumers. Marketing strategies also need to be

adjusted according to regional characteristics, for example by offering special flavor variants or promotional packages tailored to local tastes in specific areas, allowing Kapal Api to meet consumer needs across various regions without losing its national brand identity. With these steps, Kapal Api can strengthen its position as a leading sachet coffee brand while sustainably expanding its market share.

### **Analysis of Kapal Api's Brand Perceived Quality**

The measurement of brand perceived quality in this study is based on the following dimensions: performance, features, reliability, conformance, durability, serviceability, and aesthetics (Kusuma et al., 2020). The table below presents a comparison between the importance level of aspects that support Kapal Api's brand superiority (importance) and respondents' perceptions of the implementation of these aspects in the Kapal Api brand (performance).

**Table 10. Analysis of Kapal Api's Brand Perceived Quality: Importance vs. Performance Comparison**

Measured Aspect	Importance	Performance
Strong and consistent coffee taste and aroma	4.70	4.74
Variety of coffee sachet packaging	4.74	4.56
Resistance to damage (packaging, clumping powder)	4.56	4.23
Consistency of content quality over time	4.36	4.25
Resistance to storage	4.71	4.91
Ease of complaint submission and producer response	4.46	4.42
Packaging design and appearance	4.31	4.96
<b>Mean (x̄)</b>	<b>4.55</b>	<b>4.58</b>

Source: Data processed by the researcher (2025)

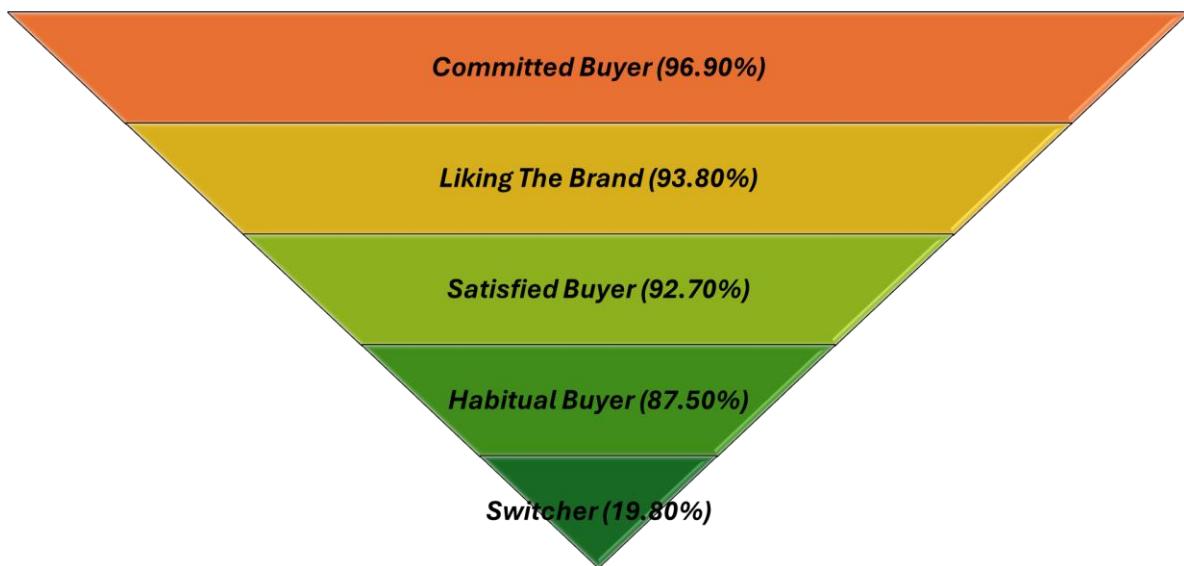
In general, the average importance score of 4.55 and performance score of 4.58 indicate that consumers consider these quality aspects very important, and Kapal Api successfully meets or even exceeds their expectations. The aspect of strong and consistent coffee taste and aroma scored 4.70 for importance and 4.74 for performance. This indicates that consumers highly prioritize taste and aroma quality, and Kapal Api manages to maintain this quality well. The consistent taste and aroma are key factors that build consumer trust and loyalty to the Kapal Api brand. The variety of coffee sachet packaging also received high attention, with an importance score of 4.74 and a performance score of 4.56. Although performance is slightly lower than importance, this still shows that Kapal Api is successful in providing product variations that meet diverse consumer needs. This signifies the brand's effective efforts to expand choices for customers. The aspect of resistance to damage, such as leak-proof packaging and non-clumping coffee powder, scored 4.56 in importance and 4.23 in

performance. The noticeable gap between importance and performance indicates opportunities for Kapal Api to improve packaging quality and maintain product condition until it reaches consumers. Additionally, consistency of content quality over time is also an important concern, scoring 4.36 in importance and 4.25 in performance. Although both scores are fairly high, there is still room for Kapal Api to strengthen quality control so that every product maintains the same high-quality standard. Interestingly, resistance to storage achieved the highest performance score of 4.91, surpassing the importance score of 4.71. This suggests Kapal Api effectively preserves the quality of its coffee sachets over time, becoming one of the brand's competitive advantages appreciated by consumers. Ease of submitting complaints and producer responsiveness scored 4.46 for importance and 4.42 for performance, which are almost balanced. This indicates that Kapal Api provides satisfactory after-sales service, with quick and effective responses to consumer issues, thereby reinforcing the brand image. Finally, packaging design and appearance showed a performance score of 4.96, well above the importance score of 4.31. This means Kapal Api not only meets but exceeds consumer expectations regarding packaging aesthetics. This advantage can serve as a significant visual attraction, helping the brand stand out in the market and catch consumer attention. Overall, Kapal Api has succeeded in meeting and even exceeding consumer expectations in most aspects of product quality, especially in storage durability and packaging design. However, some aspects, particularly product damage resistance and content quality consistency, still require improvement. Therefore, it is recommended that Kapal Api management focus more on enhancing packaging quality and quality control to reduce potential damage and ensure optimal product consistency. By doing so, Kapal Api can continue to maintain and strengthen its position as a leading sachet coffee brand in the market.

