

**REVIEW THE DIMENSIONS OF BRAND EQUITY
(STUDY ON COMMUNITY OF USERS OF FEDERAL BRAND MOTORCYCLE
ENGINE LUBRICANTS IN SAMPIT EARLY 2021)**

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Abstract – This study aims to determine how the strength of the brand equity of Federal brand motorcycle engine lubricants is seen from the dimensions of brand awareness, brand associations, perceived quality, and brand loyalty. The population in this study is the community of users of Federal brand motorcycle engine lubricants who replace lubricants at a motorcycle repair shop in Sampit. Data was obtained by using a questionnaire which was then analyzed by descriptive analysis. Brand awareness data is measured by percentage calculation, brand association data is measured by Cochran test, while data on perceived quality and brand loyalty is measured by means. The results of the study show that (1) the dimension of brand awareness of Federal motorcycle lubricants ranks third in top of mind, second in brand recall, and 4% brand recognition. Associations related to Federal lubricants are Astra products, lubricants whose quality is tested, durable and easy to obtain because they are available in various places in Indonesia. Federal lubricant quality perception has a performance level (3.12) lower than the importance level (4.25). From the switcher level brand loyalty to liking the brand, it is categorized as good enough as the committed buyer level, it can be seen from the frequency of consumers suggesting and promoting Federal lubricants (3.91), therefore it can be concluded that Federal lubricant brand equity is quite strong.

Keywords: brand equity, brand awareness, brand association, perceived quality, brand loyalty

PRELIMINARY

A brand is a seller's promise to consistently provide certain features, benefits, and services to buyers. The best brands provide quality assurance. Furthermore, actually a brand is a tangible and intangible value that is represented in a trademark that is able to create its own value and influence in the market if properly regulated. Brands play a very important role, one of which is bridging consumer expectations when companies promise something to consumers (Kotler and Keller, 2016). Thus, it can be seen that there is an emotional bond created between consumers and product-producing companies through brands. Competitors may offer similar products, but they may not offer the same emotional promise.

In a competitive market, customer preferences and loyalty are the keys to success. The value of an established brand is

proportional to the reality of the increasingly difficult it is to create a brand. Several products with quality, model, additional characteristics of the product, as well as relatively the same quality, may have different performances in the market due to different perceptions of the product in the minds of consumers. Building perceptions can be done through the brand path and understanding brand behavior. A prestigious brand can be said to have strong brand equity. Brand equity is a brand asset and liability. In order for assets and liabilities to underlie brand equity, brand assets and liabilities must be associated with a name or a symbol so that if changes are made to the brand name and symbol, some or all of the assets and liabilities that form the basis of brand equity will change as well. A brand has strong or weak brand equity indicated by brand awareness, brand association, perceived quality, brand loyalty and other assets such as

patents, trademarks and relationships with intermediaries (Simamora, 2001). A product with strong brand equity can form a strong brand foundation and be able to develop a brand's presence in any competition in the long term. More educated people and more people are unemployed, the more important it is to be entrepreneurial, because the government's ability is very limited in terms of budget, personnel and supervision so that it will not be able to work on all aspects of development so that entrepreneurship is a potential development.

The results of the research by Widiana and Rusmawati (2015) declare that there is simultaneous and significant influence of brand equity, product quality, and individual sales on purchasing decisions. The results also show that there is a partial and significant effect of brand equity, product quality and individual sales on purchasing decisions. In addition, it is known that the brand equity variable has a dominant effect on purchasing decisions.

The results of Yelvanita and Nurman's (2015) research show that Honda Beat motorcycle brand equity at PT. Global Jaya Perkasa Pekanbaru is categorized as good. This is because consumers already have brand awareness, quality impression, brand association and brand loyalty.

The background of the variability of the results of this previous study encourages the author's desire to reveal this further through research with the aim of measuring the role of brand equity dimensions, which is a study on community of using motorcycle engine lubricants in Sampit Town early 2021

RESEARCH METHODS

Based on its characteristics, this research is classified as quantitative descriptive research. Brand equity measurement is carried out on four main variables of brand equity, namely: brand awareness, brand association, perceived brand quality, and brand loyalty.

