

## Brand Reputation on Brand Performance in Surplus Indonesia

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**Abstract** - The research presented here examines the impact of brand reputation on brand performance using the Indonesian Surplus case study. The study employed a quantitative descriptive methodology, surveying one hundred respondents in Jakarta who used the Surplus Indonesia application and purchased goods from partners between July and December 2023. Purposive sampling was used to select the target audience. Data analysis was conducted using Partial Least Square (PLS) with Smart PLS version 4.1 to accurately assess the relationship between brand reputation and brand performance. Respondents answered questionnaires distributed via Google Forms, which included a Likert scale ranging from one to five to measure perceptions of brand reputation and performance. The study's findings indicate that brand reputation has a significant and positive impact on brand performance, highlighting the importance of maintaining a strong brand reputation for business success. The research's management conclusion is that Surplus Indonesia's existence can function as a platform to assist small, medium, and large enterprises in the economy in managing food that is fit for human consumption. In addition, customers are urged to use caution when selecting the goods they wish to use. With the objective to reduce food waste and improve earth's chances of survival.

Keywords: Brand Performance, Brand Reputation, Surplus Indonesia

### 1. Introduction

Among the nations impacted by the harsh weather that will occur in 2023 during the dry season is Indonesia (Rajagukguk, 2022). A significant number of individuals are complaining about the different effects of this dry weather (Putra & Sushanty, 2023). According to Vadikkeettil et al. (2022), air pollution and excessive heat can have a negative effect on health and contribute to the spread of illnesses such as diarrhea, dengue fever, rashes, and respiratory tract infections.



Source: Thenniarti (2022)

Figure 1. Impact of Climate Change

There was definitely a reason for the temperature increase that was observed (Keen, 2022). Yoro & Daramola (2020) contend that rising greenhouse gas emissions are the main driver of global warming. Ozone (O<sub>3</sub>), which reacts with greenhouse gases, is more concentrated in areas with higher concentrations of greenhouse gases (Vadikkeettil et al., 2022). The stratosphere's O<sub>3</sub> concentration therefore drops. The reduction in O<sub>3</sub> concentrations in the stratosphere is actually referred to as the "ozone hole" (Ball et al., 2019). Temperatures rise as a result of the ozone hole's existence because more UV radiation from the sun is capable of reaching the earth (Friedel et al., 2022)

Liu et al. (2021) propose that one of the gases responsible for global warming is methane gas. In terms of environmental harm, this gas comes in second (Raihan et al., 2023). Organic compounds are the source of methane gas, particularly connected to the effects of bacterial degradation in animal husbandry, plantations, and agriculture (Kaupper et al., 2020). As a greenhouse gas, methane has the ability to retain heat in the atmosphere (Wang et al.,

2019). The production of coal, natural gas, and oil releases methane into the atmosphere. Methane is also produced by human food waste that is discarded and turns into trash (Khan et al., 2023).

According to Al-Rumaihi et al. (2020) heaps of organic garbage, including food waste, account for more than 50% of carbon emissions that contribute to the ozone layer's thinning. According to Johansen (2023), piles of organic waste in final disposal sites have the potential to produce methane gas and emit carbon dioxide that can deplete the ozone layer. Global warming and abrupt climate change may consequently happen (Miles-Novelo & Anderson, 2019). According to Sarkar et al. (2022), this can be decreased by managing food waste into recycled or new resources. The goal is to keep food waste out of landfills and away from the trash heap (Singh & Sinha, 2022).

In accordance with Soma (2020), Indonesia comes second globally in terms of food waste production. The fact that Indonesia is a nation significantly contributes to food waste, this raises problems with the environment.



Source: Rizaty (2021)

Figure 2. Indonesia's contribution to food waste

As reported by Rizaty (2021), between 2000 and 2019 Indonesia contributed 23–48 tonnes of debris year to the environment. This transforms, if determined, to each person in the community supplying between 115 and 184 kilograms of food waste annually. The generation of food waste costs the state \$213–351 trillion annually. This can be considered wasteful because, with thorough assessment, food waste could benefit 61–125 million people. In Southeast Asia, Indonesia has the greatest rate of hunger, ranking third. Vegetable waste is one form of food waste in Indonesia. This results in the largest percentage of 31%, followed by rice (20%), meat (11%), milk and its derivatives (10%), and fish (10%).

