

The Influence of Entrepreneurship Competence and Branding Capability on Business Performance

Savyla Putri Permatasari¹, Yuslinda Dwi Handini², Hari Karyadi³,
Setyo Kuncoro⁴

^{1,2,3,4}University of Jember, Kalimantan Tegalboto Street No.37, Krajan Timur,
Sumpersari Sub-district, Jember Regency, East Java 68121
e-mail: yuslinda.fisip@unej.ac.id

Abstract

This article discusses the market trend of coffee cafes as an emerging business which has implications for the increasing spread of coffee cafes in Indonesia. This has caused competition in coffee cafes today to become more competitive, and many of them need help to develop and compete so that coffee cafes go out of business. One of the strategies coffee cafes need to survive the dynamic competition and achieve business success through managerial is to implement entrepreneurial competence and branding capability. This study examines the influence of entrepreneurial competence and branding capability on business performance in coffee café Micro, Small and Medium Enterprises (MSMEs) in Jember Regency, East Java, Indonesia. This area is one of the archipelago's coffee producers from the Raung and Argopuro mountains. The research sample was obtained from identifying coffee cafes in the Jember Regency area through Google Maps based on a 4-5 star rating. Data was collected by distributing questionnaires to 39 coffee cafe managers and then analysed using multiple linear regression analysis. The results showed that entrepreneurial competence and branding capability simultaneously affect the business performance of coffee cafes. Partially, entrepreneurial competence has a positive and significant effect on coffee café business performance, while branding capability has no effect and is significant on coffee café business performance. The findings of this study also indicate that coffee café managers must develop their ability to manage business resources, expand networking for skills enhancement, and increase market share growth.

Keywords: *Entrepreneurship Competence, Branding Capability, Business Performance, Coffee Cafe.*

INTRODUCTION

Food and beverages are an activity for providing and presenting food *and beverages* for customers [9]. One type of *F&B* business that is in great demand by business people is a coffee café. A café is a place that serves coffee and other drink menus with a concept resembling a bar or restaurant. In Indonesia, cafes are also similar to coffee, coffee, and coffee shops. However, the difference is that coffee cafes serve various types of quality coffee processed using sophisticated and modern equipment by a Barista. Coffee cafes have characteristics consisting of cleanliness, aroma, sufficient lighting, *furniture*, comfort, and views outside the café. In addition, some coffee cafes also have *live music* and watching together facilities [23].

Some people make drinking coffee at coffee cafes a lifestyle to create *taglines* such as "No Coffee, No *Workee*" and "No *Coffee, No Life*" [8]. Around 40% of Indonesia's young generation buy coffee drinks from coffee cafes, with an average

spending allocation of IDR 200,000 per month in the past year [16]. This condition affects the amount of domestic coffee consumption in Indonesia. In the last 10 years, from 2014-2021, there has been a significant growth of 250% in the Indonesian coffee industry [15].

Coffee is not only used as prestige but a daily necessity, creating a trend of the coffee café market as *an emerging business* throughout Indonesia. This has implications for the distribution of coffee cafes in Indonesia, whose number continues to increase approximately 3 times from 2016, as many as 1083, and in 2019, as many as 2937, whereas the growth trend of coffee cafes in the East Java region also increased by 16% to 18% [1] [25]. East Java is one of the centers of producing high-quality coffee, with various coffee beans in each region, including Jember.

Coffee cafes in the Jember region have an important role in improving the economy because they are part of Micro, Small and Medium Enterprises (MSMEs) that contribute to creating jobs for the people of Jember. However, the competition for coffee cafés is increasingly competitive, and many cannot grow and compete. In addition, when the Covid-19 pandemic hit, almost all economic sectors were paralyzed, and not a few coffee cafes went out of business. This condition affects the business performance of coffee cafes because it measures the success or failure of a business in striving to achieve predetermined goals [12]. Superior business performance results from entrepreneurial competence through the abilities that entrepreneurs possess, learn and develop [5] [27]. One of the capabilities that is indispensable for a business to survive in dynamic competition is the ability to build a brand (branding capability) [13]. On the other hand, Usman et al. (2020) explain that a business that can identify challenges quickly and purposefully to achieve a business that is superior to other competitors requires innovation for the company's survival. Therefore, the strategies that need to be implemented by coffee shop managers in shaping and improving the performance of the coffee shop business are increasing entrepreneurial competence, branding capability and innovation.

