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The Effect of Artificial Intelligence Use, Influencer Credibility, and Pricing Strategy on Fore Coffee's Brand Attractiveness Among Generation Z in Indonesia

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ABSTRACT

This study aims to examine the influence of Artificial Intelligence (AI), influencer credibility, and pricing strategy on Fore Coffee's Brand Attractiveness among Generation Z in Indonesia. The study employed a quantitative approach involving 100 respondents selected through purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS software. The results indicate that the use of AI does not have a significant effect on Fore Coffee's Brand Attractiveness. In contrast, influencer credibility and pricing strategy have a positive and significant effect on Brand Attractiveness. Simultaneously, all three variables significantly influence Brand Attractiveness. These findings suggest that Generation Z perceives digital technology as a standard service feature, making AI not yet a primary factor in enhancing brand attractiveness. Therefore, Fore Coffee is advised to continue optimizing AI to support customer experience while strengthening influencer marketing strategies and value-based pricing to enhance brand attractiveness

INTRODUCTION

The Indonesian coffee industry has experienced substantial development in recent years, accompanied by increasingly intense competition among local and international coffee brands. The expansion of modern coffee chains has provided consumers with a wider range of alternatives and has changed the way consumers evaluate coffee brands. In an increasingly competitive and saturated market, product quality alone may no longer be sufficient to establish a strong competitive position. Coffee companies are required to develop distinctive value propositions, maintain meaningful relationships with consumers, and create brand experiences that remain relevant to changing consumer expectations. This condition has shifted competition within the coffee industry from a predominantly product-oriented approach toward a broader focus on customer experience, digital engagement, brand identity, communication, and perceived value.

The increasing competitiveness of the coffee industry is particularly relevant to the emergence of Generation Z as an important consumer segment. Generation Z generally refers to individuals born between 1997 and 2012. This generation has grown alongside the rapid development of the internet, smartphones, social media, and digital platforms, resulting in consumption patterns that differ from those of previous generations. As digital natives, Generation Z consumers are accustomed to obtaining information, comparing products, communicating with brands, and making purchasing decisions through digital channels. At the same time, their purchasing behavior is not determined solely by technological convenience. They also consider whether a brand is relevant to their lifestyle, whether the information provided is credible, whether the brand provides an appealing experience, and whether the price is consistent with the value received. The thesis characterizes Generation Z as a consumer group that is digital-oriented, price-conscious, and increasingly concerned with experience and authenticity.

These characteristics create a particular challenge for coffee brands. Digital accessibility can make it easier for consumers to discover and switch between competing brands. The availability of information through social media and digital platforms also allows Generation Z consumers to compare prices, promotions, products, reviews, and brand communication with relatively little effort. Consequently, brand attractiveness cannot be understood simply in terms of product availability or functional benefits. A brand needs to establish a combination of functional, emotional, social, and economic value that is meaningful to consumers. In this context, brand attractiveness represents an important outcome because consumers who perceive a brand as attractive are more likely to develop positive feelings toward it, perceive it as distinctive, identify it with their lifestyle, and prefer it over competing alternatives.

Fore Coffee provides a relevant context for examining these developments. As a local coffee-chain brand, Fore Coffee combines physical retail operations with digital interaction through its application. The application functions not only as a purchasing platform but also as an important point of interaction between the company and its customers. Based on the research context presented in the thesis, the application provides functions related to product ordering, personalized recommendations, loyalty points, promotional offers, and digital payment. These features demonstrate how digital technology has become integrated into the customer experience and marketing activities of modern coffee chains. The relevance of Fore Coffee as a research object is also associated with the adoption of its digital ecosystem. The thesis reports that the Fore Coffee application had exceeded 1,000,000 downloads on Google Play and had approximately 5,200 user reviews on the Apple App Store based on the data used in the research. These figures indicate the relevance of the application as a channel for interaction between Fore Coffee and its customers and provide an appropriate context for examining how consumers perceive the use of technology in their relationship with the brand.

