ANALYSIS OF BRAND EQUITY ON BUYING DECISION OF SACHETED ADEM SARI ON PT. ENESIS INDONESIA IN PALEMBANG

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ARTICLE INFORMATION	Abstract:
	This study aims to Analysis of Brand Equity on Buying Decision of Sacheted Adem Sari On PT. Enesis Indonesia in Palembang by measuring indicators that influence the Brand Equity variable, Consumer Decision. The population in this study are consumers who have consumed Adem Sari refresher at least 1 time based on their own decision with an age range of 19 to 50 years, so that 96 respondents were obtained to become the sample of this study. The primary data collection method is in the form of a questionnaire using a Likert scale. Data analysis methods used are validity test, reliability test, t test, f test, coefficient of determination, correlation between dimensions and multiple linear regression analysis. Based on the results of data analysis, it shows that the brand equity variable partially and simultaneously has a positive and significant influence on the purchasing decision of Adem Sari Sachet Products. **Keywords:** Brand Association, Brand Awareness, Brand Equity, Decision, Loyalty, Perceived Quality

INTRODUCTION

In today's modern and developing world, human activities become more varied and increase. Human mobility also increases in various fields, such as office work, business and commerce, industry, etc. These human activities make some people ignore their health, e.g. rarely exercising and eating fast food such as seafood, fried foot, popular fatty, causing various diseases.

Common disease related to food is *panas dalam*. Various factors cause *panas dalam*, such as vitamin C deficiency, extreme weather (too hot or too cold), fiber deficiency, excessive consumption of "hot" food, e.g. fried food or fatty food. Among the factors, consumption of "hot" food, such as fried food or fatty food, is the main factor causing *panas dalam*.

High demand for *panas dalam* medicine has provided an opportunity for businesspeople to offer fast-acting products to cure *panas dalam*. This business was initially pioneered by Cap Kaki Tiga which was launched to the market in 1982 with the category "refreshing solution to ease *panas dalam*" packaged in bottle.

However, today, there are many other refreshing solutions to ease *panas dalam* in bottles, cans, and sachets. One of the successful refreshing solution products in the national market is Adem Sari. Adem Sari is established as a reaction to the success of Cap Kaki Tiga. With new innovative concept, the product is packaged in sachet and its active ingredients are increased.

Sacheted Adem Sari transforms the competition among sacheted refreshing solution. This is proven by the positive trend of the sales and market share control which reaches 90 percent today at national level for sacheted refreshing solution.

Table 1,
Market Share

Rank	Brand	Top Brand Index (%)			
		2015	2016	2017	2018
1	Adem Sari *sachet*	87	89	90	90
2	Selasih bintang tujuh *sachet*	4	4	3	4
	Lasegar *sachet*	5	3	4	3
4	Jescool	4	4	3	2
5	Badak *sachet*	-	-	-	1

Table I. above shows that sacheted Adem Sari is the market leader in it category with 90 percent market share, far ahead of its four competitors in 2015-2018, which only controlled 10 percent, i.e. Selasih bintang tujuh 4 percent, Lasegar sachet 3 percent, Jescool 2 percent, and Badak sachet 1 percent.

Similarly, in Palembang, the sale of sacheted Adem Sari is very good. This is proven by 90 percent market share for sacheted refreshing solution as shown in the table below.

Tabel 2.
Palembang market share

Rank	Brand	Top Brand Index (%)			
		2015	2016	2017	2018
1	Adem Sari *sachet*	90	90	90	90
2	Selasih bintang tujuh *sachet*	4	4	3	3
3	Lasegar *sachet*	3	3	3	3
4	Jescool	3	4	4	3

Table II. shows that sacheted Adem Sari is also the market leader in its category in Palembang with 90 percent market share. It's also far ahead of its four competitors in 2015-2018, which only controlled 10 percent, i.e. Selasih bintang tujuh 3 percent, Lasegar sachet 3 percent and Jescool 3 percent.

However, the market share isn't followed by target sales achievements set by the company at national level and at Palembang level, which tend to lower in the past 4 years as shown the following table.