Specifically, the purpose of this study is to examine the effect of entrepreneurial competence on business performance, to examine the effect of branding capability on business performance, and to examine the effect of entrepreneurial competence and branding capability on business performance. Entrepreneurial competence is the main key to achieving superior business performance through the abilities an entrepreneur possesses, learns, and develops [5] [27]. Branding capability is the company's ability to build its brand externally and internally [20]. Branding capability is also interpreted as the company's ability to carry out various marketing strategies and communication activities that lead to brand development [12].

Previous research from Sumawidjaja et al. (2019) shows that entrepreneurial competence positively affects business performance. The research results of Handini et al. (2021b) show a significant influence between branding capability, innovation, and business performance both directly and indirectly. Previous research studies have not examined the simultaneous influence of entrepreneurial competence, branding capability

and innovation on business performance, so researchers add the entrepreneurial competency variable as a novelty.

Based on the discussion, the following hypothesis is formulated:

H₁: There is an effect of entrepreneurial competence on business performance.

H₂: There is an influence of branding capability on business performance

H₃: There is an influence of entrepreneurial competence and branding capability on business performance.

METHOD

This research uses explanatory research with a quantitative approach. Data collection in this study used a questionnaire and instrument statements on the questionnaire using a Likert scale as a measurement scale. The research population is a coffee cafe operating in Summersari Village, Jember Regency and identified through Google Maps based on a 4 to 5 star rating which then obtained a concrete number of 39 coffee cafes. The reason for choosing coffee cafes in Summersari Village as the research location is the distribution pattern of coffee cafes that are lined up or relatively close, the high population density of the Summersari area accompanied by much mobility based on population, accessibility to coffee cafes and universities where most customers are students based on the population of universities.

The criteria for determining the population consist of coffee cafe managers willing to become respondents, coffee cafes are not a franchise business because this research refers more to the local coffee cafe business, coffee cafes that have been operating for \geq 1 year, providing Jember specialty coffee or other *Nusantara* coffee, having a Barista. After all, the focus of this research is on coffee cafes that make coffee the core of the business so that human resources who are experts in the field of coffee are needed and are included in the MSME classification based on the criteria for business capital article 3 paragraph (3) and annual sales results 3 paragraph (5) which are based on PP No. 7 of 2021 concerning Ease, Protection, and Promotion. 7 of 2021 concerning the facilitation, protection, and empowerment of cooperatives and micro, small, and medium enterprises [7] [10] [11] [17] [18]. Furthermore, the sampling technique used in this research is non-probability sampling with the saturated sample method, which means that all population members are used as research samples [28]. The sample size of this study was 39 coffee cafes represented by coffee café managers.

The data analysis technique in this study uses multiple linear regression analysis because it analyses the effect of two or more variables to assist research in processing data from respondents' answers into statistical results, which then answer hypothesis results through various tests.

RESULTS AND DISCUSSION

The results of data processing as many as 39 respondents in this study, based on the year of establishment of the coffee cafe, the majority of coffee cafes were established

in 2020-2022, amounting to 15 coffee cafes (38.5%), while coffee cafes that were established in 2017-2019 were 11 coffee cafes and coffee cafes that were established in 2014-2016 were 10 coffee cafes., based on the gender of the respondents, there were 33 respondents (84.6%) with male gender and 6 respondents (15.4%) female. Based on age, it is dominated by ages between 20-24 years, namely 12 respondents (30.8%). Characteristics of respondents based on education level, most of the respondents graduated from Strata or Bachelor one as many as 16 respondents (41%). Characteristics of respondents based on the number of baristas as many as 29 coffee cafes (74.4%) have 1-3 baristas. Most coffee cafes use and provide Nusantara coffee types, namely Robusta Argopura, as many as 14 coffee cafes (21.5%). Most of the 36 coffee cafés (92.3%) used capital to set up their business, amounting to \leq Rp1,000,000,000.00, while the average annual sales revenue of the 39 coffee cafés ranged from \leq Rp250,000,000.00 with a percentage of 74.4%.

Validity Test

The validity test is a benchmark to measure the instrument's validity level against the variable to be studied. To test the validity of this study using Pearson product-moment correlation, with $df = 37$ and a significance level of 5%, the r_{table} value is 0.316. So that it shows that the variable instrument totaling 22 items has valid criteria based on significance criteria smaller than 0.05 and r_{count} greater than r_{table} 0.316, so it is stated that the items used are valid.

