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**STRATEGY OF “LOCAL CENTRIC”: THE IMPACT OF CULTURAL AND  
BRAND IDENTITY ON CONSUMER LONG-TERM LOYALTY BARAJA COFFEE  
CIREBON**



**Ririn Ferianti**  
Universitas Swadaya Gunung Jati, Cirebon, Indonesia  
[ririn.122020116@ugj.ac.id](mailto:ririn.122020116@ugj.ac.id)

**Rahmadi**  
Universitas Swadaya Gunung Jati, Cirebon, Indonesia  
[rahmadi@ugj.ac.id](mailto:rahmadi@ugj.ac.id)

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**Abstract**

This study aims to analyze the influence of cultural promotion and brand identity on consumer loyalty at Baraja Coffee Cirebon. This research uses a quantitative approach with Structural Equation Modeling based on Partial Least Squares (SEM-PLS) using SmartPLS 4. Data were collected from 150 respondents through purposive sampling using a questionnaire with a five-point Likert scale. The results show that cultural promotion and brand identity have a positive and significant effect on consumer loyalty. Brand identity has a stronger influence on consumer loyalty compared to cultural promotion. The R-square value of 0.892 indicates that 89.2% of consumer loyalty can be explained by the variables of brand identity and cultural promotion. These findings suggest that local culture-based marketing strategies can strengthen consumer loyalty and support the sustainability of local businesses.

**Keywords:** Cultural Promotion, Brand Identity, Consumer Loyalty, Local-Centric Branding

## INTRODUCTION

The rapid development of the food and beverage industry has created increasingly intense competition among businesses. Companies are required to develop innovative marketing strategies that are able to attract consumer attention and build long-term relationships with customers. In the modern marketing environment, consumers are not only influenced by product quality and price, but also by emotional experiences and brand values offered by companies (Kotler & Keller, 2016). Therefore, businesses need to create unique brand identities and meaningful marketing strategies to differentiate themselves from competitors.

One marketing approach that has gained increasing attention is cultural-based marketing or local-centric branding. Cultural promotion allows businesses to incorporate local cultural elements into marketing communication strategies in order to create emotional engagement with consumers. According to Zhang and Chen (2018), marketing strategies that highlight cultural values can strengthen brand authenticity and increase consumer attachment to a brand. When consumers perceive that a brand reflects their cultural identity and values, they tend to develop stronger emotional relationships with the brand.

In addition to cultural promotion, brand identity plays an important role in shaping consumer perceptions and building brand loyalty. Brand identity refers to a collection of brand elements that create a unique brand image in the minds of consumers, including brand personality, visual identity, and brand values (Aaker, 1996). A strong brand identity can increase consumer trust and influence consumer decisions to repeatedly purchase products or services offered by a company. Previous studies also suggest that brand identity contributes significantly to the development of long-term consumer loyalty (Wang et al., 2020).

The integration of cultural promotion and brand identity is particularly relevant for local businesses, especially in the coffee shop industry where competition is increasingly intense. Many coffee shops attempt to differentiate themselves by highlighting local cultural characteristics in their branding strategies. By integrating cultural values into their brand identity, businesses can create a distinctive brand image while strengthening emotional connections with consumers.

Baraja Coffee is one of the local coffee shops in Cirebon that applies a cultural-based branding strategy. The coffee shop integrates elements of Cirebon culture into its promotional activities and brand identity, such as traditional art performances, cultural-themed interior designs, and storytelling related to local cultural heritage. These strategies aim to create a unique brand experience for customers while strengthening brand positioning in the local market.

Despite the growing use of cultural-based marketing strategies by local businesses, empirical studies examining the influence of cultural promotion and brand identity on consumer loyalty in local coffee shop businesses remain limited. Most previous studies focus on large brands or tourism sectors, leaving a research gap regarding the role of cultural promotion and brand identity in small and medium enterprises.

Therefore, this study aims to analyze the influence of cultural promotion and brand identity on consumer loyalty at Baraja Coffee Cirebon. By understanding the relationship between these variables, this research is expected to provide insights for local businesses in

developing effective marketing strategies that integrate cultural values and brand identity to strengthen consumer loyalty. The rapid development of the food and beverage industry has created increasingly intense competition among businesses. Companies are required to develop innovative marketing strategies that are able to attract consumer attention and build long-term relationships with customers. In the modern marketing environment, consumers are not only influenced by product quality and price, but also by emotional experiences and brand values offered by companies (Kotler & Keller, 2016). Therefore, businesses need to create unique brand identities and meaningful marketing strategies to differentiate themselves from competitors.