One of the technological factors examined in this study is the use of Artificial Intelligence (AI). AI has become increasingly relevant to contemporary marketing and service management because it allows companies to process consumer data, identify patterns, provide recommendations, and support more personalized interactions. Davenport and Mittal (2023) explain that AI can enable organizations to understand customer needs more effectively and provide recommendations that are more relevant to individual consumers. Similarly, Huang and Rust (2022) discuss the potential of AI to transform service encounters by enabling firms to improve personalization, efficiency, and customer interaction.

Within the context of Fore Coffee, the use of AI is therefore associated with the ability to provide a more personalized, efficient, and relevant digital experience. In this research, AI use is operationalized through four dimensions: personalization, predictive capability, efficiency, and interaction quality. These dimensions reflect consumers' perceptions of whether the digital application can provide relevant recommendations, anticipate purchasing situations, facilitate efficient transactions, and provide responsive digital interaction.

However, the increasing integration of AI into digital services raises an important issue concerning its actual contribution to brand attractiveness. Technological sophistication does not necessarily result in stronger consumer attachment to a brand. For consumers who have grown up with smartphones, applications, digital payments, and personalized online services, technological convenience may increasingly be perceived as an expected feature rather than a distinctive competitive advantage. In other words, the presence of AI may improve the functional quality of an experience without necessarily making the brand itself more attractive.

This issue represents an important research gap. Previous discussions of AI in marketing frequently emphasize personalization, efficiency, customer experience, and technological innovation. However, these benefits do not automatically establish whether consumers perceive the brand as more attractive. The distinction between functional usefulness and brand attractiveness is therefore important. A consumer may appreciate a convenient application while remaining willing to purchase from another coffee brand when presented with a more attractive price, a more credible influencer recommendation, or a brand that is perceived as more relevant to their lifestyle. The thesis identifies this condition as a digital paradox in which technological advancement may improve service efficiency without necessarily producing stronger customer retention or brand preference.

In addition to technological factors, influencer credibility represents another important component of contemporary marketing communication. Social media has changed the way consumers encounter brand information, particularly among younger consumers. Influencers can function as intermediaries between brands and consumers by communicating product information, sharing experiences, and providing recommendations. Their influence, however, depends not simply on their visibility or popularity but also on how credible they are perceived to be.

Influencer credibility is particularly relevant to Generation Z because this group actively interacts with social media and frequently encounters products and brands through digital content. Consumers may be more receptive to information when the source is perceived as knowledgeable, trustworthy, attractive, and compatible with the promoted brand. Lou and Yuan (2019) emphasize the role of message value and source credibility in developing consumer trust in influencer marketing, while Djafarova and Rushworth (2017) demonstrate the relevance of online personalities in influencing consumer purchase decisions.

The present study conceptualizes influencer credibility through the dimensions of expertise, trustworthiness, attractiveness, and match-up. Expertise refers to the extent to which the influencer is perceived to understand the product and its category. Trustworthiness concerns the extent to which consumers perceive the influencer's recommendations as honest and reliable. Attractiveness reflects the ability of the influencer's appearance and style to generate attention, while match-up represents the perceived compatibility between the influencer's image and the Fore Coffee brand.

The relevance of influencer credibility to brand attractiveness lies in its potential to create a bridge between the brand and its target consumers. A credible influencer may provide more than product exposure. The influencer can contribute to the social and emotional meaning attached to the brand. When consumers perceive an influencer as authentic and relevant, the characteristics associated with the influencer may become connected with their perception of the brand. Consequently, the credibility of the communication source may contribute to a stronger perception that the brand is appealing, relevant, and worth choosing. Nevertheless, influencer marketing also presents a challenge for brands. The increasing number of influencers and sponsored content available on social media may make consumers more selective in evaluating marketing messages. As a result, simply using a popular public figure may not guarantee an increase in brand attractiveness. The perceived credibility and compatibility of the influencer with the brand become increasingly important. This provides a basis for examining influencer credibility alongside AI use and pricing strategy rather than treating digital communication as a single homogeneous factor.