Table 1 Validity Test

Variable	Item	r_{count}	r_{table}	Sig.	Description
Entrepreneurship Competence (X_1)	$X_{1.1}$	0,830	0,316	0,000	Valid
	$X_{1.2}$	0,848	0,316	0,000	Valid
	$X_{1.3}$	0,702	0,316	0,000	Valid
	$X_{1.4}$	0,748	0,316	0,000	Valid
	$X_{1.5}$	0,771	0,316	0,000	Valid
	$X_{1.6}$	0,611	0,316	0,000	Valid
	$X_{1.7}$	0,788	0,316	0,000	Valid
	$X_{1.8}$	0,829	0,316	0,000	Valid
	$X_{1.9}$	0,672	0,316	0,000	Valid
Branding Capability (X_2)	$X_{2.1}$	0,740	0,316	0,000	Valid
	$X_{2.2}$	0,795	0,316	0,000	Valid
	$X_{2.3}$	0,778	0,316	0,000	Valid
	$X_{2.4}$	0,768	0,316	0,000	Valid
	$X_{2.5}$	0,796	0,316	0,000	Valid
	$X_{2.6}$	0,783	0,316	0,000	Valid
	$X_{2.7}$	0,606	0,316	0,000	Valid
Business Performance (Y)	$Y_{.1}$	0,814	0,316	0,000	Valid
	$Y_{.2}$	0,424	0,316	0,007	Valid
	$Y_{.3}$	0,658	0,316	0,000	Valid

Y.4	0,891	0,316	0,000	Valid
Y.5	0,820	0,316	0,000	Valid
Y.6	0,847	0,316	0,000	Valid

Source: Data processed by SPSS 25 (2023)

Reliability Test

The reliability test measures the extent to which the instrument gives the same results consistently. Reliability testing in this study used the Cronbach Alpha method. For the instrument results for all variables obtained (> 0.60), it is concluded that the research data instrument is reliable.

Table 2 Reliability Test

Variable	Cronbach Alpha	Description
Entrepreneurship Competence (X_1)	0,903	Reliabel
<i>Branding Capability</i> (X_2)	0,869	Reliabel
Business Performance (Y)	0,850	Reliabel

Source: Data processed by SPSS 25 (2023)

Normality Test

The normality test uses statistical analysis using tools like the Monte Carlo test. The results of the data normality test using Monte Carlo show that the significance value is 0.297 and greater than 0.05, so it can be concluded that the residual value is normal.

Table 3 Monte Carlo Test

	Unstandarized Residual	Description
Asymp. Sig. (2-tailed)	0,297	Normally Distributed

Source: Data processed by SPSS 25 (2023)

Multicollinearity Test

Table 4 Multicollinearity Test

Variable	Tolerance	VIF	Description
Entrepreneurship Competence (X_1)	0,456	2,195	No Multicollinearity
<i>Branding Capability</i> (X_2)	0,456	2,195	No Multicollinearity

Source: Data processed by SPSS 25 (2023)

The multicollinearity test used the Variance Inflation Factor (VIF) and Tolerance (TOL) methods in this study. The results showed that the model did not have multicollinearity; this was indicated by the Variance Inflation Factor (VIF) value of 2.195 < 10 and the Tolerance Tolerance (TOL) value of 0.456 > 0.1 .

Heteroscedasticity Test

In this study, the heteroscedasticity test was carried out using the Glesjer test. In this test, it is found that the significance value is greater than 0.05, so from these results, it can be seen that there is no heteroscedasticity.

Tabel 5 Heteroscedasticity Test- Glejser Test

Variabel	Significant	Description
----------	-------------	-------------

Entrepreneurship Competence (X_1)	0,324	No heteroscedasticity
Branding Capability (X_2)	0,819	No heteroscedasticity

Source: Data processed by SPSS 25 (2023)

Multiple Linear Regression Analysis

Table 6 Multiple Linear Regression Analysis Test

Variable	Unstandardized Coefficients		Standardized Coefficients		
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig</i>
(Constant)	5,699	4,484		1,271	0,212
Entrepreneurship Competence (X_1)	0,404	0,162	0,497	2,492	0,17
Branding Capability (X_2)	0,110	0,188	0,117	0,585	0,562

Source: Data processed by SPSS 25 (2023)