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strengthen consumer loyalty.

## REVIEW OF LITERATURE

In the development of marketing studies, various researchers have explored the relationship between brand strategies and consumer behavior. In the context of increasingly competitive markets, companies are required to develop strategies that are able to create strong emotional connections with consumers. One approach that has gained significant attention is the integration of cultural values into marketing strategies. Cultural-based marketing allows companies to differentiate their brands while strengthening emotional engagement with consumers.

The concept of cultural promotion refers to marketing activities that incorporate local cultural values, traditions, and symbols into brand communication strategies. According to Zhang and Chen (2018), cultural promotion can enhance brand authenticity and strengthen consumer attachment to a brand. By integrating cultural elements into promotional activities, companies are able to create meaningful brand experiences that resonate with consumers' cultural identities. This approach is particularly relevant for local businesses seeking to build strong brand positioning in their regional markets.

In addition to cultural promotion, brand identity plays an important role in shaping consumer perceptions and brand loyalty. Brand identity represents a set of elements that define a brand's personality, visual identity, and core values (Aaker, 1996). A strong brand identity allows companies to communicate their values consistently and create a distinctive image in the minds of consumers. Previous research by Wang et al. (2020) indicates that brands with strong identities tend to gain higher levels of consumer trust and loyalty.

The relationship between brand identity and consumer loyalty has been widely discussed in marketing literature. Consumer loyalty refers to the commitment of consumers to continue purchasing and recommending a particular brand over time. According to Dick and Basu (1994), loyalty is influenced by both attitudinal and behavioral factors, including emotional attachment, satisfaction, and brand trust. Loyal consumers not only engage in repeat purchases but also act as advocates who promote the brand to others.

Recent studies also emphasize the importance of integrating cultural elements into branding strategies to strengthen consumer loyalty. Maharani et al. (2022) found that cultural-based branding strategies can enhance consumer engagement and improve brand perceptions. Similarly, research by Sari and Fatimah (2021) highlights that brands that successfully incorporate cultural storytelling into their marketing communication tend to develop stronger emotional connections with consumers.

In the context of local businesses, the integration of cultural promotion and brand identity can be an effective strategy for strengthening brand differentiation. Businesses that emphasize local cultural values in their branding strategies can create unique brand experiences while fostering emotional relationships with consumers. Cultural identity can serve as a strategic asset that enhances brand authenticity and strengthens consumer trust.

The coffee shop industry provides an interesting context for examining the relationship between cultural promotion, brand identity, and consumer loyalty. Many coffee shops attempt to differentiate themselves by incorporating local cultural elements into their branding and promotional strategies. This approach not only creates a distinctive brand image

but also strengthens the emotional connection between consumers and the brand.

The synthesis of previous studies indicates that both cultural promotion and brand identity play crucial roles in shaping consumer loyalty. Cultural promotion helps create emotional engagement by highlighting local cultural values, while brand identity strengthens brand recognition and consumer trust. The integration of these two elements is expected to enhance consumer loyalty and support the sustainability of local businesses.

## RESEARCH METHOD

This study uses a quantitative approach with a survey method as the main instrument for data collection. The quantitative approach refers to the positivist paradigm in social research, which allows objective and measurable analysis of the relationship between variables (Sugiyono, 2020). The population of this study consists of consumers who have visited Baraja Coffee Cirebon. Since the exact number of consumers is unknown, the population is considered infinite.

The sampling technique used in this research is purposive sampling, which allows the selection of respondents based on specific criteria relevant to the research objectives. The criteria for respondents in this study include consumers who have visited Baraja Coffee at least twice within the last six months and are familiar with the promotional activities and brand identity of Baraja Coffee. Based on the rule of five times the number of indicators used in the research model, the sample size in this study is 150 respondents.

Data collection was conducted using a structured questionnaire distributed to respondents. The questionnaire uses a five-point Likert scale ranging from strongly disagree to strongly agree. The indicators used in the questionnaire were adapted from previous studies related to cultural promotion, brand identity, and consumer loyalty.

The data analysis technique used in this study is Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) using SmartPLS version 4. This method was chosen because it is suitable for analyzing complex relationships between variables and is effective for predictive analysis in marketing research. The analysis includes outer model evaluation to test validity and reliability, as well as inner model evaluation to test the structural relationships between variables.