The third factor examined in this study is pricing strategy. Price remains an important consideration in consumer decision-making, including among Generation Z. Although this generation is generally familiar with digital innovation and is receptive to new experiences, purchasing decisions remain influenced by the perceived relationship between the price paid and the value received. Consumers may evaluate whether a product's price is fair relative to its quality, whether it is affordable within their purchasing capacity, whether promotional programs provide meaningful benefits, and whether the overall experience justifies the price. In this study, pricing strategy is measured through four dimensions: price fairness, price accessibility, price flexibility, and value for money. Price fairness concerns consumers' perceptions regarding whether the price is reasonable relative to the quality and experience received. Price accessibility refers to the extent to which the price is considered affordable. Price flexibility relates to the availability of promotions, discounts, loyalty points, and other mechanisms that provide consumers with economic benefits. Value for money reflects the overall evaluation of whether the benefits received are appropriate for the price paid. The importance of pricing strategy becomes more evident in a competitive coffee-chain market. Consumers can easily compare prices among brands and may change their purchasing preferences when competing brands provide more attractive promotions or greater perceived value. The thesis therefore positions Generation Z as a segment that remains sensitive to price despite its orientation toward experience and digital innovation. Gunawan (2023), as referenced in the thesis, discusses the importance of pricing considerations and price sensitivity among Generation Z. This suggests that a coffee brand must maintain an appropriate balance between affordability and perceived quality rather than competing solely through low prices.

Pricing strategy may consequently contribute to brand attractiveness through the perception of value. A brand does not necessarily become more attractive because it is the cheapest alternative. Instead, consumers may perceive a brand more positively when the price is considered fair, accessible, flexible, and appropriate to the quality and experience offered. This distinction is particularly important for Fore Coffee because maintaining an affordable-premium positioning requires the company to communicate value without weakening the perceived quality and identity of the brand.

The dependent variable in this study is brand attractiveness. Brand attractiveness refers to the extent to which consumers perceive a brand as appealing, distinctive, relevant, and preferable compared with competing brands. Drawing on the theoretical foundations discussed in the thesis, brand attractiveness is associated with both functional and symbolic value and can contribute to consumer preference and longer-term brand relationships. Keller and Swaminathan (2020) emphasize the importance of brand meaning and consumer perceptions in establishing brand equity, while Kapferer (2012) highlights the role of a distinctive brand identity in differentiating a brand from competitors. In this study, brand attractiveness is measured through four dimensions: emotional appeal, brand uniqueness, lifestyle congruence, and brand preference. Emotional appeal reflects positive feelings and emotional responses toward Fore Coffee. Brand uniqueness refers to the extent to which consumers perceive Fore Coffee as distinctive compared with competing coffee brands. Lifestyle congruence represents the degree to which the brand is compatible with consumers' lifestyles, values, and identities. Brand preference reflects consumers' tendency to choose Fore Coffee over competing coffee brands.

These dimensions are particularly relevant to Generation Z because brand evaluation may extend beyond functional product characteristics. A coffee brand can become attractive when consumers feel emotionally connected to it, recognize distinctive characteristics, perceive it as compatible with their lifestyle, and ultimately prefer it when faced with alternative brands. Thus, brand attractiveness provides a broader perspective for understanding how consumers respond to the combined effects of technology, communication, and pricing.

The relationship among AI use, influencer credibility, pricing strategy, and brand attractiveness can therefore be understood through three complementary perspectives. First, AI represents the technological dimension of the customer experience by supporting personalization, efficiency, and digital interaction. Second, influencer credibility represents the social and communicative dimension, through which consumers receive information and develop perceptions of the brand through trusted sources. Third, pricing strategy represents the economic and value dimension, through which consumers evaluate whether the benefits offered by the brand justify the costs involved. These dimensions may operate differently but collectively contribute to consumers' evaluation of a brand. The conceptual framework developed in the thesis positions the three independent variables as factors that may influence brand attractiveness both individually and simultaneously. An important issue, however, is that these factors may not contribute equally. AI may provide functional benefits without producing a meaningful difference in brand perception. Influencer credibility may be more closely associated with trust and social influence, while pricing strategy may directly influence consumers' evaluation of value. Therefore, examining the three variables within a single empirical model provides an opportunity to identify which factors have a stronger relationship with brand attractiveness.