Tabel 3.
Adem Sari Sale Target

Year	Sales In Crt National			Sales In Crt Palembang		
	Total	Growth Target	Growth Relation	Total	Growth Target	Growth Relation
2015	901.589,37	20%	-	16.107,39	20%	-
2016	905.778,90	20%	0,46%	16.214,70	20%	0,67%
2017	881.633,56	20%	-2,67%	16.286,28	20%	0,44%
2018	879.433,24	20%	-0,25%	17.750,14	20%	8,99%

Table. III. shows that the target growth in recent years weren't achieved nationally and in Palembang. The company set target growth of 20% every year, but the target growth wasn't reached and tended to decline nationally in the past two years. Similarly, sales in Palembang has never reached the target growth set by the company, and declined in 2017 by 0.44% from the previous. It then increased by 8.99% in 2018 purely because of tour program in pareto outlets. However, the growth still doesn't reach the target growth of 20% as set by the company. The realized growth is only 8.99% from the previous year.

Declining sales of sacheted Adem Sari is in line with the preliminary study performed by the author on 20 respondents who consume refreshing solutions in Palembang. The preliminary study is performed by interviewing refreshing solution consumers and observing locations where refreshing solutions are sold. The interview asks brand equity of sacheted refreshing solution from various brands. The result is shown in the table below.

Table 4.
Brand Equity Prasurvey Results

No.	Questions	Yes	Percentage (%)	No	Percentage (%)
Element 1: Brand Awarness					
1	Do you know the Adem Sari brand sachet freshener solution?	9	45	11	55
2	Do you think the Adem Sari sachet package is attractive?	7	35	13	65
3	Have you ever seen an adem Sari sachet refresher advertisement?	8	40	12	60
Element 2: Brannd Association					
4	Are you interested in buying the Adem Sari sachet freshener solution?	8	40	12	60
Element 3: Quality Perception					
5	In your opinion, do you feel any benefits after consuming Adem Sari sachets?	9	45	11	55
6	In your opinion, does Adem Sari sachets have better quality than other brands?	8	40	12	60
Element 4: Brand Loyalty					
7	Will you buy Adem Sari when you want a sachet freshener solution?	8	40	12	60

Based on the pre-survey summarized in Table IV. the equity of sacheted Adem Sari is weak. This is reflected from the respondents' responses that they don't know sacheted Adem Sari. Although the company has tried to improve the brand equity through promotions, they still haven't manged to increase the sales of sacheted Adem Sari in the past years which tend to decline as shown in the table below.

Table 5.
Adem sari promotion and sales costs

Year	Promotion Fee	Growth	Sales	Growth
2015	31,574,385,549	-	768,612,150,639	-
2016	32,638,856,022	3.37%	772,183,758,481	0.46%
2017	32,790,523,146	0.46%	770,872,172,590	-0.17%
2018	34,044,188,230	3.82%	768,948,283,192	-0.25%

Table. V. shows that the promotion costs incurred by the company every year keeps increasing. However, increasing promotion costs aren't followed by increasing sales.

Based on the phenomenon above, the researcher is driven to observe it, so that the present study will focus on elements of brand equity, i.e. brand awareness, perceived quality, brand association, and brand loyalty. Therefore, the present study is titled "Analysis of Brand Equity on Buying Decision of Sacheted Adem Sari A Case Study of PT. Enesis Indonesia in Palembang".

LITERATURE REVIEW

Brand Equity according to Aaker (2014:8) is a set of brand assets and liabilities related with a brand, its name and its symbol, which increases or reduces the value given by a goods or service to a company or company customer.

Brand Awareness is an ability to recognize or recall that a brand is a part of product. Brand awareness in brand equity depends on the level of customer awareness of the brand.

Brand Association is everything related with memory on a brand. Values which underlie a brand is sometimes based on certain associations related with the brand which may have strength which depends on experience in communicating the brand association and support from network with other.

Perceived Quality is consumer's perception on overall quality of a product or service in accordance with the consumer's expectation. The values of perceived quality are buying reason, differentiation, optimal price, distribution channel interest, and brand expansion.

Brand Loyalty is a measure of a customer's relatedness with a brand. There are several levels of brand loyalty.

Buying Decision is: Buying decision is a part of consumer behaviors. Consumer behaviors is a study on how individual, group, and organization choose, buy, use, and how goods, service, idea or experience satisfy their needs and desire.