### **Analysis of Kapal Api Brand Loyalty**

The depiction of brand loyalty in this study is as follows:

**Figure 4. Results of Kapal Api Brand Loyalty Level Analysis**



Source: Modeling created by the researcher (2025)

This study measures Kapal Api brand loyalty through five main indicators: switching tendency (switcher), consumption habit (habitual buyer), satisfaction level (satisfied buyer), liking the brand, and willingness to recommend the brand (committed buyer). Based on the data obtained, 77 respondents (80.2%) are categorized as non-switchers, meaning consumers who tend to be loyal and are not easily swayed to other sachet coffee brands. The high percentage of non-switchers indicates that Kapal Api has successfully built a strong quality perception in consumers' minds, especially through product characteristics such as distinctive taste, consistent content quality, and ease of product availability. Conversely, 19 respondents (19.8%) are classified as switchers who have flexible preferences and tend to try other brands considered more attractive or currently popular in the market. To strengthen loyalty and reduce the proportion of switchers, Kapal Api is advised to introduce product innovations regularly, such as new flavor variants, limited edition packaging, or thematic offers relevant to young consumers' lifestyles. Regarding consumption habits, 84 respondents (87.5%) fall into the habitual buyer category, meaning consumers who routinely purchase and consume Kapal Api. This habit is formed from consistent consumption experience, emotional attachment, and ease of access to the product. Meanwhile, 12 respondents (12.5%) are non-habitual buyers who only consume Kapal Api under certain conditions, such as when the product is available at home or workplace, not because of strong personal preference. Marketing efforts that emphasize strengthening consumption routines—by offering loyalty programs, digital advertising educating the importance of daily coffee consumption, and strategic product placement—can encourage more consumers to become habitual buyers.

Next, in terms of satisfied buyers, the majority of respondents, 89 (92.7%), expressed satisfaction with their experience consuming Kapal Api sachet coffee. This high satisfaction level is closely linked to the alignment between expectations and actual product quality, including taste, aroma, packaging, and price. On the other hand, 7 respondents (7.3%) were less satisfied due to taste mismatches with personal preferences or less pleasant experiences compared to other brands. Therefore, it is crucial for Kapal Api to maintain quality standards and actively open channels for consumer feedback to identify and resolve complaints promptly. Regarding liking the brand, 90 respondents (93.8%) showed positive preference toward Kapal Api. This indicates strong affection and recognition of brand values, including its reputation as a legendary local coffee, attractive packaging design, and trust in product identity. Meanwhile, 6 respondents (6.3%) expressed dislike for the brand due to personal preference for premium brands, dislike of the perceived “mass-market” image, and more subjective aesthetic and taste considerations. Hence, a differentiation strategy approach can be applied by targeting more specific market segments, such as young urban consumers who prefer practical coffee with a more contemporary and personal visual identity. Finally, in the committed buyer indicator, 93 respondents (96.9%) are categorized as committed buyers willing to recommend the Kapal Api brand to others. This finding indicates that the brand has successfully built loyalty that is not only affective but also reaches advocacy level, the highest form of loyalty. Conversely, 3 respondents (3.1%) stated they are not yet confident or do not have deep consumption experience to provide recommendations. The practical implication of this finding is the importance for the company to continuously foster consumer emotional engagement through referral programs, customer reviews, and social media activations that highlight consumer stories as authentic testimonials. This not only strengthens trust among loyal consumers but also creates more sustainable organic promotional channels.

## **V. CONCLUSION**

This study has been completed to explore the brand equity of Kapal Api sachet coffee in the Sawangan area, focusing on four main dimensions: brand awareness, brand association, brand perceived quality, and brand loyalty. Kapal Api has a very high level of brand awareness, proven by 100% of respondents easily recognizing the brand as one of the leading sachet coffee brands in Indonesia. In fact, Kapal Api is the top of mind brand for sachet coffee consumers in Sawangan. Brand association of Kapal Api is generally rated positively by respondents, particularly regarding its image as coffee with distinctive taste and aroma.

The price of Kapal Api sachet coffee is considered proportional to the quality and taste offered. Furthermore, Kapal Api is known for being easy to brew and suitable for consumption in various situations, such as morning, working, or relaxing. From the brand perceived quality perspective, the majority of respondents rate Kapal Api as having good quality, indicated by strong and consistent coffee taste and aroma, product resistance to storage, and attractive packaging design and appearance. For the brand loyalty dimension, Kapal Api has successfully built strong loyalty among respondents, proven by the inverted pyramid visualization in brand loyalty, with the highest percentage of committed buyers compared to other elements in brand loyalty. This shows a very healthy level of loyalty. As a recommendation, future researchers are advised to conduct broader research across various regions in Indonesia to compare Kapal Api's brand equity with other sachet coffee brands in different regional contexts. More in-depth studies on brand association are also necessary, especially to understand how elements such as price, packaging, and promotion influence consumer perceptions of Kapal Api. Future studies are also expected to evaluate the impact of product variant development and packaging innovation on brand awareness and brand association

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