### Research Hypothesis

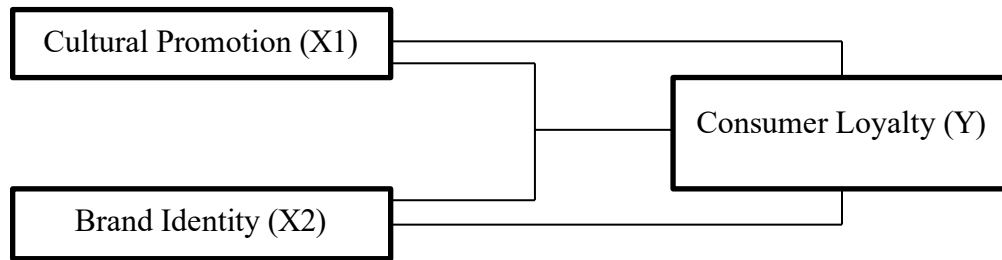
The hypotheses proposed in this study are as follows:

- H1: Cultural Promotion has a positive and significant effect on Consumer Loyalty at Baraja Coffee Cirebon.
- H2: Brand Identity has a positive and significant effect on Consumer Loyalty at Baraja Coffee Cirebon.
- H3: Cultural Promotion and Brand Identity simultaneously have a significant effect on Consumer Loyalty at Baraja Coffee Cirebon.

### Research Model

The research model in this study describes the relationship between independent variables and the dependent variable. Cultural Promotion and Brand Identity act as independent variables, while Consumer Loyalty acts as the dependent variable.

The conceptual model of this research can be illustrated as follows:



The research model illustrates that Cultural Promotion and Brand Identity have direct influences on Consumer Loyalty. Cultural promotion represents marketing strategies that incorporate local cultural values into promotional activities, while brand identity reflects the unique characteristics and values of a brand that differentiate it from competitors.

Through this model, the study aims to analyze how cultural-based marketing strategies and brand identity contribute to strengthening consumer loyalty toward Baraja Coffee. The results of this study are expected to provide insights for local businesses in developing effective marketing strategies that integrate cultural values and brand identity to improve long-term consumer loyalty.

## RESULTS AND DISCUSSION

The measurement model was first evaluated by examining the outer loading values of each indicator. Outer loading values greater than 0.70 indicate that the indicators are valid in measuring their respective constructs.

**Table 1.**  
**Outer Loading Results**

	<b>Brand Identity</b>	<b>Consumer Loyalty</b>	<b>Cultural Promotion</b>
BI 1	0.828		
BI 10	0.818		
BI 2	0.868		
BI 3	0.826		
BI 4	0.756		
BI 5	0.781		
BI 6	0.839		
BI 7	0.842		
BI 8	0.811		
BI 9	0.796		
LK 1		0.844	

LK 10	0.721	
LK 2	0.762	
LK 3	0.822	
LK 4	0.844	
LK 5	0.835	
LK 6	0.863	
LK 7	0.850	
LK 8	0.886	
LK 9	0.791	
PB 1		<b>0.727</b>
PB 10		<b>0.786</b>
PB 2		<b>0.821</b>
PB 3		<b>0.759</b>
PB 4		<b>0.830</b>
PB 5		<b>0.800</b>
PB 6		<b>0.820</b>
PB 7		<b>0.758</b>
PB 8		<b>0.853</b>
PB 9		<b>0.770</b>

Source: Data processed (2026)

The results in Table 1 show that all indicators have outer loading values greater than 0.70. This indicates that all indicators used in this study are valid in measuring their respective constructs.

Next, the reliability and validity of the constructs were evaluated using Cronbach’s Alpha, Composite Reliability, and Average Variance Extracted (AVE).

**Table 2.**  
**Construct Reliability and Validity**

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
BRAND IDENTITY	0.944	0.945	0.953	<b>0.668</b>
CONSUMER	0.947	0.949	0.954	<b>0.678</b>

LOYALTY CULTURAL PROMOTION	0.934	0.936	0.944	<b>0.629</b>
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Source: Data processed (2026)

The results indicate that all variables have Cronbach's Alpha and Composite Reliability values above 0.70, indicating good internal consistency. In addition, the AVE values for all variables are above 0.50, confirming that the constructs meet the criteria for convergent validity.

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT).

**Table 3.**  
**HTMT**

			Original sample (O)	Sample mean (M)	2.5%	97.5%
CONSUMER LOYALTY <->	BRAND		0.985	0.984	0.954	<b>1.009</b>
IDENTITY						
CULTURAL PROMOTION <->	BRAND		0.697	0.694	0.539	<b>0.824</b>
IDENTITY						
CULTURAL PROMOTION <->	CONSUMER	LOYALTY	0.758	0.756	0.623	<b>0.864</b>

Source: Data processed (2026)

The HTMT values for all variable relationships are below the threshold of 1.00, indicating that the constructs in this study have adequate discriminant validity.