Framework is narration (description) or statement (proposition) on identified or formulated conceptual problem solving frame. Below is the framework of the present study:
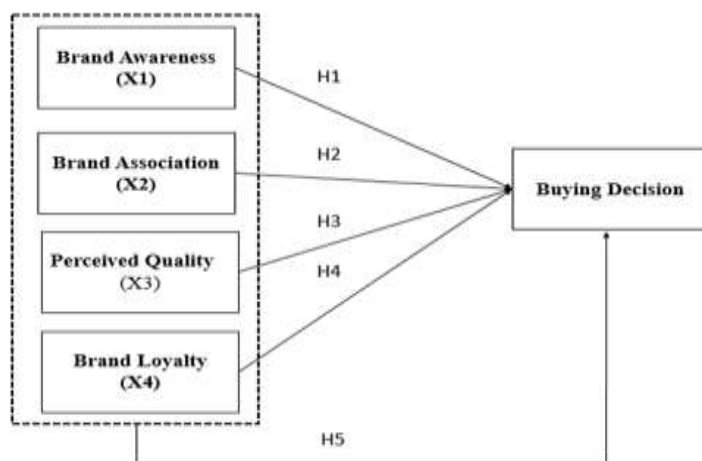

Fig. 1. Framework

RESEARCH METHODS

The present study was a causal relation using descriptive research method with survey type quantitative approach. The research population in the present study was consumers of Adem Sari refreshing solution in Palembang. The research sampling used non-probability sampling with purposive sampling technique. The number of samples referred to the criteria proposed by Ferdinand [2]. Sample is a subset of population, consisting of some members of the population. The data collection method in the present study was questionnaire using likert scale with five research scores administered to 96 respondents who met the sample criteria. The questionnaire was distributed online via google form. In the present study, the variables were categorized into: (1) Independent variables i.e.; (X1) Brand Awareness, (X2) Brand Association, (X3) Perceived Quality and (X4) Brand Loyalty (2) and Dependent variable which is; (Y) Buying Decision.

The data analysis of the present study used SPSS version 24.0 for windows for processing primary data.

FINDINGS AND DISCUSSION

Table 6.
Validity Test Results

Variable	Indicator	r Hitung	r Tabel	Explanation
Brand Awarness (X1)	X1.1	0,808	0.200	Valid
	X1.2	0,867	0.200	Valid
	X1.3	0,852	0.200	Valid
	X1.4	0,794	0.200	Valid
Brand Association (X2)	X2.1	0,589	0.200	Valid
	X2.2	0,663	0.200	Valid
	X2.3	0,639	0.200	Valid
	X2.4	0,705	0.200	Valid
Perceived Quality (X3)	X3.1	0,814	0.200	Valid
	X3.2	0,875	0.200	Valid
	X3.3	0,870	0.200	Valid
	X3.4	0,873	0.200	Valid
Brand Loyalty (X4)	X4.1	0,687	0.200	Valid
	X4.2	0,698	0.200	Valid
	X4.3	0,689	0.200	Valid
	X4.4	0,731	0.200	Valid
Purchase Decision (Y)	Y.1	0,776	0.200	Valid
	Y.2	0,671	0.200	Valid
	Y.3	0,670	0.200	Valid
	Y.4	0,554	0.200	Valid

Based on Table. VI, validity test was performed on brand awareness, brand association, perceived quality, brand loyalty and buying decision on 96 respondents so that with df=n-2 it's found that rtable 0.200. The result of validity test shows that all statement items have bigger rcount than r-table. It showed that all statement items of every variable were valid, so that the statements could be use as research instrument.

Table 7.
Reliability Test Results

Variable	Nilai Cronbach's Alpha	Requirment	Explanation
Brand Awarness	0.824	> 0.6	Reliabel
Brand Association	0.753	> 0.6	Reliabel
Perceived Quality	0.831	> 0.6	Reliabel
Brand Loyalty	0.778	> 0.6	Reliabel
Purchase Decision	0.764	> 0.6	Reliabel

Based on Table. VII reliability test shows that Cronbach's Alpha of brand awareness, brand association, perceived quality, brand loyalty and buying decision are over 0.600. It

showed that all statement items of every variable were reliable, so tht the statements could be use as research instrument.

Normality Test

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Table 8.
Normality Test Results

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One-Sample Kolmogorov-Smirnov Test		
		Residual
N		96
Normal Parameters[a,b]	Mean	0.00
	Std. Deviation	0.22
Most Extreme Differences	Absolute	0.043
	Positive	0.039
	Negative	-0.043
Test Statistic		**0.043**
Asymp. Sig. (2-tailed)		.200[c,d]

Assumption of normality test was performed to examine the data of independent variables (X) and dependent variable (Y) on the resulting regression equation, whether it was normally distributed or not.