Brand awareness

Measurement of brand awareness is used to determine the extent to which consumers are able to recognize and remember a brand. At what level is consumer awareness of a brand as part of a product category, whether at the top of mind level, brand recall, and brand recognition? Information can be obtained by using a questionnaire (question list) that contains a single question or multiple questions (Durianto et al, 2001). From the answers to each question item, the percentage of the number of each product brand name written, to the number of respondents. Then the ranking is made from the highest percentage to the lowest percentage.

Brand association

Measurement of brand associations is used to find out what associations are related to a brand. The more related associations, the stronger the brand equity owned by a brand.

The analytical tool used to measure brand association variables is the Cochran Q test. The Cochran Q test is used because the measurement scale used is in the form of a dichotomy. The next step is to test for each association using the Cochran Q test.

Brand quality perception

Measurement of perceived quality is used to determine customer perceptions of the overall quality or superiority of a product related to what is expected by customers. Analysis of the quality perception variable was carried out by comparing the average results of respondents' answers for each question item about the level of importance with the average results of respondents' answers for each question item about the average product performance used to determine the size of the concentration of respondents' answers.

Brand loyalty

Measurement of brand loyalty is used to determine the relationship of customers to a brand, namely the extent to which brand loyalty is at each level of brand loyalty. The

measurement of brand loyalty is done by calculating the average for each question item that shows the level of brand loyalty. The analytical tool used to measure the brand loyalty variable in this study is the means value (Duriyanto et al, 2001).

RESULTS AND DISCUSSION

The descriptions of the respondents are as follows: consisting of 80 men (80%) and 20 people (20%) women. Most of the respondents were 18-30 years old (77 people / 77%) and 23% more than 30 years. Most respondents are private workers (44 people / 44%), the rest, students 26%, civil servants 16% and entrepreneurs 14%.

Brand awareness measurement results

Measurement of brand awareness is carried out by measuring top of mind, brand recall, and brand recognition. The results showed that the order of top of mind describes the brand that respondents remember the first or most as follows: Castrol 27%, Yamalube 22%, Federal Oil 19%, Enduro 9%, AHM Oil 8%, Mesran Super 6%, and other brands 9%. Castrol brand lubricants are top of mind with 27%. From these data, it is clear that the Castrol brand is the most remembered lubricant brand by the respondents, followed by the Yamalube and Federal Oil brands in the third position.

Brand recall or brand recall reflects what brands the respondent remembers after mentioning the most remembered brand. The results showed the following order: Yamalube 26%, Federal Oil 24%, Castrol 22%, Enduro 8%, AHM Oil 7%, Mesran Super 6%, and other brands 7%. This shows that Yamalube and Federal Oil brand lubricants are brand recalls that have the potential to shift Castrol's throne by obtaining 26% and 24%, respectively.

Brand recognition is a measurement of respondents' brand awareness where awareness is measured by being given the help of questions asked to find out how many respondents need to be reminded. Brand

recognition analysis is carried out based on the percentage of respondents who answered with the answer choice "yes, I know after getting this question". The results showed that the respondents who answered "yes" were as many as 4% of respondents, which means as many as 4% of respondents who must be reminded in the introduction of awareness of Federal brand lubricants. Respondents who did not know about the existence of Federal brand lubricants, it can be seen from the answer "do not know at all", by 1%.

Brand Association Measurement

Measurement of brand associations is used to find out what associations are related to a brand. The more related associations, the stronger the brand equity owned by a brand. The analysis used to measure brand association variables is the Cochran Q test which in principle is to determine the significance of each association in a brand or common opinion about the associations associated with a brand starting with testing all associations. The associations used to research Federal brand associations cover 8 contexts, namely: national lubricants for Astra Group products, tested for quality, durable, protects engines in all conditions, reliable, easy to find when buying, attractive packaging, and is often recommended by workshops.