The multiple linear regression analysis results show that the constant value (a) has a positive value of 5.699, which means it shows a partial effect on the Independent and dependent variables. If all independent variables, including Entrepreneurial Competence (X_1) and Branding Capability (X_2), are worth 0 percent or have not changed, then the value of purchasing decisions is 5.699. The β coefficient value of entrepreneurial competence (X_1) of 0.404 indicates that the entrepreneurial competency variable positively influences business performance, which means that every 1% increase in the entrepreneurial competency variable will affect business performance by 0.404 and vice versa. Assuming that other variables are not examined in this study. The β coefficient value of Branding Capability (X_2) of 0.110 indicates that the branding capability variable positively influences business performance, which means that every 1% increase in the branding capability variable will affect business performance by 0.110 and vice versa. Assuming that other variables are not examined in this study.

t Test (Partial)

Table 7 t Test (Partial)

Variable	t_{count}	t_{table}	Sig	Alpha	Decision
Entrepreneurship Competence (X_1)	2,492	2,028	0,017	0,05	H_1 accepted
Branding Capability (X_2)	0,585	2,028	0,585	0,05	H_2 rejected

Source: Data processed by SPSS 25 (2023)

The t-test results found that the calculated t_{count} of entrepreneurial competence is 2.492, meaning that the value is greater than the t_{table} of 2.028 and the significance value for entrepreneurial competence on business performance is $0.017 < 0.05$, so it can be concluded that H_1 is accepted, which means that there is a positive and significant effect partially between entrepreneurial competence on business performance. This hypothesis provides evidence that there is a significant effect of entrepreneurial competence partially on business performance. The branding capability variable shows a t_{count} of 0.585, meaning the value is smaller than the t_{table} of 2.028. The significance value for branding capability on business performance is $0.585 > 0.05$, so it can be concluded that H_2 is

rejected, which means there is no partial influence between branding capability and business performance. This hypothesis provides evidence that branding capability has no significant effect on business performance.

F Test (Simultaneous)

Tabel 8 F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173,002	2	86,501	9,550	,000b
	Residual	326,074	36	9,058		
	Total	499,077	38			

Source: Data processed by SPSS 25 (2023)

Based on the table above, it can be seen that simultaneously the effect of entrepreneurial competence and branding capability obtained the F_{value} of $9.550 > F_{\text{table}}$ of 3.25 and the significant level is $0.000 < 0.005$, so it can be concluded that the third hypothesis stating the business performance variable is proven to be accepted.

Determination Coefficient Test (R^2)

Table 9 Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,589 ^a	,347	,310	3,010

Source: Data processed by SPSS 25 (2023)

Based on the table above, the correlation coefficient value 0.589 means that the entrepreneurial competency category is medium. The coefficient of determination (R^2) value of 0.347 means that there is an effect of entrepreneurial competence on business performance at 34.7%. In contrast, the remaining 65.3% is influenced by other variables outside the variables used in this study.

The effect of entrepreneurial competence on business performance

The test results in this study indicate that entrepreneurial competence has a positive and significant effect on the business performance of the coffee cafe business in Jember Regency. Any increase in the entrepreneurial competency variable will also increase business performance. This happens because the majority of coffee cafe managers can strategize and the ability to coordinate their business resources well. During the new normal and post-pandemic period, the challenges for coffee cafe managers are changes in consumer behavior to stay at home and economic uncertainty due to social restrictions. This condition has caused many coffee cafes to close permanently or leave the business because they no longer have the capital and income to run coffee café operations. However, based on observations, some coffee cafés survived the pandemic due to their excellent adaptability, innovativeness, ability to identify

opportunities, and optimizing their knowledge in entrepreneurship. The implementation of policies implemented by coffee café managers in facing pandemic challenges includes shifting the focus of offline sales to online with the concept of Ready to go or take away or drive-thru coffee cafes, diversifying businesses, merging or acquiring with other coffee cafes that have good relationships, changing places of business and rebranding coffee cafes. These conditions show that coffee café managers can develop strategies in any situation and condition. Suminar and Apriliawatri (2017) reveal that the quality of reliable human resources will have a future-oriented vision and be able to develop strategies.