Lin et al. (2023) suggest that a good reputation aids in setting a business apart from opponents. One of the most significant intangible assets that influences a company's performance is its reputation (Sarstedt et al., 2023). According to Elshaer et al. (2023), a company's reputation is sometimes described as the culmination of people's attitudes, perceptions, and views about it. In addition, Hua et al. (2023) claimed that a person's relative perspective determines a company's reputation. Accordingly, customers' subjective assessment of a company has a direct bearing on its (Kang & Shao, 2023). Economic orientation is the foundation of reputation as a perceived quality, which is fueled by the caliber of inputs, raw resources, and productive assets (Schermer, 2020).

According to Fader (2020), a company's brand is crucial since it is widely accepted that innovation will lead to highly profitable outcomes for all involved. Companies must thus cultivate a positive brand reputation (Maaloul et al., 2023). According to Vuong & Bui (2023), brand reputation is crucial for satisfying client requests and for establishing a positive reputation. In this instance, businesses must uphold the caliber of their products and keep their word (George & George, 2023). Customers should be encouraged to promote good word of mouth, and additional initiatives include public relations and advertising Anastasiei et al., (2023), while there are no intrinsic cues, customers can benefit from brand reputation while making decisions (Kakaria et al., 2023). According to Gómez-Rico et al. (2023), because value is a significant factor in consumers' brand selections, brand managers need to take consumer values into account while creating customer attraction strategies. Customers typically favor brands with a higher reputation and a direct connection to the values that matter to them (Hong et al., 2023).

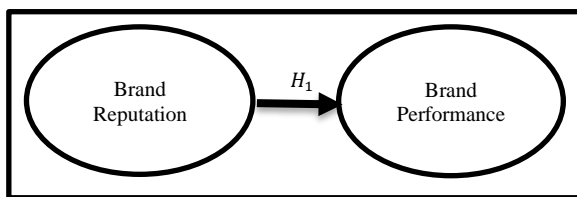
As defined by Iankova et al. (2019), brands constitute complicated entities whose success depends on how well a corporation connects its functional and emotional values with the psychological requirements and performance of its customers. Consequently, the success of corporate branding greatly depends on how similarly organizational members view the essence of their brand (Iankova et al., 2019). According Freeman & Newkirk (2023), company branding entails an extensive array of stakeholders engaging with a large number of employees across numerous departments inside an organization. In the opinion of Blakeman (2023), in order to build a positive brand reputation, effective corporate branding necessitates a consistent message regarding brand identity and uniform distribution to all stakeholder groups.

According to Dyer (2023) brand performance reflects a company's power in the marketplace. The successful achievement of organizational strategy and objectives reflects brand

performance (Weiss & Hartle, 2023). Willekens et al. (2023) state that market share, profitability, and sales growth can be used to gauge this. Stock market gains have also been used to operationalize this (Oktavian & Handoyo, 2023). According to Noh et al. (2023), brands help consumers achieve functional, psychological, and financial benefits; as a result, brand performance does not appear to be built just on the basis of economic measurements. According to Ahmed et al. (2023), brand performance demonstrates how a brand competes in the market both financially and non-financially. The development of components that are essential to the physical makeup of the brand and its performance.

Yu (2023) asserts that there is a connection between organizational performance and reputation. Hence, it seems that understanding reputation is crucial to understanding why certain firms perform better than others Lomer et al. (2023). Many people believe that building one's brand is the core of the strategic management profession (Ershadi et al., 2023). According to Varma (2023), the foundation of brand reputation as a competitive advantage is a social tradition that has its roots in the media, in the expertise of intermediaries, and in ties to high-status actors. Rankings of brand reputation can also have an impact on a company's competitive advantage, according to Vuong & Bui (2023), Regarding the present and upcoming operations of a business or organization, brand reputation is the culmination of admiration, confidence, kindness, and respect (Bell, 2023).