This issue also represents the central empirical gap addressed by the present study. While existing literature has separately examined AI in customer experience, influencer credibility in marketing communication, and pricing in consumer decision-making, fewer studies have examined these three dimensions together in the context of a modern Indonesian coffee-chain brand and Generation Z consumers. The thesis specifically integrates digital technology, influencer marketing, and value-based pricing within one framework to examine Fore Coffee's brand attractiveness.

The study is therefore expected to provide both theoretical and practical contributions. Theoretically, it provides empirical evidence concerning the relative contribution of technological, social, and economic factors in explaining brand attractiveness within a digitally oriented consumer segment. Examining AI alongside more established marketing variables provides an opportunity to determine whether technological innovation necessarily translates into stronger brand attractiveness. Practically, the findings may assist Fore Coffee and other coffee-chain businesses in determining whether resources should be directed primarily toward technological development, influencer selection, pricing programs, or a combination of these approaches.

Accordingly, this study investigates the effect of Artificial Intelligence use, influencer credibility, and pricing strategy on Fore Coffee's brand attractiveness among Generation Z in Indonesia. The study specifically examines whether each independent variable has a significant effect on brand attractiveness and whether the three variables collectively contribute to explaining variations in consumers' perceptions of the brand.

Based on the research problem and theoretical framework, the study addresses the following research questions:

1. Does the use of Artificial Intelligence significantly affect Fore Coffee's brand attractiveness among Generation Z in Indonesia?
2. Does influencer credibility significantly affect Fore Coffee's brand attractiveness among Generation Z in Indonesia?
3. Does pricing strategy significantly affect Fore Coffee's brand attractiveness among Generation Z in Indonesia?
4. Do the use of Artificial Intelligence, influencer credibility, and pricing strategy simultaneously affect Fore Coffee's brand attractiveness among Generation Z in Indonesia?

The empirical examination of these questions is expected to provide a clearer understanding of the factors contributing to Fore Coffee's brand attractiveness among Generation Z and to clarify whether technological innovation, social influence, and perceived economic value have comparable or different roles in shaping consumer perceptions within Indonesia's competitive coffee-chain industry?

METHODS

Research Design

This study employed a quantitative explanatory research design to examine the effect of Artificial Intelligence (AI) use, influencer credibility, and pricing strategy on Fore Coffee's brand attractiveness among Generation Z consumers in Indonesia. The explanatory approach was selected because the study sought to empirically examine the relationships between the independent and dependent variables through statistical hypothesis testing. The independent variables were AI use (X1), influencer credibility (X2), and pricing strategy (X3), while brand attractiveness (Y) was treated as the dependent variable. The research framework and hypotheses were developed based on the theoretical and empirical literature reviewed in the study.

The research used primary data collected directly from consumers through a structured questionnaire. The questionnaire was developed from the operational definitions and measurement indicators established in the research framework. The study was designed to assess consumers' perceptions of the extent to which Fore Coffee's use of digital technology, influencer communication, and pricing practices contribute to the attractiveness of the brand. Multiple linear regression was subsequently applied to examine both the individual and collective effects of the three independent variables on brand attractiveness.

Population and Sample

The population comprised Fore Coffee consumers belonging to Generation Z in Indonesia. In this study, Generation Z was defined as individuals born between 1997 and 2012 who had purchased Fore Coffee products through physical outlets or digital channels. This population was selected because Generation Z represents a consumer group characterized by relatively intensive use of digital technology, exposure to social media and influencer communication, and sensitivity to price and perceived value. The exact size of the population could not be established because publicly available information did not provide specific data regarding the number of Fore Coffee consumers belonging to Generation Z. Although the Fore Coffee application had exceeded one million downloads, the available data did not identify users according to age group. Therefore, the population was treated as an infinite population for sampling purposes.