Entrepreneurial competence is an important predictor of business performance because it is used to create, analyze and implement all forms of strategies for the improvement and development of a business. On the other hand, superior business performance is produced by an individual or group through entrepreneurial competencies that are explored and optimized both theoretically and [5] [27]. This paradigm of thinking is supported by research from Sumawidjaja et al. (2019), which shows that entrepreneurial competence has a positive effect on business performance, and these findings imply that to improve business performance, it is necessary to increase entrepreneurial competence.

The effect of branding capability on business performance

The test results in this study indicate that branding capability does not affect the business performance of coffee café businesses in Jember Regency. This is due to the lack of ability of coffee café managers to build their external branding, especially concerning acquiring skills from partners and the ability to mobilize resources from the community. This is reflected in the low external branding indicator on the statement item "having opportunities to acquire skills from partners," with a mean of 4.08, meaning that the partnership of coffee cafes is minimal. Hence, opportunities to acquire skills from partners need to be optimized, and not all coffee café managers consider that acquiring skills from partners is important to improve business performance. The statement item "ability to mobilise resources from the community" also has a low mean of 4.10, which means that the ability to organize the community needs to be improved, and not all coffee shop managers consider mobilizing resources from the community to improve business performance because not all coffee shop managers also join a community. In addition, the characteristics of respondents based on age and education level show the lack of experience of coffee shop managers. At the same time, Taufik (2017) explains that a person's experience and skills will bring out their potential in coffee shop management. These conditions indicate that coffee café managers must expand their relationships and improve their skills by collaborating with partners (government, farmers, roastery, suppliers, NGOs) and joining integrated communities.

Based on observations in the field, most coffee café managers participate in independent and non-integrated communities, and there are also coffee café managers who do not participate in the community. Hence, the range of relationships is very limited to the scope of the community. Handini et al. (2021a) revealed that coffee cafe managers

need to take concrete steps to optimize their ability to interact with their environment to improve coffee cafe business performance. Lei et al. (2018) revealed that to succeed or support an increase in branding capability, a manifestation of cooperation or collaboration with other parties is needed so that the value of coffee cafes increases from existing competition.

Referring to respondents' characteristics, most coffee cafes in the Summersari Village area were established in 2020-2022, which is classified as a young cycle. In this cycle, coffee cafes focus on exploring unmet needs for new products, helping to estimate potential demand, determine prices and form product specifications [11]. This condition shows that coffee cafes established for 1-2 years still need better brand-building capabilities. However, if a coffee cafe has been established for $\geq 3-5$ years and is in a mature cycle, its brand-building ability is quite good. In line with the product and service life cycle thinking paradigm, Hague et al. (2016) state that market research in the mature cycle can build mature brands and competitive advantages.

Based on the explanation above, it shows that the coffee cafe is in a young cycle or early stage that focuses on the growth of a coffee cafe, so the ability to build its external brand still needs to be improved. The low business performance resulting from the inability of coffee shop managers to build brands to survive in fierce competition has resulted in many coffee shops going out of business. Meanwhile, the ability to build a brand is needed by companies to survive in a dynamic competitive climate which will then affect and improve business performance [12].

The results of this study contradict research from Handini et al. (2021a) and Handini et al. (2021b), which show that branding capability has a positive and significant effect on business performance. Research by Lei et al. (2013) shows that branding capability significantly affects business performance, although the results are negative. However, this study shows that the results of branding capability do not significantly affect the business performance of the coffee cafe business in Jember Regency.

The effect of entrepreneurial competence and branding capability on business performance

The test results in this study indicate that the variables of entrepreneurial competence and branding capability simultaneously have a positive and significant effect on the variable business performance of coffee cafes in the Jember Regency. This shows that to improve the performance of the coffee cafe business in Jember Regency, the management of entrepreneurial competence and branding capability must also be improved. The management is optimized by developing the ability to formulate and develop strategies, seize opportunities, organizational ability and conceptual ability, building external branding, especially concerning acquiring skills from partners and mobilizing resources from the community. If the overall management can be optimized and implemented properly, the business performance of coffee cafés in Jember Regency will increase. This is because business performance results from management activities carried out by managers in a company. Furthermore, these results can be used as a measure of the success or failure of the management of a business in seeking to achieve

the goals set by the company [12].

This study confirms previous research conducted by Sumawidjaja et al. (2019), showing that entrepreneurial competence affects company performance. Furthermore, Handini et al. (2021a) show that branding capability positively and significantly affects business performance. This research has equally significant results, but the difference is that this study shows that entrepreneurial competence and branding capability positively and significantly affect business performance. Adding entrepreneurial competence variables is new and has not been done in previous studies.

