

ABSTRACT

The use of language has an influence on the branding of a product. Branding using foreign languages or foreign branding is one of the marketing strategies of a brand with the aim of creating a good brand image and consumer perception. J.CO Donuts & Coffee is a donut shop brand with foreign branding as its brand name in the 2019-2021 period ranked first in the Top Brand Index (TBI), its outlets besides domestically have been established in the Philippines, Malaysia, Singapore, China, Hong Kong, Dubai and Abu Dhabi. This study was conducted to determine how much influence foreign branding has on the brand image and consumer perceptions of J.CO Donuts & Coffee. This research uses descriptive-associative quantitative methods. Sampling using sampling techniques with a total of 385 respondents. Based on the results of hypothesis testing, foreign branding has a significant effect on the brand image of J.CO Donuts & Coffee. This is evidenced by $t_{hitung} > t_{tabel}$ ($10.816 > 1.966$), the relationship between the two variables is in the medium category with a correlation value (r) of 0.484. The results of the calculation of the coefficient of determination, foreign branding affects the brand image of J.CO Donuts & Coffee by 23.4%, the remaining 76.6% is influenced by other variables not examined in this study. The results of testing the next hypothesis foreign branding has a significant effect on consumer perceptions of J.CO Donuts & Coffee. This is evidenced by $t_{hitung} > t_{tabel}$ ($6.203 > 1.966$), the relationship between the two variables is in the low category with a correlation value (r) of 0.302. The results of the calculation of the coefficient of determination, foreign branding affects consumer perceptions of J.CO Donuts & Coffee by 9.1%, the remaining 90.9% is influenced by other variables not examined in this study.

Keywords : Foreign branding, Brand image, consumer perceptio