A total of 100 respondents were selected using non-probability sampling with a purposive sampling technique. Purposive sampling was considered appropriate because the study required respondents with specific characteristics relevant to the research objectives. The sample size was also determined with reference to the number of research indicators. The thesis identifies 16 principal indicators and applies the 5–10 times indicator guideline, resulting in a recommended sample range of 80–160 respondents. Accordingly, 100 respondents were selected, which falls within the recommended range for the study.

Respondents were required to satisfy predetermined inclusion criteria. They had to be members of Generation Z, have purchased Fore Coffee within the previous six months, and have experience using the Fore Coffee application. The research instrument also required respondents to have followed or encountered social media content involving Fore Coffee influencers. These criteria were established to ensure that respondents had sufficiently recent and relevant experience with the brand, its digital services, and its marketing communication activities.

Measurement and Research Instrument

Data were collected using a structured questionnaire. The questionnaire was developed from the operational definitions of the four research variables and their respective measurement indicators. The instrument used a five-point Likert scale, in which respondents indicated their level of agreement with each statement. The scale ranged from 1 = strongly disagree to 5 = strongly agree.

AI use (X1) was defined as consumers' perceptions of the use of data-based technology by Fore Coffee through its digital application to provide a more personal, efficient, and relevant customer experience. It was measured through four dimensions: personalization, predictive capability, efficiency and convenience, and data-driven interaction. These dimensions represent observable aspects of consumers' experiences with technology, including personalized recommendations, data-based predictions, transaction efficiency, and the relevance of digital interactions.

Influencer credibility (X2) was defined as consumers' perceptions of the credibility of public figures representing Fore Coffee in its marketing communication. The construct was measured through expertise, trustworthiness, and attractiveness. These dimensions reflect whether consumers perceive the influencer as knowledgeable, reliable, and appealing as a source of brand-related information.

Pricing strategy (X3) was measured through four dimensions: price fairness, price accessibility, price flexibility, and value for money. These dimensions capture consumers' perceptions regarding whether Fore Coffee's prices are reasonable, affordable, sufficiently flexible through promotional mechanisms, and proportionate to the benefits and quality received.

Brand attractiveness (Y), the dependent variable, was conceptualized as consumers' direct evaluation of Fore Coffee in terms of its appeal and attractiveness relative to competing coffee brands. The construct was measured through emotional appeal, brand uniqueness, lifestyle congruence, and brand preference. These indicators reflect consumers' emotional responses toward the brand, perceptions of its distinctiveness, compatibility with their lifestyles, and tendency to prefer Fore Coffee over alternative coffee brands.

Instrument Testing

Before conducting the main statistical analysis, the research instrument was evaluated through validity and reliability testing. Validity testing was conducted to determine whether the questionnaire items adequately measured the intended constructs, while reliability testing was performed to assess the internal consistency of the measurement items.

The reliability analysis produced Cronbach's Alpha values of 0.829 for AI use, 0.898 for influencer credibility, 0.801 for pricing strategy, and 0.814 for brand attractiveness. These values indicate that the measurement instruments demonstrated acceptable internal consistency and were therefore considered reliable for subsequent analysis. The thesis concludes that all variables met the established reliability criteria.

Data Analysis

The collected data were analyzed using IBM SPSS Statistics version 31. The analytical procedures included descriptive statistical analysis, validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, partial significance testing using the t-test, simultaneous significance testing using the F-test, and the coefficient of determination (R^2).

Descriptive analysis was used to summarize the characteristics of the respondents and the general distribution of responses for each research variable. Validity and reliability testing were conducted to establish the quality and consistency of the research instrument. Classical assumption testing was then performed before estimating the regression model. The normality assumption was examined using the Kolmogorov–Smirnov test, supported by histogram and Normal P–P Plot analysis. The thesis reports an Asymp. Sig. value of 0.200, indicating that the residuals met the normality criterion.