CONCLUSION

Based on the discussion of the research results that have been carried out in this study, it can be concluded that:

1. The results of testing the first hypothesis explain that entrepreneurial competence affects business performance, meaning that the first hypothesis is accepted. This means that any increase in the entrepreneurial competency variable will affect the increase in business performance. This is because coffee cafe managers in Jember Regency can strategize and have the ability to coordinate their business resources and consider that entrepreneurial competence is important for an entrepreneur to have and develop.
2. The results of testing the second hypothesis explain that branding capability does not affect business performance, meaning that the second hypothesis is rejected. This is due to the need for more ability of coffee cafe managers in Jember Regency to build their external branding, especially concerning the lack of opportunities for skills from partners and the lack of ability to mobilize resources from the community so that it needs to be optimized. In addition, not all coffee shop managers consider that the ability to acquire skills from partners and mobilize community resources are important to implement to improve the business performance of coffee shops.
3. The results of testing the third hypothesis explain that entrepreneurial competence and branding capability positively and significantly affect business performance, meaning that the third hypothesis is accepted. This means that any increase in entrepreneurial competence and branding capability variables will affect the improvement of business performance, so it is important to implement.

Coffee cafe managers are expected to develop their ability to manage business resources, expand relationships for skill enhancers, innovate through up-to-date technology, and increase market share growth to improve their business performance. This research was only conducted in the scope of the Summersari Village area of Jember Regency, so it cannot be generalized. Further research is needed to find out the situation of coffee cafes in the future because this research was conducted during the post-Covid 19 economic recovery period. Hence, the market share growth rate was very low. The study used in this research is cross-sectional. It is not the most appropriate approach to use because the variables of entrepreneurial competence and branding capability require a period to see the results or development of their implementation, so longitudinal studies

are more appropriate in obtaining data and information specifications so that the development of entrepreneurial competence and branding capability for the coffee cafe sector in a dynamic environment can improve its business performance.

REFERENCES

- [1] APKRINDO. (2019). Pertumbuhan Kafe Berbasis Kopi Jatim Mencapai 18 Persen Setahun. <https://surabaya.bisnis.com/read/20191001/531/1154444/pertumbuhan-kafe-berbasis-kopi-jatim-mencapai-18-persen-setahun>
- [2] Badan Pusat Statistik. (2022). Kabupaten Jember Dalam Angka. <https://jemberkab.bps.go.id/publication/2022/02/25/aaa3aa445ab9ee0471f2399f/kabupaten-jember-dalam-angka-2022.html>
- [3] Badan Pusat Statistik Indonesia. (2022). Statistik Indonesia 2022. <https://www.bps.go.id/publication/2022/02/25/0a2afea4fab72a5d052cb315/statistik-indonesia-2022.html>
- [4] Bagheri, A., & Pihie, Z. A. L. (2015). Factors influencing students' entrepreneurial intentions: The critical roles of personal attraction and perceived control over behavior.
- [5] Bird, B. (2019). Toward a Theory of Entrepreneurial Competency. In J. A. Katz & A. C. Corbet (Eds.), *Seminal Ideas for the Next Twenty-Five Years of Advances* (Vol. 21, pp. 115–131). Emerald Publishing Limited. <https://doi.org/10.1108/S1074-754020190000021011>
- [6] BPS Kabupaten Jember. (2021). Kecamatan Summersari Dalam Angka 2021. Badan Pusat Statistik Kabupaten Jember. <https://jemberkab.bps.go.id/publication/2021/09/24/d52b59970128870b649973ca/kecamatan-sumbersari-dalam-angka-2021.html>
- [7] Citra Satelit Google Maps. (2023). Peta Persebaran Kafe Kopi Di Kelurahan Summersari. <https://www.google.com/maps/>
- [8] Copenmagazine. (2022). Tren Coffee Shop di Tahun 2022. <https://copenmagazine.com/2022/11/08/tren-coffee-shop-di-tahun-2022/>
- [9] David, B., Lockwood, A., Alcott, P., & Pantelidis, I. (2018). *Food And Beverage Management* (Sixth). Routledge Taylor & Francis Group.
- [10] Egger & Ashby. (2015). *The Home Barista: How to Bring Out the Best in Every Coffee Bean*.
- [11] Hague, P., Cupman, J., Harrison, M., & Truman, O. (2016). *Market Research in Practice: An Introduction to Gaining Greater Market Insight* (3th ed.). Kogan Page.
- [12] Handini, Y. D., Notosubroto, S., Sunarti, S., & Pangestuti, E. (2021). The Effect of Branding Capability on Business Performance: An Empirical Study in Indonesia*. *Journal of Asian Finance*, 8(7), 591–0601. <https://doi.org/10.13106/jafeb.2021.vol8.no7.0591>
- [13] Handini, Y. D., Pangestuti, E., Suharyono, & Sunarti. (2021). Branding Capability, Innovation and Business Performance. <https://doi.org/10.2991/aebmr.k.210928.006>
- [14] Helmold, M. (2022). *Performance Excellence in Marketing, Sales and Pricing*. Springer.
- [15] International Coffee Organization. (2021). *World Coffee Consumption*. https://www.ico.org/trade_statistics.asp
- [16] JAKPAT. (2022). Trendy Drinks. <https://blog.jakpat.net/trendy-drinks-jakpat-local->