Based on Table VIII. The result of Kolmogorov-Smirnov normality test shows that Sig. of regression result = 0.200, and KS = 0.043. The Sig. value above is over $\alpha= 0.05$, and KS count = 0.043 < KS table (1.35 / $\sqrt{96}$ = 1,377). Therefore, the results of Kolomogorov-Smirnov test of the four variables above have met the normality requirement with Sig. > $\alpha= 0.05$. It's concluded that the tested data has normal data distribution.

Multicollinearity Test

Assumption of multicollinearity test is used to measure level of association, closeness of relation or linear relation among independent variables. One of commonly used multicollinearity tests is Variance Inflation Factor (VIF). If VIF value of variable X < 10, there is no multicollinearity.

Based on Table. IX, VIF value of each variable is less than 10. It's concluded that the tested data doesn't have multicollinearity.

Multiple Linear Regression Analysis

The data analysis technique used in the present study was multiple linear regression analysis, which is used to determine the effect of independent variable on dependent variable. Multiple linear regression was used because the present study used more than one independent variable, determine their effects on the dependent variable, i.e. Buying Decision (Y) of consumers of Adem Sari refreshing solution in Palembang. Data processing used SPSS (*Statistical Package for Social Sciences)* 24.0.

R-Square

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Table 10.
Results of r-square determination

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Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899[a]	0.808	0.800	0.222

a. Predictors: (Constant), Brand Loyalty, Brand Awarness, Brand Association, Perceived Quality
b. Dependent Variable: Keputusan Pembelian

COEFFICIENT OF DECISION

Based on Table X, *Adjusted R Square* = 0.800. It showed that 80.0 % Buying Decision (Y) was affected by Brand Awareness (X_1), Brand Association (X_2), Perceived Quality (X_3), and Brand Loyalty (X_4) while the remaining (100 % - 80.0 %) 20.0 % of Buying decision (Y) was affected by other factors outside of this study.

Simultaneous Significance Test (*f* Test)

Table 11.
Simultaneous significance test (*f* test)

| | | | ANOVA^a | | | |

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18.822	4	4.706	95.706	.000^b
Residual	4.474	91	0.049		
Total	23.296	95			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Brand Loyalty, Brand Awareness, Brand Association, Quality Perception

Based on Table. XI, F = 95.706, and *Sig*. = 0.000, while F table with df (4.91) = 2.47. Therefore **H_0 was rejected,** Brand Awareness (X_1), Brand Association (X_2), Perceived Quality (X_3), and Brand Loyalty (X_4) simultaneously significantly affected Buying Decision (Y).

Hypothesis Test

Table 12.
Results of multiple linear regression purchasing decisions

	Coefficients^a	
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Brand Awarness	0.917	1.091
Brand Association	0.548	1.826
Perceived Quality	0.447	2.238
Brand Loyalty	0.491	2.035

a. Dependent Variable: Purchase Decision

	Coefficients^a			
Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1 (Constant)	1.053	0.154	6.834	0.000
Brand Awarness	0.087	0.030	2.936	0.004
Brand Association	0.166	0.056	2.942	0.004
Perceived Quality	0.342	0.047	7.324	0.000
Brand Loyalty	0.217	0.051	4.260	0.000

a. Dependent Variable: Purchase Decision

Interpretation and Testing of hypotheses (H) in Table. XII is as follows:

$$Y = 1.053 + 0.087\ X_1 + 0.166\ X_2 + 0.342\ X_3 + 0.217\ X_4 + e$$

1. Brand equity which consisted of brand awareness, brand association, perceived quality, and brand loyalty simultaneously affected buying decision of sacheted Adem Sari refreshing solution. Based on the result of simultaneous significance test (*f* test) in Table. XI above, F-count is 95.706 (F-count > F-table (n=96, and k=4) = 2,47) and *Sig*. = 0.000, showing that Brand Awareness (X_1), Brand Association (X_2), Perceived Quality (X_3), and Brand Loyalty (X_4) simultaneously significantly affected Buying decision (Y). Therefore H_1 in the present study that "Brand equity which consists of brand awareness, brand association, perceived quality, and brand loyalty simultaneously affect buying decision of sacheted Adem Sari refreshing solution" was accepted.