In the first test, the value of Q (17.58) $> X^2$ (14.07), which means that a common perception has not been obtained, so that it is continued with the second stage of testing by issuing the association with the largest "no" answer value (the association protects the machine in all conditions) removed from the composition.

In the second test, the value of Q (10.51) $< X^2$ (12.59), which it can be concluded that there is no difference in brand associations tested. In other words, the same opinion can be obtained from 100 respondents regarding 7 Federal lubricant brand associations.

Quality Perception Measurement

Quality perception analysis is done by comparing the average results of respondents' answers for each question item about product performance with the average results of respondents' answers for each question item. Perceptions of quality used to examine Federal brand lubricants are: quality, durability, viscosity, ability to protect the engine in all conditions, ability to prevent deposits on pistons, ability to maintain engine cleanliness. The results of the overall lubricant quality perception analysis show that the Federal brand has an average performance (4.09), which is slightly lower than importance (4.15). These results indicate that the respondent's perception of the quality of the Federal brand almost meets the level of importance of the product attribute itself.

Brand Loyalty Measurement

Measurement of brand loyalty is used to determine the relationship of customers to a brand, namely the extent of brand loyalty at each level of brand loyalty. Brand loyalty measurement is done by calculating the average for each question item that shows the level of brand loyalty, and then categorized for each level.

Loyalty analysis starts from Switcher which is the lowest level of brand loyalty. The results of the calculation show that the average value of the total respondents is 2.33, which means that it is included in the category of respondents who rarely change brands (range 1.80 - 2.60). The second analysis is on the Habitual Buyer, where at this level consumers fall into the category of buyers who buy because of habit, they feel satisfied or at least they do not experience dissatisfaction in using the product. The calculation result of the average value is 3.88, which means that it is included in the average category of respondents agreeing that the decision to purchase Federal brand lubricants is due to habit (range 3.40 - 4.20). The results of the third analysis (Satisfied Buyer) show an average value of 3.62, which means that it is included in the average category of

respondents feeling satisfied (range 3.40 - 4.20). The results of the fourth analysis (Liking The Brand) show an average of 3.48, which means that it is included in the category of average respondents feel like (range 3.40 - 4.20). The results of the fifth analysis (Committed Buyer) showed an average of 3.01, which means that they fall into the category of respondents who recommend and promote Federal lubricants to others at a moderate frequency (range 2.60 – 3.40).

The results of this study are relatively in line with the research results of Widiana and Rusmawati (2015) which state that brand equity, product quality, and individual sales have a simultaneous and significant effect on purchasing decisions. The results of this study are also in line with the results of Yelvanita and Nurman's (2015) research which states that the brand equity of Honda Beat Motors at PT. Global Jaya Perkasa Pekanbaru is in the good category.

CONCLUSIONS AND SUGGESTIONS

The conclusions of this study are as follows:

1. The results of brand awareness measurement showed that the respondents who answered "yes" were as many as 4% of respondents, which means as many as 4% of respondents who must be reminded in the introduction of awareness of Federal brand lubricants. Respondents who did not know about the existence of Federal brand lubricants, it can be seen from the answer "do not know at all", by 1%.
2. The results of brand association measurement showed that the value of $Q (10.51) < X^2 (12.59)$, which can be concluded that there is no difference in brand associations tested. In other words, the same opinion can be obtained from 100 respondents regarding 7 Federal lubricant brand associations.
3. The results of brand perception measurement showed that the Federal brand has an average performance (4.09), which is slightly lower than importance (4.15). These results indicate that the respondent's perception of the quality of the Federal brand almost meets the level of

importance of the product attribute itself.

4. The results of the five types of brand loyalty measurement tests show that the average value is always within the acceptance range.

Based on the above conclusions, the suggestions presented are as follows:

1. Stronger marketing efforts are needed to convince the public that consumer perceptions of Federal lubricants' performance are able to surpass perceptions of importance.
2. Efforts are needed to increase committed buyers so that the category of respondents who suggest and promote Federal lubricants to others increases in frequency.

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