Multiple linear regression was employed to estimate the relationship between the three independent variables and brand attractiveness. The regression model was formulated as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$, where Y represents brand attractiveness, X_1 represents AI use, X_2 represents influencer credibility, X_3 represents pricing strategy, α represents the constant, β_1–β_3 represent the regression coefficients, and ε represents the error term.

The t-test was used to determine whether each independent variable had a statistically significant effect on brand attractiveness individually. The F-test was used to determine whether AI use, influencer credibility, and pricing strategy jointly affected brand attractiveness. Hypothesis testing was conducted using a 5% significance level ($\alpha = 0.05$). A hypothesis was considered supported when the significance value was below 0.05.

Finally, the coefficient of determination (R^2) was used to assess the explanatory capacity of the regression model. The thesis reports an R^2 value of 0.477, indicating that AI use, influencer credibility, and pricing strategy collectively explain 47.7% of the variation in brand attractiveness, while the remaining 52.3% is attributable to other factors outside the research model.

This analytical procedure enabled the study to assess not only the individual contribution of AI use, influencer credibility, and pricing strategy, but also their combined contribution to Fore Coffee's brand attractiveness among Generation Z consumers in Indonesia.

RESULTS AND DISCUSSION

Multiple Linear Regression Results

The multiple regression analysis produced the following results:

Hypothesis	Relationship	β	t-value	Sig.	Decision
H1	AI Use > Brand Attractiveness	0.143	1.433	0.155	Rejected
H2	Influencer Credibility > Brand Attractiveness	0.349	4.149	< 0.001	Supported
H3	Pricing Strategy > Brand Attractiveness	0.358	3.753	< 0.001	Supported

Source: Researcher's analysis using SPSS version 31

.The regression equation is:

Brand Attractiveness = 0.338 + 0.171(AI Use) + 0.336 (Influencer Credibility) + 0.374 (Pricing Strategy).

The Effect of AI Use on Brand Attractiveness

The results indicate that AI use does not have a statistically significant effect on Fore Coffee's brand attractiveness. The significance value was 0.155, which is higher than the 0.05 significance level. Therefore, H1 was rejected.

This finding is noteworthy because respondents generally evaluated Fore Coffee's AI-related functions positively. The descriptive results show that AI use obtained an overall mean of 3.95, with efficiency receiving the highest score. The difference between the descriptive and inferential results suggests that consumers may appreciate the functional benefits of digital technology without necessarily considering those benefits sufficient to make the brand more attractive.

One possible explanation is that digital convenience has become increasingly common among contemporary consumers. For Generation Z, features such as digital ordering, convenience, and responsive applications may be perceived as expected elements of a modern coffee brand rather than distinctive characteristics that differentiate one brand from another. Therefore, although AI contributes to the functional quality of the customer experience, its presence alone may not be sufficient to strengthen brand attractiveness.

The Effect of Influencer Credibility on Brand Attractiveness

Influencer credibility has a positive and statistically significant effect on brand attractiveness. The standardized coefficient was 0.349, with a significance value below 0.001. Therefore, H2 was supported.

This result indicates that consumers who perceive Fore Coffee's influencers as credible are more likely to perceive the brand as attractive.

The finding supports the argument that influencer effectiveness is not determined simply by exposure or popularity. The perceived expertise, trustworthiness, attractiveness, and compatibility of the influencer with the brand can influence how consumers evaluate the brand itself.

For Generation Z, social media is an important environment for discovering and evaluating brands. Consequently, an influencer who is perceived as credible may reduce uncertainty and make brand-related information more persuasive. The result is consistent with the theoretical foundation used in the thesis, particularly the role of credibility in influencer marketing. Lou and Yuan (2019) emphasize the importance of message value and source credibility in influencing consumer trust, while Djafarova and Rushworth (2017) demonstrate the relevance of online personalities in consumer decision-making.