$H_1$ : Brand Performance is positively impacted by brand reputation.



Sources: Processed by Reseacher (2024)  
 Figure 3. Hypothesis Model

In spite of the foregoing, Indonesian Circular Economy Company is active as a business that practices zero food waste. The company introduces themselves under the Surplus brand by forming partnerships with other food and beverage goods sellers. The idea of surplus itself takes into account the fact that extra food that is still suitable for consumption could possibly be sold as an alternative to being thrown away by developing an application or service that makes this process easier. People have the opportunity to enjoy their preferred dishes at affordable costs. The purpose of this study is to examine how brand reputation affects brand performance using Surplus Indonesia as a case study.

The author has not come across any comparable studies, either in concurrently or in partial correlation, on the impact of brand reputation on brand performance in any reference. Thus, this is a research novelty.

## 2. Research Methods

The research used a quantitative descriptive method involving 100 respondents consisting of men and women spread across Jakarta. Purposive sampling is a sampling technique with the criteria of respondents who have purchased products from partners using the Surplus Indonesia application for the research period from July to December 2023. The data analysis technique uses Partial Least Square (PLS). The data analysis tool used was Smart PLS version 4.1. A Likert scale with a range of one to five was used when distributing questionnaires to respondents in the form of a Google Form. The researchers modified the research questions in accordance with the case studies that were presented to the participants. In addition to the aforementioned demographic factors, the researcher's accessibility to the respondents exerted a role in the selection of responses. Validity, reliability, and hypothesis testing are the measuring indicators utilized in this research.

## 3. Results and Discussion

Of the 100 respondents involved in the research, there were 51% of respondents who lived in South Jakarta, 20% were in East Jakarta. As many as 9% of respondents live in North Jakarta and 20% live in Central Jakarta and West Jakarta. As many as 75% of female respondents participated in this research and 25% were male respondents. The majority of respondents have been users of the Surplus Indonesia application for around 6 months to 24 months. Respondents learned about the Surplus Indonesia application from social media Instagram as well as word of mouth information from respondents' social partners.

Most of the respondents were employees, while others were students and housewives. Based on the size of the budget spent by respondents for shopping on the Surplus Indonesia application in one month, the range is IDR 50,000 – IDR 100,000 by 30%. Then the range of IDR 100,000 – IDR 200,000 is 60% and more than IDR 200,000 is 10%. Food in the form of bread, cakes and coffee are the products that respondents order every time they use the Indonesian Surplus feature. The results of the validity test are presented in table 1.

Table 1. Validity Test

Variables	Indicators	Loading Factor	References
Brand Performance	BP1	0.702	Foroudi (2018)
	BP4	0.751	
	BP5	0.723	
	BP6	0.763	
	BP7	0.767	

Variables	Indicators	Loading Factor	References
Brand Reputation	BP8	0.891	Foroudi (2018)
	BP9	0.837	
	BP10	0.784	
	BP11	0.871	
	BP12	0.872	
	BR1	0.780	
	BR2	0.774	
	BR3	0.775	
	BR4	0.783	
	BR5	0.762	
	BR6	0.716	
	BR7	0.772	
BR8	0.801		
BR9	0.803		

Source: Data Processed (2024)

Measures that show a positive connection with related constructs require validity testing (Fauzan et al., 2023). Two of the statements in table 1 above, BP2 and BP3, display invalid results since

Table 3. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Hypothesis Results
Brand Reputation -> Brand Performance	0.628	0.641	0.051	12,282	0	Supported

Source: Data Processed (2024)

As shown by this study, there is a substantial and positive relationship between the Brand Reputation variable and Brand Performance ( $\beta=0.628$ ;  $p=0.000$ ). The route coefficient value indicates a unidirectional association between the two variables, as determined by Khoiroh et al. (2023). In addition, the conclusion that Brand Reputation has a significant impact on Brand Performance is supported by the p value  $<0.05$ . This description leads to the conclusion that the aforementioned hypothesis is validated.