The structural model was evaluated using the coefficient of determination (R-square).

**Table 4.**  
**R Square**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
CONSUMER LOYALTY	0.892	0.894	0.023	38.673	<b>0.000</b>

Source: Data processed (2026)

The R-square value for consumer loyalty is 0.892. This indicates that 89.2% of the variation in consumer loyalty can be explained by brand identity and cultural promotion. Hypothesis testing was conducted using the bootstrapping method.

**Table 5.**  
**Hypothesis Test**

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ((O/STDEV))</b>	
BI -> LK	0.820	0.818	0.052	15.699	<b>0.000</b>
PB -> LK	0.175	0.177	0.059	2.969	<b>0.003</b>

Source: Data processed (2026)

The results show that brand identity has a positive and significant effect on consumer loyalty ( $\beta = 0.820$ ;  $p < 0.05$ ). Cultural promotion also has a positive and significant influence on consumer loyalty ( $\beta = 0.175$ ;  $p < 0.05$ ). The effect size was analyzed using the F-square value.

**Table 6.**  
**F Square**

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ((O/STDEV))</b>	<b>P values</b>
BI -> LK	3.541	3.763	1.208	2.932	<b>0.003</b>
PB -> LK	0.160	0.180	0.105	1.533	<b>0.125</b>

Source: Data processed (2026)

The effect size analysis shows that brand identity has a strong influence on consumer loyalty ( $f^2 = 3.541$ ), while cultural promotion has a smaller effect size ( $f^2 = 0.160$ ).

### Discussion

The results of this study indicate that brand identity has a positive and significant influence on consumer loyalty at Baraja Coffee Cirebon. The path coefficient value of 0.820 with a significance value of 0.000 indicates that brand identity is a dominant factor in influencing consumer loyalty. This means that the stronger the brand identity owned by Baraja Coffee, the higher the level of consumer loyalty. Brand identity reflects the uniqueness, image, and characteristics that distinguish a brand from its competitors. When consumers perceive a strong and consistent brand identity, they tend to develop trust and emotional attachment to the brand.

These findings are consistent with the theory proposed by Aaker (1996), which states that brand identity is an important element in building strong brands and long-term customer relationships. A clear brand identity helps consumers easily recognize and remember a brand, which ultimately encourages repeat purchases and long-term loyalty. Previous studies also support these results, indicating that brands with strong identities tend to gain higher levels of consumer trust and loyalty.

The results also show that cultural promotion has a positive and significant influence on consumer loyalty with a path coefficient value of 0.175 and a significance value of 0.003. This indicates that promotional strategies that incorporate local cultural elements can

increase consumer loyalty. Cultural promotion can create a unique brand experience and strengthen emotional engagement between consumers and the brand.

In the case of Baraja Coffee, the integration of local Cirebon cultural elements in promotional activities helps create a distinctive brand image compared to other coffee shops. Consumers tend to appreciate brands that highlight local cultural identity because it creates a sense of familiarity and authenticity. This finding is supported by research which states that cultural-based marketing strategies can strengthen brand authenticity and increase consumer attachment to the brand.

Furthermore, the R-square value of 0.892 indicates that brand identity and cultural promotion can explain 89.2% of the variation in consumer loyalty. This shows that the research model has strong explanatory power in explaining consumer loyalty behavior. The remaining 10.8% may be influenced by other variables that were not included in this study, such as service quality, customer satisfaction, or customer experience.

Overall, the findings of this research indicate that the combination of strong brand identity and effective cultural promotion strategies can significantly increase consumer loyalty. Businesses that are able to integrate cultural values with a consistent brand identity are more likely to create meaningful brand experiences and long-term relationships with consumers.

## CONCLUSION

Based on the results of the study, it can be concluded that brand identity and cultural promotion have a positive and significant influence on consumer loyalty at Baraja Coffee Cirebon. Brand identity shows the strongest influence on consumer loyalty, indicating that a clear and distinctive brand identity plays an important role in strengthening consumer trust and encouraging repeat purchases. Meanwhile, cultural promotion also contributes to increasing consumer loyalty by integrating local cultural values into promotional strategies. These findings indicate that local businesses can enhance consumer loyalty by strengthening their brand identity while incorporating cultural elements into their marketing strategies. Future research is recommended to include additional variables such as service quality, customer satisfaction, or customer experience to provide a more comprehensive understanding of the factors influencing consumer loyalty.

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