The Effect of Pricing Strategy on Brand Attractiveness

Pricing strategy has a positive and statistically significant effect on brand attractiveness. The standardized coefficient was 0.358, with a significance value below 0.001. H3 was therefore supported.

Among the three independent variables, pricing strategy recorded the highest standardized coefficient. This indicates that pricing strategy was the strongest predictor of brand attractiveness within the research model.

The finding is consistent with the characteristics of Generation Z described in the thesis. Although this consumer group is highly familiar with digital services and new experiences, it remains attentive to price and perceived value. Pricing strategy in this study was not limited to the nominal price of the product. It included perceptions of price fairness, accessibility, flexibility, and value for money. Therefore, the significant result suggests that consumers evaluate whether the overall value received from Fore Coffee is reasonable in relation to the price paid.

This finding has practical implications for Fore Coffee. Maintaining competitive pricing while offering meaningful promotional benefits, loyalty programs, and bundles may help strengthen brand attractiveness without necessarily positioning the brand solely as a low-price alternative.

Simultaneous Effect of AI Use, Influencer Credibility, and Pricing Strategy

The simultaneous test indicates that AI use, influencer credibility, and pricing strategy collectively have a significant effect on brand attractiveness. The thesis reports an F-value of 29.164, with a significance level below 0.001.

The result indicates that brand attractiveness is influenced by a combination of technological, communicative, and economic considerations. Although AI use was not significant as an individual predictor, it remains relevant within the broader model. The finding suggests that technological functionality may support the overall customer experience, while other factors particularly influencer credibility and pricing strategy have a more direct relationship with brand attractiveness.

This distinction is important for marketing strategy. Investments in technology should not be viewed independently from communication and pricing decisions. Rather, digital technology should support a broader customer experience in which credible brand communication and perceived value remain central.

Coefficient of Determination

The coefficient of determination indicates that the model explains a substantial proportion of the variation in brand attractiveness. The thesis reports an R^2 value of 0.477, meaning that AI use, influencer credibility, and pricing strategy collectively explain 47.7% of the variation in brand attractiveness.

The remaining 52.3% may be associated with other factors that were not included in the present model. These may include customer experience, brand storytelling, visual identity, product quality, service quality, emotional branding, and other marketing-related factors.

This result provides an opportunity for future research to expand the model by incorporating additional variables that may explain consumer perceptions of brand attractiveness.

CONCLUSION

This study examined the effects of AI use, influencer credibility, and pricing strategy on Fore Coffee's brand attractiveness among Generation Z consumers in Indonesia.

The results demonstrate that AI use does not have a significant effect on brand attractiveness, despite respondents reporting generally positive perceptions of Fore Coffee's digital services. This suggests that technological functionality may be regarded as an expected component of contemporary coffee-service experiences rather than a distinctive source of brand attractiveness.

In contrast, influencer credibility has a positive and significant effect on brand attractiveness. This finding highlights the importance of using credible influencers whose expertise, trustworthiness, attractiveness, and image are compatible with the brand.

Pricing strategy also has a positive and significant effect on brand attractiveness and represents the strongest predictor among the three independent variables. This finding emphasizes the importance of perceived fairness, accessibility, flexibility, and value for money in the evaluation of Fore Coffee among Generation Z consumers.

Furthermore, the three independent variables collectively have a significant effect on brand attractiveness, with an R^2 of 0.477. Thus, the model explains 47.7% of the variation in brand attractiveness.

From a managerial perspective, Fore Coffee should continue to develop its digital capabilities, but AI should primarily be positioned as a tool for improving customer experience rather than as the sole source of brand differentiation. Greater emphasis should be placed on credible influencer partnerships and pricing strategies that communicate clear consumer value.

Future research should consider additional factors such as customer experience, brand storytelling, visual identity, product quality, and service quality. Such variables may provide further explanation of brand attractiveness beyond the three factors examined in this study.

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