The study's findings indicate that the Brand Reputation variable has a substantial and positive effect on Brand Performance. The willingness of an established brand to behave instinctively to lower consumer perceptions of risk when analyzing brand extensions in specific product categories is known as brand reputation. At the moment, brand reputation is growing more and more significant for academics as well as marketing professionals. In order to boost revenue, the brand needs to have a solid reputation.

Customers will be more interested in the Surplus Indonesia brand and application provided the brand has a good reputation. During a crisis, a company's and its brand are shielded by their reputation. Advantages enjoyed by brands with a

their values are less than 0.7. In the meantime, as they fall within the range of 0.7 and above, additional statements are regarded as legitimate (Saputri et al, 2024).

Table 2. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Performance	0.913	0.947	0.932
Brand Reputation	0.918	0.926	0.931

Source: Data Processed (2024)

A reliability test yields a result of 0.7 and above, which indicates strong dependability, according to the Cronbach's Alpha and Composite Reliability values (Hamdani & Yuliana, 2024). The variables for brand reputation and brand performance are both over 0.7. Thus, it may be concluded that these two factors are trustworthy. A table of hypothesis testing is shown below in table 3.

strong reputation include increased awareness, favorable brand image associations, and a low sense of risk. This study supports Bell's (2023) assertion that an enterprise or organization's brand is a culmination of its past, present, and future actions as well as its admiration, trustworthiness, and confidence.

Customers are able to buy food from restaurants, lodging facilities, bakeries & pastries, cafes, supermarkets, etc with Surplus Indonesia. Partners are invited by Surplus Indonesia to participate in the sales idea, which offers stores with extra food or ones that haven't sold that day a 50% discount before closing. Through the guidance of this software, customers may enjoy delectable meals at a reduced cost and environmental impact. This is a chance for food sellers to expand their consumer base, generate extra revenue, cut down on disposal expenses, and contribute to environmental sustainability. It is thought that Surplus Indonesia's reputation can affect how well the brand performs. In order to utilize the Surplus Indonesia app, a great number of people who were first merely looking for information turned became devoted users and unintentionally became informants in their social circles.

Up to 100,000 servings of food were reported to have been spared from waste as of September 2023. Waste leads to negative effects like air pollution and global warming. The reduction in expenditure is the same as 27 kg of avoidable carbon dioxide emissions. The ultimate objective of Surplus Indonesia is to save one billion dollars. Naturally, a number of people must support this, including clients and partners. Surplus Indonesia is still working to connect forces with new partners located throughout Java in order to participate and lessen losses resulting from unsold excess food. Customers purchase goods using the Surplus Indonesia app to help partners in the meantime.

This strategy benefits the customers. In addition to offering savings of up to 50%, the food is sold in pristine shape. That's in line with research carried out by Yuliana (2022), who found that by collaborating as partners and marketing products that Surplus Indonesia doesn't sell out, the Anti Food Waste movement started by Surplus Indonesia can strengthen the MSME economy. Surplus Indonesia exists and offers solutions that benefit both producers and consumers. Despite being a new platform, Surplus Indonesia is a breath of fresh air for many, particularly for those who are fighting to lower the country's food waste rates.

#### 4. Conclusion

It is clear from the research findings and the discussion above that there is a strong and positive correlation between brand reputation and brand performance. The research findings suggest that the existence of Surplus Indonesia can serve as a platform to assist small, medium, and large businesses in managing food that is appropriate for consumption, excess, and not sold out on the same day. This is advantageous for numerous groups that are limited by budget.

Consequently that business owners who become Surplus Indonesia partners can make suitable income, while customers get inexpensive rates. Surplus Indonesia's standing as a leader in preventing food waste in Indonesia will benefit the company's brand performance. There are restrictions on this research. Due to the fact that it focuses on variables associated with brand performance and reputation. The researcher considers this intriguing because no additional investigations of a comparable nature have been discovered. Additionally, researchers are only able to examine the consumer side, which capitalizes on the chance presented by the surplus of Indonesian products. Researchers can utilize other variables, such Brand Credibility, Brand Name, and Brand Signature, to propose additional study.

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