2. Brand Awareness (X_1) affected Buying Decision (Y) partially. Table .XII shows that the relation between Brand Awareness (X_1) and Buying Decision (Y) was significant with t-count of 2.619361 (t-count > t table (df=91) = 1.98) and *Sig*. = 0.004. Positive coefficient value of 0.087 showed positive relation between Brand Awareness (X_1) and Buying Decision by 8.7%. Therefore, H_2 in the present study that "Brand Awareness (X_1) significantly affects Buying Decision (Y) of sacheted Adem Sari refreshing solution" was accepted.

3. Brand Association (X_2) affected Buying Decision (Y) partially.Table .XII shows that the relation between Brand Association (X_2) and Buying Decision (Y) was significant with t-count of 2.942 (t-count (df=91) > 1.98) and *Sig*. = 0.004. The positive coefficient of 0.166 showed that the relation between Brand Association (X_2) and Buying Decision is positive by 16.6%. Therefore, H_3 in the present study that "Brand Association (X_2) significantly affects Buying Decision (Y) of sacheted Adem Sari refreshing solution partially" was accepted.

4. Perceived Quality (X_3) affected Buying Decision (Y) partially. Table .XII above shows that the relation between Perceived Quality (X_3) and Buying Decision (Y) was significant with t-count of 7.324 (t-count (df=91) > 1.98 and *Sig*. = 0.000. The positive coefficient of 0.342 showed that the relation between Perceived Quality (X_3) and Buying decision is positive by 34.2%. Therefore, H_4 in the present study that "Perceived quality (X_3) significantly affects Buying Decision (Y) of sacheted Adem Sari refreshing solution partially" was accepted..

5. Brand Loyalty (X_4) affected Buying Decision (Y) partially.Table .XII above shows that the relation between Brand Loyalty (X_4) and Buying Decision (Y) was significant with t-count of 4.260 (t-count (df=91) > 1.98 and *Sig*. = 0.000. The positive coefficient of 0.217 showed that the relation between Brand Loyalty (X_4) and Buying Decision is positive by 21.7%. Therefore, H_5 in the present study that "Brand loyalty (X_4) significantly affects Buying Decision (Y) of sacheted Adem Sari refreshing solution partially" was accepted.

Correlation Matrix among Variables

Correlation analysis is a statistical analysis which measures the level of relation which involved more than one independent variables (X1, X2, X3, X4) and one dependent variable (Y). Correlation analysis was used to determine the relation between Brand Awareness (X1), Brand association (X2), Perceived quality (X3), and Brand loyalty (X4) and Buying decision. Overall, the data processing and analysis were performed using computer program. In this case, the program was SPSS (Statistical Product for Service Solution) version 24.0.

Table 12.
Result correlation matrix among variables

Correlations	
Variabel	Purchase Decision
Brand Awarness	.342**
Brand Association	.697**
Perceived Quality	.836**
Brand Loyalty	.758**
N	96
**. Correlation is significant at the 0.01 level (2-tailed).	

Based on Table. XIII above, the correlation matrix interpretation was:

1. Brand Awareness (X_1) on Buying Decision (Y)
   Table. XIII shows that the correlation between Brand Awareness (X_1) and Buying Decision (Y) is 0.342, which is a weak correlation. It showed that brand awareness was necessary but not too significant for every increase of Buying Decision.
2. Brand Association (X_2) on Buying Decision (Y)
   Table. XIII shows that the correlation between Brand Association (X_2) and Buying Decision (Y) is 0.697, which is fairly strong correlation. It showed that brand association was necessary for every increase of Buying Decision.
3. Perceived Quality (X_3) on Buying decision (Y)
   Table. XIII shows that the correlation between Perceived Quality (X_3) and Buying Decision (Y) is 0.836, which is strong correlation. It showed that perceived quality was very necessary for every increase of Buying Decision.
4. Brand Loyalty (X_4) on Buying Decision (Y)
   Table. XIII shows that the correlation between Brand Loyalty (X_4) and Buying decision (Y) is 0.758, which is strong correlation. It showed that brand loyalty was very necessary for every increase of Buying Decision.