brands/

- [17] JDIH BPK RI. (2021). PP No. 7 Tahun 2021 tentang Kemudahan, Pelindungan, dan Pemberdayaan Koperasi dan Usaha Mikro, Kecil, dan Menengah. <https://peraturan.bpk.go.id/Home/Details/161837/pp-no-7-tahun-2021>
- [18] Moldvaer, A. (2021). *The Coffee Book*. DK Publishing.
- [19] National Coffee Association (NCA). (2021). Coffee's Journey through COVID-19: What Changed—and What Didn't. <https://nationalcoffee.blog/category/facts-stats/>.
- [20] Odoom, R., Narteh, B., & Boateng, R. (2017). Branding in small- and medium-sized enterprises (SMEs): Current issues and research avenues. In *Qualitative Market Research* (Vol. 20, Issue 1, pp. 68–89). Emerald Group Publishing Ltd. <https://doi.org/10.1108/QMR-12-2015-0091>
- [21] Sumawidjaja, R. N., Suryana, Ahman, E., & Machmud, A. (2019). The impact of entrepreneurial competencies on creative industry performance in Indonesia. In *Journal of Entrepreneurship Education* (Vol. 22, Issue 6).
- [22] Suminar, R. dan M. Apriliawati. 2018. *Pelayanan Prima Pada Orang Tua Siswa Di Sempoa Sip Teparamount Summarecon*. Banten. Sekretari Universitas Pamulang.
- [23] Susanto, A. (2017). *A Handbook for Coffee Lovers*. Jakarta: The Jakarta Consulting Group.
- [24] Taufik, E. 2017. Pengaruh Kemampuan, Pengalaman Dan Disiplin Kerja Terhadap Kinerja Karyawan. *Jurnal Komunikasi, Bisnis dan Manajemen*.
- [25] Troffin & Majalah Mix. (2020). Toffin Indonesia Merilis Riset “2020 Brewing in Indonesia.” <https://insight.toffin.id/toffin-stories/toffin-indonesia-merilis-riset-2020-brewing-in-indonesia/>
- [26] Usman, I., Maupa, H., Idrus, M., Haerani, S., & Nurjanna, N. (2020). Moderation effect of competence of knowledge and innovation: case of Bali. *Business Process Management Journal*, 26(6), 1307–1327. <https://doi.org/10.1108/BPMJ-06-2019-0236>
- [27] Utami, E. N., & Mulyaningsih, H. D. (2017). The Impact of Competency Entrepreneurship on Micro, Small, Medium Enterprises Performance. *International Journal of Management, Entrepreneurship, Social Science and Humanities*, 1(1), 24–30. <https://doi.org/10.31098/ijmesh.v1i1.7>
- [28] Wideasworo, E. (2019). *Menyusun Penelitian Kuantitatif Untuk Skripsi Dan Tesis*. Araska. iz, M. M., Shams El-Deen, R. M., & Allithy, M. A. (2020). Birth preparedness and complication readiness among antenatal care clients in Upper Egypt. *Sexual and Reproductive Healthcare*, 24(March), 100506. <https://doi.org/10.1016/j.srhc.2020.100506>
- [29] X. Lei, T. Ye, and T. Abimbola. (2013). “The role of branding capability for innovative companies: Stock market reactions to new product announcement,” *Nankai Bus. Rev. Int.*, vol. 4, no. 4.