CONCLUSION AND SUGGESTION

Hypothesis result showed that H_1 was accepted and it's concluded that Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty significantly have simultaneous effect on Buying Decision, meaning the better the Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty offered to customers, the higher the Buying Decision of sacheted Adem Sari refreshing solution. It was in line with the study by Salman Alfarisi, Nuning Setyowati, Setyowati Setyowati (2019). The research result proved that brand awareness, brand association, perceived quality, and brand loyalty simultaneously had positive effect on buying decision of sacheted Adem Sari refreshing solution.

Hypothesis result showed that H_2 was accepted and it's concluded that Brand Awareness has positive and significant effect on Buying decision, meaning the better the Brand awareness, the higher the Buying Decision of sacheted Adem Sari refreshing solution. It was in line with the study of Novella Tantia Putri, (2018)

The research results showed that: (1) There was partial positive and significant effect of Brand Equity and buying decision of Pocari Sweat in Pontianak

Hypothesis result showed that H3 was accepted and it's concluded that Brand Association has positive and significant effect on Buying Decision, meaning the better the

Brand Association offered to customers, the higher the Buying Decision of sacheted Adem Sari refreshing solution.

It was in line with the study of Wiastuti, R.D., & Kimberlee, S. (2018). Brand equity consists of four dimensions, i.e. brand awareness, brand association, perceived quality and brand loyalty. Meanwhile, correlation and regression analyses were used to measure the relation and effect of brand equity on buying decision. The research result showed that brand equity and buying decision has strong and positive relation, and significant effect of 56.7%.

Hypothesis result showed that H_4 was accepted and it's concluded that Perceived Quality has positive and significant effect on Buying Decision, meaning the better the Perceived Quality given to customers, the higher the Buying Decision of sacheted Adem Sari refreshing solution.

It was in line with the study of Kiling, Christika. & Tumewu, Ferdinand F. J. (2017). The research result shows that brand equity and product quality simultaneously have significant effect on buying decision. Partially, brand equity and product quality had signficant effect on buying decision. Brand equity and product quality greatly contributed to buying decision.

Hypothesis result showed that H5 was accepted and it's concluded that Brand Loyalty has positive and significant effect on Buying Decision, meaning the better the Brand Loyalty offered to the customers, the higher the Buying Decision of sacheted Adem Sari refreshing solution.

It was in line with the study of Kim, Renee B. (2012). The research result shows that brand loyalty and attribute-based component (i.e. experienced value) seem to have dominant role determining brand equity.

Based on data analysis and discussion in the previous chapter, the following research conclusions are drawn: (1) Brand Awareness (X_1), Brand Association (X_2), Perceived Quality (X_3), and Brand Loyalty (X_4) simultaneously have significant effect on Buying Decision (Y). (2) Brand Awareness (X_1) has significant effect on Buying decision (Y). (3) Brand Association (X_2) has significant effect on Buying decision (Y). (4) Perceived Quality (X_3) has significant effect on Buying decision (Y). (5) Brand Loyalty(X_4) has significant effect on Buying decision (Y)

By analyzing the research result, some suggestions which could be considerations and inputs for National Health Insurance (JKN) and future researchers are:

PT. Sari Enesis Indah is expected to develop and increase Brand Awareness among Consumers because many consumers don't recognize Adam Sari by its packaging. It's based on the fact that the statement "I can recognize Adem Sari by its packaging" has the lowest average of 3.03. The company should do promotion to make it easier for consumers to remember and recognize Adem Sari to provide solution for the consumers, so that the consumers can get their needs easily. It's important to note because Brand Awareness affects consumer decision directly to increase sales in PT. Sari Enesis Indah.

Brand association has positive and significant effect on buying decision in PT. Sari Enesis Indah. Therefore, it should be noted because the major factor of buying decision is found in the statement "I think that Adem Sari suits my current lifestyle". Brand association in Adem Sari should be continuously improved to support consumers' lifestyles.

Consumers' perception on product packaging quality should be continuously increased, especially on the statement which has the highest score in Perceived Quality "I know that Adem Sari packaging isn't easily damaged" by using more unique and higher quality packaging than other brands.

Brand Loyalty in the statement "I will immediately buy Ademsari when I have *panas dalam*" has the highest score, meaning respondents still purchase Adem Sari despite similar products. It showed that the respondents are loyal to   Adem Sari. Future studies should add other variables which affect buying decision, e.g. price, service, word of mouth, trust, security and promotion; and Future studies should study the same variables but change the object category or research area.

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